

Using technology to create processes that fine-tune an already well-oiled machine

Synegrate enabled Blaser Swisslube to transform its business by digitizing its operations.

About the Client

Blaser Swisslube is a family company that has operated for 3 generations across 8 decades. Founded in 1936, Blaser Swisslube began with its founder Willy Blaser selling waterproof shoe cream on his bicycle. Since then, Blaser Swisslube has become a global player in the metalworking fluid sector. Today, the company has 600 employees, 2 production plants, 46 international agencies, and 13 subsidiaries across 4 continents. Their product line has also expanded to include water-miscible coolants, cutting oils, grinding oils, and minimal quantity lubrication (MQL). Blaser Swisslube prides itself on its family values and Swiss competence, which is reflected in the quality of its products and services.

Blaser Swisslube's Problem

Blaser believed too much time was being spent performing manual processes. Their customer, pricing, product, quotation management, order management, and invoice management data were all being entered by hand. Processing data at scale in multiple systems across different countries in this labor-intensive manner encumbered their business growth and agility. Manually entering data in their existing ERP, PLM, and CRM systems allowed for errors and slowed down operations. Information that was critical for business decision making was not readily available

Synegrate's Solution

To digitize Blaser Swisslube's operations, Synegrate proposed a unified customer management portal. This would integrate customer data across all countries and all systems into one singular system. All without modifying Blaser's underlying processes that are responsible for their success. In addition, the ERP, PLM, and CRM systems were integrated to provide a seamless experience to the sales and back-office teams. This would effectively eliminate the dual capturing of data that was hindering Blaser's productivity.

The Results

After Synegrate's implementation was complete, Blaser Swisslube eliminated 90% of all manual processing that was previously performed by employees. When paper-based processes are eliminated, it saves money and reduces errors. Digitization had positive impacts on several of their operations, from customer onboarding, product and pricing management, to order, quote, and invoice management. By building a new digital infrastructure to support their core business processes, Synegrate has enabled Blaser Swisslube to become more agile and grow their business.



Synegrate provides the following services to Blaser Swisslube in Switzerland:

Purpose Driven Digital Strategy:

- Business Modernization
- Optimization and improvement upon all processes
- Increased profitability

Systems Integration:

- Decrease levels of dual data capture, manual processing, and data irregularities
- Greater Security
- Heightened productivity and insights
- Cost and complexity reduction

Cloud Adoption:

- Data Migration
- Database Maintenance
- Agility and cost optimization
- Maximum flexibility & scalability



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