Commerce – High Speed Business
We bring applications into production!
For over 25 years mgm has been developing web applications for Commerce, Insurance and E-Government: Highly scalable, secure, robust.
More than 700 colleagues represent our mission: 
Innovation Implemented.
Introduction

Services
- SAP Hybris Omnichannel Commerce
- mgm Commerce Platform

Customers
- List of selected customers
- Project examples in detail – Allyouneed, BMW, E.ON, Lidl etc.

Topics
- Selection of e-commerce topics we are dealing with
- Marketplaces, internationalization, big data, multichannel etc.

Industries
- Project examples ordered by industries
- For example automotive, energy, fashion, health care
Introduction
We understand commerce as an individual high speed business. It is exactly what we are prepared for – whether in B2B or B2C. Technically and professionally thought through commerce solutions.

Made by mgm.

For example DHL, Lidl, REWE, KICKZ, Opterra/Lafarge and hp.
Quick time to market

mgm helps you to enter your markets rapidly – and stay ahead of your competitors.

Partner team of experts

We see ourselves as your partner – we are asking the right questions and are working in a committed, fair and reliable way.

Sustainable choice of technology

mgm offers innovative, long-term technologies and architectures to you.

We know how to do commerce: Speed in competing for an optimal time-to-market is our business. And thanks to our expertise and our project approach we are also able to keep this fast pace with you.

Every mgm commerce team has the best expertise for your requirements. Our team sees details that are crucial for your commerce project’s success and asks the right questions with a close look on your individual requirements. And then finds suitable answers at your side.

Instead of delivering standardized solutions we are taking care of an optimal stack of innovative technologies with your specific requirements in view and design sustainable architectures. For speed, usability, safety, simple maintenance and expandability. We use Open Source, Hybris and our own software.
Marketplaces

- Expanding your online business
- Challenge process complexity
- Integrating a multitude of traders
- Homogenous data quality by optimal catalogue management
- PIM approach
- Pricing systems
- Internationalization
- Marketplace process blueprints
- mgm project management of large scale national and international marketplace projects, in some cases with more than 3,000 traders and over ten million products
Custom Developed Commerce

- State-of-the-art open source stack: Java/JEE, JavaScript, Postgres (Oracle), Solr, Hadoop, REST, XML, JSON, API based
- Individual configuration and development of components: PIM, storefront, search, reporting, interfaces (SAP, ERP, payment), publication etc.
- Highly performant and scalable
- Content distribution (CDN) and Digital asset management (DAM)
- Standardised, agile project approach from analysis to production (typical project duration: 3-6 months to go-live)
- MGM experience: B2B & B2C for the industries fashion, food, retail, electronics (producer & retailer), automotive, insurance and publishing houses
SAP Hybris

- SAP Hybris Omnichannel Suite
- Market leading commerce platform (source: Gartner and Forrester)
- Product-centric design
- High flexibility
- Short time-to-market
- mgm: Gold Partner since 2009
- We can do: PIM, B2B, B2C, Marketplaces
- Worldwide product management for regionally different multichannel sales processes
- Technical infrastructure for quality insurance
- Flexible development process and minimal error rate
- Our developers are inhouse-trained, employed engineers with longstanding Java Enterprise experience
Internationalization

- Central inventory maintenance in consolidated product databases taking country specifics into account
- Country-specific catalogue listing process with authorization concept
- Enrichment with language and country specifics; production and scaling of language-specific media
- Translation processes within lifecycle of products
- Excise tax calculation as well as country-specific classification of consumables
- Delivery of stores or drop shipments to restricted country lists and customs warehouses respectively third-party vendors
- Inventory management considers country-specific delivery restrictions
- Country-specific stock reservations for safeguarding ad campaigns which are independent in terms of time
- Country-specific risk management and payment methods; calculation and display of price and profit margins across multiple currencies
Big Data in Commerce

Process improvements:
- Statistics and target group analysis (data generation by A/B-testing)
- Customer journey analysis
- Recommendation engine (e.g. by collaborative filtering, machine learning)
- On-site detection (fraud detection)

Data analysis:
- Evaluation of A/B-tests
- Logfile analysis and determination of the exit page
- Neuronal nets or machine learning (artificial intelligence)

