Committed to excellence

Logistics Solutions – Standard or Custom-Tailored

Systematic Logistics.
Fierce competition, increasing cost pressure, shorter product lifecycles and widely differing delivery times – these are the signs of a time that calls for new solutions. Logistics solutions that help you produce quicker, more cost-effective and, above all, free of interruptions. This is where Rutronik’s strategic work comes into play.

Rutronik has been operating as a distributor for electronic components for over 40 years, and today as an owner-managed and therefore independent company ranks among the worldwide leading broadline distributors.

Rutronik has been developing and implementing logistics solutions for and with its customers since 1996. Our proven logistics modules simplify and accelerate processes and reduce costs. This paves the way for the release of completely new productivity potentials.

On the basis of its wealth of experience in implementation and optimisation of supply chain solutions, Rutronik has developed logistics standard solutions geared towards the “best practice” method. Our customers are quick off the mark thanks to these intelligent and pre-defined standards. Short introduction times and the swift use of lean processes have an immediate effect on process cost savings. Customers with relatively low IT operations also benefit from this efficient approach.

Hans-Christoph Behler
Head of Material Management
Supply Security and Process Cost Optimisation

Advance by way of professional logistics systems

The market for electronic components places the highest of demands on logistics. On the one hand, broadliners need to cope with widely differing volumes of product quantities from a huge product range. The market is also characterised by heavy requirement fluctuations, which in part give rise to very long delivery periods spanning several months.

The alternation between scarcity and over production calls for timely intervention, where possible, to guarantee reliable and trouble-free supplies.

Increased supply security

This is where the advantages of tailor-made, uniform, logistics systems come into effect:

- High level of automation
- Reduction in labour input
- Reduction in process costs

The proper functioning of a logistics system is conditional on the electronic exchange of data that allows for a swift reaction to changes in requirements. At the same time processes are optimised and errors reduced. Ultimately, recording and confirming orders manually is a potential source of errors.

Reduction in process costs

The supply process is analysed in the runup, optimised and defined together with the decision makers.

- Reduction of labour input by manual activities
- Management by exception: communication only in the event of variations, and intervention or adjustment regarding orders
- Orders are bundled by way of collective deliveries

Individual and nevertheless efficient

Logistics to meet your needs: we therefore gear our operations towards the specific requirements of your company. For example the step-by-step adjustment of partial solutions has proven successful in the case of introducing a logistics system. At Rutronik we don’t use rigid concepts.

Increase in quality within the processes

Error reduction and greater process security thanks to automated data and interface exchange.

Reduction in capital tie-up costs in the supply chain

By way of optimised store management between customers, manufacturers and Rutronik, stocks in finished and buffer stores are kept low. This ties-up less capital, and processing costs are reduced considerably – without jeopardising the ability to deliver. Likewise, the reduction in the number of suppliers is, without doubt, one of the key steps in respect of increasing efficiency and saving costs in the case of procuring electronic components. Many customers therefore make use of the advantages offered by a broadline distributor such as Rutronik. As an interface to leading and established manufacturers, Rutronik covers the entire range of electronic components.

Decision criteria

- Demands/trends
- Concentrated deliveries
- Supply security
- Parts availability
- Process costs
- Optimized Inventory
- Bond capital
- Automation (e.g. EDI)
- Flexibility
- Lead time reduction
- Stock capacity
- Packaging solutions
Flexibility without Limits: Delivery Plan, Kanban, Consignment

As a broadliner, Rutronik generates half its total sales via logistics systems and supports logistics customers worldwide. The orders are prepared and co-ordinated at the company headquarters in Ispringen such that in terms of global operations Rutronik can provide the same standards of service in respect of uniform labels, packaging, notification and much more.

This is based on three standardised logistics systems that are easy to implement: "Delivery Plan", "Kanban" and "Consignment" with fixed defined processes on the flow of information, materials and values. They are adjusted according to customers' requirements in line with the relevant processes, costs and factors, and depending on the respective wishes flexibly combined with system support forecast, ship to line, barcode and many other additional options. The outcome is a tailor-made solution.

Flexible delivery plan system

Delivery plan processing can be applied to all components, and is suitable for a small number of product numbers. Customers forward their planned figures (forecast) to Rutronik on a rolling basis at fixed intervals. This forecast is the basis for scheduling. On the basis of the planned figures, Rutronik supplies all divisions within a defined window, and these are "fixed" according to the definition agreed with the customer. The requirement samples may be irregular.

- Can be used for all components
- Highly flexible system (including in the case of requirement changes)
- Effective C-parts management due to optimised BIN quantities
- Minor labor input

Kanban: "card system" for secure product circulation

Kanban processing is suitable for constant requirements in the case of continual production processes. The Kanban containers are defined in the runup with a certain filling quantity, likewise their quantity. Each container has a clear identity number. All details on a container (quantity, parts no., warehouse location, recipient warehouse and delivery time etc.) are listed on a "Kanban card". Two containers are in operation as a minimum to guarantee product circulation. As soon as a Kanban container is empty at a customer's premises, the electronic Kanban card is forwarded to Rutronik, the container is refilled and the delivery process starts afresh. The Kanban containers are made available directly at the place of use.

