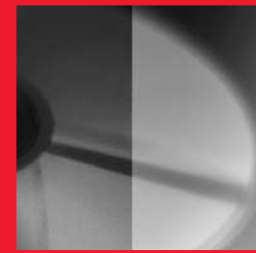
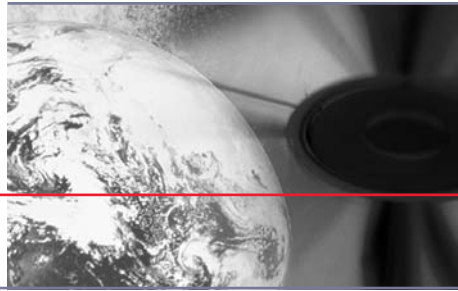


# INTERSHOP™

Success Story



The aluminum industry, using energy-saving production technology and environmentally-friendly techniques, has developed into one of the largest growth sectors in Europe. Pechiney, a French producer of aluminum and specialty packaging, is the fourth largest supplier in the world with revenues of around 11 billion euros. This year Pechiney modernized not only its entire palette of products but also, more importantly, its marketing methods.

In collaboration with Intershop, Pechiney has developed various product-related e-commerce Websites, where their products, from sheet metal to special aluminum-based alloys, are available for purchase. The newly defined business-to-business applications reduce the complexities of ordering from the exhaustive range of Pechiney products and offer opportunities for continuous contact with the development department for the generation of custom aluminum products.

Pechiney's origins can be traced back to 1855: in this year, Henry Merle opened a factory for the production of soda and chemical aluminum. In 1860, the production of aluminum began and for 30 years, until the development of the electrolytic process, it was the only production factory in the world. Today, the Paris enterprise focuses on two areas: the production of aluminum and the packaging industry. The applications for the products are used by the automotive and aerospace industry, the marine sector, as well as various construction branches and aluminum-based alloys. Pechiney operates more than 320 factories and sales outlets employing more than 34,500 workers in 51 countries. Intershop Enfinity, a packaged software solution for electronic trading platforms, is the basis for all the sales portals in the aluminum business sector of Pechiney on the Internet. The implementation was finalized at the end of 2001. For 2002, Pechiney is already expecting sales amounting to more than 300 million euros in on-line orders alone, around 8% of total sales.

The direct sales system has led to reductions in operating costs for both the purchasing companies and Pechiney. Frédéric Bellisson, the e-commerce manager for Pechiney, has predicted that, "We expect to save up to 10% of our order processing costs within the next 2 years through the introduction of the e-commerce system." Within a few months of implementation, Pechiney registered a strong positive response from its

customers. In particular, the personalized service-offer provides the customer with more transparent opportunities for order tracking.

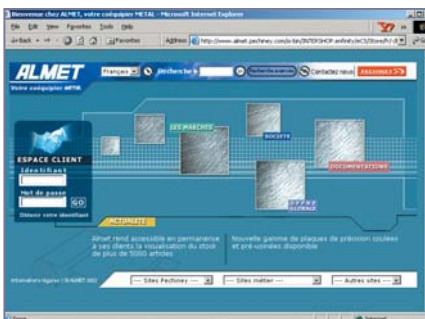
For Pechiney, Intershop has developed an e-commerce system based on the Enfinity B2B Solution with functionalities for sales, consulting and services, as well as general corporate information. Each of Pechiney's Internet portals addresses a particular circle of customers. "The open architecture of Intershop facilitates not only simple integration in our back-office systems but also, above all, rapid implementation for all our business sectors. Of particular interest to us were the B2B components such as workflow-management at the customer level, which Intershop offers integrated with Enfinity. In addition, the solution includes automatic distribution of sales information. The valuable results fully endorse our decision in favor of Intershop," explained Frédéric Bellisson.

### Aluminum Billets for North European Customers

PNL (Pechiney Netherlands), the Dutch subsidiary of Pechiney, produces 230,000 tons of aluminum billets per year. It achieves more than a third of its entire sales via the Internet portal ([www.pnlbillets.pechiney.com](http://www.pnlbillets.pechiney.com)). The Website serves customers, first of all, by supplying customized market information, but it also offers customers who have registered the opportunity to activate orders, check purchase lists and compile individual product catalogs. Access to these areas is for authorized users only.

