



# DE KLOK DRANKEN HAS DIGITIZED ITS WAREHOUSES WITH QUINSO



Behind a well-tapped beer in your favorite café or a surprisingly tasty wine in your favorite restaurant, hides a major logistical operation. De Klok Dranken is a large wholesaler providing catering establishments across the Netherlands with all of their beverage requirements, on time.

To organize their distribution centers, they recently started using SAP Extended Warehouse Management. Harry Smits, Hospitality Operations Manager at De Klok Dranken, and Gerard Mul, IT Business Partner at De Klok's parent company, Grolsch, explain how they - together with Quinso - moved from paper to digital.

De Klok Dranken is a wholesaler of beverages, food and non-food items for the hospitality industry. As an independent subsidiary of Grolsch, it supplies a wide range of beers and beverages, and advises hospitality partners on products, trends and developments. De Klok has five distribution centers. They supply customers all over the country from these warehouses – from the local café on the corner to the largest events in the Netherlands, of which the most famous is “De Zwarte Cross” (“The Black Cross”).

## Looking for an overview and efficiency

Harry Smits is responsible for the distribution and customer service of De Klok Dranken. He explains why the organization decided to digitize its distribution processes: “We used to do everything on paper, but then we grew considerably in just a few years. Our volumes increased, our range expanded and we attracted more and more customers.”

Such strong growth often puts pressure on non-digital warehouse processes. It means long lists and a poor overview of what's in stock. Next to this, it is difficult to hire flex workers to scale up work during busy periods, because they first have to be extensively trained in the analogue method. Smits agrees: “With the fast growth of the company, it was not sustainable to continue this way. The processes had to be digitized.”



### **SAP Extended Warehouse Management (EWM)**

Smits did not have to search long for the right solution. The parent company, Grolsch, had been using SAP EWM since 2015. It's a solution that makes it easier to manage activities at high-volume warehouses. SAP EWM integrates complex chain logistics with warehouse and distribution processes. It also offers users more transparency and control, and optimizes real-time inventory tracking.

Gerard Mul is responsible for manufacturing, supply chain and logistics at Grolsch. He explains why he also recommended the solution to their subsidiary, De Klok Dranken: "We have had good experiences with SAP EWM. The solution ensures efficiency gains in our distribution centers. That is why we advised De Klok Dranken to implement the same system." Smits was quickly convinced. "De Klok has been working on a SAP infrastructure since 2000. We were convinced that EWM would connect well with our existing IT environment."

### **Premium company, premium partners**

De Klok Dranken chose Quinso to guide it through during the digitization process. Together with Quinso, De Klok rolled out EWM at the five warehouses. Smits explains why they called in Quinso's help: "The transition to SAP EWM was a major change for us. We wanted our people in the workplace to be prepared as well as possible for the transition and to know what to expect. That is why we chose to thoroughly tackle the implementation and change process with a professional partner."

"With Quinso, we felt a good click," says Smits. "They took us into the pro-

cesses and were on the same page as us. The consultants were very involved in the processes and enthusiastic." Mul shares another reason why Quinso emerged as the best in the tender process: "Quinso came across as a proactive party. And the people who joined already in the pre-sales phase were also the same ones who ultimately did the implementation work. So, they knew exactly what we wanted. You don't see that often! Being a premium company, at Grolsch we want to work with premium partners. Quinso is such a partner."

### **Building on proven successes**

During the digitization process, Quinso set up as many work processes as possible for De Klok according to proven best practice standards in the industry. As a result, only 20 percent of the processes needed to be adjusted for De Klok's specific processes. Following best practices ensured a short implementation time and made it easy for De Klok to have quick follow-ups with EWM.

The best practices were a great solution for De Klok Dranken. Mul: "Our warehouse processes are quite common. That is why we were able to use existing standards. Moreover, we wanted to work towards one common way of working across the five locations. The standards offered a lot of support in that regard."

De Klok also found value in the step-by-step manner of implementation: "We implemented SAP EWM per location. The advantage of this was that we could learn lessons from the implementations at the other locations."



### Trained within a half hour

Now that SAP EWM is running at all De Klok Dranken warehouses, Harry Smits can look back on a successful digitization process: “We wanted to improve our stock and delivery reliability and gain more insight into our processes, so that we could ultimately increase the efficiency in our warehouses. We succeeded.”

Gerard Mul explains what this new reality means: “We can now deploy flex workers who are trained within a half hour to prepare order requests with their voice, resulting in quicker deliveries to our customers. People no longer walk through the warehouse with paper lists, but with headsets and scanners. A completely paperless warehouse with a completely digital order fulfilment process. A big part of this is thanks to Quinso’s hard work. They have really succeeded in helping us achieve our ambitions.”



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