

celver

Lohmann & Rauscher GmbH & Co. KG


Flexible pricing with a K4 Analytics
extension directly in the Qlik Cloud



CASE STUDY

Case Study: Lohmann & Rauscher GmbH & Co. KG

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“Working with celver was straightforward and communication was smooth at all times with quick response times. When changes were needed, the programmers were immediately available and helpful. Even spontaneous meetings to clarify questions were no problem.”

Lea Schmidt,
Digitisation Officer,
Lohmann & Rauscher GmbH & Co. KG



People. Health. Care.

At Lohmann & Rauscher (L&R Group), people and their health have always been the central focus. The product range of this leading international developer, manufacturer and supplier in the medical and hygiene sector extends from high-quality products and services for wound management to bandages and dressings to set systems and hygiene articles for the operating room.

The high quality standards for products – especially in terms of outstanding functionality and therapeutic effectiveness – have a long tradition at L&R, which was founded in 1998, as the history of its predecessor companies – the German company Lohmann and the Austrian company Rauscher – dates back to the 19th century. Since 1998, both companies have been operating together as the L&R Group with a turnover of around 813 million euros (in 2024) and over 5,700 employees (2025) worldwide.

KEY FACTS

Company: Lohmann & Rauscher GmbH & Co. KG

Industry: Healthcare (medical products and services)

Locations: 17 production sites in 12 countries and more than 50 group companies in 29 countries.

Headquarters: Rengsdorf and Vienna.

Employees: More than 5,700 employees worldwide

Software: K4 Analytics, Qlik Cloud, SQL, dbt Labs

Benefits:

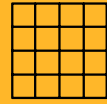
Flexible price planning and change processes | Uniform, centralized database | Daily updated figures | High user-friendliness thanks to continuation of the structure and logic of the previously used Excel solution



People.Health.Care.

The challenge

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Excel planning at its limits

Price planning for SKUs (stock keeping units) and services used to be carried out in other programs, such as Excel. Due to the complexity of the company and the calculations, this became too confusing and slow. “Integrating new master data or price changes and calculating their effects was difficult,” report Lea Schmidt, L&R Digitization Officer, and José Manuel Novoa Tumbeiro, L&R Controller Strategic Procurement.

No central overview

Only a few employees had a complete overview of the tables. To gain insight into price developments, they had to familiarize themselves with the logic and underlying formulas each time. This meant that errors could quickly occur or formulas could be accidentally overwritten in the cells. Lohmann & Rauscher was therefore looking for a centralized solution for its price planning and change processes.



“Thanks to automated processes, we now save a significant amount of time in various areas of purchasing. The automatic compilation of data makes it easier for purchasing controlling to prepare planning. In addition, the systematic presentation is clearer and faster than the presentation in Excel tables.”

José Manuel Novoa Tumbeiro,
Controller Strategic Procurement,
Lohmann & Rauscher GmbH & Co. KG



Smart planning extension for the analytics system

“We looked at various planning solutions,” says Lea Schmidt, describing the selection process. “But we didn't really want a complex new system. The change had to be as simple and user-friendly as possible. The structure and logic of the previous Excel solution had to be retained as far as possible.” The group had already introduced Qlik Cloud for analytics in the past. So the idea arose to simply add price planning as an **add-in** within this solution.

Together with the experts from celver, a suitable architecture was designed and implemented. Qlik serves as the central platform and BI host, while database management is handled by the existing SQL server. **K4 Analytics** was integrated for processing and managing the planning data. The software solution can be seamlessly integrated into existing BI platforms and supplements them with the missing planning component. In addition, dbt Labs is used to seamlessly integrate master data from various sources, in particular SAP.

The project was divided into two main phases: First, price planning was implemented, followed by the supplementary price change processes. Both sub-projects are based on a uniform data model that combines data from SAP and SQL and makes it available on a daily basis. “Updating the data used to be a lengthy process that required in-depth knowledge of tables,” explains José Manuel Novoa Tumbeiro. “Today, all it takes is the click of a button to be up to date.”

