



Success Story: platform of retailer group integrates 26 group members

Nordbike GmbH & Co. KG is a network of independent retailers working in the field of motorcycles, motorcycle accessories, clothes and supplies.

Currently, they count 26 members with 30 shops from Flensburg to Munich. The number of employees in the complete

network of Nordbike is about 100 persons.

The aim of this network was to strengthen the particular position of single retailers against big store chains. Capabilities, which emerge due to this network, regarding the situation of the market

and competition, should be used more effectively.

Among these capabilities is for example the effective usage of cost reducing actions in the field of warehousing and collective purchasing.

The requirement: integration of the varying IT systems of network members

Unfortunately, the practical realization of these aims was not possible since the required technical conditions were not yet available.

An automatic stock balancing within the network could not be generated because of the separate enterprise resource planning (ERP) systems, and also the collective purchasing could not be carried out for the lack of respective data.

Based on this knowledge an integration project emerged covering the integration of all ERP systems and other IT components of the separate retailers.

Beside this integration scenario, a portal solution for the whole group was planned additionally.

All retailers should communicate via this portal, and customers should be address-

sed by the online shop in order to generate higher business volumes.

It was planned to substitute all single websites of the retailers by this group comprehensive web portal since the maintenance of the individual websites was too expensive and, mostly, they did not exceed to the information of a "business card".

The solution: proved profitability

The final project requirements consisted of the development, the implementation and operation of an information technology based platform for optimizing business processes including a B2C-application for the Nordbike network.

Prior to the implementation of this integration and portal solution, the project was proven to be profitable. The period of amortization constitutes, conservatively estimated, two years at maximum and thus lies below the period required by Nordbike.

The requirements were realized by a complete e-business platform, which is connected to the different ERP systems.

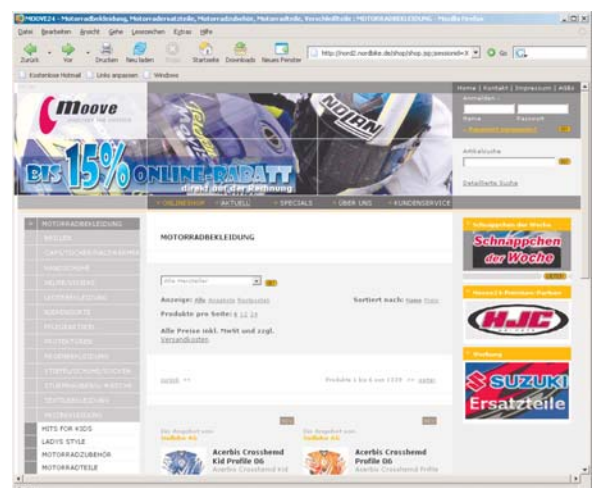
In the B2B-sector all 26 retailers have been connected, and new members can be integrated anytime. The complete B2C-sector with the online shop contains the collective article catalog and full payment functions. Within this solution also external companies like sup-

pliers and service providers can be integrated for realizing a more efficient flow of business processes.

The integration and portal solution of the inubit AG does not only accomplish the project requirements, but also supports Nordbike on the way to integrated Business Process Management.

Due to the inubit solution Nordbike has a future-proof tool in use. All critical business processes can be designed more efficiently, automated and accelerated in their application flow. In addition information can be generated in real-time for analysis and monitoring.

This holistic approach finally convinced the initiator of the integration project and Chief Executive Officer of Nordbike



GmbH & Co. KG, Holger Haase:

"Due to the integration and portal solution realized with inubit, we achieved the technical basis for our network. We are enthused of the reliable and fast realization of this project by the inubit AG and of the operating efficiency of the inubit BPM-Suite."

Technical description of the integration solution

The integration solution described here depends technologically on the software products of the inubit AG, specifically on the inubit BPM-Suite and the thereon based inubit Portal Solution. In general, a network comprehensive intranet and Internet solution was designed and developed.

The core of this solution is the inubit BPM-Suite. On the one hand it integrates the independent retailers, and on the other hand it enables the integration of external companies (payment services, logistic companies, suppliers).

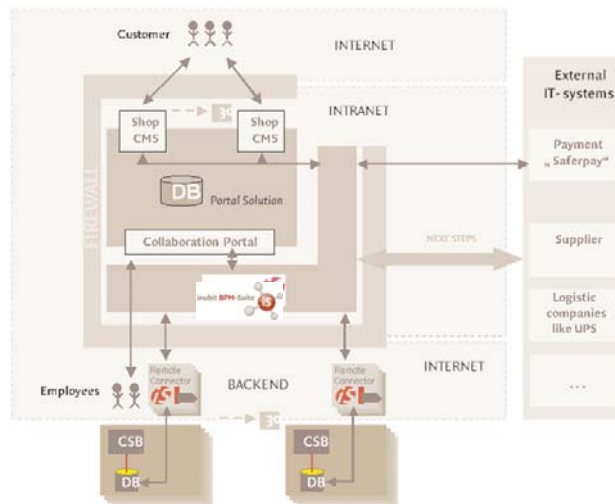
The connection of single retailers with their individual system conditions (different ERPs) has been realized via remote connectors. Due to these connectors single ERPs can exchange data with the central platform and also among each other.

The inubit Portal Solution builds the basis for both the collaboration portal and the online shop. In the intranet, retailers have the opportunity to call up information reliably and without temporal delay respectively media breaks.

Requests and orders can be placed and handled effectively in an easy and safe way. All offers, requests and transactions

will be archived centrally and are available for any purposes of tracking, regulations and system evaluations.

in the inubit Suite enable mapping closed loops and clearing processes. Thus Nordbike can adapt its processes to



Due to the complete integration of the portal, an order from a retailer to another member of the Nordbike Group can be executed ad hoc. Thereby the order will also be entered automatically into the single ERPs.

For the first time all transactions and sales can be monitored and analyzed by the workflow system of the inubit BPM-Suite. The technical workflows displayed

changing requirements flexibly and fast. The online shop as a B2C-platform consists of a complete dynamic front-end and thus reduces the expenses for maintaining the shop.

Due to an integrated content management system, the individual retailers can design their own online shop for preserving and demonstrating their independency.

The project at a glance

Benefits

- Reduction of storage costs due to the possibility of ordering articles out of stock or articles that are infrequently sold from another member
- Improved purchase planning and negotiation of discounts by Nordbike due to real-time information about the actual sales volumes of all retailers
- Reduction of costs and expenses for the websites of single retailers with improved sales opportunities due to comprehensive online shop at the same time

- Generation of additional sales volumes since customers can order „around-the-clock“
- Availability of real-time information for monitoring and analyzing purposes

Technology

- inubit BPM-Suite as standard software for the integration of internal and external IT systems and of business processes of Nordbike

- inubit Portal Solution for building the e-business platform for B2B- and B2C-scenarios

Realization

- Fast realization of the complex solution within just six months
- Period of amortization of two years at maximum

