

PRESS RELEASE

Online book retailer sets store by the industry-specific SAP Business All-in-One solution from itelligence

E-commerce Awards 2013: it.trade by itelligence propels buecher.de to first place

Bielefeld, March 15, 2013 – Major success for the online retailer buecher.de and its SAP consulting company, itelligence AG: At the E-commerce Awards 2013 presented by the ECC Handel, German Trade Association and Management Forum of the Handelsblatt publishing group in collaboration with Hermes on January 23, 2013, buecher.de received first place in the “Books and Digital Media” category.

“We opted for it.trade, the industry-specific SAP Business All-in-One solution by itelligence, for a reason. Thanks to this solution, not only do we have very structured processes but also very high customer satisfaction,” says Dr. Gerd Robertz, Managing Director of buecher.de, and he adds: “The SAP solution is a fundamental component of our success.”

it.trade is a custom-made, industry-specific SAP Business All-in-One solution by itelligence AG for commerce and e-commerce. The advantages of it.trade not only include the SAP functions but also the sophisticated implementation methodology provided by itelligence consultants. This takes into account the specific requirements of trading companies and features in the business processes from the very beginning. In the solution, the modules accounting (A), controlling (CO), sales and distribution (SD) and materials management (MM) are the key areas.

As a special feature of the successful project, The call center processes are now mapped in the SAP solution, making the data available throughout the company. In particular, the smart interlinking options for items such as Webshop, credit checks, credit cards, loyalty programs or voucher processing and the sending of tracking information / status reports via e-mail are resulting in considerably higher customer satisfaction.

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Online book retailer opts for SAP industry package

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Future prospects are especially important for Dr. Gerd Robertz: "it.trade makes our company processes very clean and complete. We can also rely on the fact that the system offers long-term investment security as the SAP solution supports scalable growth with increasing staff productivity and sustainable organizational development."

As a result of the transition to the SAP industry solution, an IT landscape, in which the number of peripheral systems could be significantly reduced, was created. "it.trade is the central platform for buecher.de's business processes and also offers strategic freedom of choice with respect to the user's core processes. Today buecher.de is already sending between 5,000 and 20,000 shipments from a range of more than seven million articles daily," explains Vera Engberg, Industry Commerce Management at itelligence AG.

buecher.de GmbH & Co. KG

As an online shop, buecher.de offers more than seven million articles from the following categories: books, audio books, eBooks, films, software, electronics, music downloads and toys. Numerous bargains round out buecher.de's offering and make the shop a hit for finding great deals on the Internet. Customers can select items from the buecher.de shop without having a minimum order amount and receive their orders with free shipping. They are rewarded with webmiles from the bonus program for each order. The online mail order company is headquartered in Augsburg and employs 30 persons. buecher.de has three strong partners: Axel Springer AG, Holtzbrinck Networks GmbH and the Weltbild GmbH publishing group.

itelligence is one of the leading international full-service providers of solutions in support of SAP solutions, employing more than 2,800 highly qualified employees in 21 countries and in five regions (America, Asia, Western Europe, Eastern Europe and Germany/Austria/Switzerland). As a frequently awarded SAP partner, among others global value-added reseller, SAP Certified in Cloud Services and SAP Gold Partner Business ByDesign, itelligence realizes complex projects in the SAP solution-based environment for over 5,000 customers worldwide. In 2006, itelligence obtained gold-level status as an SAP channel partner as part of the SAP PartnerEdge™ program in Germany, and in the U.S. in 2007. The company's services in support of SAP solutions range from consulting and licensing to outsourcing and services to proprietary industry-specific SAP. In 2012, itelligence generated total sales of EUR 407.1 million (preliminary figures). itelligence is "Top Consultant" 2012.

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