

REIFF GETS ITS IT ON TRACK WITH AGILE DEVELOPMENT AND SYSTEMATIC INTEGRATION



Customer

The REIFF Group employs more than 1,600 people worldwide. The family-owned company is one of Germany's largest tire wholesalers. It is considered Europe's most important motorcycle tire retailer and offers a broad product portfolio of technical products. The REIFF Group posted total revenues of €528 million in 2012. Focusing on the future, the tradition-rich company has expanded into new markets in recent years.

Industry

Retail

Opportunity

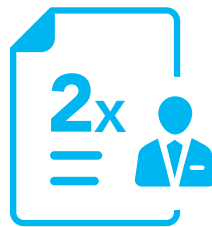
- Transition from a profit-center-oriented company structure to a process-oriented culture
- Standardizing the IT landscapes across all areas of the company
- Consolidating products and data as part of a centralized master data management system

Solution Set

webMethods Integration Server, webMethods BPMS, webMethods OneData (MDM), webMethods Trading Networks (B2B), ARIS, Performance.Ready and SAP® Redocumentation from IDS Scheer

Key Benefits

- Consolidated data enables centralized procurement, optimized warehousing and new business models
- High customer satisfaction through faster cycle times, a broader offering and lower administrative effort
- Different areas of the company grow together over the long term



DOUBLE
THE PRODUCT
RANGE FOR RETAILERS

**TECHNICAL
EFFORT**
retailer integration
75% REDUCED

TIME
TO MARKET 
SIGNIFICANTLY SHORTER

Successful companies accelerate their growth through acquiring related companies. The REIFF Group has implemented this concept consistently in recent years and is now considered one of Germany's largest tire wholesalers. However, the company could not take full advantage of anticipated synergy effects because of differing IT systems, internal data silos and a lack of company-wide processes. A study showed that better networking of company divisions alone could result in revenue growth of up to €50 million.

The company's leadership, therefore, decided to enact a systematic change in its corporate culture. Step-by-step, the company detached itself from profit-center-oriented thinking and introduced a process-oriented structure. REIFF achieved success quickly by implementing webMethods as an integration layer. The still-separate subsidiaries, customers and suppliers can all use it now to exchange data quickly and efficiently. Agile development methods ensure that REIFF can respond to market changes with flexibility and successfully implement adjustments.

"Our systematic transition to a process-oriented company strengthens our competitiveness enormously and opens up a wide range of sales opportunities for us."

— Immanuel Kohn | CFO, REIFF Group

Strategic realignment

"Our strength lies in service." The REIFF Group's more than 1,600 employees all over the world work and live by this motto. In recent years, the family-run company has expanded through acquiring different companies, especially in the tire business segment. The Group quickly found that although it had a functioning IT infrastructure everywhere, there was no common basis for doing retail business. For example, end customers could visit separate platforms to order tires and rims from REIFF Group companies online, but not a complete wheel. The negative effects within the company included unfavorable procurement conditions, problems with warehousing and a lack of seamless transition between the different shop systems. Immanuel Kohn, CFO of the REIFF Group, explains: "We want to offer our customers the full product and service portfolio and integrate all applications across every segment of our company. It quickly became clear that we had to abandon our profit-center thinking to achieve this goal. Software AG and IDS Scheer offered us both the suitable technology solutions as well as expert consulting with their implementation."

Restructuring the entire REIFF Group required a clear process-oriented concept, tight organization and corresponding IT systems:

- An SOA platform that integrates existing applications
- A standardized ERP software that creates transparency across all areas of the company
- A high-performance platform for business process management to capture, restructure and continuously test business processes

Strength from a single source

At first, the REIFF team focused on the standardized ERP software. The team spent four weeks using ARIS to document the running SAP® processes at the Reifen Krupp subsidiary. These served as the basis for defining company-wide processes. It quickly became clear that introducing a standardized SAP system across every area of the company would need to be strategically well prepared. At the same time, the REIFF team recognized that a standardized ERP system was not necessary for an aligned market presence. Simple data exchange between the different company branches was far more important. The solution: a flexible business integration platform based on webMethods and implemented by Software AG's global consulting team. It enables fast and efficient information sharing with customers and suppliers both inside and outside the company.

The synergy effects are already very clear: REIFF retail partners are handled exclusively by one of the four subsidiaries but can directly access products from the entire group. Matthias Kolberg, Head of eBusiness and Pricing R.TEC, estimates that the technical effort for these partners has been reduced by around 75 percent. He is responsible for the integration project as a product owner on the departmental side and explains: "We now offer our partners a significantly better service thanks to the webMethods integration. They no longer have to maintain four interfaces, check four invoices and store complex parameters when products are procured from whichever subsidiary. They also benefit from greater flexibility when combining tires and rims." The same applies for regional tire retailers who order products through REIFF's online portal. They save a great deal of time because they do not need to query four different shops.

The entire group's portfolio is available with a single click. As such, the product range available to retailers has more than doubled. With this initiative, the REIFF Group achieved its first major milestone: "one interface to the customer" while significantly reducing its time-to-market.

Change is constant

The IT project has also had a positive impact within the company: Communication had to increase significantly in order to align and optimize the individual processes. "Change management really took off with our project," notes Matthias Kolberg, adding: "We noticed how important flexibility is in IT projects. It takes time to merge four companies. The project will only succeed if we continually make adjustments. That's why we see webMethods not only as an integration platform, but as an agility layer as well." The company responded systematically to this insight and has been successfully implementing agile development methods since December 2013—a future-oriented, trend-setting decision that also supports the transfer of knowledge. REIFF employees are constantly sharing information on agile development with Software AG consultants and creating solutions together with them. For these employees, webMethods training is ongoing.

In addition to the centralized business integration platform and ARIS, REIFF deploys webMethods OneData (MDM) for data mapping. The company relies on the Terracotta In-Memory Data Fabric Platform for strategic evaluation of data. With this initiative, the REIFF Group has laid the foundation for merging every area of its business on the IT side and is already benefiting from synergy effects.

ABOUT SOFTWARE AG

The digital transformation is changing enterprise IT landscapes from inflexible application silos to modern software platform-driven IT architectures which deliver the openness, speed and agility needed to enable the digital real-time enterprise. Software AG offers the first end-to-end Digital Business Platform, based on open standards, with integration, process management, in-memory data, adaptive application development, real-time analytics and enterprise architecture management as core building blocks. The modular platform allows users to develop the next generation of application systems to build their digital future, today. With over 45 years of customer-centric innovation, Software AG is ranked as a leader in many innovative and digital technology categories. Learn more at www.SoftwareAG.com.

© 2016 Software AG. All rights reserved. Software AG and all Software AG products are either trademarks or registered trademarks of Software AG. Other product and company names mentioned herein may be the trademarks of their respective owners.

SAG_Reiff_Group_RS_Sep16

