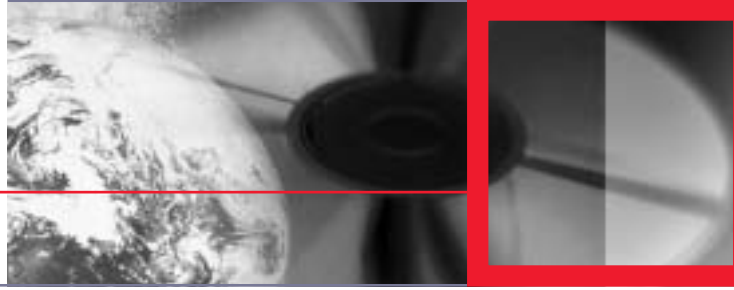


INTERSHOP™ Success Story



TRW is a global provider of world-class technologies and services to the automotive, aerospace and IT industries. Total revenue for 2000 was approximately US \$17 billion. One of the company's key business divisions, TRW Chassis Systems Aftermarket Operations, manufactures a wide array of wheel-to-wheel components, systems and modules for the automotive industry, including braking, steering and advanced vehicle control systems, as well as suspension components and a range of electrical and electronic products. With its Intershop Enfinity-based B2B solution, Electronic Online Services (EOS), TRW Chassis Systems is now developing its electronic relationships with customers and trading partners, while streamlining operating costs by an anticipated US\$ 1 million per annum.



In the automotive parts industry, there are two key obstacles to maintaining profitability: the high volume of orders and transactions, and the ultra-competitive margins that are typical of the market. To be successful, it is therefore essential to operate at maximum efficiency. For TRW Chassis Systems Aftermarket Operations, that means streamlining and automating relationships with wholesalers and distributors via its new Electronic Online Services (EOS) B2B solution (<http://eos.trw.com>). This powerful online application, based on the Intershop Enfinity e-business platform, features extensive functionality, including a comprehensive catalogue of around 20,000 TRW products, intuitive search functionality, personalized and status-linked pricing, personalized promotions, as well as availability and order tracking functions. According to TRW, the new EOS system is expected to reduce costs by around US\$ 1 million per annum, giving the company a full return on investment within the first 12 months of operation.

Intuitive search functions and personalized offerings

According to Gregory Bryan, European Programme Manager at TRW Chassis Systems Aftermarket Operations, the new Enfinity-based EOS system is designed to improve customer service, increase ease of use, significantly reduce the instances of order-processing errors, and eliminate non-value adding workload. At the heart of the new site is a comprehensive product catalogue, offering access to approximately 20,000 components and systems via a range of search functions. When locating a product, customers can choose one of three search

options: 1) simply enter the TRW part number, 2) enter a rival part number and view the corresponding TRW offerings, or 3) enter the make and model of the respective vehicle and view a list of available parts. Once a product has been located, the customer can check its availability and the corresponding minimum order quantity, or view technical illustrations and pictures. The system can also display the price of each item in accordance with customer status, after which the customer can choose the preferred shipping and payment methods. Other useful features include technical tips, expert advice and marketing information.

Significant boost for operational efficiency

Once an order has been placed, the customer receives automatic confirmation and an estimated date of delivery. The order can then be tracked on the EOS system throughout the shipping and handling process. With the previous system, orders were received by fax or phone and then input manually by TRW customer service. With the arrival of EOS, there's less need for costly printed catalogues and sales staff no longer need to field status enquiries by phone. "Long term, we aim to supply virtually all of our 3,000 European customers via EOS," says Gregory Bryan, underlining the extent of the company's commitment to electronic business. "Naturally, the new solution also makes us more transparent and open to price comparison, but that is merely another reason for us to continuously improve our internal business processes."

Key business benefits:

- Reduction in operating costs of around US\$ 1 million per annum
- Full return on investment after only one year of operation
- Easy integration with existing BPCS inventory management system



“Despite the enormous pressure we put them under, Intershop delivered reliably, on time and within our budget constraints.”

(Frederik Verster,
Project Manager EOS, TRW Automotive)

Flexible response to customer needs

In order to convince its wholesalers and distributors of the enormous benefits and user-friendliness of the Enfinity-based system, TRW has even set up its own training programme. With a choice of live presentations and training modules integrated into the EOS system, the TRW e-business solution sets a new benchmark in customer service and ease of use. In addition to the benefits already mentioned, EOS supports automatic reordering of routine items at predefined intervals, thereby easing stock management processes for the customer. To save time online, customers can also load ready-made orders into the system, where they can be compared with current stock and submitted for processing. What's more, TRW dealers and distributors who use the company's existing data communications system – and who have already invested in the necessary technology – do not have to reinvest to use the new system. Instead, their orders are forwarded automatically to EOS.

Complete satisfaction with Intershop products and consulting services

“The key factors in our decision to choose Intershop included Enfinity's enormous flexibility and open architecture – and therefore its easy integration with a wide range of technologies,” continues Bryan. “As a result of that flexibility, we were able to successfully integrate EOS with our existing BPCS system. Enfinity also has the expansion options we need to adapt quickly and easily to changing market conditions, allowing us to protect our investment.” Overall, TRW is extremely satisfied with both Intershop Enfinity and UK-based implementation partner Intershop Consulting (ICS). According to TRW project manager Frederik Verster, the joint

implementation process ran as smoothly as the finished product. “Despite the enormous pressure we put them under, Intershop delivered reliably, on time and within our budget constraints,” says Verster. “It didn't take long for us to gel as a team, with Intershop bringing enormous flexibility and commitment to the entire EOS project.”

Live in eight countries – shipping around the world

EOS went live in mid-2001 in eight European countries and five different languages. While the initial rollout is limited to the UK, France, Spain, Italy, Germany, Portugal, Poland, and Russia, orders can be received from anywhere in the world. According to Frederik Verster, the initial feedback from EOS users has been extremely positive. Before going live, the sites for each individual country are thoroughly tested by TRW. “Each site starts out as an internal pilot used by our customer services department,” explains Verster. “This enables us to do two jobs at once: on the one hand, we can guarantee the stability and functionality of the system; on the other, our staff become fully competent EOS users, enabling them to deal more effectively with any queries from customers. As a result, the system is now running perfectly – both for us and for our customers.”

Implementation

Intershop Consulting Services (ICS)

Business model

Sell direct business-to-business

Operating system

MS Windows NT (SP 6.0)

Web server running Windows 2000

Enfinity configuration

2 x Dell servers

2 x 4 CPU, 700 MHz

2 x 2 GB RAM

URL

<http://eos.trw.com>

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