Data qualification:
- Automated segmentation of range of goods (e.g. by unsupervised learning)
- Natural Language Processing (NLP): automatic analysis / extraction of semantic information from natural language texts
- Qualification of data via external sources (e.g. test reports)
Multichannel: Regionalization

- Immediate regional assignment of commerce customers by postcode naming respectively branch assignment (integration of geo-location and maps)
- Regional product availability check
- Current inventory control in the respective store
- More complex pricing by regionalization: automated calculation of basic price by representation of logic in the shop itself
- Regional delivery with own trucks or parcel delivery
- Optimal interlinking of the logistics of online and stationary trade
- Optimized storage: Regional warehouses or supply plant
- Personalized customer communication by regionalized marketing
- MGM finds special solutions for its customers’ regionalization projects on the basis of manifold project experiences like e.g. for Rewe Digital, Lidl or Kaspi Bank
Custom-fit applications

mgm is specialized on bringing applications into production. The application that is suitable for you. Whether it is a completely individually developed software on the basis of our mgm Commerce Platform or one on the basis of the leading SAP Hybris platform. We find the optimal solution for your business with you.
SAP Hybris Omnichannel Commerce
Quickly and safely into the market – no problem with mgm and the SAP Hybris Omnichannel Suite. As Hybris Gold Partner, the mgm commerce team has been successfully implementing B2B, B2C and marketplace projects on the basis of the leading, highly flexible Hybris platform for years.

mgm Commerce Platform
Control all your distribution channels with our robust and scalable B2B & B2C platform for online commerce, mail order and retail trade. Containing a high-performance webshop, a large set of tried-and-trusted ERP and CRM components and flexible interfaces.
Hybris Omnichannel Commerce

Not everybody is Hybris-able. We are.
As long-term implementation partner all around Hybris mgm stands for quality, experience and technical excellence. Our team of over 40 Hybris experts has been implementing commerce projects both nationally and internationally since 2009. Our engineers have specialized expertise and know-how in the areas of B2B, B2C, PIM and marketplaces.

„mgm is our partner because they can reliably build highly scalable business solutions with millions of products based on Hybris."
Alessa Stauch, Director Channels EMEA & MEE, SAP Hybris CEC
Hybris Omnichannel - The highly scalable commerce solution

- As long-time Hybris implementation partner as well as SAP service partner we are perfectly equipped for your commerce project.

- With the Hybris Omnichannel Suite there exists a product-centric standard solution that offers a high flexibility for a quick implementation of online and other sales channels.

- The technical infrastructure for quality assurance that we use in our business projects is a solid base for the high quality of our solutions. It allows us to keep developments processes flexible and our error rates minimal at the same time – even within the very dynamic area of commerce (short-term releases, volatile requirements) and for the long run.

- mgm’s custom-made Hybris project approach is first and foremost characterized by the use of inhouse-trained engineers with fixed contracts and many years of expertise with Java Enterprise. Within the project teams, expertise in commerce and Hybris as well as experience in server development is optimally aligned.

- Additionally, our business and technology experts for e.g. databases, performance engineering, search engines and UI design are available should the need arise. Our internal experts are able to provide fast, high quality solutions during the individual project phases.

- With this special combination of seasoned teams of developers as well as “inhouse consultants” and specialists, we offer our customers consistent project responsibility, detailed expertise and quality from a single source.
Our Hybris Extensions

Hybris Fredhopper Extension

With the Hybris SDL Fredhopper Extension mgm combines the best of two e-commerce worlds for mgm customers: The leading multichannel solution Hybris Omnichannel Suite and SDL Fredhopper, the market-leading Cloud service for optimizing and personalizing customer experiences through onsite search, faceted navigation, merchandising and predictive targeting.

Our solution consists of two major components: The data interface, configured in the Hybris Management Console (HMC), and the components of the Web Content Management System (WCMS) that visualize the search results and merchandising campaigns driven by SDL Fredhopper in the store frontend according to the requirements.
Less Integration Effort – Higher Performance

The SDL Fredhopper-to-Hybris-extension reduces development effort compared to an individual integration of SDL Fredhopper into Hybris-based stores by up to 90 percent. It comes with a sample implementation into the current Hybris accelerator, which can be used directly as starting point for a new project or as a best practice template for the integration into an existing frontend.

