BERTONI
SOLUTIONS

CUSTOMER SUCCESS STORY

Product configuration platform for the market leader in sliding systems for furniture and buildings

Hawa
Sliding Solutions

Table of content

Success story: Hawa Sliding Solutions

OVERVIEW

Hawa Sliding Solutions is a Switzerland-based global market and technology leader for sliding systems on buildings, in buildings, and on furniture.

■ They needed a new product planning web application as the existing solutions were outdated and no longer matching their business needs.

The digital transformation experts from Bertoni Solutions analyzed their situation and proposed an innovative web application that completely changed the processes, increasing the agility and cost-efficiency of their teams.

INTRODUCTION

In 2017 two sister companies: Hawa and EKU integrated into Hawa Sliding Solutions.

■ Their merger created a need for a deep transformation that would set the new entity for growth. In the next two years, the management made a conscious and systematic effort to build a unified and customer-centric company culture, significantly increasing the added value for their clients.

To finalize the integration process, Hawa Sliding Solutions needed a new web application that would consist of reorganized and merged products from the two separate companies' databases.

FACTS

Project type

- Agile / Scrum

Time

- 23 two-week sprints

Team composition

- 1 project manager
- 2 - 3 senior developers
- 1 senior QA analys

Technologies

- **Frontend**

  Blazor

  ZURB Foundation

  Jquery

- **Backend**

  .NET 5 Platform

  ASP.NET MVC

  Entity Framework

  ASPOSE Cad

- **Microsoft Azure Resources**

  Azure SQL Database

  Azure Blob Storage

  Azure App Service

  Azure Functions

  Azure AD

CHALLENGE

The product development team of Hawa Sliding Solutions had a difficult task ahead of them

■ They had to reselect the products, reorganizing those that were similar. Additionally, the process itself required a lot of redesigning and reengineering.

At the end, the product development cycle was much different from what it had been before. There was also a lot of mathematical data being generated in the process.

None of the existing web applications could be used as a base for the new product configurator. Hawa Sliding Solutions needed a new planning tool that would help them reintroduce their products to the market.
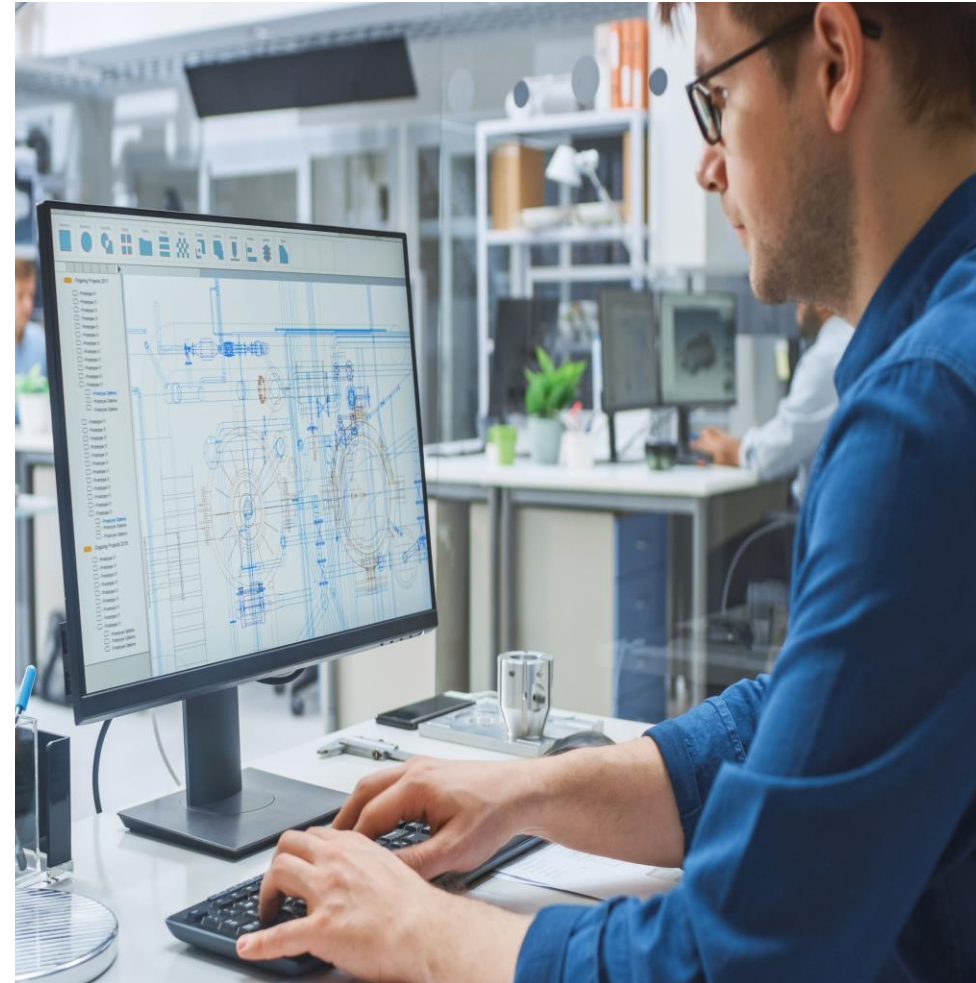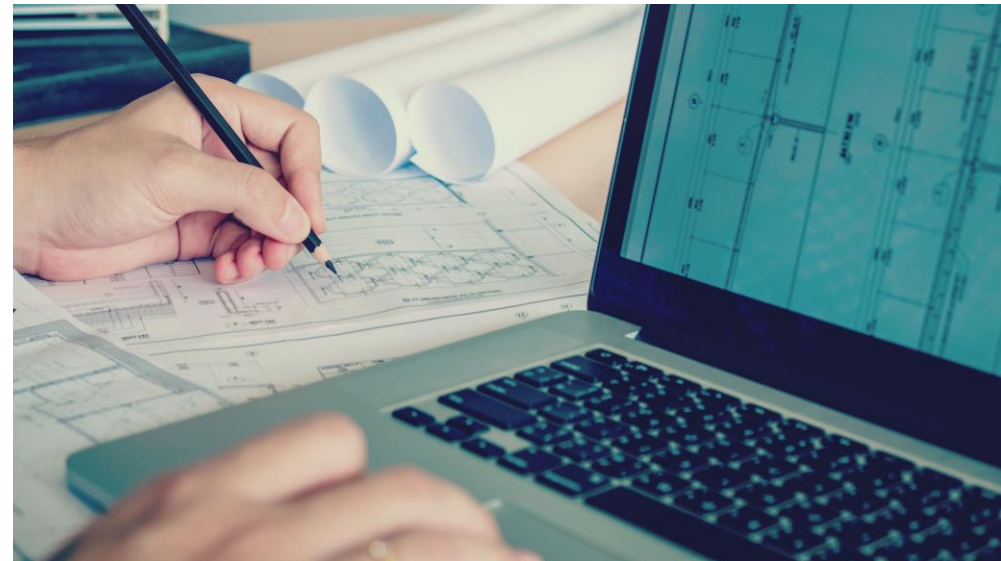
PRODUCT DISCOVERY

