

production manager

Journal for Logistics & Production

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Perfect interaction in the supply chain

Managing complex logistics processes

PSI Logistics ensures transparency, efficiency and optimisation within the supply chains, thanks to an innovative product range for all levels of the logistics network. From designing and planning the network itself to managing the operational processes right up to securing investment, PSI offers a product portfolio that is quite unique on today's market.

Logistics process chains and their sub-processes are becoming ever more complex as a result of the growing global goods transport. In strategic terms and for long-term sustainability, it is just as important to set up procurement and distribution networks and transport channels that are as flexible as possible

as it is to assess locations and continually optimise the supply chain. This applies both on a global and regional scale. The more you can shape the core business through determining sales and demand, production, distribution and/or transport, or self-management, the more

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News ticker

+++ PSI supplies software solutions and hardware for the Crisplant site at Duesseldorf International Airport – in future, PSIairport will manage the next generation of baggage handling +++ PSI supplies further customer information system to Switzerland – Matterhorn Gotthard Railway will manage future processes with PSITraffic +++ PSI receives a major order from ArcelorMittal in Poland – Supply Chain Planning and Manufacturing Execution System for four plants +++ PSI receives three orders from the SSAB Group – future employment of PSIMetals in Sweden, China and the US +++ PSI receives an order from Russia from an NLMK subsidiary – PSIMetals manages a KSIEMP long product factory to be built in Kaluga +++ PSI strengthens its position on the Smart Grid and Smart Energy Markets – Integration of the Swiss optimisation specialist Time-steps AG +++ PSI Group leads ERP activities under one roof – PSI AG Switzerland becomes a subsidiary company of PSIPENTA Software Systems +++

Imprint

Publisher: PSI AG
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 Printed by: Repro- & Druck-Werkstatt

Editorial

Dear readers,

The computer trade fair CeBIT opened its doors in Hanover a few weeks' ago. As suggested by PSI Logistics and others, this year the fair's management team provided the first ever dedicated platform with a joint stand and separate IT forum, which was located in the logistics IT hall, #5. This provided you with an opportunity to compare solutions from different providers. In the panel discussions and various specialised lectures in the forum, experts from PSI Logistics presented useful information on how to use modern logistics IT to manage the complexity of the supply chain at operational, tactical and strategic planning levels. It was possible to go into detail on these aspects by engaging in personal discussions with representatives at the PSI booth in Hall 5, Stand E16.



This Production Manager edition offers an initial overview of the sophisticated logistics and production product range, the perfect interaction, and innovations such as the PEP module for automated personnel operational planning to be presented by PSI Logistics. This edition also includes another interesting Best Practice report.

We look forward to welcoming you in person at the upcoming events and to discussing any issues or questions you may have.

I hope you find this edition an informative read!

Regards,

Wolfgang Albrecht

Managing Director
 PSI Logistics GmbH



In the right place at the right time – standard software from PSI Logistics enables required logistics networks to be optimally designed, efficient use of resources in the planning of warehouse and transport processes and cost-efficient control of these processes. Source: Fotolia

► *Continued from page 1*

you will need to efficiently manage your resources in operational processes and elsewhere. Efficiency and the principle of flexibility require a thorough tactical strategy and monitoring process.

However, according to the results of a study jointly published by the German Association of Materials Management, Purchasing and Logistics (BME), Wassermann AG and Munich University in November 2011, only two out of ten companies use the appropriate means and methods to detect changes in procurement and sales markets early on. As a result of the study, shippers and suppliers alike have added extra value to cost transparency and "green logistics". What is remarkable is that while almost half of the suppliers surveyed see themselves as being adequately prepared when it comes to green logistics, only 22% of the shippers would come across to their contractors as such. "Only a fifth of companies are

applying strategies for dealing with the dynamic complexity of the logistics chain, such as trend management, and planning or simulating scenarios", claims André Krischke, Professor at Munich University's faculty of Business Studies. "You have to apply yourself to make the most of opportunities". The BME association concludes that the supply chain strategy must be integrated further into the company strategy. "Depending on the level of dynamic insecurity, tools designed for strategic early detection must also cover the key elements of the supply chain".

Economically successful business processes

Modern logistics IT provides just such a tool. PSI Logistics has put together a product portfolio that offers an extensive IT infrastructure for efficient, economically successful business processes in production and logistics – from controlling operational processes

to tactical planning of process chains, to strategic design and optimisation of logistical networks.

Flanked by the PSIiface integration platform and the logistics control system, PSIcontrol, the standard module-based products, Transportation Management System (PSItrms), Warehouse Management System (PSIwms) and Manufacturing Execution System (PSImes) with their wide range of functions provide support for operational processes, from procurement to production and storage, right through to distribution. Modular tailoring and application-specific customising mean that each of these standard systems has the character of a unique system.

In parallel, PSIwms and PSItrms use algorithms and functionalities that provide additional support for operational logistics processes by adding the level involving tactical planning of distribution and transport methods. Another advantage is that PSI Logistics software systems cannot only be

implemented for single applications but are also easily linked to extensive systems that complement one another perfectly. For example, together with the functional modules of *PSIwms*, the Transportation Management System *PSItms* offers much more than national and cross-location order management, scheduling, controlling and monitoring when planning and controlling operational processes and resources; rather, it represents a high-performance system for realising controlling and optimisation potential across the entire transport chain and spanning all your locations – with one standard user interface for all products. The systemic services offered at tactical planning level are finely tuned by the separate IT systems designed for production planning (*PSIpenta*) as well as sales and demand planning, using the new Advanced Planning and Scheduling System *PSIaps*.