This enables our customers to use the comprehensive SDL Fredhopper functionality in a simple and fast way within the Hybris context: An integration project can usually be implemented within a few days. This means an enormous increase in productivity compared to what is usually needed for integrations without the SDL Fredhopper-to-Hybris-extension!

Using our performance optimized export interface keeps your development team free for feature development instead of it being tied down by problems related to mass data transfer.

With the SDL Fredhopper-to-Hybris-extension, you configure your page layout as usual within the Hybris WCMS using the mgm SDL Fredhopper components. The division of labor between layout control by the editing department or the CMS team respectively, and the content control by your category management and merchandising team will work without loss of efficiency by friction in the future.

The result: Designing your pages will be simple and seamlessly integrated into the day-to-day division of labor within an e-commerce team.
Hybris Neteven Extension

Fast and simple to deploy, the cloud-based marketplace management solution from Neteven is fully integrated with Hybris via the extension developed by mgm technology partners, Hybris and Neteven. The full sales cycle on the marketplace can now be managed from Hybris through Neteven’s technology. The new connector allows Hybris customers to distribute their products on international marketplaces via Neteven.

Direct access to more than 50 international marketplaces

Hybris merchants will be allowed to easily launch cross-border trade projects without any technical knowledge and be able to directly access more than 50 international marketplaces, gain full inventory synchronization on a real-time basis, a mapping console, automated listing and updates, a repricing tool, orders management, on-demand features and a customized set up of the extension module. This extension drives additional sales by integrating the national and international marketplaces into the merchant’s online strategy.
Neteven's distribution solution is available on the Hybris Extend marketplace and provides Hybris merchants with a centralized connection to international marketplaces such as eBay, Amazon, Rakuten, Zalando, Galeries Lafayette, La Redoute, Cdiscount, Fnac etc.

Pat Finn, Senior Vice President, Global Channel & Partnerships at Hybris, comments: “With many retailers in B2B and B2C in the world recognizing the revenue and brand extension opportunities marketplaces represent, the availability of Neteven's marketplace management solution, via the Hybris Extend integration marketplace, will be a welcome addition to the functionality and customization available to Hybris customers.”
mgm Commerce Platform

Robust and scalable B2B / B2C platform

The mgm Commerce Platform is a tried-and-trusted software solution for online, retail and mail order trade. It consists of a high-performance webshop, a large set of ERP and CRM components and flexible interfaces to marketplaces, payment and transport service providers.

Keep all your processes under control – from purchase planning to returns processing – regardless whether you ship 100 or 10,000 parcels a day. The software continues to perform excellently and adapts to your needs.
Overview

Control all your distribution channels
All of the information from the integrated webshop, the shop checkouts and the call centre for catalogue orders or external marketplaces flows together in the platform’s ERP and CRM components. In this way, article, customer, supplier, contract and order data can be managed ideally. Thanks to wide-ranging evaluations and reports you retain an overview of inventory, product range, revenue and profitability.

For a great customer experience
Plan target-group-specific marketing campaigns. Review complete customer histories at a glance. Link and integrate your distribution channels and optimize logistics processes to offer your customers a better shopping experience.
Proven components

The mgm Commerce Platform combines proven components that are the result of more than 20 years of experience in the mail order business and the development of highly scalable, transactional web applications. The basis of the backend is the multichannel solution Choice 6. It was originally developed by MOS-TANGRAM and has been road-tested by more than 100 mail order companies in Europe, including Kickz, Deerberg, Maskworld, Baldur, Lerros, Wullehus, Hellweg and many more. It is optimally combined at the frontend with a high-performance webshop based on modern open source technologies.

Customizable to your needs

The software supports you in any area: from order entry and inspection to processing, commissioning, dispatch handling, warehouse management, managing returns and debtors to purchase planning, reporting and marketing. We customize the individual components precisely to your needs on request and take care of integrating them into your existing IT infrastructure.
Integrated ERP and CRM functionalities
The mgm Commerce Platform combines ERP functionalities such as stock and supplier management with the capabilities of CRM systems – precisely matched for the requirements of distance and stationary trading. All orders run together here – no matter whether they originate from the webshop, the call centre or the store.

