



Blaupunkt is one of the world's leading innovators of car stereo and mobile communications systems, producing more than 5 million car radios and 400,000 navigation systems annually. More than 100 million car audio systems have been sold since the first model came off the assembly line in 1932. A subsidiary of the Bosch group, Blaupunkt is now defining the next generation of car stereo technology by integrating mobile telephony, traffic message channels, and voice-controlled navigation systems.

The Intershop Enfinity e-commerce platform has unified Blaupunkt's online and offline sales channels, including the call centers. Blaupunkt has successfully reduced the cost of order management, while steadily increasing revenue.

- Over 30 percent of total revenues are generated on the Extr@Net site.
- Online orders have increased nearly 400 percent
- Tight integration with an SAP R/3-based ERP system has reduced costs and increased efficiencies.

#### **Blaupunkt Situation**

Effective management of the global reseller network was a critical business initiative for Blaupunkt. "We realized early on that EDI and BTX were limited technologies, so we looked at e-business to intensify customer ties and simplify business with our reseller channel," explains Andreas Franke, Blaupunkt e-commerce project manager. Ultimately, Blaupunkt was focused on improving profit margins within the channel by automating processes and streamlining operations.

#### **Blaupunkt Challenges**

The Blaupunkt e-business initiative centered on making it easier for an extensive reseller network to buy and sell products. The solution had to satisfy multiple requirements, including shopping basket functionality, 24/7 availability, online updates of order status, distribution of marketing collateral and technical specifications, delivery of product information, and real-time promotion of product lines. Most importantly, Blaupunkt needed an e-commerce platform that would integrate smoothly with the internal Bosch Integrated Retail and Distribution System (BIRDS).

#### **Blaupunkt Solution**

Blaupunkt chose Intershop Enfinity for its ability to simplify processes and reduce the operating costs associated with the reseller channel. "Intershop was a logical choice

because the standard product offered many key features," says Franke. "The open architecture integrates with our modular BIRDS system, so order data can be exchanged between our mainframe and the storefront."

Blaupunkt resellers are served by Extr@Net, a comprehensive e-business solution, powered by the Enfinity e-commerce platform. This B2B site enables all aspects of the ordering process. Resellers check global Blaupunkt inventory in real time and place their orders.

The system requires no faxing or paperwork. Extr@Net even offers forms for recurring orders and 'saved' shopping lists. Resellers enjoy more control over the process, while delivering even better customer service.

A solid e-business initiative allows Blaupunkt to concentrate on more customer-centric activities in marketing and sales. "We are distributing an extensive library of photos and text through Extr@Net, as well as technical drawings for ordering spare parts," said Franke. "Our ambition here is to completely eliminate the need for printed documentation over the coming years."



Nikolaus Hogueve (left)  
Director Inside Sales, Blaupunkt, Germany

Andreas Franke  
Project Manager, Electronic Commerce, Blaupunkt

**"We looked at e-business to intensify the customer ties and simplify business with our retail channel."**

Andreas Franke

### **Blaupunkt Implementation**

The Extr@Net solution has drawn critical acclaim, winning the Bosch e-commerce award in 1999. In 2000, this advanced site captured the prize for 'Innovative e-commerce applications in Lower Saxony.'

Recognition continued at the "E-Business Germany Awards 2001," where Extr@Net, was named the "Best B2B Web Site 2001" by the European E-commerce Association. "We are so proud that our Extr@Net has won yet another award," says Franke. "Intershop Consulting and Support operations have made it possible to create such a successful and useable site. We are extremely happy with the performance of the site, and it is an honor to have it recognized by the technology industry as well."

### **Blaupunkt Results**

Extr@Net has successfully unified the global Blaupunkt reseller network. Over 3,000 resellers use the site, and nearly 40 percent of all orders are submitted through Extr@Net. Today, over 70 percent of Blaupunkt's customers are registered users.

Blaupunkt has now broadened the role of e-business across global distribution and retail channels. The international language packs and multi-currency support of Enfinity have enabled swift expansion across countries and regions throughout Europe.

Blaupunkt is even moving forward with plans to host e-shops, enabling resellers to sell direct to consumers. The flexibility and functionality of Intershop Enfinity will give resellers the freedom to load custom catalogs and localize their Web site with a unique look and feel.

"The competition in our industry is fierce. So we're always looking to gain the competitive edge," noted Nikolaus Hogueve, Blaupunkt's director of inside sales for Germany.

"E-business in general, and Intershop Enfinity in particular, are critical for our success."

"Intershop Enfinity, and our own hardware-independent modular e-business application tools enabled us to deliver on the promise to expand Extr@Net worldwide," said Franke.

"After all, e-business does not know borders."

### **Intershop product**

Enfinity

### **Business Model**

B2B

### **Industry Segment**

Automotive

### **Operating system**

Windows NT

### **System configuration**

- Compaq ProLiant 6500R
- 2 x Pentium III Xeon 500 MHz
- 512 MB RAM
- 27 GB hard disk
- OS Windows NT 4.0

**INTERSHOP™**

[www.intershop.com](http://www.intershop.com)