



# *INTERSPORT Germany: the best sporting performance even in IT.*

INTERSPORT Deutschland eG, Heilbronn, is the largest association of medium-sized, European specialist sports stores and has 1,452 members in 1,755 sales locations. It is a founding member of IIC INTERSPORT International Corp. in Ostermundigen/ Switzerland, the leading global specialist sports trade association, which has 4,700 businesses in 25 countries and a total turnover of EUR 6.3 billion (2001 turnover at consumer prices). As the market leader INTERSPORT Deutschland eG contests over a quarter of total sporting goods sales in Germany. Through its specialist dealers have access to all the manufacturers and to INTERSPORT exclusive brands. Orders are made directly with manufacturers who also deliver the goods to the specialist stores. Invoicing is processed through INTERSPORT, which guarantees its members attractive purchasing conditions and simple invoice processing, and its manufacturers higher sales volumes.

Problem-free logistics based on a reliable IT solution are essential for this. At INTERSPORT they rely on mySAP.com as their business management application and on the IBM @server iSeries as their platform. The integrated SAP solution offers purchasing, sales and warehouse users access to all the relevant corporate data so transactions can be processed efficiently. A stable system for the most modern e-business is also available to the linked shops and around 500 suppliers. A 10-member team led by Thomas Danner, Director of EDP and Communications at INTERSPORT Deutschland eG operates, supports and constantly develops the system further. "What is wonderful about iSeries is the simple administration. It is so reliable and secure and provides an extremely cost-effective basis even for complex applications such as SAP," explains Danner.

|                    |                                                              |
|--------------------|--------------------------------------------------------------|
| <b>Industry</b>    | Retail                                                       |
| <b>Application</b> | mySAP.com<br>IS-Retail<br>SAP BW                             |
| <b>Software</b>    | OS/400®<br>DB2®/400                                          |
| <b>Hardware</b>    | IBM @server® iSeries™<br>Enterprise Storage<br>Server™ (ESS) |



*"I have always been a fan of the iSeries servers because they are reliable and run without any problems."*

Thomas Danner, Director of EDP and Communications at INTERSPORT Deutschland eG



The mySAP.com solutions, which cover the areas of Financials (FI), Controlling (CO), Warehouse Management (WM), Agency Business (AB) for the central regulation, Business Information Warehouse (SAP BW) and IS-Retail, run on an IBM @server iSeries model 840 with 8 processors as a production system. An IBM @server iSeries Model 820 is used for test and development. Logical partitioning (LPAR) offers the possibility to run multiple systems on one box. At INTERSPORT the SAP solutions and the IS-Retail industry solution run on one partition of the productive system and a separate partition is dedicated to the SAP BW. The option of automatic switch over provides a high level of flexibility and load balancing across the system. This means you can build up individual solutions as much as you wish without adversely affecting the other applications. Data storage is provided by an Enterprise Storage Server (ESS), designed for 1.2TB – which is also tried and tested IBM technology.

#### **From standalone systems to an integrated solution**

In the past INTERSPORT's IT architecture consisted of numerous standalone solutions with a correspondingly high number of interfaces. This changed at the end of the Nineties. After a search for the best software, they chose SAP because it covers all the necessary requirements. The change was completed in record time – just 15 months from the start of the project to implementation. One important success factor was the extremely efficient and good-natured co-operation between the company's IT team and up to 15 consultants from SAP.

#### **IS-Retail for superlative store connections**

Because of its flexibility and adaptability the SAP industry solution IS-Retail combines the advantages of a standard solution with highly specialised functions from personal solutions that meet the demands of wholesalers. At INTERSPORT the move to IS-Retail was completed between Christmas and New Year 2001. In spite of considerable time pressure because of the parallel euro conversion the start went perfectly. Within a short space of time all the data had been transferred from the legacy systems. Just a few days after the start,

the first trade fair could be processed completely on the new solution! As Thomas Danner summarised "we have very special requirements for textiles – we have a large volume of data with over 20 000 items in various colours and sizes. The SAP IS-Retail solution helps us enormously when it comes to management, monitoring and control of our stock." There are currently 140 users of the retail solution who use it to process purchasing, manage article master records, trade fair transactions, supplier orders, sales prognoses, purchasing and warehouse management with radio-controlled terminals for stock logistics. The INTERSPORT central warehouse manages around 4 000 items. Today a mySAP.com AB solution provides the central regulation.

#### **SAP BW – the aid to decision-making**

SAP BW is a data warehouse solution based on SAP Business Framework and can analyse data both from SAP R/3 via standardised interfaces and other applications. It offers companies the best initial position for controlling, monitoring and improving all areas by summarising the available information and preparing it for use in decision-making. Many customers also use the SAP BW to consolidate information from various source systems so that all areas of the business can then work with the same figures. Thomas Danner is convinced of the advantages of using SAP BW. "Now our management has a tool in its hand that it can use to analyse precisely what is happening where in the market and what we need to do to be successful. So SAP BW helps us to take business decisions and gives us a clear competitive edge." INTERSPORT primarily use SAP BW for internal analyses for the board, management accounting and purchasing. It is the first customer in the world to use SAP BW Business Content for its agency business. The central regulation business line was first mapped in SAP BW and will be available as a pre-defined business content worldwide in the future 3.0b release.

#### **Enterprise portal and CRM as the door to the future**

In order to serve specialist sports stores and manufacturers in an even more efficient way, INTERSPORT are of course also considering a portal solution.

The specialist stores can already view their stock levels over the Internet and can make online orders and queries. They are currently considering the introduction of a customer relationship management system – another step towards greater customer satisfaction. Mr. Danner believes he is well equipped for the future: "We are extremely satisfied with the way the whole SAP system was implemented. The quality of the consulting was excellent and the mySAP.com solutions have given us the foundation for a promising future in e-business. We have a solid foundation for future growth with the IBM @server. We made the right decision and will continue to be faithful to IBM and SAP."



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