Robust, reliable and scalable software
The ERP and CRM functionalities are based on the multichannel solution Choice 6. It was originally developed by MOS-TANGRAM and has been developed further as a part of the mgm Commerce platform since 2015. More than 100 mail order companies in Europe rely on the software for their online, retail and mail order trade. Technically, the system is based on a scalable multilayered architecture. It can be operated on one or several application servers and supports Windows, Linux and Unix operating systems.
User Interface

- User-friendly, Office style
- Layout with menu, work and information sections
- Additional information can be customized individually and dynamically, for example customer- or product-specific information
- Supports several views simultaneously
- Masks, fields and styles of the application are individually customizable for every user

Flexibility

- Adaptable to your business processes thanks to wide-ranging configuration capabilities
- Multi-client capacity
- Multi-channel
- Multi-lingual
- Multi-currency
Base of customers

- Quick search for names, addresses, tracking numbers, payments etc.
- Latest activities of customers such as the last delivery are displayed first
- Order numbers are highlighted as links, facilitating direct access to the desired information
- Complete customer history
- Additional information with customer-specific information and additional properties is shown individually and dynamically

Stock list

- Fast and multilingual search for master data, suppliers, manufacturers, classes of articles etc.
- Displays all basic data such as master data, inventory, prices, additional characteristics etc.
- Additional information can be shown individually and dynamically
- Fast capture of articles with configurable fields
Recording of orders

- Displays all the relevant information that is required for an order
- Simple and fast recording of orders
- Address check and check for duplicate copies
- Latest customer activity is shown first
- Interactive inspection of orders

Import and verification of orders

- Import of orders from the webshop
- Credit assessments
- Address check and check for duplicate copies
- Verification of orders
Processing of orders

- Automatic processing of orders
- Prioritization of processes, for example backorder processing only
- Pick selection, for example by clients or all orders
- Create and print pick lists (optimized routes)

Customer documents

- Multilingual creation of all documents (for example invoices, delivery notes, dunning letters etc.)
- Easily customizable and in corporate design
- Automated creation and distribution via e-mail, text, letter or fax
Receivables management

- All bookings historicized with individual views
- Credit check handling and credit clarification
- Credits and refunds to customer accounts

Accounting

- Complete accounting of receivables
- Customer account for every client with accounting balance
- Booking, booking out, refunds etc.
- Lists for handing in (files), all bookable debits, credit card payments or cheque payments
- Requests for payment and collection orders
- Booking journal and open item list
Commissioning picking strategies
- Printing route-optimized pick lists
- Different picking strategies, for example only solo or only multi-orders, only from warehouse XY etc.

Dispatch handling
- Picking at packing station by scanner for example
- Inspection to ensure that all articles match the order
- Creation and embedding of shipping and parcel labels
Returns management

- Swift recording of returns, manually or by scanner
- Detection and processing of partial or complete returns
- Post articles back into stock and book the customer’s credit in a single operation

Purchase planning

- Order analysis by stock, minimum stock, sales, orders, backorders and time of delivery by suppliers
- Record levels across all warehouses are kept with articles
- Vendor orders and incoming goods
Suppliers
- Supplier contracts
- Management of supplier orders
- Direct delivery from suppliers to customers (drop shipping)

Stock management
- Arrivals against supplier orders or booked spontaneously
- Single- or two-stage arrivals
- Structured or chaotic stock keeping
- Detailed stock journal
- Inventory
Reporting

- Wide-ranging selection of reports
- Reports, create jobs with intervals and recipients
- Formats PDF, xls(x), csv, doc, as print, e-mail, export or filing
- Presentation and processing with Crystal Reports for example
- Export via XML interface to Excel or csv, for example

Selections

- Enables you to find customers that match certain criteria
- Customer scoring, breakeven analysis
- Preparation of mailings and newsletter campaigns
Marketing

- Every sale and every position is assigned to an advertising campaign. You can evaluate the success of every marketing campaign.
- Management of advertising campaigns with tree structure
- Cross-client management
Logistics

Stock management
Merchandise is typically stored in various places – in commissioning or replenishment storage, in a central location, in outlets or at suppliers and shipping companies. Arrivals are collected in single- or two-stage processes and can be added to existing article storage or newly distributed chaotically. Special storage of faulty stocks or virtual stocks.

Picking strategies and collective picking
The optimization of commissioning specifically selects orders with route-optimized picking. Dynamic collective documents can be preset in different sizes.

