



Connection of Dealers and Suppliers in the Food Service Market

sellysolutions operates the most successful business platform on the German food service market. More than 2,500 buyers from the hospitality industry, canteens and large-scale catering establishments currently use sellysolutions to order groceries and consumer goods online. Due to the heterogeneous IT landscape of its customers, sellysolutions selected the inubit BPM-Suite to unify and automate its internal processes while making them more transparent.



About sellysolutions

sellysolutions Servicegesellschaft mbH is the leading provider of internet-based ordering systems and services on the German food service market. The selly team has more than 10 years of experience developing and using high-end IT solutions on the wholesale market.

The selly technology is based on ASP (Application Service Providing): The company provides the complete software and technology, offers support and guarantees maximum availability. Customers merely need to have a computer with internet access. The selly solutions offer all required basic products for implementing an electronic ordering system for providers and buyers in large-scale catering and for efficiently supporting planning and billing processes.

Requirements

One of the primary services offered by sellysolutions is the integration of its online ordering platform with the material management systems of buyers, specialized retailers and manufacturers in the food industry:

- ▶ Inbound and outbound data exchange with retailers while supporting national and international standards
- ▶ Handling of communication processes in a heterogeneous IT landscape
- ▶ Data and availability security of the highest standard

Approach

The decision to use inubit was based on the expertise of the inubit staff and the integration strengths of the inubit BPM-Suite:

- ▶ The project planning phase lasted four weeks and live operation commenced after just 12 weeks
- ▶ The inubit BPM-Suite is used as the integration server for conversion, collection and distribution of data as well as for system connection
- ▶ Actual formatting of article catalogs combined with customer-specific price reconciliation at the same time
- ▶ Further processing of more than 70 different formats such as EDI, XML and Excel

Results Achieved

At sellysolutions, the inubit BPM-Suite is used as the integration server between the ERP systems of the individual suppliers and the sellysolutions platform:

- ▶ Import of approx. 500,000 data records per day, with an import maximum of 1.9 million data records per day
- ▶ Data exchange with retailers (inbound), daily updates of several hundred thousand price and product information records
- ▶ Outbound data transfer including transfer of purchase orders to retailers

Platform for Online Retailing

More than 90 retailers and wholesalers, including EDEKA C+C Grossverbraucherservice, Nestle Foodservice and Unilever Foodsolutions, provide their customers with article catalogs containing product information and more than 5 million individual prices. The sellysolutions platform therefore has an annual transaction volume of approx. € 50 million. In addition to the retail ordering systems, sellysolutions provides a product information system that is used across the industry, which makes it possible to query online the product passports of 20 manufacturers of brand products and can be linked with the industry's ordering systems. One of sellysolutions primary services is the integration of the online platform with the material management systems of the industry's buyers, specialized retailers and manufacturers.

The processes that are active within the tendered integration project include, on the one hand, the (inbound) data exchange with retailers and the daily updates of several hundred thousand price and product information records. On the other hand, the outbound portion of the data transfer is also affected, i.e. the exchange of purchase orders with retailers.

Powerful Integration Software

The food service market in Germany includes many suppliers with various heterogeneous IT systems. sellysolutions alone currently has 90 customer companies with very different IT systems.

To enable suppliers to get started quickly, the system should be affordable and usable without special technical prerequisites. The aim was to find a technology that supports national and international standards for data exchange as well as proprietary systems. In addition, the technology should be platform-independent, offer a very high level of security for data and availability and provide optional ERP and material management integration.

During project planning, there were two solution alternatives: On the one hand, sellysolutions had the option of using in-house software for converting data and formats and connecting this directly to the online platform. On the other hand, it made sense to use an integration server that could handle all conversion, distribution and data collection tasks.

Implementation of the Integration Solution

The decision to use a standard product was made because of the advantages offered by the skills and expertise of a specialist so that internal development resources could focus on the core business. After checking the systems available on the market, inubit and the inubit BPM-Suite were chosen. The team at inubit has the required skills. The inubit BPM-Suite offers all required functionality in a powerful way and, thanks to its modular structure, can be used flexibly.

Andreas Czapiewski, Managing Director of sellysolutions:

"We made the right choice when we replaced our own systems with the inubit BPM-Suite. With the inubit BPM-Suite, we now have a powerful and flexible system at hand."

Implementation of the Project

At sellysolutions, the inubit BPM-Suite is used as the integration server between the ERP systems of the individual suppliers and the sellysolutions platform. On average, about 500,000 data records are imported per day. The import maximum is 1.9 million data records per day. The inubit BPM-Suite can process more than 70 different formats such as EDI, XML and Excel. The data is not merely converted but partially "enhanced" with data from other sources. Another challenge within the project was to format the articles of the catalog for individual buyers.

The inubit BPM-Suite handles this task to make sure that this amount of data does not have any negative impact on the sellysolutions platform. It formats the article catalogs and executes customer-specific price reconciliation at the same time. Hence, the rapidly increasing data volume does not have any negative impact on the sellysolutions platform since it receives the data formatted by the inubit BPM-Suite.