



CASE STUDY

**Zweifel Chips:
a brand with a history –
Digitization with dataglobal CS:
a solution with a future**

ZWEIFEL POMY-CHIPS AG



Zweifel Pomy-Chips' delicious and tempting chips and snacks have been delighting customer palates for over 60 years. And Zweifel is constantly looking for the best ingredients for an unmatched flavor experience. Customer satisfaction and quality are the top priority.

Zweifel Pomy-Chips AG – the profile

Who isn't familiar with the fresh and crunchy Zweifel Chips? The leading brand for savory snacks in Switzerland. Headquartered in Zürich-Höngg and with manufacturing sites in Spreitenbach, the company's guiding principle reads: "What moves consumers, inspires us. With passion, pioneer spirit, and a diverse product portfolio, we have been growing in Switzerland and in selected foreign markets. As Zweifel Snacks experts, we live a distinctive culture of quality and innovation." And a further motto underlies our business philosophy: "We do everything for the best chips."

Zweifel Pomy-Chips AG

- founded: 1958
- employees: ca. 370
- depots for Fresh Service: 12



The task

Thanks to a consistent implementation of these principles, Zweifel has been able, with its market share, to establish itself as number one in the Swiss market. To hold to this ambitious goal and maintain their exceptional customer loyalty, now and in the future, not only excellent products, but also a supporting infrastructure and IT are needed. The objective was to replace the existing flood of paper, consisting of roughly 5,000 delivery slips daily with a nearly paperless solution.

Digitization with dataglobal CS

In the spring of 2015, the outdated delivery slip scanning solution was replaced, step-by-step. Based on this specification, the company decided to introduce a Zweifel-app, using tablets. Running in the background: the dataglobal CS with its archiving solution, which has been in operation since 1999 and has been repeatedly modernized. For archiving other associated data the certified interfaces for SAP and MS Exchange/Outlook are being used. Both solutions were provided by pmc Informatik AG in Zug, a longstanding partner of dataglobal.

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Rolf Schwab, Head of ICT, Zweifel Pomy-Chips AG



The dataglobal CS Digital Workspace

To ensure Zweifel's "Fresh Service Guarantee," sales locations (stores, kiosks, restaurants) receive their products directly by truck. At customer locations, 140 sales representatives check the chips and snacks packaging for freshness and replace products about to expire with fresh ones, directly on-site.

Since delivery quantities are not known in advance, delivery slips can only be created on-site on the tablet, and the quantities for deliveries and returns entered at that point in time. Customers sign off the delivery slip on the tablet electronically. This information is immediately submitted to the central SAP system and archived audit-proof via dataglobal CS as a PDF form with an embedded signature.

Expectations exceeded

Even 18 years after introducing dataglobal CS – a 64-bit client/server solution – Zweifel Pomy-Chips AG is still as enthusiastic as at the beginning of the project: "Our high expectations have not only been fulfilled, but surpassed. I am thinking of the overall system stability, the quick and seamless installation of new versions, and the excellent support."

Where does Zweifel now see the specific benefits of the dataglobal CS archiving and digitization solution? "Much better customer service, for one thing, as well as a significant reduction in paperwork, for another. Moreover, today, information can be accessed by all users with access rights. Inside sales, for instance, can call up delivery slips and invoices on their own."

A stable, user-friendly system

"Our employees are impressed – by the response times as well." There was no interruption in over 18 years of productive operation. What about ease of use and training? Zweifel Pomy-Chips AG has only praise for this as well: "A new employee requires about 10 minutes of training. If you know how to use MS Explorer, you can find your way around in dataglobal CS!"

The future pioneer spirit

In the future, sales data is to be used for direct production control, personalized customer orders, and individualized visit planning by sales representatives.

With regular additions to the range, Zweifel has introduced over 40 new products in the last ten years. "We are open to new ideas and like hearing our consumers' wishes before introducing new developments. Zweifel cares about correct resource management. That's why we pay attention to the effects of our entrepreneurial actions along the entire value chain."

Zweifel employees enjoy working with the Digital Workspace of dataglobal CS

Zweifel Pomy-Chips employees value the practical experience: "All around, we are satisfied with dataglobal CS and have a product that is making history with us as well – close to 20 years of use – and gives us a very good feeling about the coming years."

Quotations from Rolf Schwab, Head of ICT, Zweifel Pomy-Chips AG

