

Wildnissport GmbH, Suderburg, Germany

Mobile Access to Company Data at any time with SAP Business ByDesign

»itelligence was the right partner to help us implement SAP Business ByDesign quickly, securely and with our long-term goals in mind. We deliberately sought out an SAP partner with exactly the right experience of implementing SAP Business ByDesign projects and it really paid off. In just 16 weeks, we were able to complete a project – to provide worldwide access and 24-hour service – that others would still be in the process of planning. That was what really impressed us about itelligence.«

Rolf Biskupek, Managing Director of Wildnissport GmbH

It couldn't be simpler: outdoor adventurers looking to order high-quality equipment from Wildnissport GmbH for their outdoor, leisure and hunting pursuits need do nothing more than go to www.wildnissport.de. This online retailer places great importance on the practicality of its products. Likewise, when it comes to its company software, reliability and long-term viability are the key driving factors. The company's old heterogeneous IT landscape was no longer able to cope with the increasing demand. In particular during the peak season, the ERP software and online shop were pushed to capacity.

Wildnissport therefore set out to find a new and innovative ERP solution. The best option appeared to be a cloud-based business software such as SAP Business ByDesign, since this can be accessed and used from anywhere. This kind of on-demand solution meets the company's current business requirements while keeping pace with Wildnissport's vigorous growth. SAP Business ByDesign also gives the managing directors the flexibility to keep an eye on their business when they are out of the office or enjoying their own outdoor pursuits: with this solution, all company data can be accessed using a

itelligence

Wildnissport GmbH

In 2004, the company founders decided to set up a mail order business that met current market demands and played to their own expertise and interests. The result was Wildnissport – a company offering high-quality equipment for outdoor, leisure and hunting pursuits, and specializing in clothing and footwear. These products have proven to be in high demand and today the online shop receives up to 4,000 visitors every day. The company also has a 1,000 sqm warehouse in Suderburg, complete with a warehouse shop. Wildnissport currently employs 19 members of staff and there are already plans for further expansion.



Name:
Wildnissport GmbH

Industry:
online retail

Products:
outdoor pursuits equipment

Size of company:
19 employees, of which
18 are SAP users

Turnover:
approx. EUR 3 million (2011)

Headquarters:
Suderburg

mobile end device such as an iPhone, iPad, BlackBerry or Android device. For this innovative project, Wildnissport wanted an SAP partner with previous experience in implementing SAP Business ByDesign projects.

An Expandable Overall Platform

As one of the world's leading complete IT service providers in the field of SAP, itelligence AG offered precisely the expertise that Wildnissport required, and the new partners soon got down to business and focused their efforts on their joint project. The itelligence team first implemented SAP Business ByDesign for the entire logistics chain and accounts – purchasing, order processing, financial accounting, dispatch logistics and warehouse management were all integrated into the cloud solution. Likewise, the existing Oxid online shop was also integrated into SAP Business ByDesign. The different individual systems have therefore been merged into a single on-demand solution – a scalable overall platform for the company's international online retail business. Mapping the company's online retail processes using SAP Business ByDesign represents a real milestone for the company. The entire retail process, spanning a large volume of data, has been successfully modeled from the logistics chain and business management processes through to the web interfaces. The DHL shipping software Easylog has also been integrated into the warehouse management system.

Worldwide Access to Data

"The best thing about this solution is that we can now continue to run the business even when we're out of the office," explains Wildnissport Managing Director, Florian Fritsch. "The mobile connection to the cloud solution means we can access all the company data in real time, wherever we are. We are therefore able to offer a new level of customer service and set new standards in company management."

After just 16 weeks, the project successfully went live. Wildnissport is one of the first companies in Germany to use mobile SAP Business ByDesign for its business processes. Already the cloud-based solution

has proven itself to be the right choice for the future. Since SAP Business ByDesign is a software-as-a-service (SaaS) solution, the company has been able to integrate all of its business areas into a uniform system with minimal investment in costly IT infrastructure. The entire solution is also founded on a web-based SaaS-ERP system, meaning that Wildnissport GmbH has a central data integration hub, which will allow it to continuously improve the quality of its internal processes in future.

The next step is to connect up the mobile scanners for the warehouse. This will allow the picking process to be integrated into SAP Business ByDesign and also lay the foundations for the mass processing of seasonal orders. Chain store operations, including the cash registers, are also due to be integrated into the cloud-based solution. "We are now able to optimize the company's future growth," says Wildnissport Managing Director, Ronald Barth. "SAP Business ByDesign allows us to access data at any time, from any location worldwide. So the solution is perfect for us and our outdoor business."

Facts & Figures

Solution: SAP Business ByDesign

Application areas: Financial accounting, controlling, order processing, dispatch logistics, purchasing, warehouse management and online shop integration

Project duration: 4 months

Advantages:

- Integration of all business areas into a uniform system
- Significant increase in the quality of internal processes
- Exceptional data transparency and immediate access to company data
- No costly investment in hardware or operation of an IT solution
- Mobility function provides access to data from mobile devices