Green through IT

To remain in the systematic hierarchy, *PSIglobal* – the premium software for strategic analysis, design and optimisation of logistics networks – covers the market requirements for comprehensive solutions in terms of business strategic issues affecting the supply chain design. *PSIglobal* is an IT system that uses tools such as the integrated transmission manipulator, sophisticated scenario technology and intelligent visualisation options to provide transparency to the complexity of logistics networks and exploit optimisation potential, thereby enabling the implementation of green logistics measures. *PSIglobal* aligns competitive cost types, such as transport and storage costs or transport and production costs, in a holistically optimised way when it comes to planning locations and designing logistics

networks. It also highlights the impact of changed structures, customer numbers and quantity structures in the logistics network and verifies the integration of multi-method transportation as regards level of service, efficiency and eco-impact.

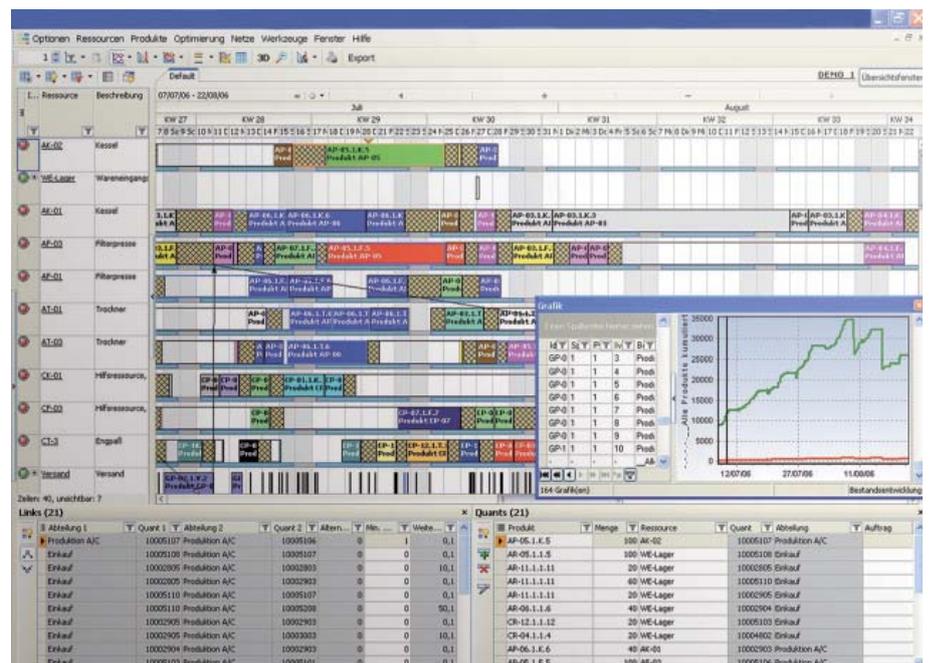
When combined, this product portfolio makes for a uniform IT infrastructure with fewer interfaces and software systems that complement one another in terms of all aspects relating to a company's logistics – for producers and suppliers alike. With the scenario technology of *PSIglobal* you can strategically design and visualise your network, from an overall viewpoint and according to your individual standards. At a tactical level, *PSIaps* provides prognoses based on actual data, taking into account individually specified restrictions. The prognoses form a robust basis on which to make decisions in terms of optimised and long-term planning of sales and demand, with more efficient use of resources and dynamic adaptation within the context of planning. In a similar

manner, *PSIpenta* supports production planning, *PSIwms* supports distribution planning and *PSItms* transport planning, both flexibly and based on data from continual prognoses and planning.

Optimisation and added value

In practice this means that the cross-location systems on the operational levels *PSImes*, *PSIwms* and *PSItms*, with their tactical level planning functions and options, provide important added value and optimisation for control and management of warehouse locations and transportation. This results in on-time handling of procurement processes, smooth and optimised usage of materials handling equipment in the warehouse through even distribution of production orders, as well as pre-commissioning of orders or initiation of commissioning of orders in line with dispatch and transportation times. All processes are coordinated and completed in a resource-efficient manner.

As a key entity (EAI framework) between



The visualisation functions in the PSI Logistics product range create transparency for resources and processes. Source: PSI Logistics

all systems involved in data exchange, the integration platform *PSIiface* gathers and/or converts the required data. In more complex networks, the logistics control system *PSIcontrol* also serves as a scheduling control platform for managing and monitoring processes. The PSI Logistics product portfolio and the examples above show that software systems with suitable functions and tools are already available for those who want to detect changes in procurement and sales markets early on and exploit these changes strategically and tactically. PSI Logistics offers the right products for optimal design of your logistics networks, reduced complexity by means of transparency and flexibility, development of your business processes and for significantly increased resource efficiency in operational areas. As standard products with individual character, these systems are not only tailored exactly to the relevant application; the transfer of expertise and support within a solid technology group as well as the products' release compatibility also ensure many years of investment security and benefits to the user from state-of-the-art technology. In brief: High-performance software products from PSI Logistics provide efficiency and investment security when designing and controlling sustainable logistics processes and networks. 