Our aim was to generate most value and create the best possible experience for all the application users.

■ It was challenging because the processes were extremely complex and involved many parties: distributors, resellers and end clients. We had to first gain a very deep understanding of all the aspects, from the product specification and development to the type of users and their needs.

Our team analyzed the complex workflows, like the product configuration process, and applied their knowledge of what was technologically possible.

Hawa Sliding Solutions demonstrated a very open-minded and flexible approach during the product discovery phase.

They were open to taking the longer path if it meant better, more sustainable results and an improved experience for their customers and partners.

PRODUCT DISCOVERY: The highlights

Throughout the project, we were adapting the way we worked and delivered progress, to achieve the best results possible.

■ **Continuous improvement**

We noticed the need for the customer team and ours to be more lined up, so we increased the frequency of the communication with the client from one weekly stand-up meeting to two-three syncs per week.

We also moved from developing the features directly to working with mock-ups and previews first. It helped in gathering early feedback, before the ideas were released to development.

■ **Commitment to providing most value**

Our team did not spare any effort to align themselves with the customer case. Hawa Sliding Solutions uses digital AutoCAD files for their products.

Our developers learned about the tool and studied modern mechanisms to digitally read, analyze and process the .DXF files.
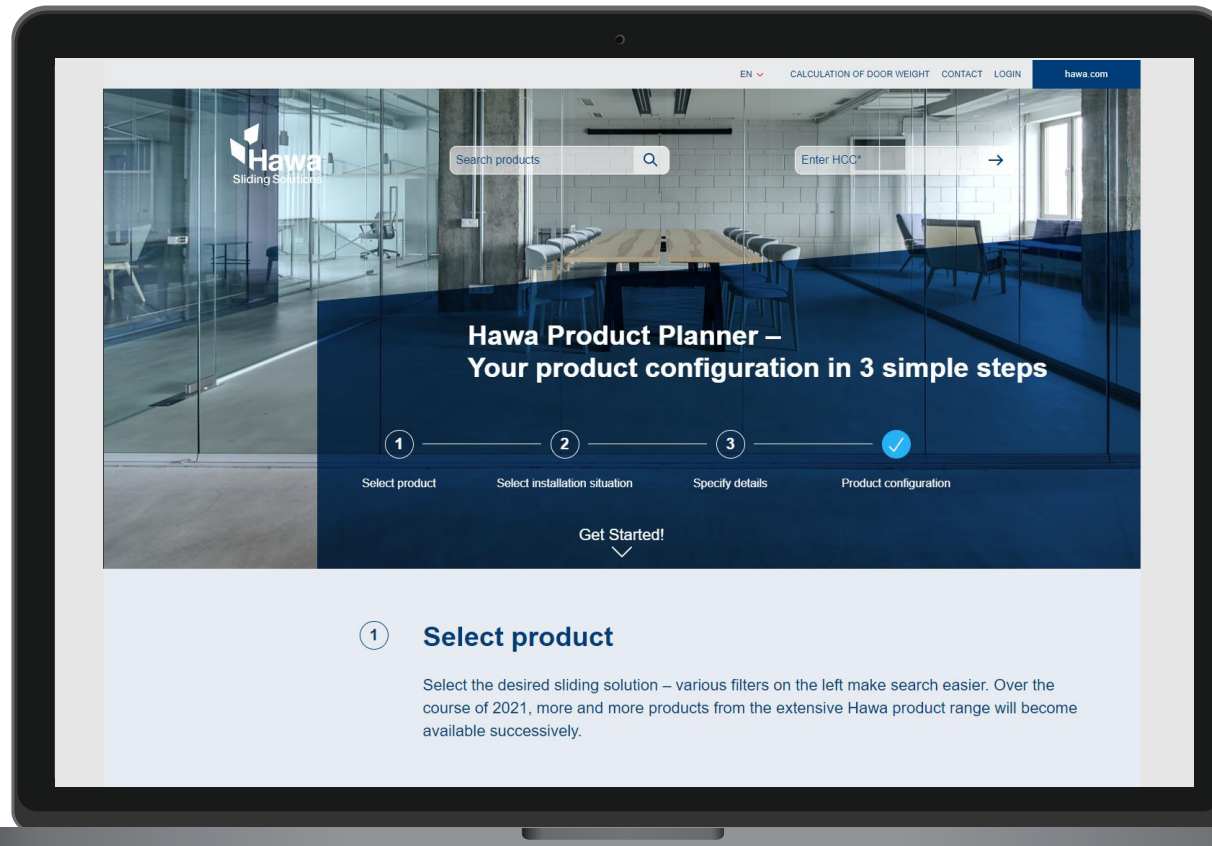
Also, when accelerated delivery was needed, we dynamically adjusted the speed of development, by temporarily adding up to four concurrent senior developers to the team.

■ **Agile framework**

The requirements were only partially defined, and the scope of the project was not completely fixed. We agreed on using the Agile methodology and Scrum framework, which enabled us to dynamically adapt to the frequent changes and learnings even late in the development process.

SOLUTION

We developed a configurator platform with a complex and powerful algorithm behind, that supports the various business logic of the different product families.

■ Our solution enables Hawa Sliding Solution to autonomously create a product configurator for each new product family and make necessary changes and updates dynamically.

Before that, they had to hire an external company to develop a new configurator for each new product family. The product data had to be entered manually and remained static, until an updated configurator was purchased.

SOLUTION: General characteristics

We have created a sophisticated solution with an intuitive interface and automated processes. We managed to simplify the front-end and back-end user experience to five general steps.

Comprehensive list of features covers the needs of all the user types:

■ The platform can read data directly from the .DXF files, allowing for the automatic creation of product configuration templates

■ We designed a web service and developed an interface to retrieve unique data associated with each system from the product information management database (PIM)

■ The solution includes a sales feature that connects users with resellers through a reseller directory

