



ESA

WEB SHOP DELIVERS 24/7 ORDERING WITH FUTURE VISION FOR INFORMATION HUB

QUICK FACTS

“Our Web shop based on SAP E-Commerce has brought us a significant increase in sales.”

Peter Blanc, Project Manager, Swiss Automotive and Motor Vehicle Industry (ESA) Purchasing Association

Company

- Name: Swiss Automotive and Motor Vehicle Industry (ESA) purchasing association
- Location: Burgdorf, Switzerland
- Industry: Automotive
- Products and services: Automotive accessories and repair shop equipment
- Revenue: SFr 284 million (€235 million)
- Employees: 450
- Web site: www.esa.ch
- Implementation partner: movento Schweiz AG

Challenges and Opportunities

- Meet customer expectations for 24/7 Web-based shopping
- Drive sales via easy-to-use Web presence
- Lay groundwork for meeting future information needs of customers

Objectives

- Develop and design an integrated purchasing platform
- Create a Web shop that is a comprehensive information hub

SAP Solution and Services

SAP® E-Commerce application

Implementation Highlights

- Web shop implemented in 2 months
- Proven e-commerce competence of implementation partner (movento)
- Integration of Swiss route planning
- Dedicated movento contacts for each area of implementation

Why SAP

- End-to-end solution enabling automation
- Recommendations from 3rd-party sources
- Already using SAP Customer Relationship Management (SAP CRM)

Benefits

- More time available to sales staff for higher-value activities due to automated e-commerce processes
- Easier and personalized customer ordering
- Increased competitive advantage
- Convenient and quick product searches for customers
- Print-ready catalog based on standardized data
- Real-time delivery data when ordering

Existing Environment

- SAP CRM application
- SAP ERP application

Third-Party Integration

- Database: Oracle
- Hardware: HP
- Operating system: Microsoft Windows 2003

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The purchasing association of the Swiss Automotive and Motor Vehicle Industry (ESA) – based in Burgdorf, Switzerland – has laid the foundations for becoming an all-around supplier of automotive accessories and repair shop equipment by deploying an e-commerce solution from SAP.

Customers Expect to Shop Online 24/7

From service and repair parts, through tires, oil, and batteries, all the way to car washes and repair shop equipment – the portfolio of the purchasing association of the Swiss Automotive and Motor Vehicle Industry (ESA) covers every possible requirement of its 7,000 co-owners. ESA's customers include repair shops, body shops, importers, dealers, vehicle transportation businesses, and vehicle rental companies. Quality products at attractive prices, fast delivery times, and high availability of tires and service parts are the basic requirements for success in a competitive market. In the Internet age, a Web shop is also one of the essential sales channels for any purchasing organization. "Our customers expect to be able to call up information and place orders 24 hours a day, seven days a week," says Peter Blanc, a project manager at ESA.

Minimizing Pressure on Internal Sales Personnel

ESA wanted its Web shop to handle more than just day-to-day order transactions. It was after an e-commerce solution with the potential to integrate a range of other services too. "We

were looking for an end-to-end system that would allow us to automate our Web shop processes to such an extent that we could minimize the pressure on our internal salespeople," says Blanc, describing his company's specification profile. The search for a suitable solution rapidly revealed the SAP® E-Commerce application as the ideal choice. Not only was it recommended to ESA's project managers from a number of different sources, but ESA had also already been using the SAP Customer Relationship Management (SAP CRM) application for some time. These factors meant that the job of linking up the new Web shop to the existing system landscape would be straightforward.

From Rough Ideas to Well-Defined Project

ESA chose Web shop specialist movento Schweiz AG – based in St. Gallen, Switzerland – as its implementation partner. ESA first became aware of movento when the SAP special expertise partner invited ESA to take part in a CRM study. Later, while researching successful reference projects for e-commerce solutions at Swiss companies, ESA kept coming across SAP partner movento. ESA was able to quickly confirm the firm's reputation.

"movento presented itself as a complete e-shop specialist right from our very first meeting," says Blanc. In subsequent workshops with ESA marketing personnel, the movento consultants were able to bring their many years of project experience to bear and ESA's broad-strokes initial ideas about a future Web shop began to take shape. Plans were made for a structured e-commerce solution with easy navigation and maintenance.

Shop Window for the Customer

A project team made up of movento and ESA personnel began mapping out and designing the future purchasing platform based on the specifications defined during the workshops. Each area – from front end to back end – had its own dedicated movento contact. "This approach was decisive for the smooth running of the project. The movento specialists were flexible, highly competent, and able to provide answers to all of our questions," says Blanc. It took just two months to implement the Web shop. During this time, the project team supplemented standard functions such as availability checks with specific extensions such as route planning (including planned arrival times for deliveries) in order to meet ESA's requirements in full. In addition, the team checked all the existing product master data to ensure it was up to date, maintained it if necessary, and then made sure that it was available in three languages. "The Web shop is our shop window to the customer," says Blanc.



“Our sales figures have increased significantly since we began offering additional services in the Web shop.”

Peter Blanc, Project Manager, Swiss Automotive and Motor Vehicle Industry (ESA) Purchasing Association

Catalog Data Automatically Synchronized and Ready for Printing

Because ESA has a standardized data set, any changes or additions to product information are now automatically passed on to all related areas. “Previ-

ously, when we added new products to our portfolio or removed old ones, we also had to update the information for the print catalog manually,” recalls Blanc. This process is now automatic, which means that it is easier to make changes and print a product catalog always containing the very latest information. Customers can obtain product information from either the print or Internet versions of the catalog and place their orders in the Web shop. The orders are then sent directly from CRM to the ERP application.

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Real-Time Delivery Data Improves Customer Experience

One of the numerous services for visitors to the ESA Web shop is route planning for all of Switzerland. When a customer places an order, the software automatically calculates when the goods are likely to be dispatched and the estimated time of arrival at the customer’s

e-shop to search for products, they can calculate the purchase price for a product based on the purchasing agreement they have with ESA.

High Acceptance of Web Shop Translates to Significant Increase in Sales

Along with customary Web shop functions, ESA offers its clients a range of additional special services. For example, repair shop owners, vehicle dealers, and vehicle transportation companies can use “type numbers” to search for the tires that are specifically approved by manufacturers for their vehicles. The system then lists all the alternatives that are available for delivery. The more than 5,300 registered users appreciate the benefits offered by the ESA Web shop. While only 8% of orders were placed through the e-commerce platform in the first six months of operation, this figure has already grown to over 25%. In the

service and wearing parts area, more than 40% of orders are now placed over the Internet. This transparent and comprehensive offering is giving ESA an ever greater edge over its competitors. “Our sales figures have increased significantly since we began offering additional services in the Web shop,” says Blanc.

Expand Web Shop into a Comprehensive Information Hub

The e-shop solution at ESA will evolve from a sales platform to a comprehensive information hub. ESA’s vision is to present itself as a supplier of all-around solutions for vehicle repair shops, delivering even more value to its constituents. Plans include creating a link to the vehicle evaluation lists posted on the Eurotax Web site which allow customers to determine the market or residual value of a vehicle directly.



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