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Solution: ERP standard *PSIpenta* also ideal for use abroad

Well equipped for internationalisation

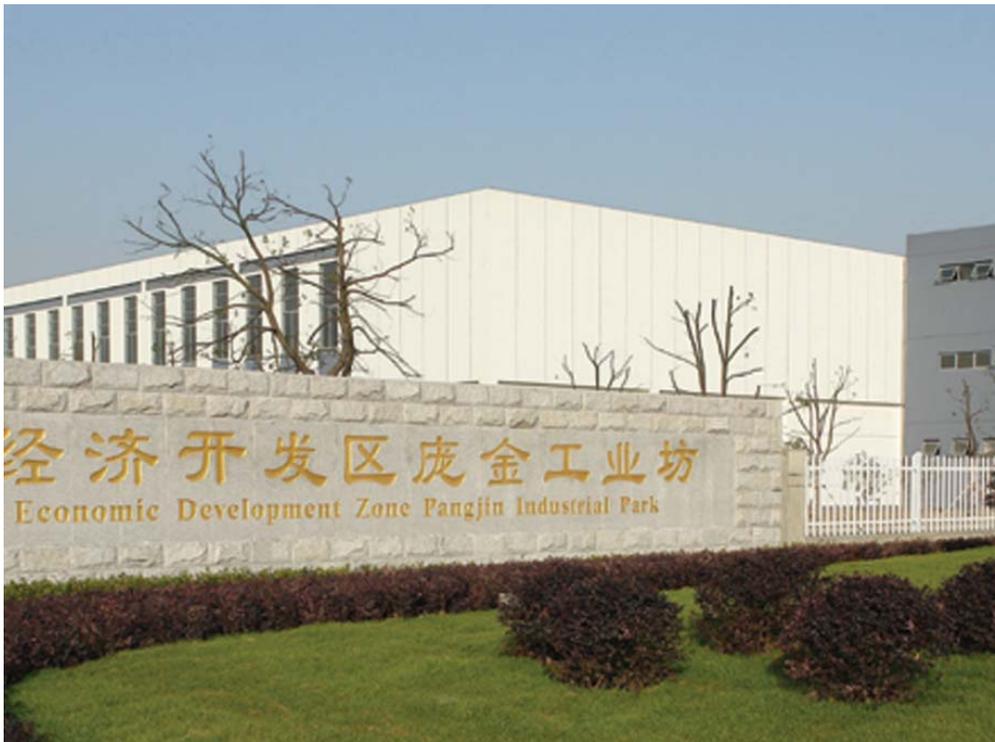
An increasing number of German companies in the industry are embarking on foreign markets. This applies not only to large corporations but to more and more medium-sized companies in Germany. Without an appropriate ERP system this step is beyond the reach of many businesses. PSIPENTA has also focused on this and is now preparing for active internationalisation of its business.

German medium-sized companies are gearing towards globalisation of markets. Compared with Europe, their strong international engagements are well above average (study by the KfW banking group, 2006). The primary focus is no longer on saving costs by relocating production, but by clinching new sales markets. Technical progress and falling production and communication costs have significantly reduced fixed costs and have definitively broken down market penetration barriers.

Localisation vs. internationalisation

One in three companies is of the opinion that successful internationalisation will only be possible in future with Enterprise

Resource Planning software (ERP). This was the finding of the IT Trends 2009 study, carried out jointly by Steeb, IT-Mittelstand and Handelsblatt.com. For a long time, IT providers followed their customers abroad without having their own international strategy. These providers limited their activities to time-consuming localisation of their solutions to suit specific business situations, i.e. reverse-engineering and/or adapting their products to fit with the language, cultural requirements or legal regulations of the target market. Not only the interface and documentation must be translated, numeric, date and time formats as well as foreign currencies must also be considered, for example, and symbols that may not apply to



China, in particular, is considered a competitor to the German mechanical engineering sector, but at the same time an interesting sales market. With PSIPenta, you can e

a different cultural region must be adapted. Software localisation means an enormous expenditure both for the software supplier and for the customer. However, IT companies are discovering more and more new sales markets abroad, and are actively preparing for international commerce. Their German customers are also benefiting from this. Internationalising a company is a strategic decision that has wide-reaching impact. Market analysis and determining business objectives take priority over technically preparing the product. Which countries offer potential for efficiently cultivating the market? Which companies should be approached in those countries? What is the market like as regards the size of companies and industry sectors? What is the competition like in these countries? What cultural peculiarities must be considered when entering the market and later in the localisation phase? What legal stipulations must be taken into account? Can I distribute my products there myself or should I organise partner

firms to handle distribution, service and aftersales? Satisfactory answers must be provided to these and additional questions before embarking on the business task of internationalisation.

Unicode compatibility

Should IT providers decide on an international strategy, the product is no longer adapted to a specific case. Instead, it is designed so that it can be offered on a global basis. Technical specifications must be created to significantly simplify the complex process of product localisation described above. At the heart of the internationalisation of PSIPENTA software is the fact that it is supplied in UNICODE form. Not only are the interfaces available in multiple languages, but also data content, which is displayed in the language chosen at the login stage. In addition, an unlimited number of transaction languages can be configured for communicating with customers and suppliers, besides the

languages available for the system users. Document management makes all documentation available in the required formats for all objects and in every supported language.

Multi-site compatibility

Over and above this, an ERP system should fulfil further functionalities to meet the requirements of internationalisation of the markets. Because, by expanding abroad, companies from the most diverse industries grow into global networks, and their locations are supported by production, commerce, service and distribution organisations at home and abroad. The consequence is that medium-size enterprises frequently have structures in place that were previously a characteristic of larger corporations only. Efficient coordination of value and material streams is now more than ever the key to long-term success. Sophisticated multi-site control provided by the ERP standard PSIPenta



ven store data in Chinese thanks to UNICODE. Source: FELSS

enables a company to manage its business processes across all locations. Plants consisting of several units that are also geographically separated are grouped into one or more logistical company in terms of organisation and planning. This completely eliminates the geographical handicap hindering enterprise-wide business processes.

The commercial structure can also be designed independently of the company's logistics structure, while taking into account international aspects of financial management without impacting on the function of logistical units.

The same applies to sales activities. These can be shaped on the basis of geographical, product-specific or structural criteria and can be decentralised into several sales units or bundled in a central site, for example. The company's global activities focus on more than just the sales markets. Strategic aspects in procurement are playing an increasing role. Purchasing organisations are supported by central

services. The requirements of several locations can be summarised and economies of scale become attainable.

