Food service operators across the globe rely on ware-washers, water treatment tools, chemicals, and wash racks from Winterhalter Gastronom GmbH to make sure their dishes are spotless. And Winterhalter is committed to keeping kitchens going with fast deliveries and maintenance. But duplicates and errors in customer location data could slow service teams down. When it came time to deploy a robust address cleansing and validation system, Winterhalter chose SAP® Data Quality Management software, microservices for location data.
Getting Service Teams the Right Address with SAP® Data Quality Management

Before: Challenges and Opportunities
• Provide complete, closed-loop washing solutions for the foodservice sector
• Speed response times for customer service requests to minimize kitchen downtime
• Ensure that customer address data is correct and easy to find
• Eliminate duplicate addresses across line-of-business systems

Why SAP
• SAP® ERP application user, with plans to move to SAP S/4HANA®
• Robust address cleansing and validation capabilities of SAP Data Quality Management software, microservices for location data
• Geocoding that provides location data for regional analysis of service requests and more
• Cost-effective, consumption-based pricing model

After: Value-Driven Results
• Successful rollout at the Australian subsidiary in just two months
• Significant reduction in duplicate addresses
• Address error rate of less than 1% – another drastic reduction
• Intuitive pop-up interface requiring no user training
• Faster service response times and time savings in daily work

“You cannot have downtime in the kitchen. With SAP Data Quality Management, microservices for location data, we have the right address every time, so our delivery teams and technicians know exactly where they need to be.”

Siegfried Weber, Senior Project and Team Lead for SAP Systems, Winterhalter Gastronom GmbH

15 days
To cleanse 5,000 addresses during deployment
<1%
Error rate for customer addresses
Attaining Cleaning Perfection with No Downtime in the Kitchen

Imagine a romantic dinner out. You order a glass of wine – and there is lipstick on the glass. For restauranteurs devoted to creating the perfect dining experience, this scenario is catastrophic. To make sure it never happens, they count on ware-washing systems, chemicals, and services from Winterhalter Gastronom GmbH.

Winterhalter provides complete, closed-loop washing solutions for the foodservice sector – operating through 50 sales organizations. So, avoiding machine disruptions and kitchen downtime is imperative. If a customer needs a refill on chemicals or a new part, a team member must get there right away.

But many regional subsidiaries have no system for maintaining customer location information. They waste precious time searching for addresses and, if the address given on the service call is incorrect, technicians can find themselves at the wrong place. While Winterhalter has an address management system for its German headquarters, it lacks comprehensive address cleansing functionality – resulting in duplicate address data across line-of-business (LoB) systems.

Finding a better way to keep track of customer addresses was high on the agenda for Winterhalter’s IT team – and is an important element in the company’s overall IT strategy.

“At our Australian subsidiary, we had no address management system at all. Service teams had to ask customers or use Google. It was a nightmare.”

Siegfried Weber, Senior Project and Team Lead for SAP Systems, Winterhalter Gastronom GmbH
Winterhalter has been running the SAP® ERP application for a decade. As part of an overall digitalization strategy, the company is moving to SAP S/4HANA®. So for address cleansing and validation, SAP Data Quality Management, microservices for location data, was the clear choice.

In addition to its robust address cleansing, validation, and duplicate consolidation capabilities, microservices for location data integrate with other cloud solutions from SAP. Consumption-based pricing allows Winterhalter to pay just for what it uses. Another benefit down the road will be its geocoding functionality, which provides location data for regional analysis of service requests and more.

“Our number-one goal was a cloud solution with no new back-office hardware,” explains Siegfried Weber, Winterhalter’s senior project and team lead for SAP systems. “SAP Data Quality Management, microservices for location data, has what we want at a fair price – there was no need to look elsewhere.”

Winterhalter chose its Australian subsidiary as the perfect testing ground for SAP S/4HANA and microservices for location data. The entire system deployment took five months and was on time and within budget.

“I implemented SAP Data Quality Management, microservices for location data, on my own in just a couple of months. The user experience is seamless. We didn’t need any training at all.”

Robert Amann, Senior Consultant for SAP Systems and Development, Winterhalter Gastronom GmbH
Making It Fast and Easy to Get a Customer Address

Migration to SAP S/4HANA in Australia revealed a significant number of duplicate addresses across enterprise systems. With SAP Data Quality Management, microservices for location data, the number of duplicates is already significantly lower – and continues to drop. The company is now able to cleanse more than 5,000 addresses in a matter of seconds. The result: **address errors are down to less than 1%.**

The software is also **extremely user-friendly.** So much so that no additional training for Winterhalter staff was required. Creating, finding, and amending addresses is quick and done through a **simple pop-up window,** which also alerts the user to address errors or inconsistencies. From salespeople creating the original entry to service teams and technicians locating the exact customer site for deliveries and maintenance, Winterhalter is seeing major improvements in response times and time savings in daily work.

“Finding and checking an address is very fast with SAP Data Quality Management, microservices for location data. **We are saving time across the daily business.** This is time that can be invested in other things.”

Robert Amann, Senior Consultant for SAP Systems and Development, Winterhalter Gastronom GmbH
Continuing the Expansion of **Cloud Solutions** from SAP

Winterhalter is using SAP S/4HANA and SAP Data Quality Management, microservices for location data, for sales and service in Australia. The next deployment will be in New Zealand, followed by Poland, the Czech Republic, Italy, and so on across all subsidiaries.

There is currently address data for roughly 400,000 customers across SAP software systems, and the ultimate goal of microservices for location data is to cleanse and validate up to 2,000 addresses per day. As Weber explains, “Our plan is everything cloud – everything SAP.”

His team just deployed the SAP Translation Hub application and is preparing to deploy the SAP Analytics Cloud solution. It is also examining the SAP C/4HANA suite, which would be deployed for CRM following a global rollout of SAP S/4HANA Cloud. Other LoB solutions of interest are SAP Ariba® solutions to streamline sourcing and procurement and reduce spend, SAP Concur® solutions to manage employee travel and expenses, and SAP Fieldglass® solutions to help manage externally contracted workers.

Wherever Winterhalter’s digital transformation journey may lead, a **close and continued partnership with SAP** is as clear as a wine glass washed in one of its machines.

“Australia was the 5K that you run in preparation for the marathon. **It was a big success.** Next, we’ll do a 10K, and so on – ultimately going for the complete, global system centered on SAP S/4HANA.”

Siegfried Weber, Senior Project and Team Lead for SAP Systems, Winterhalter Gastronom GmbH