

How TradeBeyond Enabled ESG within Wünsche Group

TradeBeyond empowered the trading group to unite 15 'islands' into one optimized enterprise

The Challenge

Standardizing the complex business processes of any one business is hard enough, but when your business consists of over fifteen dynamic companies trading across multiple verticals around the world, it is another story. That was the challenge facing Wünsche Group, a family owned B2B trading group consisting of fifteen trading companies spread across the globe, with ten international sourcing offices.

Each Wünsche company had its own process flow with little standardization, limited transparency, with limitations on collaboration across the entire organization. The Excel spreadsheets and other local tools the company relied on could no longer handle the sheer volume of products and orders the business manages, which includes everything from non-food to food, apparel, textiles, electronics, consumer goods and many more categories.

Wünsche needed far better transparency and collaboration within its organization to keep up with growing demand, but it did not have the tools to digitalize such a large operation with its tremendous complexity.

Those challenges were compounded by tightening supply-chain regulations across Germany and Europe. Ahead of the German Supply Chain Act, which is set to go into effect in 2023, Wünsche needed an end-to-end solution to optimize its critical processes, and it needed one that put corporate responsibility front and center.



Snapshot

Customer: Wünsche Group

Retail Sector: Consumer goods, apparel, electronics, food

Business Need: Standard procedures and information sharing across 15 disparate trading companies, with responsible sourcing safeguards

Solution: A cloud-based, end-to-end platform with real-time data sharing and seamless integration with Amfori's BSCI database

Result: Wünsche has continued its rapid growth confident that it is sourcing to its standards of social responsibility

About Wünsche Group

Founded in Germany more than 80 years ago by Ludwig Wünsche, the family run trading company Wünsche Group supplies consumer goods, non-food, food apparel, textiles, and electronic products to retailers across the globe. Even as its offices have expanded to Asia, Europe, Australia and the United States, this dynamic trading company still prides itself on maintaining the traditional merchant values of its native Hamburg.

The Solution

TradeBeyond provided Wunsche with a true end-to-end platform, and a streamlined system for managing the company's many divisions and tracking the more than 1000 production facilities it uses worldwide. TradeBeyond's critical path management tools and real-time reports guarantee the entire Wunsche organization works from the most current information. The software handles Wunsche's complete product lifecycle and supply chain processes, from product development, sourcing, quality, vendor management, shipping, and logistics.

"It's a privilege to work with an organization such as Wunsche that is so committed to making operational improvements in a systematic way," said Michael Hung, CEO of TradeBeyond. "While many retailers and trading companies face similar challenges, our implementations are much smoother when our customer has the kind of long-term vision and sustained focus that Wunsche brought to the project."

Wunsche also took advantage of one of TradeBeyond's latest innovations, a BSCI interface with amfori. The interface synchronizes all BSCI audit reports and results to Wunsche's TradeBeyond platform in real time. Wunsche buyers, merchandisers and compliance management officers are aware of any BSCI status updates without having to manually access the amfori portal. TradeBeyond automatically cross checks any orders and shipments and notifies key members of potential compliance issues.

The Results

TradeBeyond has supported Wunsche's continued growth. Wunsche is onboarding new companies faster and accommodating more orders and greater SKUs.

"With TradeBeyond, Wunsche Group now has clear transparency and is better connected across the entire organization all around the world," says Wunsche's Director of Organisation & Process Management Nikolaus Eberhardt. "We can all see how the divisions smoothly collaborate and work more efficiently together in an increasingly complex environment."

TradeBeyond's amfori interface has been a hit with Wunsche's customers, who are comforted knowing that the products they buy meet their expectations of sustainability and responsibility. "Now we can prove that if you purchase from Wunsche, we're guaranteeing those products meet a high standard and all necessary regulations," says Eberhardt.

"We liken TradeBeyond to a smart phone: We rely on it, we use it for everything, and even though its capabilities evolve and grow over time, we use it intuitively."

— Nikolaus Eberhardt,
Director Organisation & Process
Management, Wunsche Group

