

INTERSHOP™
 Success Story



The Disposal Services Agency of the UK Ministry of Defence (MoD) is responsible for the “smart” disposal of surplus assets, maximizing a financial return to the government and ensuring that items are re-used or recycled with the minimum of waste. Items such as jet engines, clothing/textiles, and military vehicles are often sought-after collector’s items, making the web the ideal sales channel, as well as a cost-effective way of attracting a large number of prospective buyers. The Enfinity Suite 6 software solution from Intershop Communications AG was chosen as the base platform for this online sales portal.

In 1994, the MoD set up the Disposal Sales Agency (DSA) to dispose of surplus stock. Following a review in 1999 the DSA’s remit was extended to cover disposal and recycling services. The new Disposal Services Agency was then successful in obtaining funding to establish a transactional website on the Internet to encourage reutilisation and recycling across the public sector. This enabled the agency to extend its conventional sales channels by introducing an online portal to bring together sellers and buyers.

Following an open tender exercise, the DSA awarded the contract for the implementation of the e-trade exchange portal to Intershop’s UK Partner Commerce Media, with the solution based upon Intershop Enfinity Suite 6 software solution from Jena-based Intershop Communications. Initially, the DSA e-trade exchange platform was established at www.edisposals.com, running as a pilot to prove the concept and, vitally, to establish that the system was secure enough to satisfy the highest standards

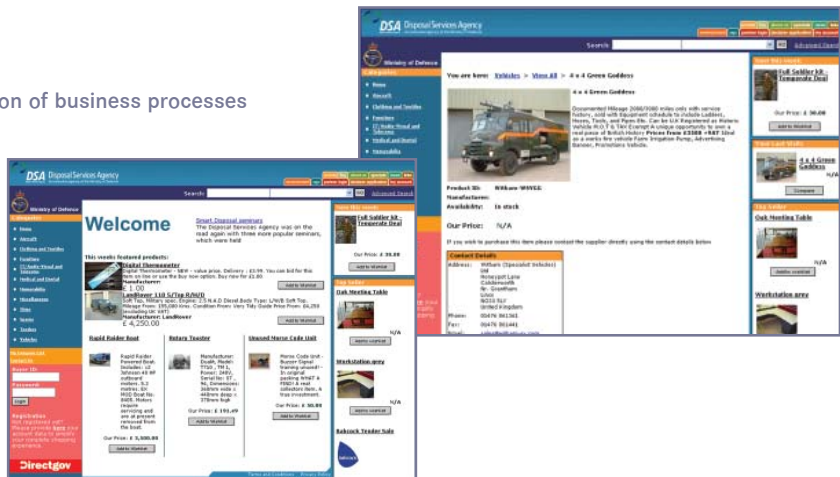
required by MoD. The pilot was successful in demonstrating the way in which the online channel could become a fundamental part of the DSA’s operation, as well as satisfying demanding security considerations. This saw the commencement of a highly successful relationship between the MoD and Intershop’s UK partner, Commerce Media. Based upon the lessons learnt in the pilot phase, the DSA subsequently awarded a long-term contract to Commerce Media to consolidate the system based upon Enfinity Suite 6 software at www.edisposals.com, which is now a fundamental part of the agency’s ongoing programme of efficiency improvement.

Enfinity Suite 6: the software solution for a central web-based catalog

Intershop and Commerce Media provided the DSA with its packaged Enfinity Suite 6 software solution, which made it possible to coordinate and centralise the efficient and cost-effective disposal of a wide range of surplus inventory. Over time, the DSA has established itself as one of the leading public sector proponents of E-Commerce in the UK, a testament to the very satis-

Key Business Benefits

- Security for sensitive data
- Centralisation, integration, and automation of business processes
- Flexible and innovative sales solution
- Sustained cost reduction and increased revenues





“The British Ministry of Defence is another example of a major government department that has chosen our Enfinity software to achieve targeted savings,” says Ralf Männlein, the member of Intershop’s Executive Management Board responsible for sales and marketing

factory and rewarding partnership with Intershop. Intershop’s E-Commerce solution was again selected in early 2004 as the basis for upgrading the edisposals online catalog.

Moving forward with Enfinity Suite 6

Intershop’s packaged software includes all the necessary functionality to set up an advanced sales platform that aggregates and coordinates all e-business activities with suppliers and customers. This enabled disposals to be centralised via the online catalogue, streamlining the individual sell-side processes and boosting transparency. In particular, doing business with numerous partners, whether they are responsible for declaring surplus assets for disposal, or handling collections for the DSA, was made considerably easier. Alongside offering a standard package, Intershop is also capable of meeting specific customer requirements. The software was implemented in a short timeframe, thanks to technology based on open source components such as Apache or Linux.

Security a top priority

A key requirement of the defence sector is to ensure overall security of their online operations. The DSA needed complete assurance that their e-trade exchange satisfied rigorous security requirements. A continuous cycle of independent third party testing has confirmed that the portal at www.edisposals.com complies with these security specifications. Deploying totally secure Enfinity Suite 6 software combined with external hosting in Commerce Media’s secure data centre has ensured that this requirement is met at all times.

Sustained cost reduction

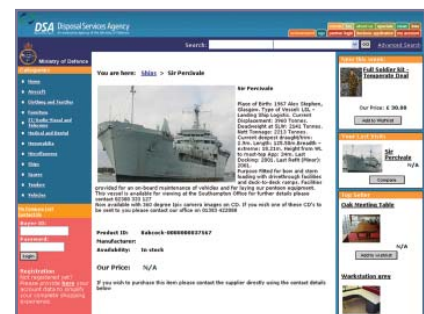
In today’s tough environment, costs are hugely important to any organisation. The Enfinity Suite 6 software solution offers customers many potential savings: the costs of processes in areas ranging from catalogue management and catalogue-based purchasing to central sales management can be significantly reduced, while the system’s high capacity allows more stock to be included in the catalogue, thereby cutting sales costs. Overall, costs are significantly reduced and profits boosted. Intershop’s Enfinity Suite 6 makes it possible to extend the offerings on the platform, as well as expanding services. Now, DSA clients can also use the platform to dispose of their redundant assets. Auctions and public tender processes have also been introduced and a wide range of products—from clothing, furniture, and equipment to ships, aircraft, and vehicles—is being offered.

Benefits for customers

The B2C channel was implemented to enable selling to individual customers. DSA customers benefit from an easy-to-use system that allows them to browse the online catalog at their convenience on their home computer. Taxpayers benefit directly when surplus products generate government revenue in this way, while the innovative shipping procedure supported by Enfinity Suite 6 is also faster and more flexible.

Enfinity Suite 6 is the future

Intershop’s E-Commerce solution and its B2C channel equip the DSA with an innovative sales platform that meets the challenges associated with its special role. The agency is now in a position to successfully market surplus military supplies, as well as other items and goods, via an international channel at www.edisposals.com.



Intershop Product:
Enfinity Suite 6

Business Model:
Business-to-consumer

Industry Segment:
Public Sector

Integration Partner:
Commerce Media

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