Raben Group
– logistics up to a logistics company's standards

Raben Group is an international forwarding company that was established as a family business in Holland in 1931. Now it operates in 10 countries: the Czech Republic, Estonia, Holland, Germany, Lithuania, Latvia, Poland, Slovakia, Ukraine and Hungary. It employs about 8,000 people and possesses a network of own depots all over Europe. The Company has 1,000,000 m² of warehouse space and more than 6,000 means of transport at its disposal.

About us

Enaf Sp. z o.o. is a leader of personalized business prints in the Polish market. The company owns its success to launching modern Internet technologies dedicated to purchasing processes optimization. The 5x9online System enables automation of production preparation processes, eliminates a painstaking approval process and misprints correction as well as forces uniform prints production standards.

Challenge:

1. Implementing direct deliveries to the Group's European subsidiaries;
2. Implementing the Corporate Identity (CI) guidelines in all of the Group's entities and subsidiaries;
3. Making eight language versions of the same font available in all kinds of prints;
4. Implementing settlements of orders in line with the Group's structure and in different currencies;
5. Implementing a unified ecological program – part of the Customer's image strategy;
6. Adding QR codes on business cards that enable entering data by means of electronic devices.

Solution:

1. Implementing a unified purchasing system for all countries;
2. Centralizing production and delivering a unified product standard for all recipients;
3. Entering unified analytical descriptions to the 5x9online System so as to ensure proper invoice settlements;
4. Implementing settlements in PLN and EUR depending on the place where a given order was placed;
5. Using ecological raw materials and an environmentally friendly production technology;
6. Implementing a unified QR codes system compatible with all electronic devices.

Results:

1. Shortening the order lead time and agreeing on fixed schedule of production runs;
2. Relieving administration departments responsible for settling orders;
3. Enhancing the Group's budget control;
4. Ensuring alignment of prints with the Customer's ecological program and improving the Company's image as a business that cares about the environment.

The Customer indicated issues resulting from the lack of unified prints production. Local entities/subsidiaries ordered prints at local providers which used different fonts and did not comply with the Customer's CI guidelines. Some offices ordered production via the HQ, yet a local printing house lacked sufficient knowledge enabling them to produce prints without the need to make lots of corrections and approvals. The order lead time was very long, there were numerous errors and the printed QR codes were not always read properly by electronic devices.

Orders placed by the overseas entities were realized in Poland and invoiced in Polish zloty what generated additional currency conversion costs. Due to the fact that orders were managed manually, there were often problems with proper descriptions of invoices that made cost allocation and settlement more difficult.

The multilingual interface of the 5x9online System guarantees the Company's employees from all entities and subsidiaries easy access and efficient use of it. All countries use the same font in their local language versions in all prints. Placing and approving orders is done on-line, and the system automatically displays their realization date what makes communication and order management much easier. All QR codes are entered automatically in line with a unified and verified pattern what ensures their correctness.

All products listed in a given order are appropriately described and therefore they are easily settled and allocated to the proper cost center. The order approval structure is adjusted to the Customer's organizational structure and may differ on a local basis so as to make settlements easier. Full transparency of settlements and simplification of the internal invoice approval procedures, which influence shortening the terms of payments, is of a vital importance from the perspective of vendor – customer relationship.

Depending on the place of order origin, the System automatically quotes prices in Euros or Polish zlotys and the invoice is settled in the same currency. Orders are delivered directly to local offices what means shorter delivery time and guarantee of receiving prints in line with the set deadlines.

The Customer's emphasis placed on the production compliance with the implemented ecological program was a significant aspect that needed to be addressed before our cooperation could begin. All business cards are printed on 100% recycled paper and the HP Indigo technology is used. The HP Indigo is the state-of-the-art technology of digital printing which is also environmentally friendly. The use of a very thin ink layer on top of the surface, which does not soak in paper, enables full recycling of such paper by means of separating this layer from it.

Summary:

The central purchasing system equipped with options of generating previews and production files guarantees their repeatability regardless of the Customer's office localization. Automatic approval procedures and analytical descriptions decrease workload necessary to manage and control purchases within a scattered network of offices. The HQ has full control, on an everyday basis, over realization of set budgets in the Group's specific regions and entities/subsidiaries. Orders are directly delivered to the regional offices what results in shortening the order lead time and relieves the HQ of expensive logistics processes. Moreover, all countries equally participate in the ecological program in as far as business prints and recycling are concerned.