Centralised system design

Managing nationally active companies poses particular demands on the control of logistics processes and value streams. At all times, it should be possible to receive an up-to-date overview of business events.

One way to solve this demanding management task is to have a centralised system design. All the data is in one place and can be analysed on an ad-hoc basis, eliminating the need for complicated workflows to report on key business data. This simplifies both monitoring of all value creation processes and reporting.

Another aspect is the support offered in guiding the company through the right functions of the ERP systems. Besides automated processes for executing logistics tasks, this includes simple overviews of inventories, orders and status, usage and expected cash flows. This can greatly increase process security and speed.

The simplified administration of these systems is also a favourable advantage. Resources need be available at only one location. Connecting locations by means of the Internet can be made even easier with terminal server solutions. Today's increased security needs are also taken account of. 

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ERP standard PSIPenta – global installations

	USA
	Brazil
	Belgium
	Denmark
	France
	Austria
	Poland
	Sweden
	Switzerland
	Slovakia
	Czech Republic
	Hungary
	China
	Malaysia
	Singapore

Interface languages:

- Chinese
- Czech
- Italian
- French
- English
- Hungarian
- Dutch
- Polish
- Portuguese
- Swedish

Solution: Integrated material tracking with PSImetals Logistics

Intelligent logistics in metals production

In order to optimize workflows and maximize cost efficiencies, it is essential to move from a production environment where there is a lack of coordination between different units to integrated business processes. Integrated business processes – especially in between logistics and planning processes – help to rationalize production and to increase throughput. PSImetals Logistics efficiently organizes the transport and storing of materials and equipment for example according to its further processing. Due to the high scalability the customer is able to start small and to tap first potentials very shortly.

For a transparent overview of the material in stock, it is not only important to know the location of the individual materials. The staff rather needs detailed information about which materials are being rearranged and where they will be brought for further processing. In addition quality factors are crucial to the process. For example, if electric steel is incorrectly managed – if it is placed in a storage area without temperature control – then it will lose its specific material properties, resulting in a considerable loss of revenue. Being able not only to track materials location but also to add timed alerts for specific usage conditions could save significant wastage costs.

Optimised storage

PSImetals is built around the corresponding structure of halls or yards, subdivided into logical areas based on functionality. For example, areas can be designated for long-term storage, production line staging, re-work, loading, shipping, and transport to annealing or painting. The detailed subdivision of the yard enables the rule-based optimization of target locations for each material. All materials characteristics will be further considered within the search for the best location.

If in addition the planned sequence of

utilization of the material is available from a planning system (such as PSImetals Planning or other existing planning systems), materials can be stored in order in preparation for processing. This accelerates access when production commences, and avoids excessive restacking operations.

Precise location tracking

For materials tracking, modern coordinate detection technologies such as GPS,

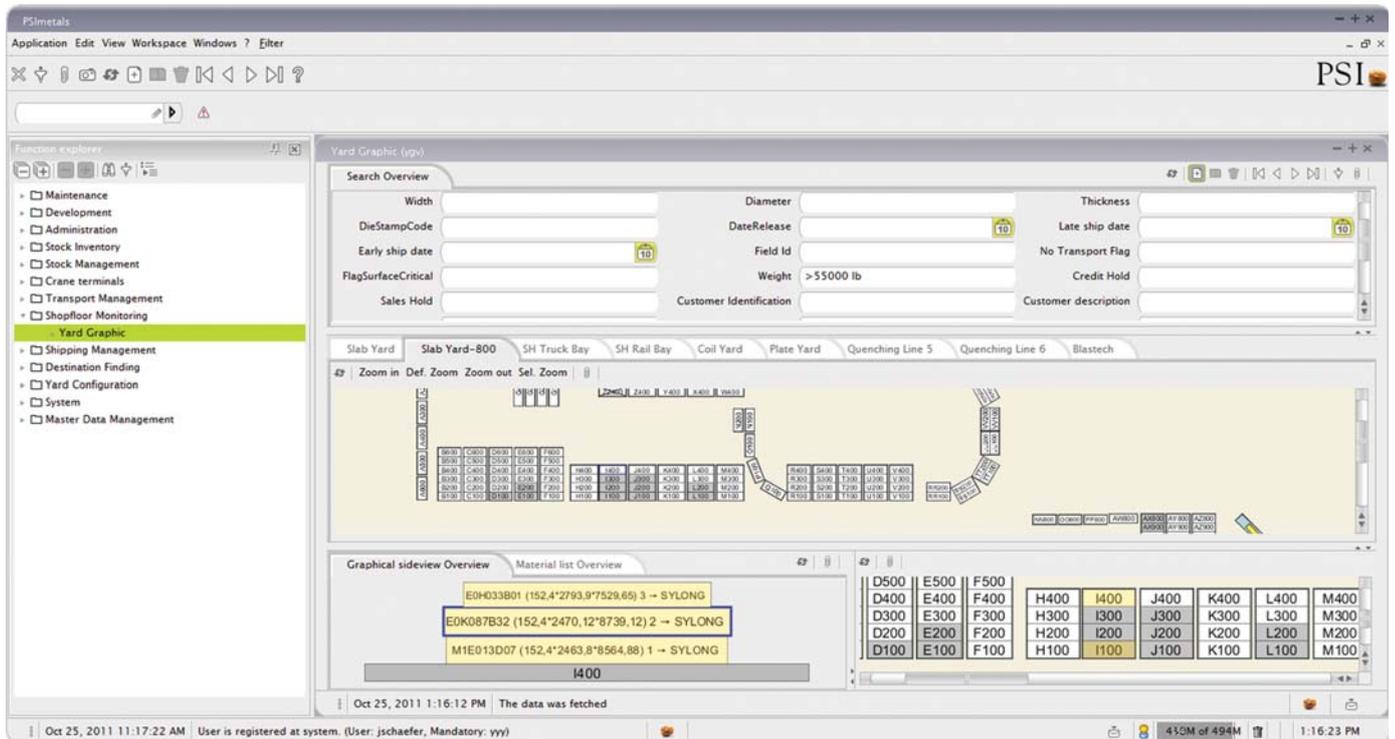
radar, laser and others can be integrated with PSImetals Logistics. The solution is based on a flexible warehouse topology that enables a yard overview by logical or coordinate-driven positions. Standard crane locator systems utilizing distance measurements with lasers are increasingly being replaced by local positioning radar (LPR) technology, developed by Symeo. The crane position is determined via appropriate transponders and antennas, providing a contact-free and robust solution. With precise information of the crane's position and of the crane's boom, the materials location can be identified. LPR can be used by many cranes on the same runway simultaneously, including vehicles that travel at ground level. By combining PSImetals Logistics software and Symeo technology, customers can benefit from a competitively-priced LPR system.

