

 Gebrüder Limmert  
Aktiengesellschaft

## Wholesaler for Electrics “Gebrüder Limmert AG” Establishes new Standards for its Customers With B2B Webshop

Intershop partner 4FO AG (4FriendsOnly Internet Technologies AG) has redesigned the online shop for Gebrüder Limmert AG based on Intershop 7 B2X. The online shop is also hosted by 4FO AG in the Amazon Webservices (AWS) data center in Frankfurt. This includes additional features specifically designed for their target group.

### About Gebrüder Limmert AG

With over 25,000 items in stock and a total storage area of over 14,200 m<sup>2</sup>, Limmert is one of the largest Austrian electrical wholesalers. Many years of experience in a constantly changing market enable Limmert to react flexibly to new technologies and products, as well as the consistent implementation of the demands of its customers.  
[www.limmert.com](http://www.limmert.com)

### Benefits on every channel

The long-established, family-owned company Gebrüder Limmert AG is building the future of its web shop upon the powerful Intershop 7.8 platform. With more than 30,000 items in stock and a storage area of more than 12,700 m<sup>2</sup>, the company is one of the most successful wholesale companies in the B2B electrical engineering sector in Austria. Since its foundation in 1924, the personal and expert advice of their clients has ensured the constant growth of the Gebrüder Limmert AG. The company now employs about 160 people and generates sales of more than 60 million euros. Gebrüder Limmert AG is regarded as an all-rounder in the field of electrical engineering, with a focus on the wide range of products as well as customer training courses and personal customer service. Another mainstay of their success is the web shop, which has been running already for about 10 years. In order to keep up with the company's philosophy “Limmert ist Leistung” (Limmert is performance), the company's website and web shop were overhauled in 2017. This particularly included bringing the user experience up to date and facilitating the shop's accessibility from mobile devices. In addition, an interface to the warehouse management system had become a necessity in order to offer real-time display of the availability of the requested items.

### More performance in a short time frame

Since September 2017, the new website: [www.limmert.com](http://www.limmert.com) with its integrated online shop “Schnell zur Technik”, covering more than 1.3 million products, is accessible to all customers — much faster, clear-cut and more user-friendly. The online shop is a modern B2B webshop, and by this operable by responsive design not only via the PC, but also completely equivalent with smartphones and tablets.

The extensive functionality of the existing SHCware ERP system was integrated in such a way that order management, the integration of new products, and the individual return management (RMA) of Gebrüder Limmert AG can be handled directly in the customer's account area.

The shop interface now does not only include the display and management of orders, offers (quoting), credit notes, invoices and arrears, but also the individual customer price display, as well as the calculation of various product-specific surcharges (e. g. copper and cutting surcharges for cables), discounts, or the administration of remaining quantities.

In the online shop, articles that were previously not available in the product catalog can now also be entered and processed directly by the customer. The direct connection to the EPR management system guarantees that the invoicing of these articles remains transparent.



## GEBRÜDER LIMMERT AG ONLINE SHOP

Gebrüder LIMMERT AG now also has the possibility to create further sub-accounts for each of their customers and to manage them with special rights such as price display, order authorization or defined order budget.

Dedicated theme worlds have also been established and are presented so that the advertised articles can be ordered directly from there. This pre-sorting helps the sales department to efficiently cater to the specific needs of the various customer segments.

Additional product and marketing content can dynamically be uploaded via Oxomi. Outsourcing these tasks to a specialist in marketing communication enables the Gebrüder LIMMERT AG to keep focus on their field of expertise, sales of electric products including advice to their technical aspects. According to this goal the new product detail pages always offer relevant value-added information without the need for time-consuming in-house information maintenance. This includes catalog pages of the product, videos, additional images, detailed product descriptions and access to all catalogs of the represented manufacturers.

### Buy per scan

With the application for iOS and Android smartphones developed by 4FO AG, a further added value can be offered: By scanning one or more barcodes (EAN, Data-matrix), the registered articles can be ordered directly in the web shop. A corresponding re-direct to the respective product detail page in the shop also makes it easier to reorder small parts and stock items. This reduces the error-prone manual catalog indexing, which as a result reduces the need for post-processing of incorrect orders on both sides.

Gebrüder LIMMERT AG is already planning further projects to lead their Company into the future consequently living up to their claim "LIMMERT ist Leistung" (Limmert is performance).

## ABOUT INTERSHOP

**Intershop is the leading independent provider of innovative and comprehensive omni-channel commerce solutions.**

How do you achieve ambitious goals in times of change? All you need is a partner who can help make complexity simple.

Unlock your potential with the exciting possibilities of Intershop's unrivaled technology and extensive market knowledge.

For more information on our solutions and services, visit [www.intershop.com](http://www.intershop.com).

**Intershop Communications AG**  
Intershop Tower

07740 Jena, Germany

Phone: +49 3641 50-0

Fax: +49 3641 50-1111

[info@intershop.com](mailto:info@intershop.com)

[www.intershop.com](http://www.intershop.com)

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