- Self-operated control loop
- Reduction in material stocks and capital tie-up
- Reduction in throughput times
- Can be combined with multiuse container system

Consignment warehouse: flexible and reliable

The consignment warehouse is an ideal solution for production subject to short-term fluctuations. While the customer merely provides the storage space, Rutronik provides the goods. Invoices are only written out once goods are withdrawn from the warehouse.

- High availability and supply security
- Low processing input
- Reduction in the capital tie-up
- Vendor managed inventory (VMI)
- Centralised inventory controlling via our specialist department
- Also available as app
Individual or Standard Solutions –
There is One Principle Nobody can Neglect: Quality

Rutronik Logistics

The success of a company mainly depends on its profitability and competitiveness. These, in turn, are increasingly influenced by the high quality of logistics. The performance of Rutronik Logistics stands for such a high quality. Our activities are primarily geared towards establishing efficient, tailor-made and reliable logistics with the uppermost goal of reducing costs, providing supply security and optimising the procurement processes. We have developed four quality factors to achieve these goals.

From standard use to an individual supply chain solution

Even within a sector, no one company is like another. Rutronik has gained experience in supply chain management, and is able to offer best practice solutions based on the most successful methods, principles and strategies. Existing and successful standards are adjusted in line with customers’ wishes. This facilitates the swift implementation of individual logistics concepts. On the basis of this conviction, Rutronik Logistics offers its customers best practice standards and various logistics modules, which can be combined in any number of ways.

Support

To guarantee the efficiency of your logistics, we offer you support in respect of introducing and maintaining a controlling system for the performance and costing of your supply chain. In that respect, permanent monitoring of the logistics and procurement processes keeps an eye on the efficiency of the system.

Strategy

At the start of the collaboration we provide a thorough analysis – our logistics check-up. In a start-up workshop all the respective parties are involved and analyse all processes and costs of relevance to logistics. As a result we create cost and process transparency, determine the factors pushing up costs and implement cause research. On this basis we examine the options available in respect of process optimisation that are largely attributable to interface reduction and avoiding duplication and process loops. We subsequently quantify the measures and discuss reorganisation recommendations.

Integrated management system (IMS)

At Rutronik all processes are documented, controlled and certified as part of the IMS in accordance with international standards. Our integrated management system (IMS) supports the collaboration of all Rutronik’s divisions and departments at an international level. It is the fundamental element in the way the company organises economic, ecological and commercial decisions, as well as the respective implementation and performance review. Our IMS comprises quality, environmental protection and occupational safety in accordance with the international norms ISO9001, ISO9002, ISO14001 and OHSAS18001.

Certification for ESD protective measures

Electrostatic fields can damage electronic components. These either breakdown immediately or ultimately stop working during application by the end user. To rule this out, Rutronik handles all components strictly in accordance with DIN EN 61340-5-1.

Certification of the Dry Pack packaging system

In the case of shipping and re-packaging moisture-sensitive components, Rutronik’s operations are geared towards the stringent guidelines of the internationally recognised standards J-STD 033B.1, J-STD 020D and JEP 113B of the Dry Pack packaging system.

Certificates

- Quality management system
- Environmental management system
- Occupational safety system
- Proof of ESD conformity
- Dry Pack packaging system
Rutronik Webg@te 3.0: Quicker, More Individual and More Convenient

Rutronik Webg@te has already become an indispensable tool for many buyers and developers. Now, the online platform’s being launched, with a real-time connection and a new look. Each customer can now see his own individual, up-to-date prices along with a real-time overview of availability, delivery dates, and tracking. In addition, different shipping and payment types are available for selection.

Over one million items are available to Rutronik’s customers via Webg@te. Intelligent search functions which even suggest alternative replacement parts ensure that developers and buyers are able to find the components they require really easily. In the new version, the customer-specific, up-to-date prices appear along with real-time availability when products are selected. In addition, the customer can choose from standard, fast track, or express shipping when ordering items. He or she then immediately receives a binding delivery date and a specification of the shipping costs for the selected shipping option. Existing Rutronik customers place orders in accordance with the delivery and payment conditions agreed with us. New customers can choose payment by credit card or on receipt of an invoice. For orders over €100 deliveries to most European countries are free of charge.

The integrated procurement tools can be used to monitor all orders online. This also applies to orders placed in the traditional way. An early warning procurement function makes it easy to identify orders which cannot be delivered as desired, for example. An Excel download function for downloading pre-filtered orders rounds off the procurement tool. Additional functions are being planned. The new Webg@te design is clearer, more transparent, and easier to use. Thanks to Smartphone optimization, it can also be used from any mobile device with an Internet connection.

“Buying online is the most efficient type of procurement, especially for C products. To make processes even easier and quicker, we are constantly striving to further improve Webg@te,” explains Tilo Rollwa, Head of E-Commerce at Rutronik. “Thanks to the real-time connection and other functions, our customers can now find the same services on the Internet that they have previously enjoyed in the ‘real’ world - but on the Internet these services are faster and more transparent. However we also maintain personal contact to our Webg@te because we like to nurture and extend our customer relationships, even in an ecommerce relationship. We’re excited to see what the future will bring.”