For mixed storage areas (inner and outer yards), tracking is more complicated, as vehicles travel with slabs or plates out of the areas where the radar transpon-



PSImetals manages every single warehouse with its specific limitations concerning material and its storage and processing properties.

Source: ThyssenKrupp



Brammen warehouse overview in PSImetals Logistics with varying levels of detail (warehouse area, detailed areas, position in the stack)

Source: PSI Metals

ders provide well-defined coverage. As they move, they are automatically passed from one LPR area to another; if LPR coverage is not available, the position is determined via more detailed GPS techniques that rely on a second receiver for improved accuracy. PSImetals Logistics receives the position data regardless of the technological source, while the Symeo software ensures seamless transition between LPR and GPS positioning.

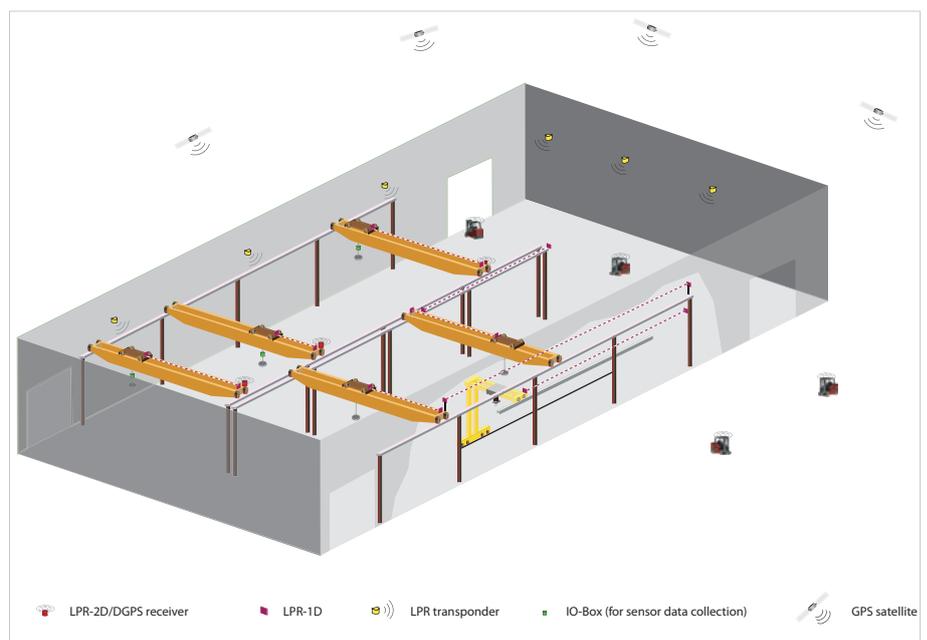
Scalable solution

Operators of warehouses with a low degree of automation can map their business processes in a much more flexible manner and cut costs dramatically by configuring their logistics solutions themselves. With the PSImetals Logistics base package, a few clicks and guided by dialogues, users can basically configure their logistics solution without any complicated programming. This includes mapping the warehouse topology and

warehouse strategies. The functional scalability enables companies to start small and to tap first potentials very shortly; later on further areas can be optimized and automated if requested.

