

## At a Glance

### Customer

- CMS Dienstleistungs-GmbH
- Founding year: 2001
- Company headquarters: Ober-Ramstadt
- Employees: 60

### Industry sector

- Paint wholesale

### Key figures

- Listed articles in the SAP master: 350,000
- Associated wholesalers: approximately 15 throughout Germany

### Challenges

Painters throughout Germany were to be enabled to go to one of the CMS wholesalers and get the products they require at their personal conditions. For this purpose, the service company of the CMS group required uniform structures and processes as well as an IT system with a homogenous material master. Easy ordering and information procurement were to be enabled by means of a central shop solution.

### Solution

- FIS/www® - industrial solution for the technical wholesale
- FIS/eSales® - shop solutions

### Benefits

Thanks to the homogeneous system, CMS can provide a nationwide sale for painting companies with all traders offering their products. With FIS/eSales®, painters and field staff have indirect access to the SAP article master. Via the Web shop, they can view availability and prices of the requested goods on the PC in real time and order them immediately.

## CMS Dienstleistungs-GmbH Information Platform for Craftsmen



*"The FIS/www® industrial solution for SAP ERP maps all processes in the paint wholesale comprehensively and with high productivity. It enables an optimized planning of all logistical wholesale processes, the control of commodity flows as well as an efficient order processing."*

*Marcus Michel,  
Team leader "Projects and  
application development"*

For Christian Friederich, it is nothing less than "a revolution in the painter's craft". The sales manager of the Späth Knoll wholesaler from Darmstadt speaks of the new FIS/eSales® Web shop of his enterprise. Via this Web shop, Späth Knoll customers can view the availability and the price of all goods in real time as the shop is directly connected to the SAP article master of the trader. For painters, this enables an optimal order preparation and planning on a daily basis. This shop was established by CMS GmbH, a central service provider of the CMS paint wholesalers, Europe's top-selling paint manufacturer.

Probably anybody has whitened their walls with Alpina paint once before. In addition to the do-it-yourself color that can be bought in any home improvement store, market leader DAW manufactures professional painter products with Caparol and Alligator. These products are exclusively distributed via the wholesale trade; unlike some compe-

titors, DAW does not operate own shops. Therefore, the cooperation with its traders is very important to the paint manufacturer and it supports them wherever it can. Initially, support was granted on a financial basis since the end of the 1990ies, from minority interest to the acquisition of all company shares. The objective was to ensure a comprehensive nationwide supply for the painter's craft.

In addition to the financial interest, DAW also supports its traders in administrative tasks. For this purpose, CMS was founded - first as an internal unit and as an independent company since 2001. Its business model was to create and operate central processes such as IT support, accounts receivable accounting and accounts payable accounting etc. – i.e. services that traders can also book for each module. All sales and logistics tasks that are relevant for the customer relationship will remain on site with the wholesaler.

### SAP system with FIS/wws® for all traders

“We want to enable painters throughout Germany to visit one of our wholesalers and get the products at their personal conditions,” Marcus Michel, team leader “Projects and application development” at CMS explains. This requires uniform structures and processes as well as an IT system with a homogeneous material master. CMS has therefore implemented an industry-specific SAP solution at its traders that maps all processes in the paint wholesale trade comprehensively and with high productivity. The FIS/wws® industrial solution for SAP ERP enables an optimized plan-

In 2003, Knoll (today Späth Knoll) went live as the first wholesaler, and until 2010, further wholesalers followed at an interval of four months. In the course of this process, some companies were merged into greater business units to achieve leaner processes. Today, it is 15 wholesalers who access the same article, vendor and customer master in a homogeneous SAP system. CMS centrally maintains SAP SD, MM and the financial accounting models for its traders. The new material master contains 350,000 products; new articles and vendors are always created at the level of the CMS sales organization at first and - according to requirements – copied to the sales organizations of the individual traders.

ditions. Afterwards, the traders will settle the sales among themselves. So the same areas are covered as with the local shops of manufacturers; however, the product ranges of CMS wholesalers are significantly wider as they also comprise tools and many more articles.

### Web shop as an essential amendment to ERP

Shortly after FIS/wws® had been implemented, CMS started to think about establishing a Web shop as well. Until then, painters had supplied themselves with the utensils they required in the conventional

manner: they went to the wholesaler’s pick-up center or ordered the goods via telephone/fax and had them delivered to the construction site. In both cases, a sales employee of the wholesaler had to accept the purchase order and process it in the SAP system. With FIS/eSales®, even painters and field staff now have indirect access to the SAP article master. Via the Web shop, they can view availability and prices of the requested goods on the PC in real time and order them immediately. FIS/eSales® uses SAP master data and, therefore, CMS does not have to enter it in the shop a second time, but it is synchronized automatically. The shop directly transfers purchase orders to the ERP system without any interfaces.

### Information on prices and availability in real time

“For painters, real time availability of information is a special advantage of the system,” Christian Friederich points out, “first of all, they want to know: Are the goods I require available and when can they be delivered? Nowadays, painters do not have to contact our sales department any longer to get this information, but obtain it from the shop at any time.” If painters have to calculate a quotation at the weekend for instance and nobody is available at the wholesaler’s, they will get informed on the availability of the required goods and their personal price conditions by simply taking a glance into FIS/eSales®. Even technical short descriptions of the products provided by the wholesalers can be found in the shop as well as images and information sheets or safety data sheets of all products - not only of products by Caparol/Alligator. For this purpose, FIS/eSales® has been linked with a product database in SAP. So customers do no longer have to switch back and forth between different Web pages, but find all information at a glance in one mask.

