



CUSTOMER CASE STUDY

# WANDER LTD.

“ We were up-to-date with our product lines but not using the latest technology. With QAD we made an upgrade to QAD EE and are now competitive in today’s market and ready for the future.”

**Steffen Grill, IT Manager,  
Wander Ltd.**





# WANDER LTD.

## SWISS COMPANY MAKES UPGRADE LEAP TO QAD ENTERPRISE EDITION (EE) USING ‘VALUE APPROACH’ TO GET PARENT COMPANY SIGNOFF

### THE COMPANY: WANDER LTD.

Wander Ltd. is a Swiss food and beverage

HIGHLIGHTS	
<b>Company</b>	Wander Ltd.
<b>Headquarters</b>	Neuenegg, Switzerland
<b>Industry</b>	Food and Beverage
<b>Products</b>	Ovomaltine powder, bread spread and malt extract
<b>Solutions Utilized</b>	QAD Enterprise Applications Enterprise Edition (EE)



manufacturer, best known for their wide variety of Ovomaltine-based products. The company is strategically positioned in the market as a manufacturer and distributor of quality Swiss-made products.

Wander Ltd. directly supplies the retail market in Switzerland and exports products through independent distributors into several European countries. In addition to their Ovomaltine product lines, Wander markets and distributes Twinings Tea and Caotina in German speaking countries in Europe.

Wander’s history dates back to 1865. The company employs a staff of 250 at their manufacturing location in Neuenegg, close to Bern, Switzerland.

They are part of TwiningsOvo group within Associated British Foods (ABF). Associated British Foods earns £13.4 Billion in annual sales, and has 130,000



employees worldwide in 50 countries. ABF includes many brands such as Twinings, Silver Spoon, Kingsmill, Patak’s, Jordans Cereals, Speedibake, Dorset Cereals, Ryvita, Blue Dragon and Mazola.

### THE CHALLENGE: CONVINCING PARENT COMPANY TO SIGN OFF ON A MUCH-NEEDED ERP UPGRADE

Wander Ltd. has been successful for many years with their core Ovomaltine powder, but the market has changed around them. They have been innovating product lines but fallen behind in technology.

“Switzerland, Germany and Austria are saturated markets with limited growth potential — so we have to come out with new products on a constant basis,” comments Ueli Trachsel, Finance & IT manager, Wander Ltd. “We are also manufacturing in a high cost country with stable currency – the strong Swiss Franc — which makes it more difficult for us to be as competitive with lower cost countries.”

“We need to consistently create new products to keep the factory in Switzerland recognized as an important brand differentiator,” adds Trachsel. “We need to have the right technology to be efficient both in production and cost management now and in the future.”

“We are constantly thinking of how to create the most effective enterprise to meet consumer needs and desires while increasing sales, efficiency and profitability,” continues Trachsel. “We handle product creation in-house but turn to QAD to help up with our technology.”



Wander Ltd. was using an outdated QAD ERP version.

In addition to the outdated ERP version being retired by QAD, there were many customizations implemented when the company was initially acquired by ABF.

Some of the challenges Wander Ltd. faced with the old ERP system were:

- User dissatisfaction with the user interface
- Cumbersome financial analysis because data had to be exported from many differently formatted sources
- Lack of visibility between the various departments of the company
- Limited and labor intensive reporting capabilities
- Outdated forecasting and production planning with insufficient support for application version, operating system and hardware
- The need to improve productivity and efficiency while being handicapped by outdated technology

“We knew we would really benefit from updating our ERP system but we have to meet our parent company’s very strict ROI criteria and internal justifications to be approved for present and future

A REDUCTION OF  
**600 MAN HOURS**  
IN THE FIRST YEAR

project funding,” comments Trachsel. “Going with a ‘Value Approach’ was critical to get high level approval for the update to QAD EE.”

### THE SOLUTION: ‘VALUE APPROACH’ ANALYSIS PROVIDES SUCCESSFUL PITCH FOR SIGN OFF ON ERP UPGRADE

Wander Ltd. recognized that they would need to propose a way to offset the investment of a new ERP system to replace the aging system currently in place. They determined that a QAD Q-Scan was the first step in getting ABF’s approval for the upgrade to EE and QAD Demand & Supply Chain Planning (DSCP) installation.

Each of Wander Ltd.’s departments and functions was assessed and determinations were made on areas where excess money or time was being spent or there were any gaps in a process. An analysis was then presented with suggestions where improvements might be realized, money saved and profitability increased.

“The Q-Scan gave us the ammunition we needed to convince our parent company the value of upgrading to QAD EE,” adds Steffen Grill, IT Manager with Wander Ltd.

“Our relationship with QAD was a bonus,” notes Stefan Stucki, Head of Controlling, Wander Ltd. “It made the upgrade much easier — we didn’t have as steep a learning curve.”

“Our onsite product team worked closely with a QAD project manager using a QAD standard product solution implementation, Easy On Boarding (EOB).”

“Having the QAD model was very helpful,” adds Grill. “We were able to do the upgrade to EE within very clean timelines. The ‘go-live’ process went very well with no downtime. We were able to ship products and get invoices out the first day.”

### THE BENEFITS: UP-TO-DATE ERP TECHNOLOGY RAISES WANDER LTD.’S TECHNOLOGY EFFECTIVENESS

Wander Ltd.’s upgrade to EE has resulted in multiple benefits for the company. “The area that has benefited most with the EE upgrade is Finance,” comments Grill. “Everything was taking much longer before – we had to export data from many differently formatted sources and we now save a lot of time having all the info in one system. Everything is more transparent and much easier to use,” Stucki adds. “We also have better control of credit now and data quality has improved.”

Some new financial functionality Wander Ltd. realized with the EE upgrade include:

- Dual base currency
- Streamlined reporting
- Tax reconciliation
- Bank import
- Allocations
- Fixed asset depreciation

- Bank statement imports
- Operational Metrics

Additional improvements in the user interface include new browsers which are easier to use and don't require the multiple queries of the past. User productivity has improved with the ability to complete reporting faster and more accurately which has resulted in a reduction of 600 man hours the first year.

Wander Ltd. now has new quality capabilities, which include automating the creation of Certificates of Analysis directly from QAD ERP, and better item management using item attributes. The upgrade to EE has also provided the opportunity to cleanse master data and simplify customer and pricing data structures.

The initial value approach assessment estimated a value return of over \$300,000 each year for QAD 2015 EE and this has proven accurate.

“By adopting a value approach to this project and working closely with QAD during the Q-Scan, we had all the information needed to propose the upgrade,” concludes Stucki. “This made the decision very clear for our parent company.”

“QAD not only provided a quality ERP system for this major upgrade, they helped us put together a ‘value approach’ to get project approval with our parent company.”

[Ueli Trachsel, Finance & IT Manager, Wander Ltd.](#)

