

Thali AG

TRANSPARENT VALUE CHAIN

CUSTOMER

Thali AG is one of the leading wholesalers of technology products in Switzerland. The company distributes a wide range of products from gaming and smart home to photo & video in all language regions of Switzerland. Thali AG also specializes in placing and promoting the products of international manufacturers on the Swiss market.

PROCESSES DESIGN AND CONNECT

In practice, managing the WKZ* is a complex and central process: Thali AG negotiates the WKZ with the manufacturers, checks their profitability, releases them and manages the advertising projects over more extended periods. The advertising measures also involve many different players such as electronics stores, advertising agencies and other service providers. In addition, the cooperation with manufacturers is usually long-term, so mixed and compensatory calculations are often necessary for individual projects. For Thali AG, the challenge is to maintain an overview in the overall context: Is a project profitable and should it be released? Is the implementation taking place according to the specifications?



INFOBOX: WKZ - Advertising subsidies

For a product to be successful in the market, it needs sufficient attention. To ensure just that, Thali receives advertising subsidies (WKZ) from its international customers. These are sums of money or free goods with which the products are to be promoted in the retail trade.

COMPACT

HEADQUARTER:	CH Hitzkirch
EMPLOYEES:	70
INDUSTRY:	Retail/E-Commerce
BUSINESS AREA:	Switzerland
TURNOVER PER YEAR:	50 million CHF



REASONS FOR ISONET

Isonet combines the views of the participants into a common view of the overall process.

Isonet identifies which group needs what information from whom.

Isonet analyzes the process in detail and presents it in an easily understandable way.

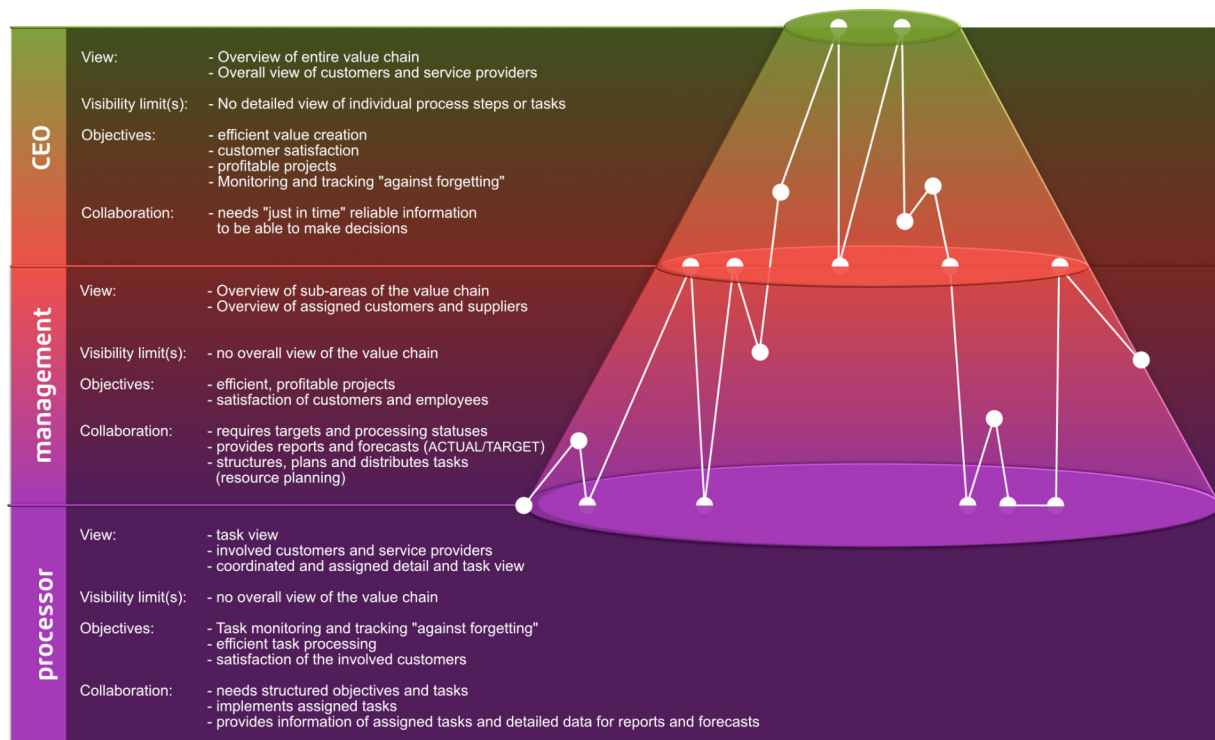
Isonet designs processes flexibly for customers.