However, the shop is not only a mere ordering portal for painters - CMS has extended FIS/eSales® to a comprehensive information platform. The shop is connected to the electronic CMS archive system, where digitally signed delivery notes, invoices and further customer documents have been stored. Via the platform, the 2,500 Späth Knoll customers can view their documents collected in the past. If painters are working on their tax declaration for instance, they do not have to call the sales department of their traders any longer if they require specific invoices. They simply call them via FIS/eSales®,

save or print them. At the request of users, further functions have been added in the course of time and are implemented by FIS GmbH, e.g. the complete delivery from traders to painters or the complete pick-up; such requests can nowadays be specified by customers in FIS/eSa-

les®. “Some painters are very intensively concerned with the system and make good proposals how the shop can be further improved with FIS,” Marcus Michel says. Twice a year, CMS GmbH organizes SAP as well as special FIS/eSales® workshops for its traders. At these events, all current issues concerning the procurement platform as well as change requests by users are discussed, which will then be integrated in the further development of the shop. In doing so, a system is developed that is exactly tailored to the requirements of the painter wholesale. Since May 2012, CMS has additionally offered its traders and their customers the advantages of the Mobile Shop. It enables customers to search articles via Smartphones while they are “on the road”, check their availability and generate orders via mobile devices. The Mobile Shop contains all basic functions required for order transactions: article search in SAP, storage of specific articles in a favorites list and the entire shopping basket processing. In the stationary shop, customers can additionally refer to a specific quotation, i.e. place orders based on this quotation, retrieve documents and store shopping baskets.

Nowadays, the application for Android and iOS is installed on the Smartphones of almost all users. If master painters visit their construction sites in the morning and are informed by their craftsmen about the materials required, they can check their availability and order them while they are still “on the road”. Another possibility is to go through their warehouses and scan articles that are running short. These articles will then be placed in the FIS/eSales®



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Christian Friederich,  
sales manager at Späth Knoll

ning of all logistical wholesale processes for the enterprise, the control of commodity flows as well as an efficient order processing. “15 ERP providers participated in the tender and FIS was able to map our processes best with its solution,” Marcus Michel points out.

Thanks to the homogeneous system, CMS can provide a nationwide sale for painting companies with all traders offering their products. Painters, who are listed at Späth Knoll in Darmstadt and have orders in Berlin for instance, simply visit their local CMS trader Knittel and make a purchase at their own con-

ditions. Afterwards, the traders will settle the sales among themselves. So the same areas are covered as with the local shops of manufacturers; however, the product ranges of CMS wholesalers are significantly wider as they also comprise tools and many more articles.

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Marcus Michel,  
Team leader “Projects and application development”

shopping basket and the purchase order will be transferred to the SAP system.

“Today, it is important to provide and improve systems such as the Mobile Shop,” Christian Friederich points

out. The Mobile Shop contains all basic functions required for order transactions: article search in SAP, storage of specific articles in a favorites list and the entire shopping basket processing. In the stationary shop, customers can additionally refer to a specific quotation, i.e. place orders based on this quotation, retrieve documents and store shopping baskets.

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## CMS Dienstleistungs-GmbH

The DAW group of companies develops, manufactures and distributes high-quality paints, enamels, glazes, construction chemical coatings as well as materials for facade and insulation technology. It is the market leader for building paints in Germany, Austria and Turkey and, with more than 1 billion Euro in sales, it is the third largest enterprise of this industry sector in Europe. In the trade area, CMS Dienstleistungs-GmbH, in short: CMS, supports the paint wholesale as a strong partner. CMS was founded to intensify the cooperation with the wholesale sector. Initially established as a department within the DAW organization in 1994, CMS was spun off into an independent company in 2001.

## FIS GmbH

FIS Informationssysteme und Consulting GmbH is an expanding, independent enterprise with approximately 500 employees focusing on SAP project implementation and consulting. FIS develop advanced and efficient solutions complementing and enhancing the SAP standard software products. With the *FIS/wws*® industry template, the SAP-certified all-in-one solution for the technical wholesale industry, FIS is market leader in Germany, Austria and Switzerland. In addition, FIS, as an SAP VAR partner with "Gold" status, offers industry-independent SAP add-ons – the FIS Smart Products. In our subsidiary FIS-ASP GmbH, more than 80 specialists operate and administrate the customers' SAP systems in own data centers in Southern Germany.



out, "this makes the difference between us and our competitors and in so doing, we can bind our customers on a long-term basis." For there are other wholesalers and the free painter cooperatives. "When it comes to customer service, we always try to be one step ahead of our competitors," the sales manager explains,

"ten years ago, our company was the first to use truck-mounted forklifts – and nowadays they are standard equipment. And our Web shop as well is such a unique selling feature that sets us apart from our competitors – because CMS provides the appropriate technology for us with *FIS/eSales*®.

## FIS Informationssysteme und Consulting GmbH

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