

Case Study



Max Rischart's Backhaus KG

With 15 addresses in the best locations in Munich and eight million customers every year, Rischart's Backhaus [Rischart's Bakery] is one of the leading companies in the industry.

However, that doesn't mean this Munich-based traditional company (founded in 1883) has gone unaffected by digitization. In fact, Rischart's Backhaus was faced with the great challenge of updating its entire telecommunication system during day-to-day operations. The premises for the redesign were: system security, high quality, innovation, cost-effectiveness.

ROTH teleconcept assisted Rischart's Backhaus, among others, with the following project objectives:

- Review and examination of old service contracts
- Establishment of the basic requirements for future telecommunications
- Conception of the LAN/WAN for the two main production and administration sites, as well as the 15 additional shops
- Coordination of the commercial framework
- Creation of a list of requirements for the bid solicitation
- Evaluation of offers
- Support in negotiations with service providers and service partners
- Project schedule for the implementation

Michael Scheyerl, Head of Administration

A considerable work process has already taken place behind the scenes by the time the first customers eat their fresh baked goods at 6 a.m. Shop orders for the next day, procuring materials, starting production at midnight, early morning deliveries; these are just a few of the processes that take place. Therefore, it is important that electronic communication paths mustn't fail at any given second. Given his excellent knowledge and experience, Mr. Roth has convinced us to replace our historically grown telecommunications infrastructure with a new future-proof infrastructure. During the complex negotiations with service providers and service partners, he always focused on the interests of our bakery. In the end, the overall concept was successfully implemented. We award Mr. Roth a rating of „absolutely recommendable“.