



Barsortiment KÖNEMANN, Hagen, Germany

## Implementation of it.trade industry solution based on SAP Business All-in-One

»Our decision to cooperate with itelligence did not disappoint. Even unexpected problems were addressed in a spirit of partnership and fairness – and ultimately resolved. We enjoyed a highly successful cooperation across the board, from long-range planning through to the go-live of the solution. We can only recommend itelligence and look forward to our continued cooperation.«

Jörg Könemann, Managing Director Barsortiment KÖNEMANN

900,000 books, audio books, cards and calendars – all of which can be delivered to bookshops overnight: the 250 employees of the book wholesalers Barsortiment KÖNEMANN GmbH & Co. KG have their hands full. All day and all night. A shop that places an order today can expect to be able to put its new products on the shelves tomorrow. This is achieved through five distribution centres covering the entire North Rhine-Westphalia region and, in some cases, beyond. This logistical challenge requires an

intelligent, reliable and integrated IT base. A system that is tailored for wholesale applications and offers extensive scope for the future: it.trade, itelligence's industry solution.

A heterogeneous IT landscape, inadequate interfaces, a number of different contact persons and high maintenance and support costs had been a thorn in the side of managing director Jörg Könemann for some time. This was enough to prompt him to plan the transition to a new,

**Name:**  
Barsortiment KÖNEMANN

**Industry:**  
Book wholesale

**Company size:**  
250 employees  
including 130 SAP users

**Head office:**  
Hagen, Germany

end-to-end solution together with DATA 54, the group's own IT service provider. The search was on for a system platform that would either supersede or fully integrate the existing systems, leaving little in the way of interfaces and corresponding costs. KÖNEMANN took a forward-looking approach, deciding that the new, modern solution should be future-oriented – and based on a fair partnership with a provider with impressive consulting and technological expertise. A set of specifications that itelligence was able to meet in its role as a full-service SAP provider with its own industry solution – hence easily getting the nod. Accordingly, June 2004 saw the launch of the project between Barsortiment KÖNEMANN, DATA 54 and itelligence.

### Diving into the fast-moving book industry

The members of the itelligence team all agree: challenges are there to be addressed and surmounted. At KÖNEMANN, it was necessary to ensure the high performance of the SAP application under a substantial system load due to intensive interface use, starting from an extremely high data throughput rate – due to the large number of customer orders, deliveries and WM transport orders – and ending with the near-complete automation of the entire job-based logistics execution process. The company's daily business is also characterised by an extremely large printing volume with special requirements, such as the printing of barcode labels, as well as book trade-specific business processes and data, e.g. reservations and ISBN numbers.

### Facts & Figures

**Solution:** it.trade based on SAP Business All-in-One

**System:** Productive server landscape consisting of a central entity (database server) and three application servers with dedicated areas of responsibility (procurement and accounting, warehouse logistics and printing, sales and order interfaces)

**Hardware:** IBM X345/X445 server with 2 CPUs, 2 GB and 4 GB memory, Windows 2003 Server operating system, MaxDB database, IBM Fast-T SAN mass storage system, IBM Tivoli data backup system

#### Benefits:

- Optimised IT base for electronic cooperation with business partners
- Reduction in maintenance, administration and IT operating costs
- Integrated business processes with no interface problems
- Secure information base for business controlling
- Future-proof solution, provider and consulting partner

### Keeping the good things – and optimally integrating them

Some existing systems were no longer up to these exacting demands and had to make way, while others were integrated into the new solution. The SAP modules SD, MM, WM, FI, CO, CO-PA and AM were introduced on the basis of it.trade, while the RF connection was also guaranteed. The system specialists also developed various customer-specific applications and interfaces, including fast order entry in cooperation with WSW Software, a combined goods and invoice receipt system, the online shop, the on-site customer order systems and the connection to KNAPP, the technical warehouse control system.

### Future-proof basis for successful business

By expanding its technical capabilities, KÖNEMANN has optimised an important factor in its success: cooperation with other business partners using EDI messages and other electronic communication channels. In this way, the more extensive integration of the business processes previously performed by decentralised systems is having a clearly positive impact. Removing interfaces improves both transparency and speed. From a strategic perspective, the company is benefiting from the improvement in its information base for business controlling purposes – from cost accounting through to logistics. Cost-side benefits have also been realised, with reduced maintenance and administration cutting the operating costs for the IT landscape. Support activities are concentrated on a small number of partners, making processing easy.

### A good feeling – right from the start

KÖNEMANN has offered more than just words of praise: follow-up projects are already in the concrete planning phase. The areas to be addressed include data archiving, electronic dispatch notifications from suppliers, sales support for headquarters and field staff, marketing, and more besides. And, needless to say, itelligence is already at hand to provide KÖNEMANN with support in all aspects of the fast-moving book industry.