### Aiming High: Aluminum Wire and Rods

The Internet portal [www.rod.pechiney.com](http://www.rod.pechiney.com) is specially designed for the sale of aluminum wire and rods. This division focuses on the processing of up to 50 different alloy leads in the manufacturing of parts, such as high-tension cables, rivets for nuclear power plants and superfine wire for mosquito netting. The Internet site, Pechiney Wire Rod, includes a comprehensive





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catalog of products, order forms and electronic delivery notes. The product lists on all the Pechiney Internet portals contain information sheets, performance specification manuals, specifications and illustrations.

#### **Pechiney Chills Out:**

Standard rolled aluminum sheets and coils have numerous applications such as the manufacturing of doors, window frames, lighting, skis, mountain bikes, road signs and license plates. The Internet portal [www.sheet-coil.pechiney.com](http://www.sheet-coil.pechiney.com) offers an individualized and comprehensive range of shapes and alloys. Intershop's Enfinity-based solution guarantees users secure access for ordering on-line and a simple process for setting up recurring orders. Each registered customer is provided with an individual procurement area, where the status of all previously activated orders may be checked and the current disposition of the goods may be clarified. The opportunity for an individual configuration of the products is a specialty of this Website: the desired parameters of the products are relayed directly to the Pechiney development department. The targeted exchange of relevant information facilitates the more rapid production of the required product.

#### **The Virtual Marketplace**

High quality - small quantities - specific products and services: Almet, the Pechiney wholesaler, offers its 12,000 customers a Europe-wide Internet platform under [www.almet.pechiney.com](http://www.almet.pechiney.com). With over 12,000 references, Almet needed to build a friendly and detailed catalog to facilitate the ordering process. The Almet Internet platform has been designed to support numerous connections and includes up-to-date availability of all products. When ordering via the Internet, the availability of the product is checked immediately and the customer is informed automatically, should re-ordering be necessary.

#### **Abrasives and Refractories**

PEM is a subsidiary of Pechiney. Among its activities, PEM produces white and brown fused aluminum oxide. Today, PEM is a leading manufacturer, with 50 million euros in sales. Fused alumina is required for various applications, such as grinding wheels, abrasive cloths, papers and sand blasting. The catalogs on its website [www.pemar.pechiney.com](http://www.pemar.pechiney.com) have been set up by Intershop to facilitate searches for applications and product lines. In addition, registered customers are able to place orders on existing contracts, submit requests for quotes, check their order status, review claims history or check quality documentation.

#### **Future Synergy**

The Pechiney Internet portals parallel the internal business areas. Once developed, the Intershop-based framework enables all Pechiney subsidiaries to benefit from rapid implementation and conformity with state-of-the-art technology. The Intershop e-commerce application is linked to the existing SAP system so that Pechiney can transfer the incoming orders into established company processes such as inventory / warehouse control and logistics. In these installations, Enfinity communicates with different Legacy ERP and AS-400 systems. All applications operate on the Windows NT platform.

In September 2002, a new Pechiney Internet portal will go live: Pechiney Greek subsidiary ADO will sell online aluminum billets for its southern European customers. In addition to this, Internet portals dedicated to the shipbuilding industry and the molding industry have also been developed using the Intershop Enfinity technology. These portals will offer online services such as access to test certificates that details the exact chemical composition of the products shipped to the customer. These services will be implemented by the end of 2002.

The most important commercial advantages for Pechiney are:

- Simplification of the sales processes
- Rapid implementation by all subsidiaries
- Reducing the complexity of product catalogs with comprehensive functionality
- Integration with existing back-office systems, ranging from SAP R/3 to proprietary applications

**Intershop Product:**  
Enfinity B2B Solution

**Branch Segment:**  
Aluminum Production and Processing

**Operating System:**  
Windows NT

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