

## FAVOURITE COLOUR: COLOURFUL

**DR. BERND PAPE** has been Head of Digitization at Hauni since April 2017. A role that calls for a little thirst for adventure – all in all, it could be compared to a start-up within your own company. The work is varied and demands flexibility and a dynamic approach.



*Bernd Pape and Hamburg – that's a fit. What he particularly appreciates about the new Elbphilharmonie concert hall is that it provides a stage not only for classical music, but also for musical diversity.*

When it comes to digitization, Hamburg resident Pape is operating in uncharted terrain with few guard rails. That's something you have to be into – and Pape sure is into it. During his computer science studies, his main focus was on research into impact: how do organization and work practices change when new software is introduced into a company? “Such a process involves dealing with contradictions, because it's where the new meets the established and programmed algorithms meet social dynamics. Then it's all about finding new ways,” says the 47-year-old.

Considering new software together with changes in operational processes and organization has been part of Pape's entire working life. Initially, as IT project manager at Lufthansa Technik, he was responsible for the design and operation of IT systems for spare parts logistics. With his move to Hauni in 2008, the topics of process management and strategy development then also became relevant: working in the Services division, Pape was first Process Reengineering group manager, then commercial director. As Head of Digitization, the combination of digital and organizational solutions with a clear focus on customer requirements is becoming increasingly important for Pape. He coordinates the digitization projects in the tobacco business segment and acts as an interface to the Körber Group and digitization partners. Together with the relevant stakeholders, he moderated the digitization strategy process, while also considering the way in which the

organization should develop in order to be in a position to also meet future customer needs in the best way possible. “I started in April 2017 with three people: me, myself and I,” he says. In the medium term, around 20 employees will work in the Central Digitization department, supporting the decentralized digitization experts at the Hauni companies and exchanging ideas with their Körber colleagues. Pape enjoys mapping out topics with a promising future with his colleagues. His belief: “The more mixed the team, the more successful it will be. Professional background, gender, origin, nationality, age, CVs – I like to put together ‘colourful’ teams.”

In his private life, too, Pape likes variety. He lives with his wife and their two children on the outskirts of Hamburg in a tranquil community of 12,000 people. He enjoys being close to nature and, when the weather is good, covers the six kilometres to work by bike. At the same time, he often takes the opportunity to visit Hamburg city centre after work to enjoy gigs in small clubs. “Hamburg has quite a few ‘colourful’ districts and a lot to offer culturally,” says Pape. His musical preferences range from singer-songwriters to Brit pop and alternative rock. And here too, digitization now also plays an important role: he uses music recognition apps to identify new songs on the radio and compile playlists for music streaming. “I don't play an instrument, but I'm pretty good with Shazam and Spotify,” says Pape on this subject. He uses social media platforms like Facebook and WhatsApp to quickly arrange meetings at gigs or to keep in touch with some Swedes he met at a music festival 25 years ago. =

**HOMEPAGE:** On the homepage, customers can select a variety of different topics. No matter where they are and what they are looking for, the topics are linked solution oriented and intuitively accessible.

**LOGIN PAGE:** Initial customer registrations are subject to the highest security standards. Only authorized parties may be granted access to customer data, e.g. about the selected machine park.  
 → Register at: [www.myportal.hauni.com](http://www.myportal.hauni.com)

**NEWS:** Here, customers can find news from the tobacco industry and the world of Hauni. Some of the portal's features can also be used on mobile devices – offering customers instant access to myPORTAL, e.g. if you need information directly at the machine. The only requirement is an internet connection.

## ONE FOR ALL: myPORTAL

*Machine operators, project engineers and buyers – find what you are looking for quickly and securely with **HAUNI'S NEW CUSTOMER PORTAL**. Registered users can order spare parts directly, find technical information about specific machine types and even manage joint online projects with Hauni.*

The new customer portal digitizes and optimizes a wide range of processes. “With myPORTAL, we have created an innovative platform where we can offer forward-looking services, customized solutions, improved e-commerce functions and efficient support,” says Nils Kloth, product owner of the innovative platform. “It reflects our integrated approach to consulting and our desire to cooperate closely with our customers.” While portals in the insurance industry, for example, aim to reduce personal contact between the customer and the service provider. According to Kloth, precisely the opposite is the case with myPORTAL from Hauni: “We want to offer our customers a digital information platform that helps them to find solutions more quickly and efficiently. And if they need to talk to an expert, they can do so immediately – via analog channels if necessary.”

