

INTERSHOP™

Success Story



Home Shopping Europe AG is one of the leading shopping networks in Germany, Austria and Switzerland. The Munich-based company has over 1,800 employees and annual revenues of more than 243 Million Euro, generating 23 Million Euro profit. Home Shopping Europe offers its customers a comprehensive range of diverse goods through a variety of channels, including television, the Internet and Teletext. The company's online e-commerce site www.hse24.de runs on Intershop Enfinity, while the product data and updates are managed through the Intershop Enfinity Content Management Solution.

Sales Growth Using Enfinity

To achieve their rapid growth, Home Shopping Europe has benefited significantly from Intershop Enfinity's scalability, adaptability and stability. Originally launched in December of 1998, the online store was migrated to the current version of Enfinity just prior to the 2001 Christmas season. At the beginning of 2002, Home Shopping Europe became one of the first Intershop customers to implement the Enfinity Content Management Solution, which was seamlessly integrated into the existing system in only seven weeks. "Intershop technology won us over from the start. Enfinity offers us a stable, flexible e-commerce solution at comparatively low overall costs," stated Kaspar von Mellenthin, E-Commerce Senior Vice President of Home Shopping Europe AG. "We believe in the new Intershop product range and wanted to be one of the first customers to profit from their new content management software."

selling functionality enables Home Shopping Europe to successfully sell so-called "complementary products" based on both a specific customer's general interest and by the items found in their shopping baskets.

Integrated Commerce and Content

Despite these recent successes, Home Shopping Europe does not intend to rest on its laurels. Instead, it is constantly looking for ways to increase the efficiencies of their e-commerce initiatives. "Enfinity Content Management provides more opportunities to do so," commented Mr. von Mellenthin. "With 20,000 articles in the online storefront, the ongoing maintenance of the contents and data is a central challenge. Our company's greatest challenge is keeping our products updated and keeping everything linked to all of the appropriate product information and illustrations. In order to handle this process at a low-cost and in a rapid and centralized way, we opted to purchase the Enfinity Content Management Solution because of its tight integration to the Enfinity platform and its high functionality." The central management of all contents via the Enfinity Content Management Solution ensures constantly up-to-date, personalized and identical information on all transaction levels. This interlocking of commerce and content gives customers the information they need quickly and comprehensively. It also guarantees a uniform market presentation



A Recipe for Success

The immediate success for Home Shopping Europe is that it is able to offer customers a comprehensive range of diverse goods through multiple channels 24 hours a day, 365 days a year. The Enfinity-based e-commerce site currently offers more than 20,000 items. At the same time, the system is tightly integrated with Home Shopping Europe's logistics services and a SAP back-end system. Enfinity's advanced cross-

The top four business benefits that HSE achieved:

- Flexible, expandable Enfinity architecture enables the company to grow consistently while maintaining a low Total Cost of Ownership (TCO)
- E-commerce solution as a cross-selling instrument
- Complete integration of an SAP back-end system and logistics chain
- Central management of all contents via the Enfinity Content Management System



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and personalized marketing tailored to target customer groups.

Fast, Efficient Delivery of Targeted Site Content

The site content and product information presented at Home Shopping Europe before the Enfinity Content Management Solution was maintained and managed by separate departments by designated employees. Shop managers planned the current product portfolio and compiled the relevant online data via the Enfinity Management Center, which was not originally developed nor designed for this task. Illustrations and text descriptions were then assigned to the individual products. The editorial content was created in Microsoft Word and written by employees from various departments or chosen editors. The documents created were then converted to HTML by Web developers. Corrections could not be made directly by the copywriters themselves then, but were carried out instead by the Web developers. These non-linked processes were complicated and time-intensive, due to the volume of products offered. "With Enfinity Content Management, we are able to offer our customers more up-to-date information on our products in a more timely manner than before," explains Mr. von Mellenthin.

The Enfinity Content Management Solution is an extension of the Enfinity E-Commerce

platform that enables enterprises to centralize and automate commerce and content processes on a single Web-enabled solution. The Enfinity Content Management Solution provides a central repository and control center for diverse pieces of business content that are created by any authorized contributors in the organization and are usually held in disparate systems. This enables an enterprise to manage content for any Internet, intranet and extranet site from a variety of devices, all from the central Web-based Content Management Center. As a result of this Intershop solution, all of these processes are now linked and automated.

Power and Flexibility for Future Growth

A stable, integrated and complete e-commerce solution was an important foundation in the overall strategy of Home Shopping Europe. With a long-term goal to establish itself as a multimedia shopping portal in the German-speaking countries of Europe, it was essential that the chosen solution measure up to the current project's demands, while remaining flexible enough to adapt to future needs as well. Home Shopping Europe's vision is that the Internet and television will eventually merge into one unit. "Technologically, the innovative Intershop portfolio makes us very well-equipped for the future," says Mr. von Mellenthin.

Intershop Products:

Enfinity™ B2C Solution
Enfinity™ Content Management Solution

Business Model:

B2C

Industry Segment:

Retail

Operating System:

Sun Solaris

INTERSHOP™

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