Returns
Especially with textiles and clothing, high rates of returns occur. Here, an acquisition that is optimized for speed will help. Two-stage re-storage of the returned articles using the fast mover zone brings the returns back to dispatch as fast as possible.

Mobile devices
Mobile devices support inventory control and offer the highest transparency thanks to online bookings at the time of goods transfer.
Webshop

Online shopping on the rise
A scalable, high-performance webshop is indispensable for today’s retailers. That is because online shopping remains on course for growth. In Germany alone, nine out of ten internet users shop online, according to Bitkom. Do you also anticipate rising numbers of users for your shop? And do you want to provide your users with fast search functions and excellent performance? With the mgm Commerce platform’s integrated webshop you are well prepared – even for millions of users and at peak times.

Solution modules from twenty years of project experience
Solution modules and patterns from twenty years of project experience in the context of e-commerce lay the foundation of the customizable webshop. We provide our customers with individually combined and constantly refined components for PIM, storefront, CMS, search, reporting, monitoring, integration (ERP systems, payment, search engines, affiliates) and more.

No licence fees thanks to Open Source stack
We work with a state-of-the-art open source stack: Java/JEE, JavaScript, Postgres (Oracle), Apache Solr, Apache Hadoop, REST, XML and JSON. By relying on technologies that are freely available, there are no fees for licences.
Store & POS

Integrated point of sale-software
By means of the POS integration of mgm’s Commerce software you can connect all stores with your central database. When customers shop in your store, the checkout system relays the receipts automatically to the surrounding checkout terminals and the central software. If the system is temporarily offline, it is synchronized at a subsequent point in time. All arrivals, sales and returns are gathered and booked at headquarters. Relevant customer information can be accessed in the checkout system and called up online from headquarters.

Integrated flow of goods
The integration of stores to headquarters provides processes for stocking up the local store and mechanisms for recalls. Processes across channels such as orders in a webshop and pickups at local stores or the exchange of goods in stores instead of returns via shipping are supported and stay transparent for customers. Customers can buy credits for online shopping at the point of sale or pay open orders directly.
Marketplace Integration

Marketplaces augment sales channels
Virtual marketplaces have established themselves as important pillars for many distributors. Offering products on popular platforms like Amazon, eBay, OTTO or Zalando opens up opportunities for attracting larger groups of buyers and expanding your customer base. New branches in virtual marketplaces, however, create new administrative challenges due to new sales channels.

Integrate external marketplaces directly
The mgm Commerce Platform can integrate external marketplaces. Orders generated from eBay, for example, can be passed on directly to the central ERP and CRM components for further processing. Retailers and distributors benefit from the advantages of B2B partners’ external marketplaces without having to cope with considerable administrative overheads.
Catalogue & call centre

Catalogues as incentives to buy
Classic mail order business that relies on printed catalogues and orders by phone is the phoenix of modern commerce. While it has been written off for the time being, this distribution channel is currently experiencing a comeback thanks to high-quality catalogues that are skilfully adapted to the omnichannel landscape. In order to provide a fine service to customers, orders by phone have to be easy, flexible and transparent. That is why the mgm Commerce Platform provides modules for the simple recording of orders via call centres or mobile sales representatives in the field.

Call centre integration
The efficient recording and handling of orders is equally important to customers and operators at the call centre. Using the mgm Commerce platform, operators can reserve articles, offer alternative articles, coordinate partial deliveries and examine the backorder management. Moreover, they benefit from easy access to stocks of inventory and from online checks of addresses, duplicates, financial standing and credits. Fast access to customer histories enables operators at the call centre to gain a swift overview of open processes and previous contacts, orders, deliveries and returns.
Industries
Custom-fit applications

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Industries

Automotive
- Audi: Audi and Volkswagen accessoires online shops
- BMW: BMW lifestyle online shops
- MAN: Procurement portal

Energy
- E.ON: IT-Integration on company merger
- swb: Online system swb24.de
- Vattenfall: Test environment for energy trading systems

B2B
- Arrow ECS (DNS): Distribution and trader store
- BayWa: baywa.de/shop and tecparts.com
- Hewlett-Packard: World-wide partner portal „smart portal“
- Opterra/Lafarge: Data base OTIFIC (On Time, In Full, Invoiced Correctly)

