

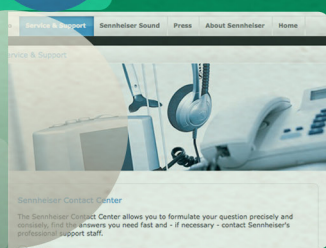
# Sennheiser Case Study

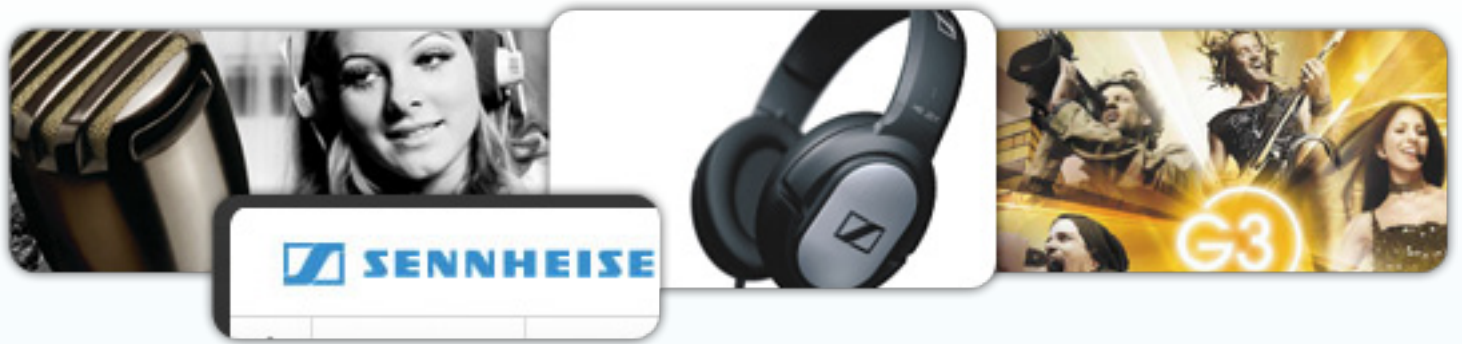
Sennheiser France fosters loyalty by providing its network of 3,000 distributors with new services

**“Convertigo provided us with a simple solution that did not require any technical development of our AS/400, and which was easily integrated with the design of our web site.”**

JACQUES COHEN, DSI

The Sennheiser Group is one of the world’s leading manufacturers of headphones, microphones and wireless transmission systems. Created in 1945, Sennheiser currently has 1,800 partners in forty countries and in 2008 recorded sales of \$564M. Sennheiser France began twenty years ago and is now the second largest subsidiary, just behind the United States. Sennheiser France boasts eighty employees, recorded sales of \$67M and distributes close to 2,000 products, covering fifteen brands via a network comprising thousands of distributors.





## Sennheiser France fosters loyalty by providing its network of 3,000 distributors with new services

### BRIEFLY

- ACTIVITY:** Manufacture and distribution of high-fidelity equipment. 80 employees in France and thousands of distributors.
- CHALLENGE:** To provide the distribution network access to the product catalog (with real-time access to prices) and access to an inventory a web application for tracking orders.
- SOLUTION:** With the Convertigo mashup solution, real-time interfaces with the ERP are created in record time, and without APIs.
- RESULTS:** A more efficient and productive sales administration, more reliable information and higher client satisfaction.

### Challenges

In a highly competitive market, it is important to stand out from the competition by offering new services to clients. Access to accurate prices, real time stock availability and order status tracking are just a few of the services that Sennheiser France aspired to provide to its 3,000 distributors via the web. "We decided to create a retailer's site accessible via internet to enable retailers to access the product catalog and view the prices available to them," explains Jacques Cohen, IS Director for Sennheiser France.

Sennheiser France applies a marketing policy with a sophisticated pricing system, notably with respect to discounts on reaching turnover goals, which requires real time calculation of orders entered. All of these capacities—and the data required to implement them—were already inherent in the ERP AS/400. Sennheiser therefore wanted to reuse this existing information in the eCommerce application. But, as with 70 % of the applications currently present in enterprise, no APIs\* were integrated which made it impossible to access to this information. A static catalog also needed to be used in order to present the products from a commercial point of view (product features, photos, etc.).

### OBJECTIVES

- › To publish data from AS/400 system in real time, for the calculation of prices and availability.
- › To provide the distributor with a catalog that is easily accessible, with multiple criteria and selections, photos and technical descriptions.
- › To offer a user-friendly and attractive interface that projects the group's brand image
- › To integrate these various applications (which were stored in heterogeneous systems) and to publish them on the web in a short period of time and for a reasonable cost.

\*API : Application Program Interface. Ensemble de commandes externes publiées par un éditeur qui permet de recourir aux fonctions d'un logiciel depuis un autre logiciel.

The screenshot displays a web application interface for product search and order management. The main page shows search results for Sennheiser products, including BA 1029, BA 151, BA 90, EKI 1029 PLL 16, and EKI 1029 PLL 16H. A pop-up window titled 'Commandes en cours' (Orders in progress) shows details for a specific order, including the command number (000621714), client name (INGRAM MICRO), and other relevant information.

