

ROLLING ON INTERROLL

On the road to success in tandem

More than 100 medium-sized system integrators and original equipment manufacturers (OEMs) are involved in the Rolling On Interroll program worldwide. Openness and trust are a top priority for the partners - not only when it comes to working with Interroll, but also on joint customer projects.

BY HANS-PETER OTT



High throughput, large variety of goods: Automated material flow solution connecting the packaging and shipping areas at Shop LC.

Many companies thrive on partnering and co-operating with others. After all, nobody can master everything, especially in dynamic markets where technologies and customer requirements change rapidly. Multinational corporations have long recognized that without close, long-term partnerships, classic supplier-customer relationships contribute little to lasting business success. Medium-sized enterprises, however, often shy away from working closely with other companies for competitive reasons, making it difficult to find the right partner. Economic and technical aspects aside, an open exchange of information and mutual trust are essential for genuine partnerships.

NETWORK OF COMPETENCE AND PROFESSIONALISM

Selecting business partners is easier for participants in the Rolling On Interroll (ROI) program. Not only users, but also international participants are assured that members of the ROI network around the world are totally focused on quality and expertise in the market for material-handling solutions and manage projects with a high degree of competence and professionalism. The know-how of the partner network covers the entire spectrum of in-plant material flow, from project planning and design, software, container and pallet conveyor technology to the various picking technologies such as pick-to-light, pick-by-voice and radio frequency (RF), robot systems, work and packing stations, racking technology and steel construction as well as service and retrofit solutions. All members must undergo certified education and training programs covering the technical and business applications of Interroll product solutions. The certification promises a high level of security even for the most demanding automation projects and is immediately recognizable by the corresponding ROI quality seals (see box, page 47).



“Strategic business partners must be guided by shared values. For example, they should agree to always put the customer’s interest at the center of their collaboration. Our partners, like ourselves, must also be able to understand the customer’s operations and cultivate openness in communications.”

BEN YORK,
CHIEF EXECUTIVE OFFICER (CEO) OF
SLATE RIVER SYSTEMS, INC. (SRSI) IN TEXAS/USA

SHARED VALUES AND COMPETENCIES

The business partnership between Texas-based systems integrators Slate River Systems, Inc. (www.gorsri.com) and AuthenTEK Solutions (www.authentek.io) is a prime example of a strategic collaboration between two ROI partners that share common values and complement each other's expertise. Headquartered in Dallas, Texas, Slate River Systems or SRSI, is a dynamically growing systems integrator serving a variety of industries with comprehensive optimization solutions for warehouse and material-handling applications. AuthenTEK, headquartered in Carrollton, focuses on data-centric hardware and software solutions that include applications for barcode scanning, automated invoice printing, weighing, labeling and real-time monitoring. Both partners have combined their expertise on numerous projects to enable medium-sized material-handling system users to deploy customized high-technology solutions with the lowest possible investment and operating costs.

FOCUS ON CUSTOMER REQUIREMENTS

One example: The two partners implemented an automation solution for a Texas-based fulfillment center operated by Shop LC, an American cable television shopping channel, that increased the productivity of the processes between picking and barcode-based sortation in outbound goods by around 40 percent. The solution has met the company's need to handle the rapidly growing order volume at the Texas location and its customers' demand for fast delivery. It consists of a two-story, zero-pressure-accumulation material infeed and outfeed system for the packaging stations based on the conveyor modules of the Modular Conveyor Platform (MCP), the RollerDrive and corresponding MultiControl cards.

The control of the goods flow is conducted without a programmable logic controller (PLC) to ensure the highest possible flexibility for any future changes or expansion of the installed conveyors. This approach avoids the installation of hard-wired control cabinets, which complicate plant modifications. The modern belt conveyor, which connects the workstations with the sorting system at goods issue, ensures that a huge variety of packaging such as packs, parcels and polybags are conveyed safely and reliably. Users can now monitor the operation of the system in real time via an online application. For SRSI founder and chief executive officer Ben York and AuthenTEK CEO Michael Doke, their project shows that a joint focus on what is essential to customers is what makes a business partnership successful.

Right:
Two-story:
a zero-pressure-
accumulation
material infeed
and outfeed
system based on
the Modular
Conveyor Platform
(MCP) from
Interroll.

Below right:
Intelligent
automation
solution for CIAK
Auto's dispatch
center in Zagreb,
Croatia.



“A true business partnership is about combining the respective strengths of the companies involved in the interest of the customer, and complementing existing competencies. Challenges should always be defined and addressed together to develop and implement the right solution.”

