

► heimer Concept GmbH

“With the flexibility, functionality and features in SSA[®] ERP_{LN}, we will be able to introduce our new product a year earlier.”

— WOLFGANG HAKE, GENERAL MANAGER, HEIMER CONCEPT GMBH



“

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► increase time to market.

Business Issues

heimer Concept GmbH, a leader in the German market for energy metering and billing, is faced with an intensely competitive market. Its customers are utilities, real estate companies and private citizens who must pay some of the highest energy costs of any developed country. At first, this might suggest that its business could grow easily because heimer Concept helps companies avoid energy waste and accurately measure the energy that is consumed. But the situation is complicated by the fact that the German real estate market is not growing, so heimer Concept is locked in a competitive struggle where it can only grow by converting competitors' accounts to heimer Concept. It's a business situation that puts a premium on innovation and quality service to customers.

The Company

heimer Concept is a privately held company that has been serving the energy metering and billing needs of German utilities and real estate companies since 1981. Since that time, the company has grown to become one of the top ten companies in its industry. The growth continues today, in large part, because heimer Concept has the commitment to innovation that is making it possible to stay ahead of the competition in bringing new products to the market.

With 190 employees in 10 regional offices, heimer Concept serves several thousand customers. It has more than 2.4 million energy measurement devices installed in more than 45,000 buildings nationwide. The company is successfully helping to measure and bill energy usage in more than 400,000 flats and commercial units.

company -----	heimer Concept GmbH
solution -----	SSA Enterprise Resource Planning
product -----	SSA ERP _{LN} version 6.1 Tools
platform -----	IBM® eServer pSeries (RS/6000)
operating system -----	AIX® 4.4
database -----	Oracle®
industry -----	Business Services
employees -----	190
country -----	Germany

What's Critical

In an environment where growth does not come easily, heimer Concept must continually innovate and offer more value to customers than its competitors. The company was quick to see the trends in its industry and understood what was required to sustain its growth strategy.

heimer Concept understood that it must start early to develop new generation energy measurement software in combination with new measurement devices from leading industrial suppliers. The lead time for developing a new product can be several years, so the company wanted to be ready as the lifecycle of its current product was reaching an end.

To be successful, the company knew it needed an IT partner who offered industry leading software tools that would enable heimer Concept developers to work efficiently and achieve a fast time to market with an innovative new product. They also needed a partner that had both the long-term industry experience and stability necessary to continue supporting heimer Concept over the many years its new product would be in the field.

Finding the Right Solution

Leading up to the selection of SSA Global, heimer Concept evaluated the products and the strategic direction of several enterprise software providers, including SAP®. Executives at heimer Concept had been impressed with the SSA Baan™ ERP solution. Their past experience with the product and the commitment shown by SSA Global convinced heimer Concept to use the new SSA ERP_{LN} solution in the development of their new product.

“We had been very satisfied with SSA Baan ERP and we're very impressed with SSA ERP_{LN}, especially the Web-enabled interface, the functionality in the Tools and services module, and the XML features for integrations with other software,” Hake says, adding that competing products they evaluated were going to be harder to use in developing the new heimer Concept product.

“With the new tools in SSA ERP_{LN}, we will be able to include more functionality in our next generation product, putting us in position to expand our business,” Hake says. “By far, the greatest value of SSA ERP_{LN} is the flexibility in the product that will make our development process much faster so we can get our product to market sooner.”

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► state-of-the-art integration.

Implementing Fast

After they made the decision to use SSA ERP_{LN}, the SSA Global team moved fast. The information flow was very good and the collaboration between the technical teams was very good too, according to Hake.

In a few short months, SSA ERP_{LN} was installed and in active use by the heimer Concept team. The fast cooperation they received from the SSA Global team and the advanced capabilities of SSA ERP_{LN} has made it possible for the company to accelerate its product launch timetable.

Making it Pay

“With the flexibility, functionality and features in SSA ERP_{LN}, we will be able to introduce our new product a year earlier, in 2006/ 2007,” Hake says.

Being able to offer its new product a year early will give heimer Concept a distinct competitive advantage. Over the past few years, heimer Concept has been able to grow its business despite intense competition by offering a more flexible and capable offering. “With our next-generation product, we will get more competitive advantage because we will be able to offer our customers even more capabilities,” Hake says.

Forward Faster™ Into the Future

As heimer Concept proceeds with its major development initiatives, the company is exploring the use of additional SSA ERP modules for running its business. The excellent integration capabilities of SSA ERP_{LN} with other specialized modules are very attractive.

heimer Concept is a company with a strong commitment to grow market share by better serving its customers. It has aligned itself with SSA Global because of the

strength of the SSA ERP_{LN} product and the commitment of SSA Global to invest in its ERP products and offer a long-term stable IT environment for heimer Concept.

about SSA Global

SSA Global™ is a leading provider of extended ERP solutions for manufacturing, distribution, retail, services and public organizations worldwide. In addition to core ERP applications, SSA Global offers a full range of integrated extension solutions including corporate performance management, customer relationship management, product lifecycle management, supply chain management and supplier relationship management. Headquartered in Chicago, SSA Global has 63 locations worldwide and its product offerings are used by approximately 13,000 active customers in over 90 countries. For additional information, visit the SSA Global web site at www.ssaglobal.com.



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