

HaGe
Ihr Partner vor Ort

ABOUT HaGe GROUP

The HaGe Group, with its parent company Hauptgenossenschaft Nord AG, Kiel, is one of the largest agricultural trade companies in Germany with sales of € 2.2 billion (2016). The Group employs around 1,577 (2016) people.

In wholesale, HaGe supplies the entire German market with fertiliser, pesticides and seeds via its subsidiary BSL.

Since 2005, HaGe has been a subsidiary of the Danish company Dansk Landbrugs Grovareselskab a.m.b.a (dlg). One year later in 2006 Swedish Lantmännen ek för (Lantmännen) also acquired a substantial stake in HaGe. Both main shareholders are involved in the agri-food business themselves in their home countries. As a result, HaGe not only has strong capital, but also close partners in the development of the sector.



Cereals supply.

HIGHLIGHTS

- Our Credit Management Suite results in reduction in manual effort
- Optimisation of daily work processes due to readily available credit information
- HeGe now has accurate and real-time call estimates of debtors
- Seamless SAP integration

A TAILORED CREDIT MANAGEMENT SOLUTION FOR THE AGRICULTURAL TRADE

CHALLENGE

The company was looking for expert knowledge in the field of credit management in order to review, critically scrutinise and optimise existing processes. The main requirement was an SAP integrated solution to bring together and include the comprehensive processes in the field of credit checks, scoring, rating and credit insurance.

Hauptgenossenschaft Nord AG includes a range of different business areas. The traditional business with farmers, from large farms to small and medium-sized farms, means that customers are also suppliers. The advance payment of operating resources results in extended payment targets. In addition, other risks, such as crop-related crop failure, plant and animal disease, political factors (such as the Russian trade embargo) and world cereal prices, may affect payment behaviour.

Hauptgenossenschaft Nord AG needed system support in the processes for its own risk assessment and a solution for processing the obligations to the credit insurer.

The special structure of the different business areas presented a particular challenge in the project. Therefore, our software bundle was the right choice.

"Our challenges were very unique due to the business structure: on the one hand the classic seasonally dependent business with the farmers, who also have the status of debtor and creditor, and on the other hand the wholesale business in the group, which deals with the large grain and equipment deliveries," emphasises Dennis Stahn, Head of Credit Management at Hauptgenossenschaft Nord AG.

"cormeta was flexible with our adaptation of the requirements. It was amazing for me to see in a short timeframe that our requirements could be implemented." Stahn.

SOA People represents cormeta internationally as they are part of the SOA People Group, the customer mentioned here is formally a cormeta customer.

SOLUTION

Due to the considerable reduction in manual work a comprehensive overview that can now be quickly generated, the credit management of Hauptgenossenschaft Nord AG can now plan for the future. Dennis Stahn says, *"This has been well received by employees so far; the potential, however, is not exhausted yet, but can be expanded further."*

Before the introduction of cormeta, a credit application was requested, checked, evaluated and finally translated into a limit for each individual customer, which was rarely accurate and flexible.

The connection to the various information services via CGsprint brings effective optimisation in the work processes, since the credit information is now quickly available, structured and therefore evaluable in the system.

Clearly noticeable already is an optimisation of the processes on a daily basis, there has been a considerable saving on routine work.

For the settlement of credit insurance, the ABS (asset backed security) items had to be considered during the customisation. The sale of receivables is another instrument of the credit management of Hauptgenossenschaft Nord AG. The implementation of our component ABSsprint for processing in ABS is already planned.

"The components work together like gears: any new information from CGsprint or KVpsprint flows into the scoring and changes the rating of the customer. We save a great deal of manual effort and have an accurate and real-time call



Harbour location Rostock.

estimate of our debtors. Meanwhile, reporting limit has been established, which is made available to the management at regular intervals. In addition, reporting of the daily routine is useful - it is easy to understand what has been done and what is still to come", says Stahn.

Hauptgenossenschaft Nord AG is currently interested in the software ABSsprint to optimise its liquidity and to hedge receivables. ABSsprint is the perfect complement to the already used components RMsprint, CGsprint and KVpsprint. In the sale of receivables, credit insurance is obligatory; the receivables to be sold must be secured. With KVpsprint, Hauptgenossenschaft Nord AG already has the appropriate system support for the processes for the execution of contractual obligations.

Hauptgenossenschaft Nord AG is continually expanding its business units and thus the roll-out of our Credit Management Suite in other companies. At the same time, step by step, the credit management of Hauptgenossenschaft Nord AG is being developed into an increasingly efficient area; such as the instruments sales of receivables and the planned central dispute management. The resulting workflows are successively supported by additional modules from the portfolio of SOA People Software (ABSsprint and DMsprint).

Our credit management suite with its flexible components is the ideal counterpart to the business model of the main cooperative Nord AG – a good choice with tailor-made solutions that Hauptgenossenschaft Nord AG also offers its customers.



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