



ARNOLD JÄGER HOLDING

## Step on it, Arnold!

### How the Arnold Jäger Holding achieves a five years competitive advantage with windream

Five years of competitive advantage? And even in a highly specialised market segment? How can this work? Marius-Quintus Jäger, member of the Managing Board of the Arnold Jäger Holding GmbH in Hannover doesn't need much time to find the answer: "With an intelligent business information system which is able to integrate all important enterprise-related information into one complete IT-solution – independently of its specific origin." Does a system like this really exist? Yes, indeed!

#### The key to business intelligence

From their headquarters in Hannover, Arnold Jäger Holding GmbH (AJH) controls a whole variety of enterprises which have all been united in the Jäger group of companies. These are e.g. production plants like Artemis, Jäger Automotive Technology GmbH in Osterode, but also international enterprises like Broeke-ma in Veendam, Jaeger Rubber and Plastics Ltd. in Shenzhen, China, and Gummijäger LLC in Denver, USA.

Besides their specific orientation towards the production of plastic and rubber products for extremely sensible usage, they all have one thing in common: a permanent information exchange. But how can this all be structured and controlled?

#### "I have a dream" – Visions, decisions and realisations

Concerning an efficient document management, a vision of Arnold Jäger Holding was to



#### The Jäger group of companies is also active in the automotive sector

connect all enterprise divisions in a way that all information could be saved on one central platform and that any authorised member of the staff could access the contained documents independently of his current location.

After internal meetings and a market analysis, the decision was made in favor of the windream Enterprise Content Management system (ECM). But why? – Because of the flexible handling of the system and especially because of its open interfaces with which windream can be integrated into nearly any heterogeneous IT-infrastructure.

The decision in favor of windream also led to a high grade of system acceptance by the members of the staff, who did not have to get familiar with a new user interface before being able to work with the new system. „Since 2002, we have achieved a growth of about 40 percent with the same number of employees“; says Marius Jäger and confirms that his objectives have been reached: Efficiency increase and substantial cost reductions with simultaneous system security and outstanding user friendliness of the system. And: „Among all products we have tested, windream is the

only one which does not require any efforts for training or learning specific functions and features.“

#### **No easy way**

Considering the technical requirements which the AJH Holding wanted to be fulfilled by the new ECM-system, it is clear to see that the fulfillment of these objectives was not easy. Document management, e-mail archival, business process management, web functionalities and individual retrieval options should be possible in the same way

as the fulfillment of legal regulations, the digitization of paper documents and – very important – the installation of a centralised information storage system which should replace 12 file servers that had been used in the enterprise so far. And this all should be usable in completely different company sectors: Offer and enquiry management, contract management, administration of suppliers, project documentation, order management, machine management, knowledge database, and... and...and.

Not to forget the required integration into Microsoft's ERP-system Dynamics AX, which supports the AFH-members in the sectors of enterprise resource planning, analysis and in strategic decision making.

#### **Bidirectional enterprise resource planning**

The integration of the windream ECM-system into Dynamics AX was executed by Tobias Kämmler, Project Manager of windream GmbH, via a so called „Business Connector“; a module of the ERP-system. The Business Connector allows users to implement third party applications in order to be able to exchange data between the ERP-application and the ECM-system. Thus, the Business Connector is an ideal tool to connect windream to Dynamics AX.

With this integration, the AJH-staff can now automatically save documents created with Dynamics AX in a specifically defined filing structure of the windream drive. In a certain way, the filing structure consists of an electronic filing cabinet containing customer-related folders which the system administers

### **Key facts:**

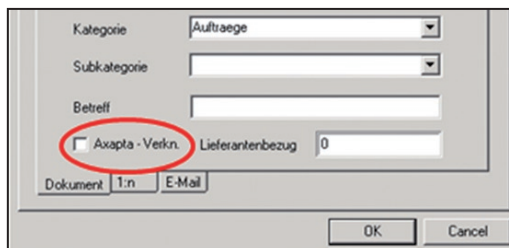
- Implementation of an intelligent business information system
- Integration into ERP-applications
- Flexible handling of the ECM-system
- Improvement of competitiveness
- Integration of all company-related information into one single and complete IT-solution

completely automatic and without any manual interruption. The documents saved in the folders will not only be “fed” with specific Dynamics AX information automatically, but they will also be updated and refreshed, if required. Via this way of automated indexing, Dynamics AX documents are retrievable any time and can be identified immediately.

“Internally, we only send out links as references to the desired information via e-mail,” emphasises Simone Schiewe, the responsible project manager of AJH, and adds: “This way, we can always assure correct access to the current versions of documents. Further on, we can also check for duplicates and thus keep the amount of data under control, as each document is only available in the system once, but not twice as a duplicate. This saves us much time.”