■ Based on the values the user enters, the platform automatically generates customized planning documents:
  ■ Custom plan exported to PDF
  ■ Bill of materials (BoM)
  ■ Instructions
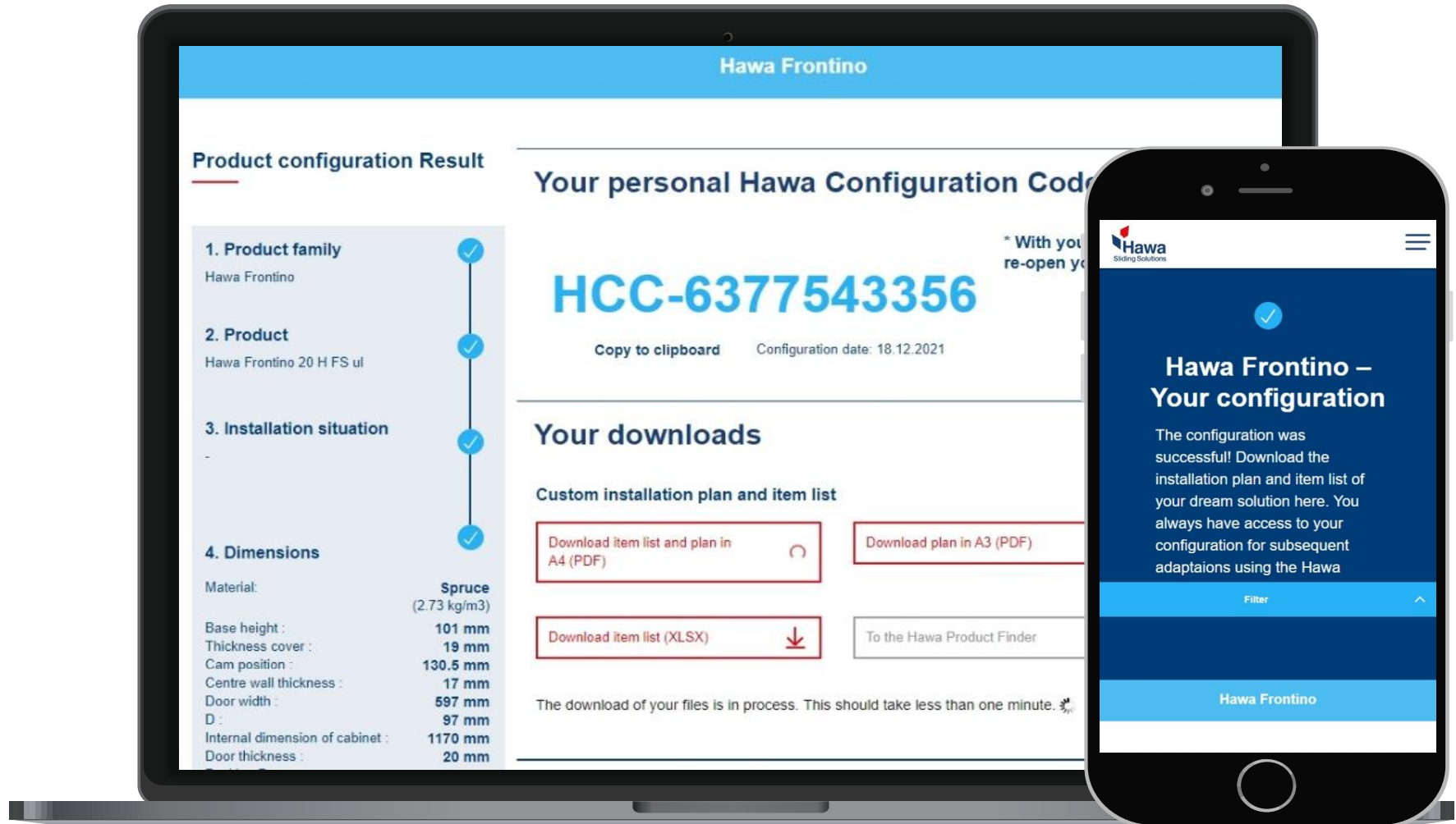
IMPACT

The achieved efficiencies and improvements translate directly into increased value for end clients.

The new web app reinforces the image of Hawa Sliding Solutions as customer-centric brand.

IMPACT

- **Sales process upgrade**

  Seamless conversion from planning to purchasing

- **Cost reduction**

  100% cost saving on third-party providers for new product configurators

- **Organizational agility**

  Achieved efficiencies translate to increased organizational agility

- **Time efficiency**

  Significant amount of manual work has been eliminated, freeing the capacity of the teams to focus on value-generating activities

- **Faster market response**

  Launching new products has been reduced from an average of 9 months down to 2 - 3 weeks, enabling faster response to market trends agility

SUMMARY

The significance of the new configurator platform can be fully understood in the context of business transformation of Hawa Sliding Solutions, focused on increasing organizational agility and creating a strong, customer-centric approach.

■ Our solution supports the efforts of Hawa Sliding Solutions by delivering the best possible experience to their partners and customers.

It helps them to execute their growth initiatives aimed at increasing sales, securing competitiveness, and strengthening their market position.

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Customer review

CUSTOMER REVIEW

"The team of Bertoni Solutions adapted fast to our complex product structure.

They recognized the issues and translated them well into a WebApp. They managed to improve the solution compared to the one we first thought about. The way they were able to organize the project structure was of a huge value!"

Alain M.
Manager Digital Solution Architect
Hawa Sliding Solutions AG

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