Automated processes and workflows

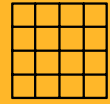
The automated, role-based authorization concept ensures that all users from purchasing and controlling can access the data that is relevant and approved for them. This is a major plus in terms of compliance and data protection. The new solution also offers greater convenience in approval processes: For price changes exceeding € 5,000, for example, approval by the team or division manager is required.

The solution also makes it possible to simulate price changes and their effects for negotiations with suppliers. Currency exchange rates are also automatically taken into account via K4 Analytics. The shared database for the “price planning” and “price change” subprojects ensures consistency and transparency throughout the entire process.

The price planning was implemented together with celver within just six months, and Lohmann & Rauscher is responsible for the subsequent maintenance of the solution. The introduction of price changes took another five months.

The benefits

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Flexible price planning and change processes

With the new price planning and price change solution, the L&R Group has been able to significantly increase efficiency and flexibility in planning. A key advantage is the partial automation of processes: Whereas previously various Excel spreadsheets had to be merged manually, this step is now fully automated. This not only saves time but also minimizes the risk of errors. The central, uniform database ensures consistent and transparent data, which creates trust in the figures.

Data-based decisions

The flexibility of the solution is particularly evident when it comes to price changes. “We can now implement a 10 percent price adjustment top-down per plant with just a few clicks,” says Lea Schmidt, explaining the difference to the past. At the same time, the effects can be easily analyzed using integrated simulation functions, for example by creating worst-case and best-case scenarios. Important decisions can thus be made on the basis of data in the best interests of the group.

Another success factor was the user-friendliness of the solution. By retaining the familiar Excel structures, the switch was possible for users without extensive training. The use of the existing data and BI infrastructure for K4 integration further facilitated this transition. Overall, the new solution has not only increased the efficiency of price planning and change processes, but also significantly improved transparency and decision-making quality.



“Since users are already familiar with the systemic representation in Qlik Sense, we decided to expand our planning capabilities with K4 Analytics. This made the transition easy for users and ensured a high satisfaction rate.”

Lea Schmidt,
Digitisation Officer,
Lohmann & Rauscher GmbH & Co. KG

ABOUT CELVER

For over 20 years, we have been implementing complex planning and analysis solutions based on smart data architectures for renowned customers in a wide range of industries. These solutions are based on innovative concepts and technologies that have evolved from classic on-premises solutions to agile cloud environments incorporating artificial intelligence.

The goal remains the same: to work together to develop suitable solutions that enable well-founded, data-driven decisions. Whether it's an assessment, boost camp, preconfigured template or complete implementation of the application – we offer tailor-made services for every project phase.

Our experienced, certified team provides comprehensive support to customers: from technical consulting and process definition to complete implementation and integration into the system landscape, training, roll-out and change management.

As a technology-independent consulting firm, we are a member of the UNITY Innovation Alliance.

KEYFACTS

- Over 20 years of experience
- >100 consultants and >100 active customers
- Long-standing customer relationships
- Technology-independent
- Industry expertise: Retail & consumer goods, fashion & retail, industry & logistics
- Member of the UNITY Innovation Alliance

FOCUS

- S&OP Planung Supply Chain
- Analytics Vertriebs- und
- Bedarfsplanung Kapazitäts- und
- Einkaufsplanung Logistik- und
- Bestandsplanung Flächen- und
- Sortimentsplanung Analyse und
- Design von (Planungs-) Prozessen

CUSTOMERS

Aurubis AG, Big Dutchman AG, BASF SE, Daiichi Sankyo Europe GmbH, Alois Dallmayr KG, EURONICS Deutschland eG, FALKE KGaA, Fissler GmbH, KiK Textilien und Non-Food GmbH, Lidl Dienstleistung GmbH & Co. KG, Chocoladefabriken Lindt & Sprüngli GmbH, Optibelt GmbH, STIEBEL ELTRON GmbH & Co. KG, Takko Holding GmbH, Villeroy & Boch AG, Webasto SE, uvm.

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Do you have further questions about our services or would you like to contact us directly? Let's get in touch.



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