

ONTEX utilizes OMNITRACKER Workflow Management to increase their internal business process efficiency

The customer



Ontex is Europe's private label market leader in hygienic disposable products. With a focus on quality and innovation, they offer a wide range of products for baby care, feminine care and adult care. Ontex's high-performance, best-value products are distributed in more than 100 countries through leading retailer brands, as well as under their own brands. Ontex has 15 manufacturing sites strategically placed across Europe, North Africa and Asia Pacific. The Ontex teams deliver quality products on time to their customers, globally. They have dedicated R&D Centers which offer best-value innovation to consumers and customers.

The situation

Ontex was in search of an efficient solution to manage a company specific and business critical process which manages the whole lifecycle of creating an Ontex product up till the actual production process, from the initial phase of a sales request over the analysis of the product features and the feasibility of the inquiry until the actual approval of the request. In this process, several key players are involved (sales, marketing, product management, etc...) and everyone has his/her responsibility within the process. Ontex previously managed all this with an internally developed solution, but they started having performance issues and ran into the boundaries of this solution. Because of these reasons, they started looking for a more efficient way to manage this.

"After an extensive analysis of different potential solutions, we selected OMNITRACKER as the platform to implement one of our critical business processes. OMNITRACKER proved to be a more stable platform, offering extensive functionality and flexibility which helped us in having more control over the entire process."

- Ruth Bockstal,
Project Manager



General overview of the process

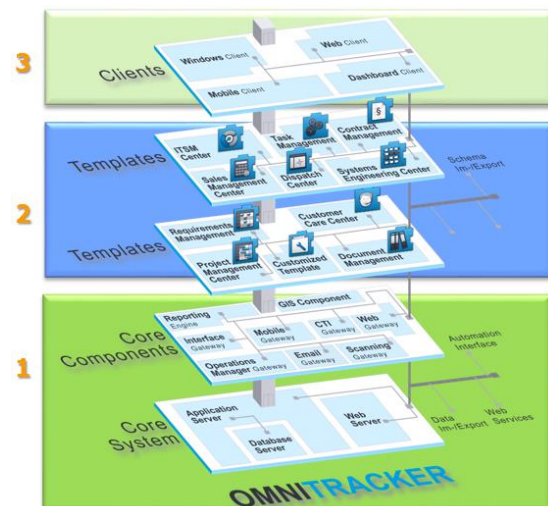
Why OMNITRACKER?



- ✓ Stable & Performant Platform
- ✓ Flexibility
- ✓ Parameterization instead of coding
- ✓ Ability to easily create own processes themselves
- ✓ Future proof
- ✓ Release Compatibility
- ✓ Low Total Cost of Ownership

The solution Ontex was looking for required to be flexible, stable, customizable and easily administrable. The new solution also needed to be ‘future proof’, allowing future development to ensure that the solutions can grow together with their business requirements. The OMNITRACKER Release Compatibility Guarantee ensures that upgrading the OMNITRACKER platform is without the risk of losing implemented functionality, while also allowing them to evolve their environment in accordance to the latest technology. This significantly reduces their Total Cost of Ownership.

For these reasons, Ontex selected the OMNITRACKER platform to create a workflow based solution which helps them in improving their overall process efficiency. Ontex is using OMNITRACKER as a Business Process Management solution, making use of the integrated building blocks of the OMNITRACKER core platform to create a custom-made solution which focusses on Ontex’s specific business process requirements.



Layered architecture of the OMNITRACKER Platform

Key features



	OMNITRACKER
<i>Built-in Workflow Engine</i>	✓
<i>Automation Possibilities</i>	✓
<i>Approval Mechanisms</i>	✓
<i>SAP Interface</i>	✓
<i>Clear Visualization</i>	✓
<i>Parametrization (no coding)</i>	✓
<i>Self-administration</i>	✓
<i>Guaranteed Release Compatibility</i>	✓
<i>Reporting functionality</i>	✓
<i>Automatic Notification Mechanism</i>	✓
<i>Integrated E-Mail Functionality</i>	✓
<i>Built-in Security Mechanism</i>	✓

Within the OMNITRACKER platform, Ontex has built a workflow driven, fully automated solution including several approval steps and automated communication. The below mentioned OMNITRACKER core features were important reasons for Ontex to select OMNITRACKER to create the solution they were looking for.