### Maximum security

Customers have to register on the login page when they visit myPORTAL for the first time. Their credentials are checked meticulously to ensure maximum security. As a result, customers

generally have to wait around one day before receiving their password. “From the outset, we ensure that the data remains in safe hands – even if it takes a little longer,” says Kloth. Although the customer portal's technology is global, Hauni wants to adapt the platform to local needs. Customers in the US, Japan and China will not be able to register until next year.

The homepage is the navigation centre for a variety of inter-linked topics. A customer requiring general information about a line or machine, for example, can find the relevant technical documentation by clicking on “Machinery and Assets”. This area contains selected information about predefined and selected machine types that are actually used in the own production facility. The prerequisite for this is that

Hauni has access to this data. “To get the maximum benefit from the portal, it is important to maintain a high level of transparency about the machinery currently in operation and to keep this information up-to-date. This is crucial both for our customers and for us,” says Kloth. “A jointly coordinated database helps us to manage machine projects more efficiently.” These data include the

*The portal can also be used on mobile devices – anytime and anywhere.”*

Nils Kloth,  
Product Owner at Hauni

**WEBSHOP:** The webshop contains information on prices and availability of spare parts, and allows customers to receive offers and place orders directly.

serial number, delivery date and contractual information – for example, whether there is a maintenance contract or remote service contract for the machine. In the not too distant future the service history, completed training courses, inspections and relevant Technical Improvement Programs (TIPs) will be incorporated for specific machines.

Like the entire portal, the “Documentation” area features intuitive functionalities and allows customers to take a close look at the machine. They will find exploded drawings, circuit diagrams, manuals and, for some newer machines, 3D models. If a maintenance manager wants to perform maintenance or identify a spare part, all the data he needs is at his fingertips. Here, he can click on assemblies and find useful

information about every component right down to the smallest screw.

The “Spare Parts Management” section supports the customer in the operational and strategic procurement of spare parts. It shows whether spare parts are available, what they cost and how soon they can be delivered. With a single click, customers can either generate a provisional offer or place the order immediately. The obsolescence analysis feature allows customers to find out quickly whether certain parts are obsolete and identify successor products that are now available. Customers can discover whether specific spare parts are installed in their machines using the “where-used” feature.

In the medium term, myPORTAL will help customers to develop long-term supply strategies by

  
*It reflects our integrated approach to consulting and our desire to cooperate closely with our customers.”*

#### MACHINERY AND ASSETS:

Clicking on “Machinery and Assets” provides customers with information on selected machines in their own machine parks. The newer the machines, the more information is available.

**PROJECT ROOM:** myPORTAL also offers attractive features for joint projects with customers. Project participants can be invited to a secure project space where they can exchange documents, share appointments and update diaries.

providing them with information and the benefits of a variety of ordering channels.

With direct access to the webshop, customers enter the fast lane for ordering precisely the spare parts they require. If they know exactly what they want to order, they can simply enter the article number to receive all the necessary information and order the spare part immediately.

#### Working together

myPORTAL also offers attractive features for joint projects with customers. Among other things, it enables partners to exchange documents in a secure project space. Here, for example, they can plan and manage the relocation of a plant. The project space first has to be set up by Hauni. After this has been done, the customer’s project manager can also invite various colleagues to participate and take an active role in shaping the project space. It can be used to define and record common goals and milestones as well as archive completed projects. “The project space ensures transparency,

nothing is lost and it saves a lot of emails,” says Kloth succinctly summarizing the benefits.

The “News” section on the homepage offers customers general news from the tobacco industry and the world of Hauni. This includes daily news from Tobacco Journal International and reports from HiLiTE. In addition, customers will find detailed information about innovations and changes, e.g. relating to availability.

Although myPORTAL offers a wide range of features, one thing is important to its creators: the first version is not final. It will change and grow. Based on customer feedback and its own experiences, Hauni will improve and expand the features and develop new ones. The portal goes live with many value-added features and, in 2019, it will replace all the functionalities of the current webshop and become the key tool for our customers. =

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