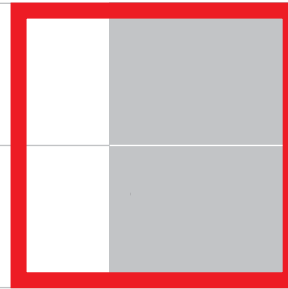


QUELLE.

quelle.de

quelle.at

quelle.it



The Group

Arcandor AG

Known as KarstadtQuelle until the end of June 2007, Arcandor AG has been Europe's biggest mail-order retailer for many years. In 2006, the company:

- generated revenues of 13 billion euros
- posted profits of 409 million euros
- had 55,572 employees.

The Group's subsidiaries include big-name companies, such as, Karstadt, Quelle, Thomas Cook, and Neckermann.

„Arcandor's operations are focused on three core areas—tourism, department stores, and mail order. Our expertise in these areas is the foundation both for Arcandor's success and growth in Germany and for its international expansion.“

www.arcandor.com, July 2007

An Established E-Commerce Player

Quelle has had its own online store since 1996. After five years of rapid growth, the company needed to switch to a more powerful and flexible technical platform offering state-of-the-art functionality. Following a one-year project, the new system went live in June 2002, powered by packaged Enfinity software from Intershop with interfaces to all relevant back-end systems at Quelle and its service providers. Migration to Enfinity Suite 6 took place in 2006.

Enfinity allows the e-commerce site at quelle.de to be extended on an ongoing basis—enabling advanced, customer-friendly online shopping functionality, as well as fast response times, reliability, and labor-saving system maintenance. Today, Quelle Deutschland generates approximately 30 % of its total revenues online.

Quelle E-Commerce Goes East

Like the Arcandor Group as a whole, Quelle is pursuing a strategy of international expansion. Establishing a powerful e-commerce presence to complement the catalog and store business is key to this growth, but calls for a careful balance between overall design consistency and modifications to suit country-specific needs. The crucial requirement for the e-commerce system was therefore the ability to get the online stores in each country up and running quickly, based on a single platform.

Teaming with its technology service provider, EDS Itellium, Quelle again opted for Enfinity Suite 6 from Intershop.

„Once again, Enfinity Suite 6 was a smart choice. With the Intershop system, we only need to allow around three weeks to implement each of the online stores for the other countries“

Christian Maar, Primondo CIO eCommerce Management

Quelle

Gustav Schickedanz established Quelle 80 years ago, in October 1927.

The company has since become Germany's biggest mail-order operation and one of the country's top 5 online retailers.

With a total of 15 national companies, the Quelle Group now serves over 10 million customers in Europe, who shop via the company's catalog, brick-and-mortar stores, and the Internet.

„Today, Quelle is present in 15 countries across Europe. Around a quarter of revenues are generated outside Germany, with plans to boost this figure to 50 % in the medium term. This underlines Quelle's commitment to international growth“

www.quelle.com, July 2007



„Working closely with EDS Itellium and Intershop and facing a tight schedule, we successfully developed a complex, customer-oriented shop system from the ground up, based on the latest Enfinity Suite version.“

Karlheinz Graf
Program Management | E-Commerce Projects
CIO Primondo

One E-Commerce System Fits All

For some years now, Enfinity has proved more than capable of handling Quelle's steadily increasing transaction volumes. Intershop's packaged e-commerce software was thus the obvious choice for the international online stores. The e-commerce system was specially adapted for Quelle's foreign subsidiaries, with implementation, integration into back-end systems, and go-live taking just 11 months.

Internationalization Made Easy

The standard version of Enfinity Suite 6 ships with a range of easy-to-use localization options. It is possible to define various languages, currencies, and prices, and display them online on the same system for any number of countries. With two new national online stores already up and running, just three weeks maximum will be required for each additional store.

Integrated Editing System

The fully integrated editorial system in Enfinity Suite 6.2 enables Quelle to provide editors with intuitive functionality for processing all types of data, e.g., text, images, or links, with the ability to select a defined publication period for each item. Similarly, designers can easily define and modify their input for a host of display types. An example of these benefits can be found at the bottom of the Quelle homepage: clicking on a brand logo quickly takes browsers to the desired products.

„The fast and professional roll-out of further clients demonstrates the impressive power of Intershop Enfinity Suite 6.2“

Karlheinz Graf
Program Management | E-Commerce Projects CIO Primondo

Project and System in Brief Client

- EDS Itellium GmbH

Project Implementation

- Intershop Communications AG

Business Model

- Business-to-Consumer

Software

- E-Commerce-system: Intershop Enfinity Suite 6.2
- Operating system: Suse Linux Enterprise Server 9
- Database: Oracle 10g RAC auf Linux
- Integrated third-party systems:
 - Fredhopper (search engine)
 - Chiligrreen (product comparison)
 - Emarsys (product)
 - Order Management System OMS (SOA bus)

Project Duration

- 11 months

Online Store URLs

- www.quelle.de
- www.quelle.at
- www.quelle.it



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