The integrated OMNITRACKER **Workflow engine**, including the possibilities to easily define **Approval steps** and business logic, was one of the key features Ontex was aiming for.

The **built-in communication functionalities** of OMNITRACKER are also of huge importance to Ontex. The internal rule-based OMNITRACKER notifications and e-mail mechanism allows Ontex to automatically inform the right people of the things they have to do. This ensures direct automated communication, clear responsibilities and avoidance of human errors.

The core **security mechanism** also was one of those features which was important for Ontex. It allows them to decide who is able to see and do what, and under which conditions.

Ontex also benefits from the extensive **Search & Filtering** functionality and the possibility to create personalized overview screens (by creating OMNITRACKER Views). It gives Ontex clear **visualization** over their most important data.

Synchronization of data between OMNITRACKER and their existing ERP system was a critical requirement for the project. Ontex made use of the extensive OMNITRACKER interfacing possibilities to build an interface with SQL Server, which communicates with another external tool to export data to SAP.



The Project

Ontex chose to do as much work as possible - related to the technical implementation – themselves. This significantly reduced the required consultancy days. OMNITRACKER partner Bull performed the functional analysis and played a technical coaching role during the implementation phase of the project, guiding Ontex in successfully implementing the solution within their environment.

This approach resulted in a successful project, delivered within budget and with a short lead time.

Results

- ✓ Overall increase in efficiency
- ✓ More control
- ✓ Clear overview
- ✓ Less human errors
- ✓ Improved data quality

By using OMNITRACKER as a central solution for managing this business critical process, Ontex now has more control and a better overview over the entire process. Managing the process is now workflow based, including key features such as approval mechanisms, automatic feedback and the possibility for all users to have immediate overviews on their own activities. This way, everyone who is involved in the process has a very clear view on his own responsibilities, which ensures a smooth and fault-less process. The chances for human errors have dropped and the overall data quality has improved.

The Future



Ontex recently also started with the implementation of the OMNITRACKER IT Service Management application, based on the ITIL best-practice processes. They will start using OMNITRACKER as a central tool in their operational IT department. Using the portal, end-users will be able to log Incidents and Service Requests.

Ontex will continue using OMNITRACKER as a key tool within their business and are looking into the possibilities of integrating also other business processes, within the OMNITRACKER platform.



The standard OMNITRACKER Self-Service Portal

About OMNITRACKER



What is OMNITRACKER?

OMNITRACKER is a universal platform for business processes on which all OMNITRACKER applications are based. OMNITRACKER is a powerful tool for adapting processes to your needs:

- ✓ *Save time* OMNITRACKER offers solutions which you can implement quickly and adapt easily.
- ✓ *Cut costs* After only a few days of training, you will be able to independently implement and configure OMNITRACKER applications.
- ✓ *Flexibility* All OMNITRACKER applications are out-of-the-box solutions that can easily be adapted to your needs – without programming.
- ✓ *Maintainability* You can easily maintain your OMNITRACKER applications yourself.
- ✓ *Release compatibility* Guaranteed release compatibility with future versions of the OMNITRACKER platform.
- ✓ *Customer-centred development* Further development is geared towards customers' needs.

OMNINET Software Solutions

As an owner-managed company, we answer solely to our customers. Our top objective is to offer our customers high-quality products and first-class service. To achieve this, we consistently fulfil the wishes and requirements of our customers regarding product content, quality and schedule. Our commitment to a customer does not end with the signing of the contract; but rather, that is when it begins.

Would you like to know more about OMNINET and OMNITRACKER solutions?

Then please get in touch with us!

For more info

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