



Successful digitalization of procurement processes

1924

year founded

700

square meters: a brick and mortar shop in the company headquarters

18,000

products immediately available



CHALLENGE

- Establish the digital distribution channel in the procurement of consumables
- Realize of a consistent brand experience across all channels
- Enable customers to negotiate prices and order products online

SOLUTION

- Migration from Magento to Intershop for powerful out-of-the-box commerce features
- Deep integration of commerce platform and ERP system via OCI punch-out
- Processing of over 85,000 individual price lists and 750 suppliers
- PIM solution from Perfion and business intelligence tool Qlik Sense connected

ABOUT GUSTAV EHLERT

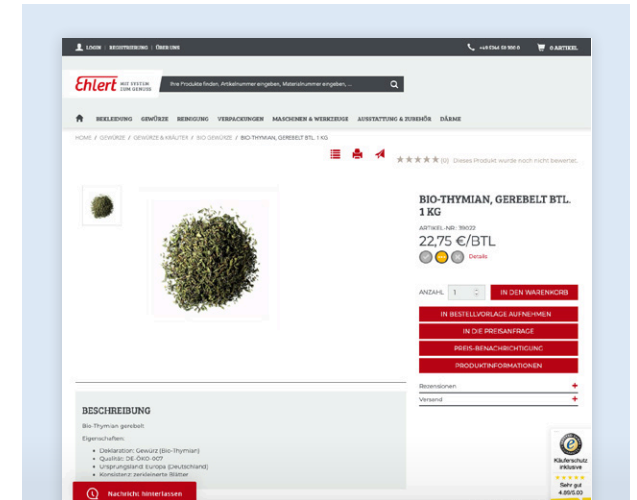
The Gustav Ehlert GmbH & Co. KG is a wholesaler for food production supplies. With almost 100 years of industry experience, they sell natural and artificial casings, spices and additives as well as auxiliaries, cutting tools, protective and disposable clothing, packaging materials and cleaning agents for the entire food production sector. With its own warehouse, 40,000 listed articles, of which 18,000 are immediately available, and their own fleet of vehicles, the family-owned company sets standards in the industry.

www.ehlert-shop.de

The idea: digitalize procurement processes

Field sales, orders coming in by telephone, or e-mail as a new fax: customers of Gustav Ehlert GmbH are still like to rely on more traditional procurement methods. Philipp Ehlert, managing director and responsible for e-commerce, is not discouraged by that: “The new generation is getting more and more impact. And the more it is them who take business decisions, the more we profit from having the best digital solution in our industry in place”.

When the family business was founded in 1924, it mainly supplied butchers shops. Today the company supports food producers from bakeries to delicatessen. These companies need goods that do not directly contribute to business values: knives, work clothes, head covers, paper towels, and soap. The aim of Gustav Ehlert GmbH is to be able to meet all the needs of their customers and thus become the single source of supply for food producers. All processes, i.e. price negotiations, ordering articles, invoicing and product conformity declarations, are to be mapped centrally. “What we want is the customers’ conviction: At Ehlert, I get everything I need and can then produce without worries,” explains Philipp Ehlert.



The implementation: a powerful online shop

The family-owned company has been gathering experience in e-commerce since 2013. For this purpose, a separate company, Ehlert-Online GmbH, was founded. “The small Magento shop had only a very limited assortment for butchers. But we were quickly limited because there were always extra requests: Do you have a different product variation of this? I need this and that additionally.” Implementing customer wishes with the Magento Community version was a very complex undertaking. So based on the experience gained, a replatforming project

was put out. “We want to address our customers with a consistent brand experience—whether online, in our local store or in contact with the personal sales representative. We have obtained a detailed overview of various solution providers. It quickly became clear that Intershop could do everything we needed out-of-the-box. After overcoming a few obstacles at the beginning of the project, we are now more than satisfied with our online shop and have already detailed ideas for further expanding the portfolio.”

More than 85,000 individual price lists and 750 suppliers are processed by Intershop and the integrated PIM and business intelligence systems. The PIM solution from Perfion was chosen to manage the large volumes of complex product information and use it efficiently. The connection to the shop currently works via xls. The business intelligence tool Qlik Sense is used for evaluations of the shopping cart, cross-selling and controlling of classic KPIs. Connecting this solution to the shop is on the agenda of planned projects.

The result: distribution goes hand in hand, digitally and on site

Even though the digitalization is not yet priority #1 by Gustav Ehlert GmbH's customers, the online shop is ready: “My vision is that our customers will order 90 percent of their consumables as subscriptions. Before they finally place the order, they receive a link to the shopping cart, where they can make changes based on this subscription, for ex-

ample to the number of items. The order processing runs automatically and satisfactory in the background. This means that the customer doesn't have to worry about the regular recurring purchases.” In this way, customer care becomes a focus. Efficiency frees time for the 10 percent of articles that require intensive consultation, because they are about processes in the company or quality assurance, for example. The newly identified products are then automatically included in the subscription cycle.

In order to make the digital catalog appealing to customers, the sales staff are actively working on marketing it: “Currently we send out printed cards, with a QR code that grants a two percent discount in the online shop. With such campaigns, we hope to spark additional interest and establish the use of the digital solution as the standard in the long term.”

The vision: predictive maintenance and automated re-ordering

The ideas for digitalizing sales and service already go one step further. For Philipp Ehlert it is clear that as soon as the digital natives have their say in purchasing, the shop should be more than just an online catalog.

“We have to break the thinking in silos. The companies in an industry have to recognize that there are silos within the company, but also silos between them. We have to tear them down in order to be able to generate more overall added value “. Ehlert's

vision, for example, is to adapt predictive maintenance to the procurement of consumables. “To do this, however, we need to collect much more data. If, for example, we know which retail promotions are running and which of our customers are involved, then we can calculate which requirements can be expected at which time of year. From this we can deduce what the sales volume will be and which items we will definitely need to have in stock in the next four weeks”. Ehlert's vision goes even further, towards automation, Internet of Things and Industry 4.0: The machines report their demand, connect to the shop and simply place orders based on the customer's predefined approvals.

“The new generation is getting more and more impact. And the more it is them who take business decisions, the more we profit from having the best digital solution in our industry in place.”

Philipp Ehlert, CEO, Gustav Ehlert GmbH & Co. KG

ABOUT INTERSHOP

Always nearby



Intershop is the engine that drives digital commerce. Our powerful B2B e-commerce platform enables the world's leading manufacturers and wholesalers to transform their business and increase revenue in a digital-first world.

Our cloud-based solutions give you an essential foundation for digital success, plus the flexibility to deliver

unique experiences and quickly react to changing needs. With a global presence and extensive partner network, we support your success every step of the way—creating opportunities to scale, innovate, and gain a competitive edge.

Intershop is built to boost your business. Discover what we can do at www.intershop.com.



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