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Bruker Creates Transparency for Incoming Sales Orders All over the World



A full overview of incoming sales orders across all its international locations and faster processing of them — thanks to the xSuite solution, Bruker has achieved these objectives, enabling it to keep up with business growth and continue increasing long-term customer satisfaction.

Bruker is a global provider of life science research and diagnostic solutions for bio- and material sciences, diagnostics, and industry. Established in Karlsruhe, Germany, in 1960 and originally named Bruker Physik-AG, Bruker Corporation now employs 7,500 people and is headquartered in Billerica, Massachusetts, US. The company, which develops special analytical measuring instruments and markets them all over the world, comprises several divisions.

Based in Bremen/Germany but operating globally, Bruker Daltonics GmbH & Co. KG manufactures mass spectrometry instruments, selling around 1,200 of these capital goods every year. The company uses SAP SD to manage its sales processes. An ECC system is still in use. The database structure was converted to HANA in 2022, and the S/4 transition is scheduled for 2024.

Given the small number of units sold, the Daltonics order fulfillment team can manually input into SAP incoming orders for the spectrometers. This is not so for the aftermarket business, for which Hendrik Friedrichs, Head of Global Aftermarket Order Fulfillment at Bruker Daltonics, is responsible. Among others, Friedrichs and his team manage orders for consumables, which customers need to operate spectrometers and frequently order again and again.

Company

Web: www.bruker.com

Sector: Industry Measurement
Technology

Headquarters: Bremen (Bruker
Daltonics GmbH & Co. KG)

xSuite® solution

- SAP integrated sales order processing
(Further SAP integrated solutions: processing of incoming invoices and order confirmations)

Why xSuite

- Automated, SAP integrated solution
- Technologically everything from a single source

Systems integration

SAP ECC-System; SAP S/4HANA
conversion planned as of 2024

Bruker & xSuite

Order fulfillment needs streamlining and automation

In its aftermarket business, Bruker Daltonics has been experiencing a year-on-year increase in orders of up to 20 percent, receiving 60,000 orders in 2022 compared to 52,000 in 2021.

“Managing this in our very decentralized organization – we have 50 people worldwide fulfilling orders – is a challenge in itself,” says Friedrichs. “Plus, in the current labor market, it’s impossible to recruit linearly scaled extra staff. That’s why we decided to introduce the xSuite solution for automatic order fulfillment. We can no longer get by without streamlining and automation, and this is exactly what the xSuite solution offers.”

Bruker Daltonics first started thinking about automating incoming order processing — i.e., using software to transfer order data to SAP without manual input — back in 2019. By that point, Bruker had already been using the SAP-integrated solution from xSuite for several years to process incoming invoices. An application for processing order confirmations had also been set up. It made sense to leave other related processes in the hands of a single manufacturer. Nevertheless, Bruker Daltonics initially considered other methods, such as using EDI to manage incoming orders. However, the volume of orders is too high, and technologically, it would have been too complex to integrate thousands of customers worldwide via EDI.

An alternative “webshop” was considered too, but as Friedrichs explains, “Most customers are not keen to use a webshop for their orders, as it presents them with more work. With the pre-installed xSuite solution, in contrast, nothing changes for our customers, except that they now send their orders to a new special e-mail address that is directly linked to SAP.”

Delighted order fulfillment teams and a rapid global rollout

In December 2020, the xSuite team assisted Bruker Daltonics in implementing xSuite Orders at its headquarters in Bremen. When the solution was first presented, a staff member commented, “I don’t believe something like this works. It must be fake.” Friedrichs interpreted this as meaning that the solution was “too good to be true.”

Reactions were similar during the subsequent global rollout, which the Bruker team then managed on its own. By May 2022, the software had been rolled out in all European locations as well as in the US and Canada. In 2023, it will be rolled out in China, Japan, and Asia-Pacific.

Friedrichs says, “I have 20 years of experience with SAP, and this is by far the most enjoyable project I’ve had the pleasure of working on. The support provided by xSuite was outstanding. Their experts immediately got what we wanted to achieve and designed solutions that fit the bill down to the last detail. It’s one of those features that people can’t wait to get their hands on. Team members from all over the world wanted this solution ASAP.”

All data available immediately

After every rollout, the proportion of OCR-recognized orders in each location suddenly increased to 100 percent. The xSuite solution reads the order data from incoming e-mail attachments and automatically transfers it to SAP SD. As a result, all data is immediately available, regardless of how and where the order was received. This enables the company to quickly process incoming customer orders in SAP SD — and this is essential for fast order creation, delivery, and ultimately, customer satisfaction.

After the data is transferred, an xSuite workflow continues to run in SAP Credit Management. If delivery of an order is blocked in SAP due to a credit limit, staff in the Financial Service Center receive notification so that they can check the order and release it if necessary. Setting up additional workflows in the orders area is an option for the future.

What is happening around the world?

“xSuite order processing has enabled us to establish a lean process that will ensure continued strong growth of orders without us having to invest significant additional resources in decentralized processing,” Friedrichs explains.

The large order processing teams in locations such as Bremen, Beijing, Yokohama, and the US are well staffed. But the company also has smaller locations, e.g. in Switzerland and Italy, with only one or two people. Until now, if one of these staff members was on leave, incoming orders would not be processed until they returned, because no one could access the local incoming orders from elsewhere. Thanks to the central SAP-integrated xSuite platform, such orders can now be easily covered by better-staffed teams within the organization. This relieves local employees and fosters high customer satisfaction, as no order is left unfulfilled.

Distributing order processing globally — for Friedrichs, this is ideal: “Ordered today, delivered today — this is what today’s customer expects.”

By using xSuite software, Bruker Daltonics can continue to meet this expectation across its global sales offices and logistics providers, all without hiring more staff. So, it is no surprise that, in addition to the Daltonics Division, a group-wide roll out is planned now. For example, the Bruker Optics Division, which is based in Ettlingen, Germany, is already using the solution, and the NANO Division in the US will be the next to switch from manual to automated order processing, etc. etc. ...