



UNITOP®
ERP TRADE

INTEGRATED ERP SOFTWARE

A bright decision – Lampenwelt uses a new ERP system

LAMPENWELT.DE
Eine helle Entscheidung



Around 50,000 lamps and luminaires, 120 highly qualified and competent employees, 7,000 square metres of office and storage space as well as over 10 years of experience - all that speaks for Lampenwelt's success, the market leading online trader for lamps and luminaires. Because of strong growth and dynamic developments in the e-commerce sector, product management has constantly faced new challenges over the last few years. The ERP system used until now could no longer keep pace with these developments and was replaced, together with GOB Software & Systeme. Since September 2013, Lampenwelt has relied on unitop ERP Mail Order – GOB's branch solution based on Microsoft Dynamics NAV.

Lampenwelt's success story began in 1999, when the first lamps were sold over the Internet – in those days still from a garage. Within the shortest time the family business from Schlitz developed into market leader in online trade for lamps. For many years Lampenwelt.de recorded steadily rising visitor numbers and above average, high annual growth rates. In the summer of 2012 a new logistics centre with a floor area of around 3,500 square metres was put into operation on Fraurombach industrial estate. In consequence new administration of the storage facility was also set up, as the old WMS system could no longer keep up with this rapid development. „Our main target was to automate our systems thoroughly. Moreover the implementation of a future-proof solution, which

could be expanded internationally, was important for us," says Lampenwelt's managing director Thomas Rebmann describing the target setting process.

The old ERP system was a classic insular solution and was connected to other applications via many interfaces. Furthermore, it was heavily individualised and technically only suitable for a small company. Considering the continued growth of the company it quickly became clear, that the old solution could no longer cover the demands placed on the trade. The implementation of a new ERP system was essential in order to safeguard the growth targets. Lampenwelt soon had found a suitable partner in GOB Software & Systeme. As

a medium size company GOB offers its customers service at eye level - from a medium-sized company to a medium-sized company. Moreover, GOB has well founded experience in the mail order sector. Due to a strategic partnership with Microsoft, customers also benefit from Microsoft's ten-year development and support guarantee. „We feel particularly well looked after by GOB, because of its corporate structure," says Thomas Rebmann, Lampenwelt's managing director and project leader, explaining the reasons for working with the Krefeld system house. „Besides, GOB had a good interface concept for webshops." In future the independent operation of the ERP system and webshop over a high performing more stable interface is guaranteed.



Thomas Rebmann, Andreas Rebmann

The GOB solution for this sector of the industry, unitop ERP Mail Order, was implemented, which extends the standard application Microsoft Dynamics NAV with industry specific functions.

„Lampenwelt is internationally positioned with many marketing channels and, apart from www.lampenwelt.de, currently operates nine webshops, amongst others in France, Poland, Scandinavia and the Netherlands. This means that we have to deal with a variety of language codes. We would only have been able to cope with this in Microsoft Dynamics NAV 2009 using a product provided by a third party provider. Microsoft Dynamics NAV 2013, however, is already able to handle unicode and can take account of various language requirements with the specific symbols in just one database,” explains GOB project leader Ralf Volks talking about the decision for Microsoft Dynamics NAV 2013. Another central benefit: the system can be developed and adjusted to individual requirements. Lampenwelt has already acquired the relevant competency.

„Apart from optimising and automating processes we also hoped for an improvement and stabilisation of the performance in handling orders,” Rebmann emphasises the expectations. „Since the introduction of unitop ERP Mail Order we are indeed noticing an acceleration in order processing.” The automated entry of data has improved throughput time, which means that customers receive parcels sooner. Of course this has a positive effect on customer satisfaction.

Central applications, such as product and document management as well as financial accounting

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are not interconnected via interfaces in unitop ERP Mail Order but integrated in the ERP system – another benefit of the holistic approach provided by unitop ERP Mail Order. This integration also includes standard applications such as Microsoft Word, Excel, Outlook and SharePoint. Moreover the work interface can be adjusted to individual requirements. An internal workflow management system supports the user's control of work processes.

UNITOP4SURE – PROJECT MANAGEMENT MADE BY GOB

The whole of the project was co-ordinated and documented via the project portal unitop4sure. The portal is based on Microsoft SharePoint and serves as a communication platform. Entries are formulated and are cleared via an automated workflow management system. After the conclusion of a joint project, all entries can also be viewed in the portal. Lampenwelt attached great importance to pre-planning and specifying the project. That paid off during implementation of the project. The extra effort in planning and precise specification helped to realise the project more effectively. „On the whole we found that unitop4sure enhanced the project,” says Rebmann.

Lampenwelt has been using unitop ERP Mail Order since September 2013. Therefore the mail order

company is best prepared for the main trade at the beginning of the high season in the fourth quarter. Currently approx. 70 Full Users and 20 Limited Users are working with the new ERP system. The next step is to implement further requirements and to optimise usage continuously in this way. In particular, the implementation of an evaluation tool is planned, as well as connecting suppliers via EDI, other international payment providers and online trade platforms. Due to the wide range of standardised functions, the solution can be extended at any time according to the growth of the company and therefore offers the highest levels of flexibility.