Vice versa, also documents which are created from outside the ERP-system and which are saved in windream can also be connected to ERP-modules via a link. The connection

consists of a button to be clicked in the file properties of the associated windream document. After having clicked the button, the



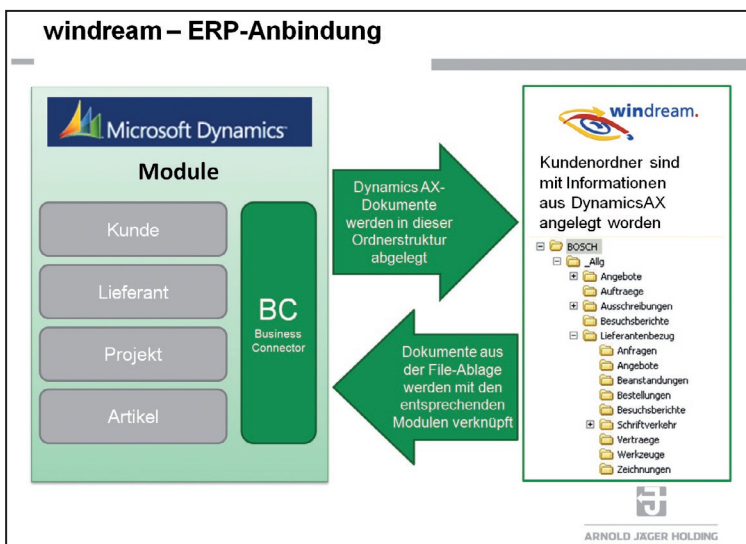
**Connection to the ERP-system via the windream file properties of a document**

Business Connector will execute the required processing steps to inform the ERP-system on the document linkage and to make the document available to a Dynamics AX-specific project module or even to a specific project step including all index properties.

Advantage: the completely automated processes will avoid malfunctions and incorrect entries made by users.

More than 80 percent of all captured documents are pre-indexed automatically by

the system, which again leads to a very precise and quick retrieval process and to an immediate availability of any desired document – no matter whether a retrieval operation is executed in Dynamics AX or in windream. “We do not save a document which has not been indexed before,” summarises Simone Schiewe briefly.



**windream integration – Microsoft Dynamics AX**

### Suppliers under control

A suppliers database has been developed and filled with information for the AJH sales department. It is based on the data provided by Dynamics AX and by the windream index properties. If the data of a specific supplier is requested, the sales managers of the Jäger group conduct a retrieval process in the windream Find application according to specific properties of a supplier.

These can e.g. be entries concerning branches, machines, material, certificates or product groups. Entries are filtered via context-sensitive dropdown lists which are administered in windream. They serve for limiting the data pool to a specific number of properties and thus for limiting the number of matching supplier data to be viewed.

### Viewing documents with virtual folders

“Virtual folders” have been designed for viewing the document volume at AJH; especially in cases in which different companies of the Jäger group need a specific view on the electronic files archived in windream. E.g., company X might need an alphabetical list of all customer names with the associated documents, while company Y desires a sorting according to item numbers instead. Company Z might need a listing of other criteria and combine the list with associated documents.

The virtual folders have especially been designed for these purposes: They allow different sights on the same document volume. The individual configuration of the desired view allows companies and departments to sort important files and documents according to their specific requirements “virtually” without having to change the actual folder structure in windream, which is expanded dynamically.

#### About Arnold Jäger Holding GmbH



Arnold Jäger Holding GmbH, Hannover, is an owner-managed, medium-sized company which employs about 850 employees.

The company is focused on the production and sales of highly specialised rubber and plastics products for the automotive, environmental, healthcare and sanitary industry as well as for the food, chemical, paper and machine industry. AJH counts amongst the worldwide leading enterprises in these sectors.

The group of companies also includes the Jäger Automobil-Technik GmbH & Co. KG, the Jäger Automobil-Technik Produktion GmbH in Osterode, the Gummijaeger LLC in Denver, USA, and the Jaeger Rubber and Plastics Ltd. in Shenzhen, China.

#### From paper archives to IT-future

Many further application sectors might be quoted – from e-mail archival to RISK-management – which are supported at AJH by windream efficiently.

Of course, a complex project like this can only be successful, if a customer like AJH can also rely on a competent project management supplied by the system manufacturer. “Concerning this aspect, we are really satisfied,” emphasise Marius Jäger and Simone Schiewe. While AJH has achieved a competitive advantage of five years, “the others still archive on paper,” adds Marius Jäger.

And concerning those companies that would not believe him: “We stand by as reference customer any time. Just give us a call and make an appointment.”

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