

Shopping with the iPhone: movento develops an application for mobile shopping at Coop

St.Gallen, June 15, 2009 – Is the closest Coop handy at all times? With the iPhone, it is now possible to shop at Coop around the clock, from the road or from home.

The consulting company movento Schweiz AG has developed the iCoop application in cooperation with Coop. With this application, it is possible to use the iPhone or the iPod Touch to order the entire food and wine selection from coop@home. Simply select the desired items on the iPhone or iPod Touch and order them. Depending on the location, the delivery will reach the recipient on the same day or on any requested date.

The application can be downloaded in the iTunes store and it is easy to use. Shopping can be started on the mobile phone and completed from home on the computer or vice-versa – without having the data get lost. The products remain in the shopping basket even if the iPhone is switched off. In addition, the user can create shopping lists that can be named individually and saved so that nothing will be forgotten the next time the user shops.

Coop itself rightly speaks of the introduction of the mobile coop@home shop as a "little world premiere" – which is accurate since this iPhone application is the first one of its type in the world. Its success is impressive: shortly after its launch, the iCoop application was in 1st place among the top app store downloads.

"With the introduction of iCoop, Coop is setting new standards for mobile shopping. The fascinating thing is that the iPhone application builds 100% on the existing coop@home Internet shop. This way, Coop neither has to maintain additional data nor adapt existing processes. Thus there are no ongoing costs for this new, innovative sales channel," according to Christian Heim, Managing Director of movento Schweiz AG.

movento has been working closely with Coop for many years and had already implemented the SAP-based online shop coop@home. The online shop was named by Anthrazit as one of the best Web sites in Switzerland and it has been expanded continuously since 2006. Today, it is possible to order approximately 12,000 products online. The shop also offers an extensive wine selection, gift and mobile phone cards, flowers, books, as well as audio books and music for download.

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About movento:

The technology comes from SAP. movento brings it to life.

movento is a long-standing SAP Services partner and Special Expertise Partner SAP CRM with expertise in the areas of customer relationship management (CRM), Web Channel, Enterprise Mobility, and Business Intelligence (BI). The company's spectrum of services includes strategic management and process consulting as well as the extensive implementation of business processes with the SAP Business Suite and SAP NetWeaver.

movento offers slim yet custom-tailored solutions to optimize customer-relevant processes in marketing, service, and sales, and it shows customers how to establish profitable customer relationships using the latest technologies. Holistic strategies for internal and external optimizations such as corporate performance management and SAP BI round out the offerings. Even after the implementation, movento will assist its customers with extensive support services. If necessary, the highly-qualified specialists in movento's development and support center in Bulgaria are at customers' disposal.

Proof? Well-known companies as well as specialized and dynamic medium-sized companies have implemented more than 50 successful projects with movento. With more than 60 employees, movento is represented with offices in Mannheim, Stuttgart, and St.Gallen (Switzerland), and Plovdiv (Bulgaria).

For more information, please visit www.movento.com

About Coop

Approximately 2.5 million member households make Coop one of the largest collectively-organized companies in Switzerland. With approximately CHF 17 billion in total sales, Coop is the second-largest retail trade company in Switzerland. Coop offers the greatest market variety in Swiss retail trade and is the clear market leader when it comes to environmentally-friendly, animal-friendly, and socially-acceptable products.

For additional information about Coop and the iCoop application, please visit www.coop.ch. You can find the online shop at www.coopathome.ch.