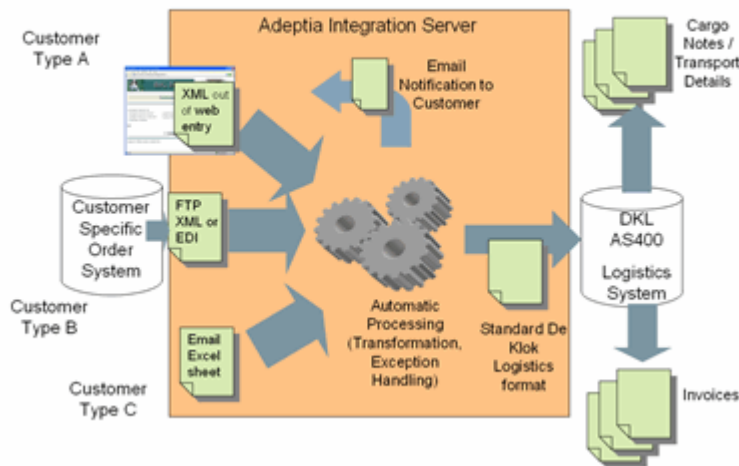




## CASE STUDY

# De Klok Logistics Automates Order Entries

Adeptia Integration Server's Capabilities Accelerate Orders And Enhance Quality



De Klok's motto strikes at the heart of its great customer service philosophy. "Some products need more attention than others." A logistics service provider, De Klok specializes in products requiring special attention such as paper, home textiles, office supplies, and electronics. This special attention ranges from climate-controlled warehousing, special delivery instructions, dedicated distribution, and special last-minute treatments.

De Klok offers clients a complete logistic chain in one link. Each day, De Klok delivers more than 12,000 consignments to its business end-users and retailers. Operating from five different distribution centers, De Klok can deliver any order within 24 hours. When De Klok decided to provide even more exemplary service with its current staff, it turned to Adeptia.

De Klok faced several challenges on two fronts. On the business side, the company wanted to save costs, enhance quality, reduce risks, provide new services, and achieve more flexible operations. On the technology side, De Klok wanted to automate manual order entry, standardize integrations and data transformations, and replace an EDI tool. In particular, the company wanted to move from custom built code to a standardized, visual tool with configuration rather than defining the logic through code.

***"The implementation of Adeptia fits perfectly in our business strategy because it enables us to differentiate ourselves from the competition in terms of quality and flexibility."***

**Cyril Driessen,  
CEO – De Klok  
Logistics**



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### The Road To Adeptia

De Klok assessed other company's solutions. Some companies responded slowly or not at all to requests. Of those responding, the company determined that most solutions were too expensive or too difficult to use. A selection process directed by IT Manager Jeroen Hubert and System Administrator Joost Wouters chose Adeptia Integration Server solution.

A one-month pilot evaluation project defined key parameters and goals and delivered successful results. When the time arrived to select a provider, De Klok's management team—CEO Cyril Driessen, Commercial Director Kees van der Klooster, and CFO Henk Groen—selected Adeptia. With just a half day's training, however, De Klok developers were creating business scenarios. This rapid achievement is significant to a company aware of limited IT personnel. "It's very hard these days in the Netherlands to attract enough high quality employees, especially for IT-related tasks," said Jeroen Hubert IT manager. "De Klok is happy to do more with the same amount of people now."

### Expedited Orders, Satisfied Clients

By using Adeptia's Integration Server, De Klok Logistics has made it very easy for new customers to get connected and order electronically. The automated ordering process lets new customers be onboarded in minutes versus days. Order entry automation also has led to a higher standard of quality. No interpretation errors can be made anymore nor can typing mistakes. Orders are processed quicker but more accurately. "The automation of manual order entry will result in direct cost savings and quality improvement of the process," said CFO Henk Groen.

The move to Adeptia comes at a time of keen competition and it accomplishes De Klok's strategy of superior service and contained costs. It provides, as well, a superior benefit. "The implementation of Adeptia fits perfectly in our business strategy because it enables us to differentiate ourselves from the competition in terms of quality and flexibility," said CEO Cyril Driessen. "Competition in the logistics industry is, to a very high extent, based on cost. To keep up our margins, we must guarantee high quality services and at the same time keep our operational costs as low as possible."

### Distinctive Service

In addition to accelerating orders and assuring higher quality, the move to Adeptia's Integration Server expands market potential. "This will make it much easier to enable new customers for automatic ordering," said COO Kees van der Klooster. "This flexibility sets us apart from the competition."

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CFO – De Klok Logistics***



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Integration Server also provides strategic intellectual continuity, a repository of key information. "It is very important for us to capture the specifics of our key IT personal in a standardized integration platform," said Groen. "In the future, we simply cannot rely on the availability of one or two individuals."

As with all major technology changes, issues and minor problems occur. The migration tool's intuitiveness, for example, needs improving. It would be easier if a user could select just pick one process and automatically select all underlying building blocks. So doing would make selecting individual objects easier. Still, the advantages are significant.

Today, De Klok Logistics on-boards new customers much quicker. The time gained frees resources to undertake more strategic projects to improve the company's overall operation. Standardizing the architecture and integrations also mitigates the risk of De Klok Logistics's being overly dependent on the availability of a few key IT people. The Adeptia platform captures their knowledge in its open and standardized logic. At the same time, visibility into the processes has improved drastically, both from a design time and a run time perspective.

The bottom line is clear. De Klok Logistics now offers superior customer service, backing its motto thoroughly. De Klok does, indeed, offer its clients a whole logistic chain in one link, and that link is stronger than ever.

### Inside The Technology

At De Klok Logistics Adeptia Integration Server runs on a Windows machine with an MS SQL database. Connections are made to the mail server, to business partners, and to the in-house AS400 system where most business applications run, including the De Klok Logistics planning system and billing system.

### About Adeptia

Adeptia provides enterprise software that easily and quickly automates business processes across supply chains using industry-specific standards. Adeptia's Business Process Management (BPM) software lets customers integrate disparate information sources, software applications, and business users within an enterprise and across customers, vendors, and business partners. Adeptia's technology lets customers drive efficiencies by designing, automating, and improving workflows.

For more information on Adeptia and its Integration Server solution, contact sales at 312.229.1727 or email [sales@adeptia.com](mailto:sales@adeptia.com)

**MANAGE,  
AUTOMATE,  
OPTIMIZE,  
Business Processes**