Fashion
- KICKZ: E-commerce solution KICKZ.com
- PYUA: Performance marketing
- Vente Privée: Product information system vente-privee.com

Electronics
- Darty: Product information system
- DHL: Marketplace allyouneed.com
- Hewlett-Packard: World-wide partner portal „smart portal“
- Groupe SEB: Marketing product information system
- Kaspi Bank: Multichannel marketplace kaspi.kz/shop

Health Care
- Bibliomed: Content and community portal Station24.de
- Siemens Healthcare: Re-design of backend database
Media & Publishing

- BAUER DIGITAL: Search engine optimisation
- Bibliomed: Content and community portal Station24.de
- COMPUTER BILD Digital: Online marketing strategy
- Georg Thieme Verlag: Mobile channel for existing webshop (responsive design)
- GU Verlag: Search engine and online sales activities
- tvtv Services: Portal solution for TV programme information
- Wort & Bild Verlag: Healthcare portal www.gesundheitpro.de
- Yahoo!: Online advertising management system

Insurance

- ERGO: International broker portal
- ERV: Sales and service portal
- HDI-Gerling Belgium: Sales portal
- KS/Auxilia: Broker portal

Full Range Retail & Food

- Lidl (Schwarz E-Commerce): Online shop Lidl-Shop.de
- Nespresso: Nespresso Club
- REWE Digital: Online food shop shop.rewe.de
Customers
“Thanks to the mgm team, allyouneed.com has made a big technological leap forward. We cooperate to optimize our marketplace every day.”

Klaus Ebner,
Lead IT allyouneed.com

„The decisive advantage for our business success is the fact that we can plan all of our online activities with the mgm team well in advance – which means that at least the technology will not pull any surprises on us.”

Christian Grosse,
Managing director of KICKZ.COM

„Classic SEO as used three years ago is virtually no longer relevant today. Short-term tricks do more harm than good. mgm developed an integrated strategy and provided us with well-founded search engine knowledge to do SEO ourselves. Our SEO strategy is now up-to-date.”

Christian Fricke,
CEO BAUER DIGITAL
mgm commerce> Customers

Allyouneed – Online marketplace

Initial situation
- SAP Hybris based Allyouneed.com with more than 15 mill. products, 3,000 connected traders and more than 4,5 mill. customers keeps on growing.

Project goals
- Scalable, quick search function and reliable navigation also with the large data volume of a steadily growing marketplace
- The guarantee of highest security standards as well as security compliance

Approach
- Migration to the open source search technology Apache Solr
- Regular expert security tests as well as the technological implementation of all security features and legal conditions
- Integration of the new PayPal interface Braintree and trader enablement with specially developed mgm tools

Results
- Highly performant, flexible search and navigation in the big data scenario
- Secure tender and purchasing processes including trader self sign-up and integrated PayPal interface Braintree

“With its competence and flexibility, to us the mgm team is an important partner in successfully developing our marketplace Allyouneed.com further.”

Todor Mitrov, Director Product

Customers
Allyouneed – Online marketplace

"With its competence and flexibility, to us the mgm team is an important partner in successfully developing our marketplace Allyouneed.com further."

Todor Mitrov, Director Product
BAUER DIGITAL: SEO strategy

Initial situation
- Great depth of content
- Bundling the content of 30 magazines online
- Could not be adequately mapped in the Google index

Project goals
- Long-term SEO strategy
- Sustainable increase in visibility at Google

Approach
- MGM knowledge transfer to the departments editing, technology and website administration
- Definition of task packages from the identified optimization measures

Results
- Increased visibility at Google shortly after the project’s end; only one month later: 13% more traffic on the page

“We were not given SEO tricks, but well-founded search engine knowledge to do SEO ourselves. Our SEO strategy is now up-to-date and the traffic data of WUNDERWEIB.de increases.”

