CAMELOT
Management Consultants

HORNBACH

# Sustainable Growth for DIY Retailer by Focused SAP TM Implementation

## In 6 weeks to new route planning – in SAP TM

Client Success Story

▸ Catering to changing customer needs
▸ Introducing SAP TM as transport management
▸ Creating the basis for further growth
▸ Digitizing processes

Michael Mehrhof, Business Partner Logistics,
HORNBACH Baumarkt AG

When the Pandemic hit, we saw a run on our stores that exceeded our expectations. Now our goal was clear. To deliver the goods swiftly and keep our customer's satisfaction, we needed an new transport management. When the system passed user tests after only five weeks we knew that we had succeeded. Thanks to Camelot for the joint efforts and their valuable expertise.

# Sustainable Growth for DIY Retailer by Focused SAP TM Implementation

## Hornbach – There's always something to do

During the pandemic, customers took the DIY retail company at its word. The high demand for DIY products also meant a significantly larger volume of goods being delivered directly to customers' homes. In order to comply with this, a stable and long-term scalable solution was sought that is user-friendly and automated and can be used with little training effort. In order to be able to react without delay, Hornbach also looked for quick wins within the first few weeks.

The result is impressive: Hornbach has ensured long-term customer satisfaction because the ordered goods arrived punctually where they were expected: at the customer's home. The planned solution's go-live was after 6 weeks.

### CHALLENGES

▶ DIY retailer responds quickly to strong demand for new service in pandemic
▶ Service offer "Last Mile Delivery" supported by a non-scalable, Excel-based solution
▶ Robust and user-friendly solution for route optimization needed
▶ Challenges from seasonal business
▶ Already planned projects tie up capacities

### APPROACH

▶ MVP-based approach with clearly defined scope of services
▶ Basis: fully configured and parameterizable solution and predefined processes based on SAP TM
▶ Integration of HERE geo-services for truck-based route planning and optimization
▶ Focused, agile implementation with testing parallel to software development

### RESULTS
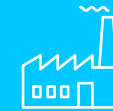
▶ Solution ready for user acceptance test within five weeks
▶ Provision of optimized rollout toolkit enables rapid rollout to additional regions
▶ On-time, on-budget, in-quality project ensures high customer satisfaction
▶ Project continues for additional process optimization

## + 120%
**Growth rate vehicle fleet to previous year**

## SET UP

**INDUSTRY**
DIY Retail

**REVENUE**
~ €5.12 bn.

**EMPLOYEES**
~ 23K

**PILOT GO-LIVE AFTER**
6 Weeks

**APPLIED AREA**
SAP TM Implementation

**CAMELOT** Management Consultants