



“We chose Intershop’s solution because the company already has extensive experience of similar public sector projects.”
 (Raymund Witte, sales manager at NetCologne)

Instant savings

By switching to web-based purchasing, the city authorities can compare the products and pricing of various companies, making it quicker and easier to find the best supplier. This has significantly reduced order-processing time – from identifying a requirement to order confirmation – from around 10 days to just 1.5 days. This time- and money-saving alternative also makes it possible to aggregate orders and secure better terms.

Intershop’s packaged e-commerce software comes with extensive reporting options. Specific benefits include the ability to minimize “ad hoc purchasing”: the time, size, originator, and terms of an order are logged for every purchase made by a public sector or commercial organization, thereby boosting spending transparency. Problem areas can be readily identified and corrective action taken.

Opportunities for mid-sized companies

This new procurement solution opens up major opportunities for local mid-sized companies in particular. It is now easy for them to showcase their current product portfolio 24/7, while comprehensive information about services, such as delivery or repairs, can be featured on the company’s business page.

To help mid-sized enterprises get started with e-commerce, the ZIM e.V. Center for Interactive Media developed a customized concept to facilitate entry into the world of online business. Industry- and system-oriented support, training for vendor employees, and communication and marketing concepts are also offered, the latter in conjunction with specialist agency Barten & Barten.

“Involving local mid-sized companies was a priority for us,” adds Witte. “This helps make Cologne/Bonn a more successful and attractive business location, while also recognizing that mid-sized firms are highly responsive to specific requirements and can normally move fast to meet such a need.”

Geared up for the future

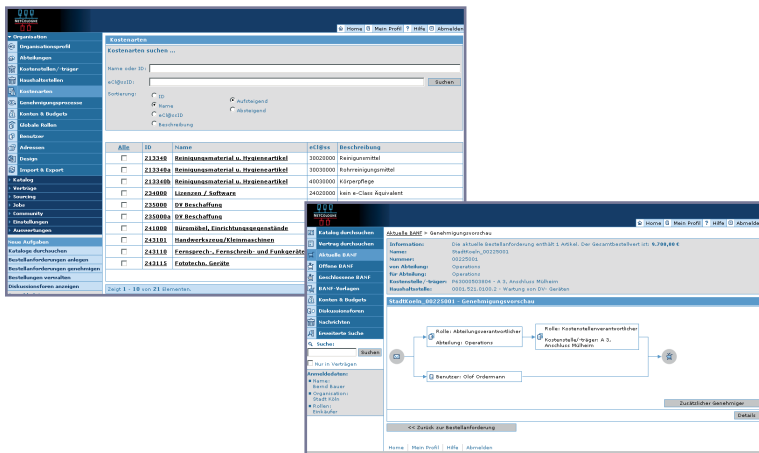
The volume of orders is expected to hit 8,000 to 10,000 a month in the second half of the year. “We estimate that by 2006 this figure will rise to 20,000 orders a month,” says Witte. The number of participating enterprises will also increase. “The client-based nature of the business model means that we’re well prepared for this growth. Functions and processes can easily be expanded to accommodate more users or meet changing needs.”

There are plans to roll out the trading portal concept nationwide shortly and to integrate additional marketplaces. Other municipal and local authorities will soon be following in the City of Cologne’s footsteps and benefiting from state-of-the-art procurement.

Intershop Product:
 Infinity Suite 6

Business Model:
 E-Procurement

Industry:
 Public Sector



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