Christian Fricke, CEO
BAUER DIGITAL
BayWa Shops – Performance analysis

Initial situation
- Offer of product and service range (agriculture, building, energy) to end users ever more via own Hybris online shops
- Load Testing the new BayWa shop baywa.de/shop before its Go Live
- Configuration improvements for tecparts.com

Project goals
- In-depth shop performance optimization
- Achieve goals concerning stability, the number of parallel order processes and the desired response times

Approach
- Tests using scenarios close to real usage to test shop’s standard behavior
- Tests with deliberately caused overload situations to detect bottlenecks
- Detailed analysis of monitoring data

Results
- Stable shops with constantly quicker response times
Station24 – Platform for Professionals

Initial situation
- Service offering station24.de on care and health topics
- Securing market position on the Internet

Project goals
- Target-group specific orientation of more than 2,000 specialist articles
- Intelligent search
- Cross-media approach
- Development of new marketing scenarios

Approach
- Early-on visualization by prototypes along the customer's demands
- Innovative teaser concept: Integrating a building block system of templates in the Open Source-Portal Liferay

 Results
- Station24.de: Optimal, easy to use online marketing platform for Bibliomed's content

"With mgm we found a racing team with which we can advance our online business long-term."

Martin Elting, Technical project manager
Station24.de Bibliomed
Groupe SEB – Product information

Initial situation
- Corporate global approach taking into account culturally specific sales characteristics (multi-brand strategy)
- Distributed information management system, cost and error intensive

Project goals
- SEB&Share program: One unique worldwide PIM system (daily updated data volume: 65,000 products)
- Consolidated product information for worldwide sales and marketing (marketing team: 500 people from subsidiaries and agencies)
- Quick, coherent, constantly updated and reliable brand communication

Approach
- Customizing on Hybris basis with operational consciousness: Taking into account the overall Groupe SEB management structure and individual workflows for data model
- Agile development cycles

Results
- Individualized, integrated product cockpit within only four months

„To feed our worldwide consumers and customers with rich, substantial and digital product information, time to market.“
Patrick Banzet, IS Digital & Supply Chain Manager at Groupe SEB

Mock-up approach for non-finalized requirements
HDI Gerling – Online broker sales

Initial situation
- Economic growth of business in new market segments due to high costs only possible to a limited extent

Project goals
- Production of an online solution for Compact policy sales
- Configuring individual insurance packages during consulting
- Direct conclusion after risk assessment

Approach
- Sector selection for offer of Compact
- Calculation of online tariffs with lead brokers
- Iterative prototyping with sales, process experts and technical staff
- End-to-end process integration and change management

Results
- Highly automated, flexible and secure online broker sales system „eMove“ for the first time acquires medium-sized customers

Patrick Thiels, CEO of HDI-Gerling Belgium

„In order to develop an online solution for an innovative product like Compact, insurance and software technical staff have to get around the table with sales and the brokers. “
Kaspi Bank – Multichannel marketplace

Initial situation
- Search for new innovative ways to get closer to customers
- Idea of a marketplace connecting benefits of online and offline stores

Project goals
- Customized multichannel marketplace on Hybris basis
- Connection online and offline commerce of consumer electronics
- Quick and safe granting of installment loans to customers and offline partner stores

Approach
- Built-up of mgm’s Merchant Cabinet on top of Hybris service layer using the Google Web Toolkit
- Agile approach
- Integration of all systems with online banking’s data bank

Results
- Customized Hybris multichannel marketplace „Kaspi shopping“

„Our key focus was on customer and partner experience. mgm brought experience and coached our team while working on this revolutionary project."

David Sarkisyan, SVP
E-Commerce Kaspi Bank
KICKZ.COM – E-commerce solution

Initial situation
- Stellar gains in customer traffic and increased usability expectations: Relaunch for business growth and service quality

Project goals
- Technical scalability
- Operating reliability in spite of dynamic business environment
- Stronger sales thanks to end-to-end processes
- Affiliate programs with billing and accounting control
- Onsite SEO

Approach
- Use of highly performant open source components (Java)
- Facet search (Basis: Lucene index) integrated into merchandise managing system
- Social media integration and multi media content for target group

Results
- Relaunch after only four months; cost efficient operation
- 100% increase of KICKZ’s online business

„The decisive advantage for business success here is the fact that we can plan all of our online activities with the mgm team well in advance – which means that at least the technology will not pull any surprises on us.“

Christian Grosse, Managing Director KICKZ.COM
KS/Auxilia – Online broker portal

Initial situation
- Planning for a new broker portal
- Design of future online sales and service processes

Project goals
- Efficient coordination between IT and business department
- Exact planning with respect to time and cost
- Taking into account all insurance relevant functionalities

