

JAB JOSEF ANSTOETZ KG

A new online store in just eight weeks

By relaunching its B2C online store, JAB ANSTOETZ is pushing the strategic expansion of its online sales channel. The company plans to expand its product range in line with its business philosophy.

Two years ago, JAB ANSTOETZ, one of the world's leading fabric houses, began expanding its online presence to include a sales channel for end consumers. For the past five years, JAB's commercial customers, many of which are specialty retailers and interior decorators, have been ordering from the company's core product range of high-quality upholstery and decorative materials through a B2B solution. The company then decided to target end consumers directly by implementing a B2C store based on SAP E-Commerce 5.0 for ERP. From the beginning, this new sales channel was dedicated to exclusive lifestyle products outside the company's core product range.

„We plan to market our products even more intensively on the Internet and continue to

expand our online store, so we decided to upgrade to SAP Web Channel 7.0 for ERP and relaunch our store," explains Hermann Grauthoff, Head of IT at JAB ANSTOETZ. The Bielefeld-based company contracted the e-commerce experts at SYCOR GmbH to implement the entire project, including design and project management.

The companies held joint workshops to develop a requirements specification before implementing modifications based on SAP Web Channel 7.0 for ERP. „As an international company, it was important for JAB to have an online store that would meet current technological and strategic requirements," says Andreas Pölit, Solution Architect and Project Manager at SYCOR GmbH. With the Internet becoming increasingly important and a product range that was continuously expanding, the online store would have to be scalable, state of the art, and extremely user-friendly. „The short timeframe for the project posed a special challenge. A mere eight weeks had been planned for the complete relaunch, which included workshops, developing the system landscape, modifying programs, programming interfaces and rollout," explains Sycor's Andreas Pölit. >>>

JAB

ANSTOETZ

JAB JOSEF ANSTOETZ KG

Headquarters:
Bielefeld, Germany

Industry:
Provider of home textiles

Products:
High-end, fashionable decorative and upholstery fabrics, carpets

Size of company:
1,250 employees

Web:
www.jab.de

Your contact:



Patrick Hey
Vice President
Business Unit E-Business
Solutions

patrick.hey@sycor.de
+49 551 490 2128

Project

B2C online store relaunch
(SAP E-Commerce 7.0)

Benefits:

- Open a new sales channel and new potential customers
- Build up expertise in online marketing
- Promote image transfer and boost popularity of the web site



The online store

Despite the tight schedule, the project was successfully completed on time and under budget. With its enhanced on-line store, JAB ANSTOETZ now offers a range of exclusive, high-quality home accessories, including country-style cushions, table cloths, placemat and napkin sets as well as fashion accessories such as handbags. The site has been a success. During the first month alone, 2,700 people visited the online store. „We're really impressed with our new online store from Sycor. And the response from users has also been exactly what we were hoping for. We're in a strong strategic position now that we've optimized the presentation of our high-end products using Web 2.0 technologies," says Martin Stukenkemper, Head of Marketing at JAB ANSTOETZ, with a smile.