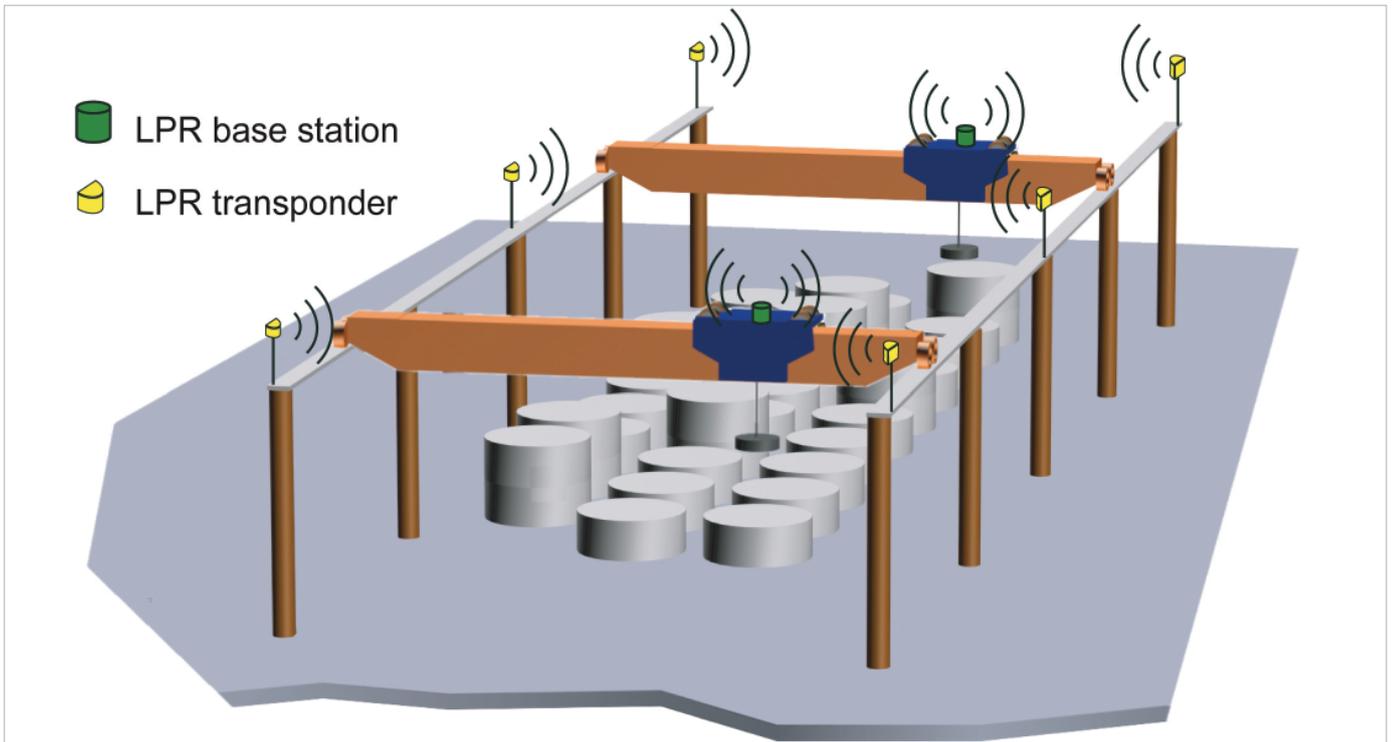
Overall efficiency at a glance

To optimize planning, production and logistics processes in a holistic manner a warehouse and transport management



Combined LPR and GPS material transports in areas with internal and external storage areas can be traced from end to end

Source: Symeo



With LPR technology you can take a precise measurement of the position of each crane even if more than two cranes are on the same crane track.

Source: Symeo

Example of use LPR

A leading European plate steel technology group uses the joint PSImetals Logistics and Symeo LPR solution to support production logistics at its plate finishing and dispatch departments. The company utilizes comprehensive materials tracking, monitors transport routes and equipment used, and manages available storage areas with their associated restrictions. The precise location of a plate is determined using the Symeo LPR system, which acquires the relevant data from a total of 16 overhead cranes located at the company's main plant and production facility. Whenever the crane sets down a plate, PSImetals Logistics uses these coordinates to graphically display its location within the stack as well as the position of the plate in the layer.

Example of use GPS

Depending on the kind of material produced and the kind of storage available, requirements for material tracking are different. For example, at a Canadian steel producer, material identification in PSImetals is actioned exclusively via GPS. Most slabs are kept for further processing in outer yards and transported on Kress carriers or straddle port cranes. As the accuracy of a typical GPS system depends on the number of satellites and can only be guaranteed up to a distance of 20 meters, PSImetals uses a more detailed GPS technique to ensure correct material identification. In this case, a second receiver compensates for measuring errors and the accuracy can be enhanced to within 1 m.

solution as PSImetals plays a significant role to improve the overall efficiency of the production process. Thanks to the high scalability of the PSImetals Logistics solution both localized and complete process optimizations are possible. Therefore the solution can grow according to the customer's changing requirements. Leading metals producers applying this integrated approach achieve optimal capacity utilization, reduced costs and increased production throughput, helping gain a competitive edge in today's customer-driven market.

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Event: PSI presents solution range with a focus on different industry sectors

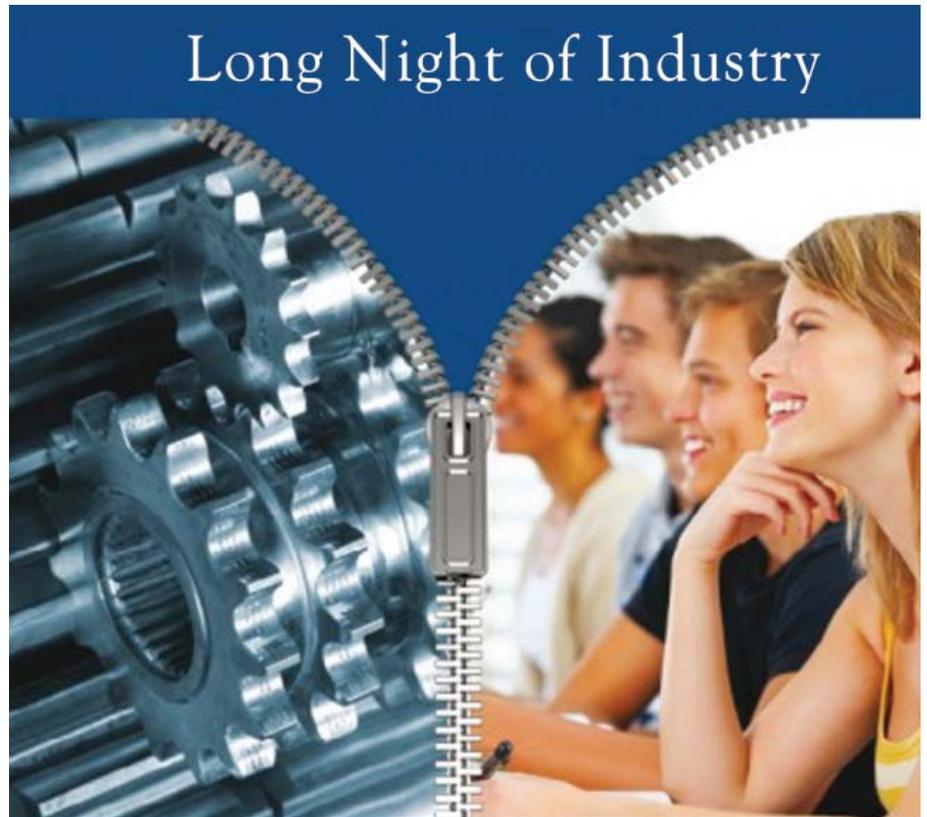
Long night of industry on May 9, 2012 in Berlin

On May 9, 2012 the first "Long night of industry" is due to take place in Berlin, bringing together companies from the industry as a key economic factor and prospective customers from the region. As part of this event, the PSI Group will present its range of solutions in a 100-minute programme, with a focus on different industry sectors.

