

# SOTI



SOTI SNAP



FOOD MANUFACTURING  
/ SERVICES



LENOVO P11



ANDROID



GERMANY

SOTI is a proven innovator and industry leader for simplifying business mobility and making it smarter, faster and more reliable. SOTI helps businesses around the world take mobility to endless possibilities.

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# CUSTOMER STORY

## Essmann's Backstube Digitizes and Automates Logistics and Customer Processes – Complete Conversion From Paper Forms to Apps

Essmann's Backstube is an artisan bakery founded in 1845. Almost 900 employees in 67 branches offer a diverse range of products adapted to current trends, consisting of bread and confectionery products, snacks and coffee specialties as well as organic products. For this, the company's own natural sourdough is used in tried and tested recipes that have been cultivated for generations. Most of the branches have a gastronomy/café area where guests are catered to according to their palate.

### The Challenge

With Essmann's Backstube operating in a decentralized manner, internal communications needed to be optimized. The business wanted to transform the fax, telephone and paper processes at their head office and its 67 branches into a digitalized operational structure. For this purpose, the consulting company ncc guttermann GmbH, a member of the Compass Group, was brought in.

To meet the high internal and external requirements, many forms were used and processes were controlled down to the last detail by checklists and protocols. For example, temperature and cleaning protocols needed to be recorded in detail onsite and be easily retrievable later. The onboarding of staff was also a challenge, as it was time-consuming and resources were then lost elsewhere in the event of recurring queries.

### The Solution

The team kicked off this adoption with a two-day workshop. During this workshop, process flows were identified and evaluated, and corresponding forms were compiled. Operational priorities were then set and categorized. The aim was to provide the entire staff with an understanding of critical processes as well as simple routines. Ultimately, many paper-based processes were transformed into apps with SOTI Snap digitizing the operation. Five staff members from different departments – branch support, management, IT and sales management – were involved to explain the use of new technologies to the rest of the staff.

### The Results

Selling and baking account for about 70% of the working time, the remaining time is spent on preparation and follow-up, as well as documentation and cleaning. With SOTI Snap, Essmann's Backstube digitized and automated over 70 different paper-based business processes in the areas of order, branch and personnel management as well as internal communications. These include work instructions, hygiene regulations, ordering promotional items, inspecting the stock book, ordering price tags and the employee newspaper. External systems, such as the web store, are also connected and can now be accessed via the tablets.

The impact SOTI has made on Essmann's Backstube's digital operations is immense. The entire business can now operate more efficiently and the branch employees are digitally connected to the processes in the head office. Through the use of apps created with SOTI Snap, branch employees are empowered with tablets to simplify their workflow and increase their productivity.



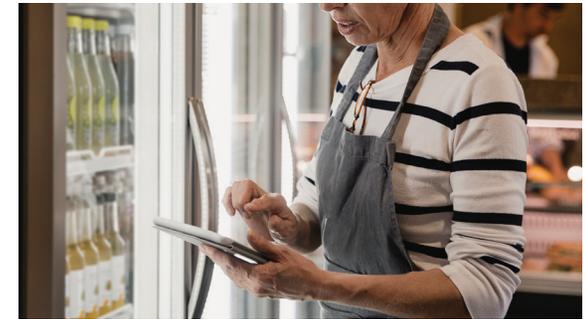
seit 1845

# ESSMANN'S BACKSTUBE



## ncc guttermann

Ihre IT. Unsere Leidenschaft.



**“With SOTI, we enjoy full flexibility in implementing our digitization strategy. SOTI brings us significant workload reductions in our branches while offering a high level of process reliability. By connecting the existing systems, we have been able to increase efficiency and reduce our compliance risks.”**

**Marek Helfer, Head of Accounting**  
Essmann's Backstube