

# Specialists Deliver More - And WINLine® Supports Them

Baustoff+Metall-Gruppe has traced a rapid and highly successful growth curve during the last several years. Company consolidation is no problem thanks to WINLine®.



The family-operated concern, Baustoff+Metall (B+M), headquartered in Austria has seen itself grown from a small-scale supplier of insulation materials to an international market leader in the dry construction business. The company has transformed into a highly specialized wholesaler of conventional dry construction products, fire-proof acoustical ceiling panels, as well as thermal ceiling systems. Today, Dr. Wolfgang Kristinus, is director and owner of a total of 86 distribution locations and 7 industrial sites that employ together 1360 people in 17 European countries.

Due to specialisation in the dry construction goods business along with a supplementary consulting division, including production facilities, the concern fielded a yearly turnover of 390 million Euro in 2010. The 7 manufacturing sites are located mainly in Germany, Austria, and also in Serbia.

## Innovative and Service-Oriented

What has been the key to success for the B+M concern? Dr. Kristinus has always placed a lot

of focus, in comparison to the competition, on the services and consulting sector. A company-operated consultancy department, architectural advisors and select engineering services, as well as full service building site logistics are integral components in this sector.

High value, technically innovative products that are particularly know-how intensive are manufactured by B+M itself. The concern holds patents for 20 of these products. Large investments are continuously laid out for testing and industry certification for in-house manufactured systems.

## Software Decision-Making Process

B+M does not out-source manufacturing to low cost, wage-dumping countries. It continues to manufacture in European countries with a good price-to-quality ratio. In this spirit, no compromises were made with regard to the choice of ERP software, either. The decision for MESONIC business software, an Austrian software producer with many years of experience in ERP, was made after a

short evaluation phase. System performance, data consistency, transparency at company subsidiaries, adaptability of the software and competent advisement during the decision-making process by the MESONIC partner were the key decision-making factors.

Conversion and harmonisation of existing legacy systems in the company was urgently required. Previously used solutions, BMD in Austria and Navision in Germany, could no longer fulfil the growing requirements. A particularly important goal was consistency in corporate-wide consolidation activities, together with a harmonization of corporate reporting methods with transparent figures at the touch of a button.

„We have been able to achieve with WINLine® a consistent, corporate-wide accounting environment that has direct access to data and transparent processing methods“, says Robert Heckl, company manager at B+M.

WINLine® has already been implemented and is running in 2011 in the company subsidiaries in Austria, Germany, Belgium, Luxemburg, Holland and Denmark. These subsidiaries together account for 75% of the total turn-over of the entire concern. The rollout plan foresees implementation at the remaining subsidiaries in 10 more countries by 2014. Around 160 users will be working with WINLine® in the end phase.

„The opportunity to use WINLine® internationally, but with local support and consulting was an important aspect for us as a multinational company“ says Christian Sperr, company manager at B+M International.



Dr. Wolfgang Kristinus  
Geschäftsführender Gesellschafter  
der B+M Baustoff Metall GmbH

Technical solutions include local server/client installations, terminal server installations and the thin-client Enterprise WINLine® solution. Particular attention was paid to standardisation of installation methods and training content for users. Uniform charts of accounts, cost centre plans and asset registers played a significant role in the implementation concept.

Working together in a series of detailed planning discussions, MESONIC Reselling Partner SWI Siebeneichler & Wiesmann Informationssysteme GmbH and the project officers at B+M, company manager Robert Heckl and his team, developed and implemented a framework of standardized specifications for all the subsidiaries in the concern. User training was executed and coordinated by SWI according to an internationally organized training concept.

An add-on program interface to the inventory management and logistics system in WINLine® was also developed by SWI. Furthermore, the WINLine® PAYROLL module was implemented in Germany in addition to the financials module.

## SHORT INFO

MESONIC program:  
Corporate WINLine®  
Enterprise WINLine® Application Server

Modules:  
Financials  
Cost Accounting  
Asset Accounting  
Archive II  
OLAP COST  
OLAP ACC1  
Action Server

Seats:  
160 users by 2014

First Implementation:  
2009

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**MESONIC**  
Business Software

Success Story  
Corporate WINLine®  
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