More Service, Faster Processes, Fewer Errors - dbh Advantage Delivery Dispatch Software Increases Productivity in Dispatch Process for Hummel AG

Amazon has it, Zalando has it and soon Hummel will have it, too: with tracking and tracing, customers can track the status of their order from the time of data transfer to delivery at any time. The Hummel-style interface will also provide the recipient with additional information and documents, such as packing lists, etc.

End users as well as business customers have long expected this service. Tracking is just one of many advantages from which Hummel AG, based in Denzlingen in the Black Forest, is benefiting thanks to its new shipping system. The dbh Logistics IT AG (dbh) has adapted and successfully implemented its Advantage Delivery dispatch system to the Hummel processes.

Hummel is a medium-sized, internationally renowned manufacturer of connecting technology in the electrical engineering, electronics and heating fittings sectors. Products ranging from cable glands to industrial housing are shipped to customers worldwide. The company’s methods have always worked well; after all, the company has successfully been in business for over 60 years for good reason. But could the process be a little faster, a little more effective? Oh, yes, please. In the complex system world of Hummel, an Enterprise Resource Planning (ERP) system is used as well as a Warehouse Management System (WMS). In the past, the order information for all goods, including all item information, were picked via the in-house ERP system or the corporate WMS solutions.

The System Is Tailored to the Customer

That’s where dbh came in. „We already had worked together in the customs field and were familiar with their reliable and customer-oriented working methods,“ says Thomas Peissl, Head of Materials Management & Logistics at Hummel AG. Because that’s exactly what the key strength of dbh and the dispatch system is: Advantage Delivery adapts to the company’s workflows, not vice versa. The steadily increasing number of shipments and distribution countries means more transportation service, while the customs status must also be monitored in order to be able to change the shipping information up until the last second and the recipient will also want to know when their delivery will arrive. These are four challenges all at once, but Advantage Delivery can master them easily.

Hummel’s previous solution will be replaced by the complete integration of Advantage Delivery. Since only one interface is now used for the entire shipping process, all processes are designed to be more transparent and are overall more simplified and streamlined. In future, the packing process requirements for the individual departments of Hummel will be covered by a flexible system.

After a joint workshop to coordinate the key processes and functions, dbh instituted the dispatch system in close collaboration with Hummel. So interfaces from and to the existing Hummel AG systems, to external transport service providers as well as to the existing
dbh customs system Advantage Customs were implemented. The system now reports missing information for dispatch orders immediately. Additional processes were automated, such as printing the transport service label (bar code label) on pre-configured printers, a real-time overview of the individual shipping orders and shipment tracking. And manual intervention is still possible at any time. „This flexibility is very important to us,” says Thomas Peissl. „We have reached our goal and our dispatch process has become much more effective thanks to the dbh systems and consultation.”

Go-Live was also integrated very effectively: due to the intuitive interface guide, dispatch employees were able to confidently use the system from the beginning. „That was certainly one of the key success factors for the smooth conversion of the entire process from the very beginning,” Peissl adds.

**Trial Version in the dbh Computer Centre**

The system implementation of Advantage Delivery was implemented by Hummel in a total of five milestones, from the kick-off workshop to its approval and acceptance. Alongside the installation of the production system for Hummel, a test system was set up in the dbh high-performance computing centre in Bremen in order to ensure that everything would run smoothly. With the new system, Hummel has unified the dispatch process across all its affected departments and areas, thus minimising manual activities.

Or, better put: mission accomplished. Shipping is easy, fast and effective. Among other things, the interfaces for external transport service providers as well as the previous customs system make the entire dispatch process much more transparent and efficient. Whether they’re purchasing circular connectors, heating accessories or control panels - Hummel’s business customers now know exactly what the status of their shipments currently is and can already see which item is in which box as soon as their purchased goods leave Hummel AG. This means that customer can process the packaged goods without having to unpack or repackage them. So they can also plan much better and much more efficiently.

**About Hummel**

Hummel AG is a renowned manufacturer of components for the electrical, electronics and heating industry.

In addition to employing 300 people at both branches in Denzlingen and Waldkirch, the company also maintains 14 independent subsidiary companies worldwide. In 2014, Hummel AG generated revenues amounting to 51 million euros worldwide.

**About dbh Logistics IT AG**

dbh Logistics IT AG (dbh) is a service provider for software in the subject areas of customs and foreign trade, compliance and risk management, transport management, port operation, and SAP.

With more than 40 years of experience, the company develops business solutions for industry and trade, forwarding and logistics, as well as for shipping and ports. The portfolio ranges from consultation, conception and implementation to hosting and support. In the data centre in Bremen, Germany, dbh operates individual applications as well as complex IT infrastructures and SAP systems.

dbh employs about 165 members of staff allocated to various sites in Germany and The Netherlands.