MICHAEL DOKE,
PRESIDENT AND CEO OF AUTHENTEK
SOLUTIONS LLC IN TEXAS, UNITED STATES

CONQUERING NEW MARKETS TOGETHER

Two ROI partners from different countries, Austria's Rollo-Ing. Franz Teufel GmbH (www.rollo-teufel.com) and Serbia's Trasing d.o.o. (www.transportisistemi.rs) have formed an even closer cooperation to expand in new international markets. When managers Armin Mujkic from Rollo and Milos Gligorijevic with Trasing met in 2017 at the international ROI Summit in Barcelona, their initial idea was to use the combined expertise of both companies in joint projects. What quickly became clear to everyone involved in the collaboration was that, in addition to mutual economic advantage, mutual trust is essential for a successful international business partnership. Companies that cooperate across European Union borders and beyond need a corporate culture characterized by mutual learning and appreciation.

Although the contract was awarded in February 2020 before the lockdowns in Europe, the installation was completed on schedule in mid-July 2020.

One example of a joint project is the implementation of an intelligent automation solution for the automotive supplier and auto parts dealer CIAK Auto, an innovative family business in Croatia. The aim was to optimize picking, sorting and shipping at the main site in Zagreb. Trasing analyzed the existing material and data flow in order to develop a joint solution with the customer on this basis. Technologically, three main areas were defined: a sorting solution, various conveyors on three floors and an Ambaflex spiral conveyor. Rollo's conveyors were designed to work smoothly with Interroll's Modular Conveyor Platform (MCP), which made planning and installation particularly quick and easy.



“Without a shared desire to work together over the long term, business partnerships make no sense. Moreover, the partners’ views on technological and business development prospects should converge. At the same time, creativity and innovation orientation play an important role in cooperation.”

MILOS GLIGORIJEVIC,
DIRECTOR OF TRASING D. O. O., SERBIA



THE ROI COMPETENCE LEVELS AT A GLANCE

Dependent on the range of expertise in the area of Interroll product groups, participation in international exchanges in the network and interdependence with Interroll product and technology development, there are three categories that give a basic indication of the specific Interroll competence in the respective projects:

APPROVED PARTNER

A long-standing Interroll customer that, as an ROI partner, has demonstrated its expertise to users on many an occasion and has certified expertise in at least one Interroll technology area, such as the Modular Conveyor Platform (MCP). A professional and proven partner for material-handling solutions.

APPROVED ACCELERATOR

The companies in this category also actively participate in the international exchange of experience and knowledge in the Rolling On Interroll partner network. They have certified expertise in at least two Interroll technology areas. They are ideal partners for complex, cross-border projects.

APPROVED VALUE CREATOR

The companies in this category are Rolling On Interroll members that also have the status of an Interroll technology and innovation partner and are particularly endorsed by leading users. These companies have certified expertise in at least three Interroll technology areas and act as a driving force in the international exchange of experience and knowledge in the Rolling On Interroll partner network. They are ideal partners for the most demanding tasks, including in international projects.

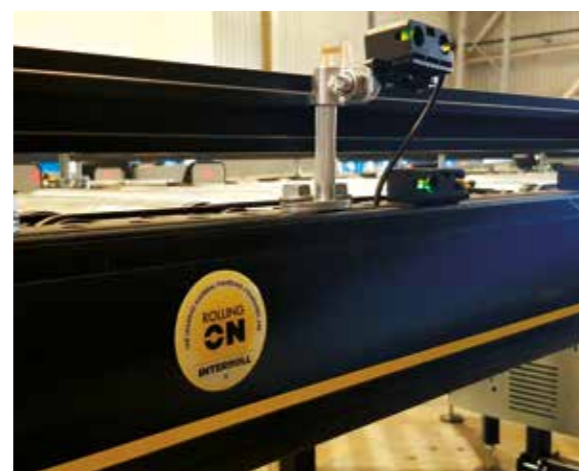
Although the contract was awarded in February 2020 before the lockdowns in Europe, the installation was completed on schedule in mid-July 2020. Following initial commissioning, system testing and user training, CIAK Auto was able to launch the new system commercially in the first week of August 2020. The project is an impressive testament to the international nature of the Rolling On Interroll program, in which the Austrian-Bosnian, Serbian and Croatian participants achieved a joint success.

The two partners are now forging ahead with the next stage of their cooperation through their own branches in Bosnia and Herzegovina. The country offers interesting business prospects for Rollo as a supplier from the European Union and for Trasing as a Serbian company with close proximity to customers.

Top right:
Spiral transport across different levels

Right:
Roller conveyor with outward transfers

Bottom:
ROI, a seal of quality



“Mutual trust is the linchpin for a true business partnership. Partners must work together at eye level and be willing, for example, to really learn from each other. Last but not least, challenges and problems that arise should be approached with a positive energy and basic attitude.”

ARMIN MUJKIC,
VICE PRESIDENT OF ROLLO - ING.
FRANZ TEUFEL, AUSTRIA

ROI PROGRAM IMPORTANT FOR DAILY WORK

As in previous years, the ROI partner network will play an important role in the two partners’ expansion plans. The program has long since become not only a forum for the international exchange of information between them, but also a competence and customer project platform that determines their daily work and provides interesting business perspectives, especially in pandemic times, and additional security - as Armin Mujkic and Milos Gligorijevic emphasize.