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DFH
Deutsche Fertighaus Holding AG



ERP transformation in the construction industry

How end-to-end processes and a well-informed ERP decision pave the way for transformation

From fragmented processes to an informed ERP decision

The DFH Group comprises several brands, companies and production sites. A process and system landscape that had evolved over time made it difficult to ensure end-to-end workflows and collaboration throughout the entire house-building process.

Rothbaum carried out a comprehensive analysis of workflows and processes – from sales through to planning and production, right through to handover and invoicing. Working alongside specialist departments and IT, improvement strategies were developed and requirements for a target vision of a group-wide system landscape were formulated.

On this basis, Rothbaum carried out a vendor- and solution-neutral ERP selection process. At the same time, staff were involved in the change process and initial data and harmonisation issues were addressed in preparation for the subsequent implementation.

The result is a system recommendation underpinned by technical and economic considerations, as well as a robust foundation for further transformation.



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Designed with an end-to-end approach. Selected impartially. Ready for transformation.

Challenge

A process and system landscape that had evolved across several companies and sites made it difficult to ensure end-to-end workflows within the DFH Group. For the ERP transformation, it was necessary to reconcile common requirements with company-specific characteristics throughout the entire house-building process.

Implementation

Rothbaum analysed processes across departmental boundaries, translated business requirements into verifiable specifications, developed an ERP target vision and, through a targeted, system-neutral tender process involving a longlist and shortlist based on technical and economic criteria, identified the appropriate ERP provider.

Results

The structured assessment resulted in a technically and economically sound ERP recommendation. Infor LN CloudSuite achieved the highest level of technical compliance and the lowest TCO over a ten-year period. At the same time, master data and harmonisation measures were initiated in preparation for the implementation.

24
analysed existing systems in terms of functionality and costs

> 950
functional and technical requirements from departments consolidated into a target vision

98 %
reported overall level of compliance with the recommended ERP system



> Not only have we laid a solid foundation for our ERP decision, but we have also initiated important changes to our processes and data. Rothbaum involved our specialist departments in this process and guided us through the transformation with an impartial perspective.



Moritz Beul
Chief Executive Officer (CEO)
Deutsche Fertighaus
Holding GmbH

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Detailed results

- Transparency achieved: 7 main processes, 23 sub-processes and 24 existing systems analysed
- Over 950 requirements from business units and IT consolidated and structured
- ERP target vision and target architecture developed, and key integration and data issues defined
- Progressed from a longlist of 13 systems via RFI, shortlist and RFP to the final vendor recommendation
- Functional and economic evaluation, including implementation costs and TCO over ten years
- Infor LN CloudSuite recommended: 98% overall compliance rate and the lowest TCO of the systems evaluated in the final stage
- Implementation prepared: master data analysis and process harmonisation initiated

An integrated vision emerged from an established landscape of processes and systems – complete with a well-founded ERP recommendation and concrete preparatory work for implementation.



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