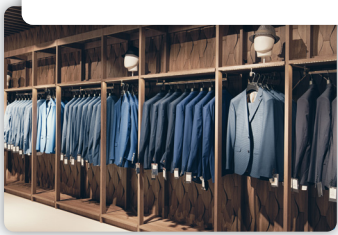


# DIGEL Automates 1.2 million € Per Month



## DIGEL



**DIGEL** is an international fashion brand, founded in Germany in 1939 by Gustav Digel and is now in its third generation as a family business. DIGEL's collections consist of over 60 modular systems for suits and combinations, making it one of the largest suppliers in Europe. It prides itself on setting the highest standards for service, sustainability, quality and functionality, and has been renowned for its innovative vision for the past 80 years. The company now comprises an ever-growing team of 270 employees nationally in Germany and over 1,000 worldwide.

### The Challenge

Prior to the COVID-19 pandemic, inventory levels were large enough that backlogs for delivery rarely occurred. Due to the restrictions during the pandemic, goods had to be shipped directly from production, creating additional tasks that were non-existent previously. As these manual processes needed to be addressed immediately, the company decided to redeploy employees from different departments to take over. This significantly increased the general effort required by current staff to cope with the backlog.

One of the new tasks greatly affected their daily printing process, which was carried out at a high frequency, but required a short execution time – about 1.5 minutes each time. Employees designated to assist would invest about 30 minutes a day into this process. The second was a backlog process which was also carried out daily. Unlike the former,

this process was a big and dynamic undertaking, so much so that it created a significant amount of extra work for the employees. One execution could take between 4-8 minutes.

### The Solution

To automate these time-consuming processes, Apps Associates and DIGEL implemented a solution based on software robots (bots). These bots are capable of executing rule-based business processes for high-volume, repeatable tasks. The fact that the bots run 24/7, fully automatically and with a high degree of precision makes them an ideal solution for DIGEL. Apps Associates implemented the robotic processes for DIGEL for automated process handling to address employee delays and overloads.

The teams first met in April 2022 to discuss the project, which was completed just four months later in August 2022. First, Apps and DIGEL looked at the current processes in detail to determine the rules for

robot-based machining. To eliminate the backlog, the bot was taught to access an Excel spreadsheet. This file contains data for production, which the bots use to check free places for production and then book them for the production of new products. For the daily printing process, the bot was taught to automatically scan all relevant emails every half hour in order to print them automatically for the employees.

*The bots have eliminated the extra work involved in the backlog process, which has improved employee satisfaction and given them increased motivation at work.*

With the help of these bots, orders can be processed faster, which has significantly reduced the delivery time. This has in turn lead to improved customer satisfaction, an increase in sales, and a reduction in overhead costs. The bots are able to work 24/7, and they also make far fewer errors, with a consistent fault tolerance that is nearly zero. The bots have eliminated the extra work involved in the backlog process, which has improved employee satisfaction and given them increased motivation at work. They can now all focus on the work they were meant to do, rather than on the backlog process to which they were reassigned. With their attention no longer divided, the error rate is down as well.

There had been some skepticism among employees at first, but throughout the implementation process Apps Associates and DIGEL stayed in open communication and addressed concerns as they arose. Now, the employees are enthusiastic about the bots' presence, and further processes are being examined for which automation could be used.

## Key Benefits & Results

Overall, the implementation of the bots greatly increased the overall efficiency of the company. Their operations are now better equipped than they were before the pandemic, with greater cost savings, fewer errors, and improved sales numbers and employee productivity. Without these bots, DIGEL estimates that they would have additional employee costs of up to 30k. The company generates €1.2 million (\$1.28 million) per month from the bots.

The results from this project were so great, in fact, that DIGEL is now considering what other processes in their organization can be improved upon, or perhaps automated entirely with the introduction of bots.

For other small and medium-sized enterprises, DIGEL would highly recommend the introduction of automation. Bots like those that DIGEL has already

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rolled out represent an important step towards digitalization, which is not yet common among organizations of this size, but is likely to become so. "Automation at DIGEL is still expandable," said Sebastian Pfitzer, Head of Controlling & EDI at DIGEL. "Which is why additional internal processes are currently being tested for transferability to automated processes."

## Working with Apps Associates

During the project, Apps Associates and DIGEL stayed in close communication. On DIGEL's side, there was one person who acted as a liaison internally between the different teams. This way, DIGEL was always aware of the project status, and the Apps Associates team was well informed on DIGEL's internal processes, so they were able to work closely and efficiently.

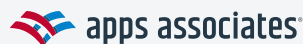
The Apps Associates staff in turn provided guidance at each state of the implementation. Sufficient time was taken to explain the individual steps and contents to each DIGEL project member, so that DIGEL knew at all times what the status was and how to proceed. They remained a constant source of knowledge and support during and immediately after the rollout. If error messages appeared afterwards, the response from Apps Associates was swift and could often be resolved on the same day.

“ Overall, the project progressed very quickly, which DIGEL found very positive... The team at Apps Associates is always helpful and quickly takes care of any problems that arise with the robots. It is a pleasure to work together. ”

Raffael Baumgartner, Process Manager at DIGEL

DIGEL chose Apps Associates for their proven history of successful automation projects, and their experience together further confirmed their confidence in Apps Associates. “Overall, the project progressed very quickly, which DIGEL found very positive,” said Raffael Baumgartner, Process Manager at DIGEL. “The team at Apps Associates is always helpful and quickly takes care of any problems that arise with the bots. It is a pleasure to work together.”

## About Apps Associates



Apps Associates is a premier enterprise applications and technology advisor, counseling and executing across every stage of the enterprise transformation journey—not just the destination. For more than two decades, Apps Associates has closely collaborated with decision makers across nearly every industry, offering end-to-end integration, modernization, and cloud migration services. By helping to break down the silos within today's most complex business challenges, Apps Associates is unlocking solutions and efficiencies that scale into future opportunities.

To learn more about how Apps Associates can help align your business with the right technology, visit: [www.appsassociates.com](http://www.appsassociates.com), or follow Apps Associates on social media on [Twitter](#) and [LinkedIn](#).

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