

# IFS enables Moelven to let customer demand shape the company



Ever since 2001 Moelven Industrier has been IFS's biggest customer within the Scandinavian Wood and Construction industry. The corporation is using IFS to support a wide selection of new digital industry specific standards for the more than 40 different companies within the organization.

Moelven Industrier implemented IFS as its ERP platform in 2001 for its two mechanical wood divisions. Since then, IFS and Moelven have collaborated to develop the custom Forestry & Building Material solution the company is now running. Currently it processes over a million order lines a year for all of Scandinavia with IFS.

## Improved warehouse management

One of the key challenges Moelven was facing was achieving better control of the complex manufacturing and distribution of forestry products. Moelven has solved this with a modified handheld warehouse solution from IFS (IFS Warehouse Data Collection™-IFS WDC).

"It is increasingly critical to have updated data available at any time. Mobile devices make this is easier than ever," says Steinar Hovland, System Manager in Moelven Industrier. "We are now using IFS WDC to pick items for our customers in more units. That makes the solutions more mobile than ever. When a customer wants us to hand pick a specific quantity instead of ordering complete wood packages, we can use our handheld terminals to automatically reserve this to the customer order. Thus, we avoid manual routines."

Custom orders defy the traditional business model of Moelven, which is based on the organization's own standards for wood packaging. This is now much easier thanks to the new warehouse management system (WMS) solution from IFS. To ensure the most efficient distribution as possible, Moelven aims at filling up its trucks completely before driving out the orders.

## About Moelven

Moelven Industrier ASA is one of Scandinavia's leading distributors of building materials and related services. The organization has 45 operative units across Norway, Sweden and Denmark, with well over 3500 employees.

[www.moelven.com](http://www.moelven.com)



“We can guarantee delivery of two-to-three days anywhere in Norway. The number of packages will determine whether we are able to fill our trucks. We’ve built many systems around this solution. And this defines the standard WMS solution, where you just pick the quantity customers wants.”

## Supports Scandinavian industry standards

Moelven Industrier now uses IFS in more than 40 locations across Norway, Sweden and Denmark. Thirty of these are manufacturing sites, and the remaining are administrative departments.

“In Norway the building material chains are our largest customer and our entire revenue is based on the NOBB standard. Every single product has a NOBB number. In Sweden, it is based on the equivalent FINFO standard, and the TUN in Denmark. All of these are standard in IFS, which makes the solution work really well for our needs,” says Steinar Hovland.

In 2006 Moelven was the first company to introduce electronic orders for forestry and building materials. Ever since then they have utilized electronic orders. Customers are now demanding that all invoicing is done electronically. IFS supports the EDI standards Edifact/NeB for electronic messages in the Norwegian construction trade.

“One of our biggest competitive advantages is that we can deliver orders with electronic packing slips. Customers receive electronic packing slips before the main delivery and thus become a lot more efficient in their goods receipts. The customer can scan the full delivery as one unit. What took upwards of 45 minutes to do previously can now be done in a few minutes. We’ve already started doing this. However, these kinds of systems also rely on the systems and routines of our customers. We are currently involved in a project to introduce this in one of the biggest building material chains in Norway,” says Hovland.

“Moelven has managed its revenue growth without increasing personnel in its order department. The amount of order lines has increased and customers will increasingly move more of their storage needs over to us as a supplier. Through IFS, we now have well over a million order lines in Scandinavia per year.”

## Increased growth potential

Moelven Industrier has experienced formidable growth in later years. The corporation has continuously acquired new companies while its business has been growing organically.

“We’ve been using IFS for 17 years and it is very easy to manage large projects and shipments in IFS. We can set-up monitoring routines in IFS Lobby™, so we get alerts when something unforeseen occurs. That saves us a lot of manual work.”

## Benefits seen using IFS

- Contribute to send the right products in the right amounts to the right shop at the right time within 48 hours.
- Facilitate custom orders
- Automate the supply chain and eliminate manual processes
- Coordinate financial processes from central office
- A quick and useful overview of consolidated results on an executive level
- Better distribution, lower costs and higher efficiency
- An efficient customer service center, more locations with a common phone number



## Customer experience is key

The customer service center in Moelven mostly relies on the standard functions of IFS, with only a few minor modifications. The location of where its goods are manufactured in the supply chain is completely irrelevant. Thanks to smart solutions, Moelven guarantees delivery of its standard items within 48 hours. Approximately 90 percent of the solution is standard. The building material chains deal only with Moelven as their sole supplier. The goods they order can originate from up to 10 different manufacturing sites, all producing the same items. It doesn't matter if the site is in Trysil or Eidsvoll. All that matters is that the customers get their items delivered from Moelven.

As e-commerce continues to increase, Moelven believes that the pressure for manufacturers to deliver custom picking and customized product packages will most likely increase. Thus, it is vital that its ERP system ensures good control of inventory, productivity and distribution.



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Morten Kristiansen, CEO of Moelven Industrier

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## Industry solution

Through the partnership with Moelven, IFS can offer a standard industry solution for the forestry and building material industry.

"We've enjoyed a good partnership with Moelven Industrier for many years. Now we are looking forward to offering this industry solution to even more customers. We believe it to be the best within the industry," says Elni Kullmer, Managing Director of IFS Nordics.

Morten Kristiansen, CEO of Moelven Industrier confirms that IFS is in the lead. "Through acquisitions we have seen several similar ERP solutions from the industry. None of these can measure up to the solution we have developed together with IFS."

## Find out more

Further information, e-mail [info@ifs.com](mailto:info@ifs.com), contact your local IFS office or visit our web site, [ifs.com](http://ifs.com)

