



Blattwerk minimizes time to market and goes mobile with fresh, healthy food

Supporting a new kind of fast-food business with Bison Maxess software on IBM cloud technology

Overview

Challenge

A unique startup, Blattwerk Convenience Food AG needed to launch operations quickly and affordably.

Solution

Running Bison Maxess software on the IBM® SmartCloud Enterprise™ platform supports fast deployment of mobile operations and on-time supply processes.

Benefits

Blattwerk cut deployment time by 50 percent, avoided major hardware costs and gained the scalability it needs to support fast, easy business expansion.

Blattwerk Convenience Food AG was founded in 2012 by kellermann.ch, a leading fresh-produce company in Switzerland. With its parent company as the supplier, Blattwerk introduced the city of Zurich to a new concept in fast food: Schnägg. At Schnägg vans stationed in different parts of town, customers can purchase fresh, healthy salads, sandwiches and soups for only a schnägg, the colloquial Swiss term for five francs. By stocking the vans with products prepared from scratch the same morning, Blattwerk lets customers live up to the Schnägg motto: “Eat fresh.”

Challenge

To capitalize on high seasonal demand for fresh food served outdoors, the company wanted to deploy the Schnägg vans before the end of summer. Looking to stand out on the Zurich food market and generate fast returns on its startup investments, Blattwerk sought technology that would help it achieve three key objectives: create a convenient, wireless purchasing process; enable on-time supply of products; and get the entire operation off the ground quickly and cost-effectively.

Solution

In May 2012, Blattwerk contacted IBM Business Partner Bison Maxess GmbH to inquire about mobile point-of-sale (POS) scanners. Bison Maxess quickly recognized other key challenges for the startup, such as how to integrate sales data from the vans with back-office supply systems.

The Business Partner showed Blattwerk how it could support all of its processes, with minimal time and expense, by running Bison Process x-trade software—a set of retail ERP software modules—on the IBM SmartCloud Enterprise platform. To meet the unique requirements of Blattwerk, Bison Maxess developed a customized mobile cash-register application that integrates with the core Bison Process x-trade software.

Blattwerk used the cloud-based IBM solution to support a quick launch, getting the Schnägg brand up and running in the warm weather of August.



“The ability to tap into Bison Process x-trade software on the IBM SmartCloud is ideal for a company like ours,” says Erich Hoffmann, CEO of Blattwerk Convenience Food AG. “We gained a system that supports our critical business processes and we launched it fast, without investing in a lot of expensive hardware.”

To support easy mobile payments, Blattwerk implemented Linea Pro credit-card scanning devices, which attach to Apple iPhones and enable cashiers to send purchase data wirelessly to a cash-register application.

On the back end, the Bison Process x-trade software enables seamless electronic data interchange (EDI) with kellerman.ch. This provides the parent company with accurate data that it can use to manage inventory levels and properly supply each food van for the next day of operation.

Deployed in only three months, the solution now supports five Schnäggi vans. As it expands, Blattwerk is confident that the cloud-based solution will help make for smooth growth. “We get good food to market very quickly at low cost,” says Hoffmann. “Thanks to Bison Maxess and IBM, we got our business to market that way too.”

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— Erich Hoffmann, CEO, Blattwerk Convenience Food AG

Benefits

- Cut deployment time by at least 50 percent, from six months to three months.
- Achieved fast return on investment (ROI) by minimizing costs and risks.
- Supported fast and cost-effective business expansion through the easy scalability of a cloud-based solution.

For more information

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