Produit	Prix tarif	Prix revendeur	Dispo	Promo
BA 1029 Accu pour EKI 1029 sennheiser	30.00	30.00	Pas dispo.	
BA 151 Accu pour HD1 302 sennheiser	26.75	26.75	Dispo.	
BA 90 Accu pour HD1 1029 / HD1 92 P. sennheiser	33.00	33.00		
EKI 1029 PLL 16 Récepteur "ceinture" infrarouge 16 canaux sennheiser	350.00	350.00		
EKI 1029 PLL 16H Récepteur infrarouge sennheiser				

Commande	Ind	Nat.	Client	Référenc client
000621714		N	590406	21-51860-
Profil			Raison sociale	
Exp			INGRAM MICRO	
Lor			INGRAM MICRO	

## Solution

Sennheiser France initially planned to develop a web site by creating interfaces with its ERP, but this solution proved very costly, and did not guarantee updated data in real time.

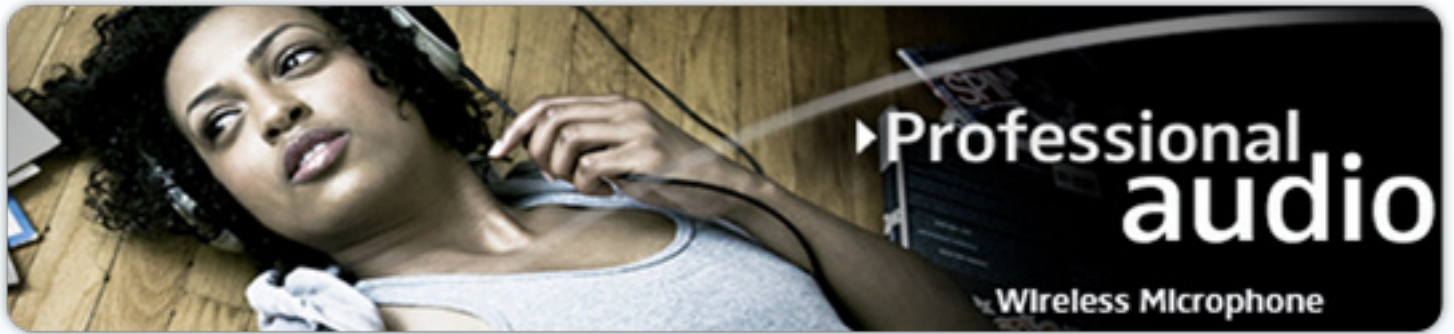
The company then turned to Convertigo, who offered its enterprise mashup solution, designed to retrieve not only data, but also the processes already present in the ERP without the need for APIs. Thanks to the Convertigo Mashup Sequencer service, orchestrator and Convertigo Legacy Integrator modules (which enable non-intrusive access to legacy applications), this solution placed a premium on exploiting existing information and meeting Sennheiser's technical constraints. To optimize performance, the Convertigo solution retrieves data on prices and stocks using a simple query on the AS/400, which collects all the information required on a single screen. The data is then "mashed" with the information in the static product catalog and published on the web, integrating the look and feel of the institutional site. Implementation of this solution took place in just a few weeks, and building the mashup solution only took about twenty days, instead of the months initially planned for development.

## REASONS FOR CHOICE

- › It was a simple technological solution that enabled integration of data in real time, with excellent performance for the user
- › It provided transparent integration that required no modifications to the ERP
- › It allowed for quick implementation and a controlled budget

**“The Convertigo mashup solution is perfectly adapted to our needs and we would not hesitate to recommend it.”**

JACQUES COHEN, DSI



## Results

Sennheiser France distributors were used to completing their orders by calling the sales administration department. The time saved by reducing the number of calls is part of the project's return on investment. The application also provides the retailer site with a "trusted partner" follow-up feature, a specific system that allows distributors to obtain articles on loan. This used to require filling out forms and sending them by fax. But now that this service is online, distributors can access the stock on their own, and accelerate the process. All workflows implemented use Convertigo mashup technology, and enable reliable and regular automated retrieval of data and sales management processes in AS/400. Another important advantage: upgrade of the sale management platform does not jeopardize web publication, as the mashup will simply be reapplied to the new system.

### BENEFITS

**“The distributors that use the application are very satisfied with the system and have made this clear to our sales and marketing team... Their feedback has enabled us to upgrade the system for the second version of the retailer site”**

JACQUES COHEN, DSI

## About Convertigo

Convertigo delivers Mashup solutions to enterprises. The Convertigo EMS provides a platform to create composite applications from legacy (green screen) applications, unstructured Web sites, and SOA APIs. This is accomplished with studios tailored for developers and business analysts to create Web 2.0 mashups from almost any source, while reusing existing data and process information. Convertigo is radically changing how companies create applications, with the agility and reliability needed to innovate, streamline business processes, and improve customer satisfaction.

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