

Enhanced webshop for Simmentaler Bier

A team of FHNW students makes ordering beer simpler



Windisch, 06.12.2020; From a manual process to a fully automated solution: Since spring 2020 the eight strong project team from FHNW works on a solution for Simmentaler Bier – a challenge which many businesses face. In enhancing the existing business logic, the solution now allows Simmentaler Bier to save vital steps during the order and delivery process.

An order is received, processed and delivered - what sounds simple, poses a complex challenge for Simmentaler Bier, since many manual steps were needed. For the large variety of customer groups, Simmentaler Bier serves, there exist different prices for the products. This led to effortful adjustments in the order process which so far had to be done manually and took several days each month.

These resources can now be saved and allocated differently: The project enhances the existing webshop at Simmentaler Bier with just the right functions to solve this problem. Due to the newly developed wordpress plugin, it is now possible to define customized price lists for each customer group. Using these, Simmentaler Bier can now manage all their orders using the correct prices from the start in the developed order manager. Additionally, price lists and orders can now be printed or sent to customers easily from the webshop.

"Through the difficult conditions, given by the global health pandemic, the scope had to be completely redefined. This posed as a good learning opportunity and the agile process was applied to its limits. The team did everything to fulfil the new scope, even if time was limited. This has mostly been accomplished and I thank the team for their engagement"

Björn Thoma, CEO Simmentaler Bier

The project started in spring 2020 and ended in the following winter. During this period the project team had to take on many challenges. A major one being the global health pandemic, which shifted the customer focus from mostly business customers and events to nearly just private customers. This in turn changed the project scope completely from an existing idea of a B2B solution to a now much more needed B2C solution.

For further information, please contact: Dominic Frommenwiler, dominic.frommenwiler@students.fhnw.ch