

Success Story

FROM FIELD TO CUP

The success story of a 20+ year partnership
between **SONNENTOR** and **fab4minds**



SONNENTOR x fab4minds

From field to cup and across the entire enterprise

Success Story

How SONNENTOR digitalized its entire value chain with fab4minds.

SONNENTOR at a glance

SONNENTOR is an Austrian company specializing in the production and distribution of organic herbs, teas and spices. The company places strong emphasis on the common good, product innovation, renewable energy and sustainable raw materials, and works in close collaboration with its contract farmers.

SONNENTOR products are available in around 60 countries worldwide and are highly valued by consumers who prioritize premium quality and responsible consumption.

- Company: SONNENTOR Kräuterhandels GmbH
- Industry: Organic herbs, teas and spices
- Location: Sprögnitz, Lower Austria
- Partnership since: 2004
- IT team size: <10 FTEs
- Contact: Thomas Koppensteiner, Head of IT
- Project: Workflow-driven digitalization initiative

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Initial Situation: Growth Requires Structure

Prior to implementing fabular, SONNENTOR relied on an Access-based solution that could no longer keep pace with the company's growing business requirements. Key challenges included:

B2C scalability: Difficulty handling increasing order volumes.

- Whether 100 or 1,000 orders came in, volume growth should not drive a disproportionate increase in manual effort.

Process continuity / system silos: Inefficient processes due to manual handoffs between systems and a lack of system integration.

- Heterogeneous systems hampered the flow of information.

Data & reporting: A fragmented data landscape caused by numerous standalone Excel spreadsheets.

- Limited transparency and difficulty generating meaningful reports.

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The Solution: fabular as the Digital Backbone

By implementing fabular, SONNENTOR established an end-to-end, fully integrated ERP system covering the entire value chain. The core solution areas include:

Workflow-driven approach with Activity Flows

- Business process automation through individually configurable workflows
- Increased operational efficiency and reduced manual workload

AI integration with fabAI

- Use of artificial intelligence to automatically optimize forecasts and processes
- Proactive identification of improvement potential and inefficiencies across the value chain

Automated external communication

- Seamless integration of freight forwarders, FinanzOnline and VAT ID verification
- Faster processing and reduced error rates

Business intelligence with a mobile dashboard

- Real-time visibility into key KPIs via an interactive dashboard
- Data-driven decision-making based on up-to-date, relevant information

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Results & Business Value

Enabling growth – without proportional headcount growth

SONNENTOR pursues a digitalization approach that is far from standard in the industry: the goal is not to cut jobs or reduce costs, but to enable growth without the organization having to scale proportionally. fabular is the key lever in achieving this.

Scalability that truly delivers

Whether 100 or 1,000 orders per day – with the newly configured Activity Flows in fabular, order volume no longer makes a difference in terms of manual effort. Particularly in B2C, where large numbers of small, standardized orders come in, the workflow-driven approach ensures straight-through processing: clean, automated and without manual intervention.

Employees with room to breathe

Anyone who spends their day printing reports, consolidating Excel spreadsheets and switching between systems has no capacity left to question or improve processes. fabular relieves SONNENTOR's employees of exactly these routine tasks, freeing up capacity for more creative, value-adding work. For Thomas Koppensteiner, employee satisfaction is just as important as efficiency.

Data that finally delivers insights

More than 20 years of business data had been stored in fabular without being fully leveraged. The new BI dashboards fundamentally change this: year-over-year revenue figures, available live on management's smartphones. No more 17 separate Excel spreadsheets, no more manual consolidation. Decisions are based on facts – instantly, anywhere, in real time.

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Results & Business Value

Automation running in the background

Tasks that used to take up to 10 minutes per transaction – verifying a VAT ID in FinanzOnline, emailing the freight forwarder, completing a form – are now handled by fabular fully automatically. The interfaces run in the background, virtually unnoticed by employees. And that is exactly the point.

An investment that pays off

At SONNENTOR, digitalization is not an ongoing cost center but a self-sustaining investment: over its entire lifecycle, fabular has delivered a clear return for SONNENTOR. The savings in manual effort, the avoided cost of errors and the growth achieved without proportional headcount increases significantly outweigh the investment. Instead of flowing year after year into stopgap solutions and workarounds, the budget actively works for the business.

"We want to sell more, but we don't want our headcount to keep growing in step with our revenue. The software should absorb that."

— Thomas Koppensteiner, Head of IT, SONNENTOR

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20 Years of Partnership

The partnership between SONNENTOR and fab4minds dates back to 2004 and is built on mutual trust and continuous development.

How we work together today:

- Weekly meetings to align on current topics
- Regular on-site visits for face-to-face discussions
- Direct access to developers for fast issue resolution
- Ticketing system for structured communication

What SONNENTOR Values Most

1. One system that covers the entire value chain

fabular supports SONNENTOR from the contract with its farmers through to the outgoing invoice – no manual handoffs between systems, no system changes. For a company whose core promise is traceability, a truly end-to-end system is not a nice-to-have but a fundamental prerequisite. That was the deciding factor in 2004 – and it remains a core value today.

2. Existing customers are not left behind

As fab4minds grew, there was a risk that new customers would take priority over existing ones. The opposite has proven true: SONNENTOR actively benefits from developments fab4minds has implemented with other customers. New modules, proven solutions and accumulated know-how – all of it flows back to the existing customer base.

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What SONNENTOR Values Most

3. Reliability over two decades

Software vendors come and go. fab4minds has stayed – and grown. For SONNENTOR, it was strategically critical to be able to rely on a partner that will still be there in five or ten years. fab4minds' development gives Thomas Koppensteiner and executive management the confidence they need.

4. Short lines of communication

Whether consultant, developer or project manager – at fab4minds, the person who picks up the phone knows SONNENTOR's processes. No anonymous ticketing queues, no lengthy escalation paths. If something is unclear, a direct call resolves it. This directness saves time, prevents misunderstandings – and is still a matter of course after 20 years.

5. A system that scales with the business – without costly migrations

With many major ERP vendors, a version change sooner or later forces a complete re-implementation, with an expensive migration project as soon as the current version reaches end of support. fabular works differently: the system evolves continuously alongside the business, has no end-of-life and requires no forced, costly upgrades. This gives SONNENTOR a solution that remains predictable in the long term – without the recurring disruption of a major system migration.

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Shaping the Future Together

With fabular, SONNENTOR has digitalized its entire value chain and benefits from a wide range of advantages:

- End-to-end processes from procurement to sales
- Automation of manual tasks
- Real-time insight into key KPIs
- Scalability for future growth
- Improved data quality and consistency
- Higher employee satisfaction

„fabular is an important partner in helping us achieve our ambitious goals. We look forward to continuing our collaboration.“

— Thomas Koppensteiner, Head of IT, SONNENTOR

Discover how fabular can transform your business, too.

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