The format of the event, which is hosted jointly by associations such as VDMA, ZVEI, IHK and Politik, is based on the well-known events, "Long night of science" and "Long night of museums": Visitors have an option to register for one of the many bus tours offered, to visit two of the participating companies between 5:30 p.m. and 10:00 p.m. The night will make the industry visible and authentically tangible. 

Companies that have already registered:

- Berliner-Kindl-Schultheiss Brauerei
- Berlin-Chemie AG
- Borsig GmbH
- Geyer-Gruppe Industrieholding GmbH
- MSA Auer GmbH
- Pfizer Deutschland GmbH
- PSI AG



Interesting Companies
Attractive Employers
Motivated Trainers

DISCOVER PSI IN THE "LONG
NIGHT OF INDUSTRY", BERLIN.

www.langenachtderindustrie.de

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Event: PSIPENTA exhibits at spring trade fairs

With champions at the CeBIT & Hannover fair

PSIPENTA Software Systems GmbH will present its Just in Sequence solution PSIjts with the newly developed integratable sequence optimisation feature for the automobile industry at the CeBIT fair in Hanover (Hall 5, Stand E16), from March 6-10, 2012.

An end-to-end ERP/MES scenario will also appeal to the machine and equipment construction industry, as well as prospective customers from the areas of aerospace and power generation.

In addition, special emphasis will be given to this year's CeBIT partner country Brazil. "Brazilian visitors can receive information in their native language at our stall", promises Managing Director Alfred M. Keseberg. "In a business that is becoming increasingly international, and in particular in view of the rising importance of Brazil as a production location, it's par for the course for us that some of our employees also speak Portuguese", he added.

As a further highlight, a Race Touareg will be on display, in which PSIPENTA customer VW Motorsport won the Dakar Rally the last three years running. ☉



From April 23-27, 2012, PSIPENTA will present the ERP system PSI_{penta} with its new functionalities for project-related single manufacturers at the Hanover Fair (Hall 7, Stand A18).

The extension is the result of a development partnership with the internationally successful company, Kröger Werft GmbH und Co. KG (Lürssen Group), which specialises mainly in building luxury yachts.

Befitting its fair partner country, China, PSIPENTA will also demonstrate a

scenario set up at a Chinese automobile supplier in planning the entire value creation chain. ☉

Co-exhibitors at CeBIT:

- PSI Logistics GmbH
- Fuzzy Logik Systeme GmbH
- IBS AG
- intex Informations-Systeme GmbH

Co-exhibitors at the Hanover Fair:

- Fuzzy Logik Systeme GmbH
- intex Informations-Systeme GmbH
- IBS AG
- Contact Software GmbH
- Berghof Systeme e.K.



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Event: PSI Logistics co-initiator of the Logistic IT joint booth

Strong presence at CeBIT

At the computer fair in Hanover, PSI Logistics will present a demo version of a new, integrated function for automated personnel operational planning directly in the Warehouse Management System *PSIwms*.

At this year's CeBIT computer fair, which takes place from March 6-10 in Hanover, PSI Logistics will cement their position as one of the leading German developers of logistics software several times over. PSI Logistics is represented at the joint "Logistics IT" stand in Hall 5, initiated by Wolfgang Albrecht, Managing Director of PSI Logistics and member of the CeMAT presidency. Different software providers will present their range of solutions for logistics applications. The related specialised forum offers a further chance to exchange information with Wolfgang Albrecht and others.

Personnel operational planning in *PSIwms*

At the PSI exhibition in Hall 5, Stand E16, the company will present a number of new features for the Warehouse Management System *PSIwms*, the Transportation Management System *PSItrms* and for the Supply Chain Planning and Control System *PSIglobal*. Highlight: a new functionality for automated personnel operational planning within resource management in *PSIwms*. Special feature: With its two implementation versions, the integrated personal operation planning system to be presented as a demo version in Hanover, can be used both at group and team leader level for operational personnel-related planning and control, and for long-term, strategic budget and

resource planning by Management and Controlling. Based on the individually available historical database, personnel operational planning in *PSIwms* enables you to make robust prognoses on order structures and usage rates as well as related personnel requirements, while taking into account all the necessary personnel-economical and legal aspects. Advantage for users: With personnel operational planning in *PSIwms*, all data required is retrieved in the background without any extra effort on the part of users, and personnel operational planning is integrated directly into the Warehouse Management System. The user-friendly interface enables you to coordinate shifts, daily, week and vacation planning as well as short-term restructuring and align these to capacity requirements for operational purposes. Based on the warehouse layout, process times and order distribution, detailed overviews allow for individual allocation of qualified staff and areas of application according to any shift or working hour pattern. You can also create and output individualised service and shift schedules. At the same time, you can evaluate and visualise the operational processes with the captured and stored data according to usage rate reasons, working hours and workload, for example. This opens new, demand-oriented options for individual planning and organisation of employees' working hours. In all this, the new function for personnel operational planning is linked to all relevant, resource management-based systems, such as task coordination, payroll accounting, personnel master data administration and the time management system. For strategic planning at management

and controlling level, this data offers robust decision-making aids during quarterly and end-of-year planning, for example. Detailed, sequential costing and key figure analyses as well as an option to act out different shift scenarios not only help in timely demand determination and capacity planning, but also form the basis for rapid advance planning based on budget figures and planned yields. Bottlenecks along the process chain can also be identified in this manner, and demands can be cleared or resolved, and new recruits can be employed in good time. Result: Optimal production planning in internal logistics.

