



## SUCCESS STORY HEINDL WALTER GESMBH

### About HEINDL Walter GesmbH - a history-charged company

Since 1953 company HEINDL is active on the Austrian confectioner market as a family enterprise. The master confectioner, Walter Heindl senior, founded the company. Since 1987 the sons Walter, confectioner, and Andreas, master patissier, took over their parents' firm. Under their management, the range was extended to what now includes over 180 different products. And turnover was multiplied in only a few years and the network of branches extended.

In 2006 the "Walter Heindl Ges.m.b.H." took over PISCHINGER, the well-known and popular waffer-specialist and its two "United Chocolate" shops in the City of Vienna. HEINDL ensured not only the survival of one of the most traditional Austrian confectionery brands but also the jobs of about 30 employees at the production of PISCHINGER.

In September 2012 the official opening of the extended and now double-sized headquarter in Vienna XXIII took place; so now the both productions of HEINDL and PISCHINGER are united under one roof.

Actually the HEINDL group runs about 30 specialist confectionary stores throughout Austria and is therefore not only one of the largest confectionary retailers in the entire country, but also a worldwide exporting enterprise.

Sale takes place either directly – all HEINDL stores are supplied several times weekly with product-fresh confectionary – or through sales or trade partners at home and abroad.

Specialties from the house of HEINDL are exported to all European countries, as well as to Japan, Hong Kong, Taiwan, the USA, Canada, South Africa, Russia and Australia.

### Company take-over incl. consolidation of data

In the course of the acquisition of company PISCHINGER the long-lasting Multidata customer HEINDL changed its software from the previous version3 to MD-Premium.NET (version5).

Because with the company take-over also their data set should be integrated into the company, there was the favourable occasion that during the data consolidation also the newest ERP system by Multidata could be implemented.

MD-Premium.NET contains in its standard scope of supply amongst others also a production module, which meets the special demands of the confectioner's production section.

Recipes and lists of ingredients are administered by production sets in this production module. A special advantage for the producer and trader HEINDL is the conformance to requirements of IFS (International Food Standard) by the software.

### WORTH KNOWING:

IFS = International Food Standard

Was defined in 2003 by representatives of the European food retailing and is for reviewing and certifying systems to guarantee the food security and also the quality of food production.

### SOFT FACTS

HEINDL WALTER GESMBH

**INDUSTRY BRANCH:**  
Confiserie

**HEADQUARTER:**  
Vienna

**SUBSIDIARIES:**  
30

**NUMBER OF EMPLOYEES:**  
ca. 185

**STOCK & LOGISTICS:**  
30 stores in Austria, distribution partners in whole Europe, Asia, USA, Canada, South Africa and Australia

**PRODUCT RANGE:**  
over 170 different confection types

**PRODUCTIVITY / YEAR:**  
70 Mio. pieces confection

**CONTACT:**  
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### Stock & logistics

For a confectioner company in the size of HEINDL – 30 stores in Austria, distribution partners in whole Europe, Asia, USA, Canada, South Africa and Australia and with a yearly raw material consumption of 2.000 tons – besides the production also stock and logistics are the most important part of the daily business.

In the stock the incoming and outgoing goods are scanned electronically with handhelds. The state-of-the-art scanner system was integrated by Multidata for automating the stock.

A list of components history documents furthermore the material consumption changes at HEINDL.

### Analyses

HEINDL uses the integrated OLAP tool for fast and clearly-arranged statistics and multi-dimensional analyses of data. Very important for HEINDL for example is the sales statistic.



For full-filling further special requirements as e.g. the integration of the EAN128 code (since 2009 it is called GS1-128) additional reports were compiled by Multidata with help of the reporting system "Crystal Reports".

"Crystal Reports" is a modern and very flexible reporting software, which is totally integrated as Runtime version into the MD-Premium.NET software to be able to use the more than 100 pre-defined default reports.

For creating own reports and analyses one can purchase the full version or order them at company Multidata.

### WORTH KNOWING:

OLAP = Online Analytical Processing  
Multi-dimensional cube, totally integrated into the business software.

Data are used from the operating database for analysis reasons. By this way it is avoided that the analysis data get in contact with transaction-oriented dataset and affect their performance.

### Cash register system

The cash register system is from the long-lasting Multidata cooperation partner POStronik Datensysteme and was fully integrated into the software in the course of the software implementation and consolidation with company PISCHINGER. For example directly at the POS (point of sale) at noon it is displayed, if a good is sold out and so it can be ordered and at the same day in the evening the store gets this good delivered.

### Marketing

The extensive marketing and distribution tool of MD-Premium.NET software provides HEINDL many options for handling of the marketing. For example the mailing system is used, which enables the uncomplicated and fast dispatch of newsletters or serial mails/letters. At the newsletter dispatch there is a function, that recognizes auto response mails (like e.g. cancellation of newsletter) and releases appropriate processes in the software (e.g. deleting recipient from the addressee's list).

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With the serial letter function marketing activities can be done system-supported. The templates are compiled in MS Word. Each created letter is archived at the recipient's data in the CRM system. Under tab "communication" you can see, which person was addressed at certain promotions and if the person had taken this special offer.

### Company philosophy: with tradition and innovation into the future

Only high-grade raw materials are used, which are treated according to traditional family recipes but on highest technical level to exquisite confectionary.

In the confectionary manufactory love for the object and long-lasting experience are united with science and technic to the high art of praline manufacturing.

High-grade raw materials are the basis for the creation of the sweet delicacies. This begins already with the selection of

suppliers. In the house the quality of all the raw materials are several times tested on their quality and purity. Because only from the best raw materials and with meticulous attention to details, HEINDL's candy makers produce those flavors that go far beyond our national borders to be estimated!

Multidata supports HEINDL at their ambition with a state-of-the-art software, which professionally assists the confection company beginning with the raw material quality check over the production until to the delivery of goods.

All this and the highly skilled and dedicated employees are a guarantee for satisfied customers and the basis for HEINDL's success!



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