INTERSHOP™
Success Story

Frozen products, friendly service

For over 38 years, the name bofrost* has been synonymous with outstanding quality and exceptional service. The company now has more than 240 branches across Europe and employs some 9,500 people. From the classic frozen pizza through fruit and vegetables to ready-to-heat international specialties, there is something to suit every taste. Customers have a choice of 18 different ice cream flavors alone, with the range also including products for diabetics and kitchen accessories. More than 5,000 delivery vehicles and maximum cool chain integrity ensure that products always reach the customer in perfect condition.

In March 2004, bofrost* redesigned its website in order to offer its customers even better service. The site's color scheme now matches the company's corporate design, and there is a special section offering nutritional advice plus an online magazine containing interesting articles about food and cooking. Digital business specialists GETIT oversaw all aspects of the relaunch, with tasks including updating the actual store and linking it to the existing stock management system via a robust XML interface. In addition, the bofrost* newsletter was upgraded to include important features such as state-of-the-art double opt-in subscription. This ensures that only genuinely interested customers receive the newsletter–they are sent a request for confirmation after initial registration and only start to receive regular information from bofrost* after clicking on this link.

Last year, the average German consumed 7.8 quarts of ice cream and 80.68 pounds of frozen food (including raw poultry, meat, and game), representing an almost three-fold increase per person over the past three decades. The wide range of specialties available and the high quality of the products are just two of the reasons for this growth. Freezing is an excellent way of extending the life of food products without impacting freshness, quality, taste, or nutritional value, while the convenience factor also contributes to the industry's success. Home delivery straight to the freezer is particularly popular with consumers, and bofrost* has been the German market leader in this sector for more than 20 years. Customers can view products and place orders 24/7 via the company's website at www.bofrost.de, which has been powered by Intershop's Enfinity Suite 6 software since late 2004.

Key business benefits:
- Fully automated distribution of customer, catalog, control, and order data
- Platform-independent operation
- Transaction-based pricing model

Product
Enfinity Suite 6

"Our online offerings complement the printed catalog, which should allow us to maximize customer potential and boost retention of existing online shoppers."
(Gerhard Bergers, head of marketing systems at bofrost*)

Automatic success

When the growing success of the web store made it necessary to migrate to a new e-commerce solution, bofrost* chose proven Enfinity Suite 6 software from Intershop. The new system was implemented in just four months. Now all channels—ranging from consumer channel to content channel—are fully automated and can be managed centrally via a sophisticated XML interface that distributes all customer, catalog, control, and order data between store and data warehouse. In addition, Enfinity is platform-independent, meaning that any operating system can be used. In bofrost*'s case, the solution is based on open source SUSE LINUX.

Transaction-based pricing model

bofrost* opted for a transaction-based pricing model, thereby avoiding high initial costs for implementation. "This pricing model, based on actual online transactions, is attractive to potential customers who were previously deterred from implementing e-commerce projects," explains Ralf Männlein, the member of Intershop's Executive Management Board responsible for sales and marketing. "Now they only pay for the business volume delivered by the new system."

For Gerhard Bergers, head of marketing systems at bofrost*, relaunching the website and switching to Enfinity Suite 6 represent crucial milestones in the company's multi-channel strategy. "Our online offerings complement the printed catalog, which should allow us to maximize customer potential and boost retention of existing online shoppers." The company's continued success demonstrates that this approach is the right one.
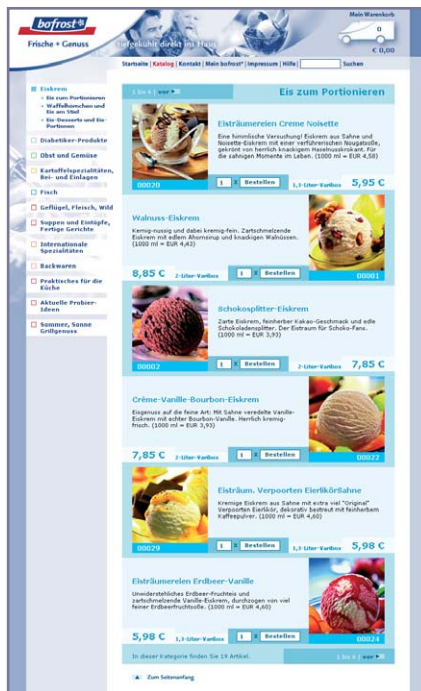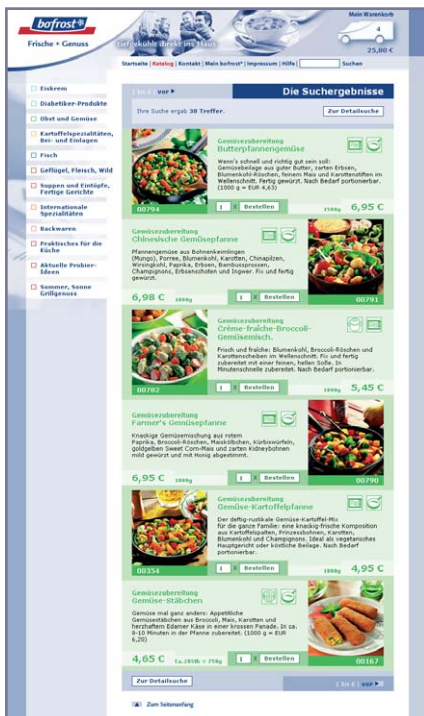
Intershop Product:
Enfinity Suite 6

Business Model:
Business-to-consumer

Industry:
Retail

Implementation Partner:
GETIT GmbH

INTERSHOP™

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