

INTERSHOP™

Success Story



NAVTEQ

Global companies need an eCommerce platform that allows them to rapidly create multiple, international channels with different branding and business processes. Faced with the need to enable multiple eCommerce channels on a global basis for their many GPS navigation system partners, NAVTEQ envisioned a scalable, multi-channel strategy that would leverage existing business processes while maintaining flexibility. To realize this vision, NAVTEQ chose Intershop's Enfinity Suite 6 eCommerce application suite, and Intershop Consulting Services as their implementation partner. With the delivery of their Partner Mobile Device channels in Europe and North America, NAVTEQ has established the foundation for this vision in a matter of weeks, and is positioned to rollout a virtually unlimited number of partner and geography-based eCommerce channels.

The Challenge

In the business of plotting the world and providing high resolution digital maps for mobile devices and automobile navigation systems, NAVTEQ literally opens a new market or channel each time it partners with a GPS navigation device manufacturer. With European and North American digital map products, each eCommerce channel naturally requires internationalization. Critical mass on adoption of GPS navigation system is here today, and NAVTEQ needed to rapidly enable these international channels to remain the market leader in digital mapping products. To answer these challenges, NAVTEQ turned to Intershop in Q1, 2005. "The native multi-channel, internationalization and localization capabilities of Enfinity Suite 6 combined with our rapid implementation track record allowed Intershop to provide a good solution for both NAVTEQ's current and future needs", said Gary DiOrio, Intershop's President.

The Solution

With Intershop Enfinity Suite 6, NAVTEQ has a platform that can deploy both Business to Business and Business to Consumer channels with such rich marketing capabilities as catalog sharing and syndication, campaign and promotion management and order processing. The large number of out-of-the-box features combined with a flexible web services approach to integrating external systems such as order fulfillment, tax calculation, payment processing and export control provided NAVTEQ a good head start and greatly contributed to the rapid deployment of the initial eCommerce sites. Enfinity Suite 6 also supports Linux, allowing it to run on lower cost hardware. Additionally, its flexible scalability means NAVTEQ can grow its infrastructure as required over time without needing to re-architect the solution.

NAVTEQ

Order Map Updates

Home | FAQ's | Contact Us | My Basket | My Order Status

Maps for your Dell™ GPS Navigation System

105.24 € [Add to Basket]

NAVTEQ

Order Map Updates

Home | FAQ's | Contact Us | My Basket | My Order Status

Language: English [v]

Country of residence: Germany [v]

[Continue]

Dell

Key Business Benefits:

- Rapid Implementation
- Platform to enable a large number of future channels with no additional coding
- High-performance, scalable solution
- Direct sales backed by multiple order fulfillment vendors
- Reduced order-handling costs



“With Enfinity Suite 6, our vision to create a flexible multi-channel eCommerce capability is realized with no compromise and unmatched speed.” stated Al Lorch, VP-Business Systems, NAVTEQ.

The Approach

The NAVTEQ team realized early on that it needed to find a fast and flexible way to implement their eCommerce strategy. With a firm deadline approaching for the initial sites, NAVTEQ was still finalizing the client’s branding design as well as negotiating with several vendors for order fulfillment, tax calculation engine and payment processor solutions. Intershop Consulting Services’ iterative development methodology proved a major benefit in this rapidly evolving environment. “Intershop’s methodology allowed us to break down project timelines into multiple, fixed time iterations that addressed the highest priority requirements as they were finalized. Each iteration culminates with a conference room pilot (CRP) demonstration that provides clear visibility into development progress for the entire team. This was very helpful in preventing unpleasant surprises down the timeline”, said Brendan Foley, NAVTEQ’s eCommerce Project Director. Using the methodology, NAVTEQ’s Partner Mobile Device channel was delivered ahead of schedule in less than 12 weeks.

The Future

Even before the first channel was completed, NAVTEQ was in final negotiations with several automobile manufacturers for dual-branded sites to deliver on-vehicle navigation system map updates. The new channels will take advantage of all existing interfaces and business processes while remaining flexible enough to allow for partner specific customization and branding. As the native multi-channel capabilities of Enfinity Suite 6 allow business processes and interfaces to be shared and overloaded, new channels can be created in minutes. “With Enfinity Suite 6, our vision to create a flexible multi-channel eCommerce capability is realized with no compromise and unmatched speed.” stated Al Lorch, VP-Business Systems, NAVTEQ.

Intershop Product:

Enfinity Suite 6

Business Model:

International Multi-Channel

Industry Segment:

High Tech

Integration Partners:

Intershop Consulting Services

Operating System:

SUSE Linux Enterprise Server 9.2
for Application Server
Solaris 9 for Database Server



Intershop Communications AG

Intershop Tower
D - 07740 Jena, Germany
Tel. +49-3641-50-1100
Fax +49-3641-50-1111
Email info@intershop.com
www.intershop.com