The **446 Plattform®** is stable and reliable; adjustments can be made quickly and revision security can be ensured with regard to corrections to WKZ applications.

The **446 Plattform®** offers many interfaces to customer systems.

CHALLENGE: LINKING DIFFERENT PERSPECTIVES

All process participants have diverse roles and different perspectives on their goals and tasks. Accordingly, they need different information to make decisions or implement projects. The view of the individual is often limited. They usually do not know the needs of those involved at another point in the process. In many cases, a distinction can be made between the view of the CEO, middle management and the processors. Thus, different levels and departments with different perspectives are involved in the process. The basis for long-term success lies in their coordination.



NEW WAYS OF COLLABORATION

Isonet and Thali collaborating with a joint workshop based on the 446 Methode®.

The focus was on the following key questions: Who needs what information, when, and what level of detail? Which interfaces are necessary between the departments to ensure high customer satisfaction (external) and profitability (internal)?

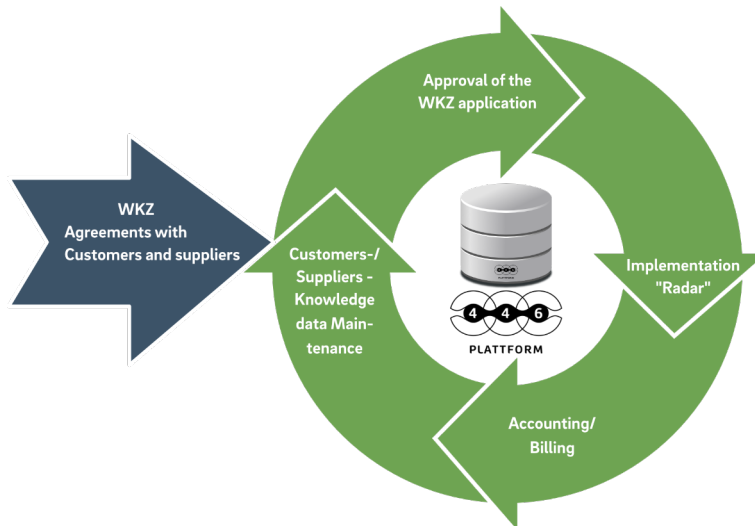
With the help of the workshop, Isonet was able to identify all those involved and analyze the WKZ process in detail.

SOLUTION

Based on the workshop, Isonet established a common view, redesigned the processes and mapped them in the 446 Plattform®. The advantages of the digitized process are clear: From now on, all parties involved have access to a central database. The software continuously provides information that can be used to evaluate profitability. **It also ensures that all parties involved can optimally budget, perform and manage the agreed deliverables and services in the background.** They can view and edit the respective status of tasks at any time. With a so-called radar, the responsible employees are reminded of time-critical tasks.

SOLUTION AT A GLANCE

Each group receives the information it needs to work satisfactorily: from agreement, approval, planning and execution to billing. The shared view enables those involved to take different perspectives, so that everyone has an overview of what they themselves and their colleagues from other levels need: from the CEO (overall view) to middle management (project view) to the processor (order view). In this way, Thali AG employees always maintain an overview of their tasks and responsibilities.



BENEFIT OF THE SOLUTION

- Complete digitization of the approval and settlement process for advertising cost subsidies (WKZ)
- Optimized knowledge management: The status of each WKZ order can be tracked at any time by everyone involved.
- Time saving: Customer data is predefined and stored in a database. This data can be transferred directly for an order or approval process.
- A radar ensures that employees are automatically reminded of time-critical tasks.

« The 446 Plattform® has helped us make the demanding WKZ process more structured and secure. Thanks to the adaptability of the 446 Plattform®, we could easily map the process according to our needs. »

Roman Sager · Manager ICT
Thali AG



ABOUT ISONET

With its systemic process management, the **446Methode®**, Isonet combines process analysis and management consultancy innovatively and thus enables companies to solve future tasks aswell. Since its founding in 1994, the company, with its branches in Lucerne (headquarters) and Leipzig, has been serving numerous customers from various industries with different company sizes. With Isonet's IT solution, the **446 Plattform®**, you can optimise your processes individually, flexibly and holistically, so that you can react agilely to market developments at any time. The joy of collaboration creates freedom for innovation.