The new functions for personnel operational planning in *PSIwms* are now available, and can be added to existing systems as well. ☺

► Information

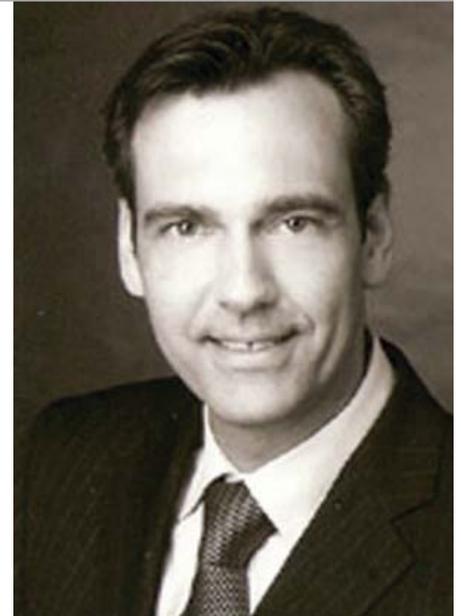
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Interview: Michael Abromeit, Head of Human Resources, on career prospects at PSI

The advantages of working for a hidden champion

Michael Abromeit

Head of Corporate Human Resources, PSI AG



Apart from technical suitability [...] PSI is looking for people who can visualise the needs of our customers and develop solutions. In other words they must bring with them a holistic technical approach and a business way of thinking.

Mr Abromeit, the ever-growing competition for highly qualified technical staff must be one of the primary issues for a medium-sized software company. Is that true?

M. Abromeit: Yes, the competition for qualified staff, especially in engineering, is increasing at an alarming rate. In the same vein, we are also in competition with extremely large and very well-known enterprises, which means we have to put even more effort into publicising the advantages of a medium-size company.

How do you manage to convince prospective candidates that it is a worthy career move to join PSI?

M. Abromeit: With clear communication. The disadvantage of being a smaller company brings with it one massive advantage: PSI is a so-called hidden champion. As a provider of innovative

software solutions PSI is one of the industry leaders in its core business. And as an employer, PSI has offered interesting and secure jobs for around 1500 employees for the last 40 years. What's more, Germany will always be the company's location of its headquarters and design centre.

What particular opportunities do you offer for employees to evolve?

M. Abromeit: PSI provides an opportunity to participate in an interesting and exciting enterprise development path. The prospects of development rise with the increasing demands of global developing markets. PSI's innovative control system software solutions must constantly adapt to new situations. This allows for new fields of play, geared towards the abilities and desires of the individual. Beyond that, flat hierarchies, a pronounced employee-

oriented ethos, as well as a collegial and constructive working atmosphere ensure the freedom we need to be inspired. An above-average team spirit creates the ideal framework for a sense of togetherness. Young employees make exceptional good use of the experiences of long-serving colleagues.

What about job security?

M. Abromeit: PSI was founded in 1969, making it one of the oldest and extremely experienced German software companies. As a kind of initial start-up, it offers a solid and long-lasting business development with an increasingly international flavour.

What does PSI offer in terms of balancing work and family life?

M. Abromeit: PSI already offers its employees the opportunity to manage

both their career and private lives. A person's potential can only reveal itself when work and private lives are in a state of balance.

How high are the requirements you demand from your candidates?

M. Abromeit: Apart from technical suitability – more than 80% of PSI employees have a university degree—and in the case where the job demands special criteria, PSI looks for people who are able to visualise the needs of our customers and to develop solutions. So, besides the actual specialisation, they need an open-minded approach and an economic way of thinking. An exceptional sense of commitment and an ability to inject inspiration into our products and into what makes PSI the

company that it is, are ideal qualities to round off the candidate's profile. Anything that new recruits cannot do or do not know, we can teach them!

How do you foresee the need for technical personnel?

M. Abromeit: Due to the constant growth trend, more (economics) engineers specialising in electro-technology, energy industry, mechanical engineering, process engineering, logistics, etc., computer scientists, physicists and graduates of similar qualifications – with equal numbers of female and male candidates called for of course – will join PSI over the next few years. In addition, we will also increase our presence at major IT and industrial exhibitions like CeBIT, the Hanover Fair

but also at the jobs fair connecticum, in order to specifically recruit prospective candidates.

Thank you for the interesting discussion, Mr. Abromeit. ☺



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► Information

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2012 EVENTS

Feb. 28-29	11. VDA Logistics Conference: Securing future-proof change	Bremen	www.vda.de	PSIPENTA, PSI Logistics (Stand 25)
Feb. 28	ERP practical seminar at WILHELM BAHMÜLLER	Plüderhausen	www.psipenta.de/ erp-praxistag/	PSIPENTA
March 6-10	CeBIT 2012	Hanover	www.cebit.de	PSIPENTA, PSI Logistics, F/L/S Hall 5/Stand E16
March 12-13	Airline & Aerospace MRO & Flight Operations IT Conferences	Miami, Florida/USA	www.aircraft-commerce.com	PSIPENTA (space 16)
March 14-15	Automobillkongress AKJ Automotive 2012	Saarbrücken	www.akjnet.de	PSIPENTA
April 23-27	Hanover Fair	Hanover	www.psipenta.de/hmi2012/	PSIPENTA (Hall 7/A18)
May 9-10	topsoft	Zurich	www.topsoft.ch	PSIPENTA

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