New features and tried-and-tested favorites

The new features supplement tried-and-tested Webg@te functions. Functions include extensive, intelligent searches using technical parameters, part numbers, or full text as well as quotation requests and direct/sample ordering. Product change notifications (PCNs) are always displayed with the product if they exist.

The mass quotation tool allows really easy inquiries and orders by uploading component requirements in the form of an Excel sheet. In the case of discontinued components or parts with long lead times, the system usefully proposes alternative replacement parts with a list of any deviating parameters.

The Rutronik Product Consultant tool helps customers to choose the right component if necessary and indicates whether a product is a preferred part. Contact with product/application specialists is also possible directly via Webg@te.

Inquiries and other communication can be written in the relevant national language since they are sent to the sales employees of the country in question. They then send the customer an individual quotation. In the procurement area customers can find an overview of all orders, contracts, items, and store inventories along with information such as the order number and status, desired delivery date, planned delivery date, and real-time order tracking information. Naturally, customers can also change desired delivery dates here. The execution of orders can also be tracked online.

“All in all, Webg@te 3.0 is a revolutionary tool within our sector and we’re certain that it will become a firm part of our sales strategy and will contribute to customer satisfaction in the future,” concludes Tilo Rollwa.

A detailed Webg@te manual which explains all available functions in a step-by-step manner is available to customers as a printed document or can be downloaded as required.
Intelligent High-Tech Warehouse for Maximum Availability at all Times

The new storage and logistics center has expanded the existing storage facilities in Eisingen, located close to Rutronik’s headquarters in Ispringen, near Pforzheim. It has extended the surface area by over 20,000 m², providing Rutronik with more than twice as much space as before. And it is not just the space that has got bigger; Rutronik has developed a concept to make the internal logistics operation more efficient, with shorter routes and more effective processes. It means that orders can be processed more quickly, and delivery times reduced.

The new building represents another milestone in Rutronik’s history. This not inconsiderable investment forms the foundations enabling us to meet current and future needs, and therefore for Rutronik’s continued market success. With our experience gained over many years we have conquered challenges, such as the complex conveyor technology and the high level of automation.

The warehouse and logistics center covers some 8,600 m² of storage and order-picking space; there are also three platforms with some 6,000 m² of storage space. So there is room for up to 11,000 pallet spots, around 185,000 normal shelf spots and an order buffer with around 3,000 storage locations. The latest building and energy technology has been included to ensure maximum energy efficiency, while a photovoltaic solar panel system has been installed on the roof. This generates peak values of up to 1 megawatt. Around 60% of the total power is available for our own consumption. The option of adding two concrete ceilings for later conversion ensures that the building is future-proof and sustainable.

The design of the new storage facility focused strongly on maximum availability. In the event of a power failure, an emergency power unit supplies 1.2 megawatt of power, i.e. the entire unit, consisting of the building itself, the conveyor technology and the software, is supplied by the backup emergency power supply. Practically every movement process is set up at the design stage to allow for manual solutions in the event of an emergency.

As for IT, at Rutronik two new peer computer systems are now in mirrored operation. Two fiberglass cables supply power from two different junction points - guaranteeing a secure data connection. Instead of standard fluorescent tubes, we are using LED technology to light many areas of the building. Peripherals such as cables and control cabinets have also been reduced in number, creating a further gain.

With the new building we have now created the conditions in which we can meet our customers’ future needs, and thus always stay a step ahead of our competition.

The basis of our continued above-average growth

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Integrated in the storage and order-picking hall is an incoming goods area, as well as two floors of office space for meetings and office work. Some 300 employees work hard to ensure that everything runs smoothly.

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Thanks to the overall system - planned in modules - individual areas such as the order buffer, the manual and automatic high rack system, the conveyor technology for the new shelving area and the semi-automated incoming goods section, are subject to extensive testing, independent of current operations, before each of the subprocesses is transferred very carefully to production.

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Manage your storage with your little finger.

You can now use your Smartphone to manage your consignment store quickly and easily. The "smartConsi" app makes your work easier, optimizes handling and improves control. Let us worry about your stock management.

Removing from the consignment store
- Barcode scanning to select the product
- Direct connection to the Rutronik IT system
- Automatic debit entry

Consignment store incoming goods (optional)
- Confirmation of goods arriving at consignment store
- Improved inventory security
- By arrangement with Rutronik, automatic transaction posting

Traceability
- Additional data about the article and its dispatch to ensure seamless traceability

Other benefits
- Security
  If the Internet is down, the transactions you have made are buffered, and transferred as soon as the connection is restored.
- Control
  If required, we can also send your transactions by email or by data transfer. You can then automatically incorporate these into your system.
- Error free
  Increases process quality since it is not possible to enter incorrect data.
- Adaptable
  The system automatically carries out the process you require.
- Simplified
  No installation costs for the customer, you just need a Smartphone. Reduces the cost of entering inward transactions and removals - especially in the case of C-parts.