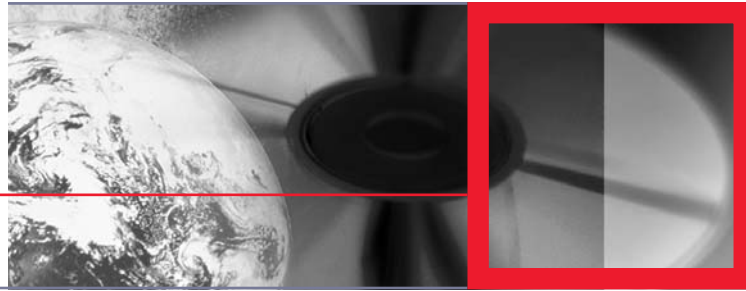


INTERSHOP™

Success Story



The Manutan Group, one of Europe's leading B2B distance selling companies for industrial and office equipment was established in Paris in 1966 and has been selling industrial and offices equipment through printed catalogs ever since. In 1973, company founder, André Guichard, initiated a European expansion campaign by opening a branch in the UK and the company continued its expansion throughout Europe by acquiring or setting up several companies. Manutan acquired regional companies in the mail order business, including the Overtoom Group in the Netherlands and Belgium, WITRE in Sweden and Norway, Metro Storage Systems in Ireland, Kraus in Austria, and PLUS in the Czech Republic. Manutan Group operates now in 18 European countries, and serves more than 600,000 businesses, with a solid customer base.



Despite the current economic climate, the Manutan Group continues to thrive due to its concerted efforts to extend its sales channels. Most importantly, in the summer of 2001, the Manutan Group successfully built a strong online presence by launching its first European-wide e-commerce platform. Today, the company offers approximately 350,000 items that are available via its printed catalogs and its online commerce portals. The Manutan Group generated total annual revenue of around 359 million euros for the years 2001/2002, with the online channel currently responsible for 3% of that number.

Intershop and implementation partner KPMG France deployed the offering in several European countries, including France, Germany, Scandinavia, the UK, Netherlands, and Belgium with plans to deploy portals in other European countries including Spain, Portugal, Italy, Denmark, Ireland, and Austria. All of Manutan's Internet portals in Europe are based on Intershop's Enfinity B2B solution.

Using the Internet as an additional sales channel has allowed the company to extend its reach to entirely new customer groups, while the distribution rates of the printed catalogs remain flat. "We expect the Internet to account for 10% of total sales by 2005," says Pierre-Olivier Brial, E-Business Manager at Manutan International, holding company of the Group. "We could never have achieved the same sales growth by only focusing on existing catalog sales channels. Thanks to our online presence, we are continuing

to add new customers and increase sales by enabling our customers to choose the method of purchasing whether it is online or via our printed catalogs."

"Manutan Group's online business is strategic for our operations and will play a key role as the company continues its expansion throughout Europe."

David or Goliath?

The biggest challenge this project faced was the successful integration of a variety of legacy systems and back-office solutions across Manutan Group's different branches.

"Our corporate strategy is focused on the European market and with Enfinity, we can continue our dynamic growth," explains Pierre-Olivier Brial, E-Business Manager at Manutan International. "We selected Intershop's Enfinity because it allows us to take advantage of its broad set of functionality and create a tailored solution that meets our specific needs."

The flexible architecture of Intershop's Enfinity software enables local offices to leverage the e-commerce site in a rolling program. Benefits to customers include fast, easy access to information and online ordering.

Key Business Benefits

- Integration of IT systems at all of Manutan Group's European branches
- Personalization for enhanced customer loyalty
- SAP, Ariba and CommerceOne connectors links to large customers' procurement solutions
- Authorization Workflow provides value-added service for medium size customers
- Delivery within 24/48 hours thanks to integration of all warehouses into the e-commerce system



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The heart of the Internet platform

The Manutan Group headquarters in Paris manages the shared transaction servers for all the local offices. An XML hub distributes the orders to the local branch in each region, which manages fulfillment. On the other side, one catalog server is used for each of the 18 different countries. These separate servers are necessary because all the catalogs are localized and owned by the local branch. In addition, each country has its own warehouse that is linked to the main e-commerce system. By localizing the catalogs and orders, Manutan Group companies can guarantee delivery to their customers within 24/48 hours. Online catalogs can be updated in real time as inventory and product offerings change; as opposed to the print catalogs which can be outdated soon after publication. Additional customer benefits include customized offers and personalization of each user's experience.

A Key Differentiator

Manutan Group's customer base includes large enterprises that have introduced e-procurement in their purchasing operations. Therefore, they requested that Manutan integrates as a supplier with their e-procurement systems. This includes having access to Manutan's catalog and being able to place orders directly from the e-procurement interface. Manutan was able to use Enfinity to easily integrate with different e-procurement software from SAP, Ariba and CommerceOne. Today this is a key differentiator that helps the Group win new contracts.

"Enfinity is the ideal solution for integrating with the various e-procurement systems of our large customers" explains Mr. Etienne de Terrasson, Internet Platform Technical Manager at Manutan International. "In addition, accounting overhead is reduced, and strict allocation of rights in the e-procurement solution ensures that employees can only place orders for which they have approval."

Added online value

In addition to selling products, requests for quotations are also published via Manutan Group's Internet portal. "Our e-commerce platform is much more than just a sales channel - it is an integral part of our wider corporate strategy which is to tighten up our relationships with our customers. We are currently engaged in trials of the system for use in several new locations. Using Enfinity from Intershop for all our e-commerce operations gives us the freedom to pursue global growth because we are confident that our e-commerce platform can always keep up" states Mr. Brial at Manutan International.

Intershop Product:

Enfinity B2B Solution

Industry Segment:

Distribution of industrial and office equipment

Integration Partner:

KPMG France

Operating System:

Sun Solaris

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