Approach
- mgm Cosmo: Structured design of online sales and service processes with about 400 functional building blocks
- Direct implementation of technical specifications in functional prototypes

Results
- Detailed design of the new broker portal including a HTML prototype after only four weeks

„Business expertise, technology, processes, communication: mgm with their excellent staff and Cosmo supported us really well in all these areas.‟

Harald Seyr, Head of department IT/BO at KS/Auxilia
Initial situation
- Quick, individual development of Lidl webshop as an overall system

Project goals
- Performance and reliability (especially weekly flyer campaigns in the tens of millions for promotional items)
- Simple usability
- Realization at a fixed price in a very short time

Approach
- mgm webshop framework: basis for individual development
- Integration with existing mail order ERP solution
- Model-view-controller architecture: flexible presentation of product range
- Automated technical QA with mgm QA tool set and shop reports

Results
- Realization of logistics, call centre and customer service

Lidl shop: Scalable, multi-client and internationally deployable overall system

"With eight months to complete the project, we had to be certain to deploy the right technologies. What was even more important, however, was to work with professionals with a genuine understanding of online business and of their clients."

Matthias Weber, Managing director of Schwarz E-Commerce
Opterra – Customer value management

Initial situation

- Cost-intensive special services (e.g., determination of mixing ratios for cement types with special characteristics)
- Enhanced transparency of channels and customers

Project goals

- Technical solution for sales-oriented customer value management
- Exact assessment of customer sales potential
- Individually tailoring sales performance to customer requirements

Approach

- Identification of interpretation-free financial data from various ERP systems: Profit contributions in relation to estimated sales potentials (dynamic, automated questionnaires in the CRM system)
- Authorized data consolidation in data warehouse; data delivery to the reporting system (Cognos) and sales portal
- Fine tuning after test run

Results

- Comprehensive, smoothly functioning customer value system for sales

“The implementation of a customer value concept calls for the smooth interaction between sales and technology instances. In mgm we have found a partner who understands our concepts and is able to realize results within a short time frame.”

Andreas Schmidt, Responsible project manager at Opterra
swb – Customer self-service system

Initial situation
- Energy service supplier wants to optimize online customer communication

Project goals
- Comprehensive services for customers (e.g. complete online resolution of issues)
- Secure, direct access to personal „customer account“
- Integration of all systems involved (Website, CRM and billing system)
- Free up capacity of service advisors at peak times (billing, annual meter reading), thereby increased availability for customers
- Cost cut by employing less additional service staff

Approach
- Joint concept of customer self-service: mgm together with swb and nordIT, a service provider close to swb
- Development of a modern, integrated Java/J2EE solution

„With CRM and portal experience, mgm was able to show us a number of quickly realizable solutions.“

Jens Riddel, Project manager at swb

Results
- Automated quality assurance: customer center only as fall back
- Flexible, efficient customer self-service with high customer acceptance
swb AG – Online business swb24.de

Initial situation
- Even more attractive conditions for customers with online business development
- Strategic positioning towards competitors

Project goals
- Modern infrastructure for online system
- Easy-to-use and guaranteeing data security
- Implementation of new concepts on short notice as reaction to market

Approach
- Technical integration with all core utilities systems
- End-to-end automation of all processes with plausibility checks
- Ergonomics concept: Easy process navigation; help functions and form-filling guides that work in all browsers
- Serverside ssl-encryption, encrypted password storage and enhanced measures to secure data alterations

Results
- swb24.de: Modern, customer friendly and secure online system

"...This continues to be an iterative process, even after going live. Ongoing monitoring of our platform allows us to quickly recognize changes in user behavior and is a guideline to optimizing the usability of the platform."

Jens Riddel, Project manager at swb
tvttv Services GmbH – Portal solution

Initial situation
- Ability to offer TV services also for business partners
- tvttv staff can integrate program services via „do-it-yourself“ portal

Project goals
- User convenience and easy technical administration
- Flexible integration of editorial content
- High production reliability; scalability (>200 page impressions per sec.)
- No limitation by licenses

Approach
- Lean, scalable architecture with selected, intelligently combined open source components
- Easy to learn administration environment
- CMS openEdit: Integratable and file-based content repository
- All elements of HTML pages stored in one database

Results
- Successful data migration on time despite high complexity

„The mgm team was quick to understand our wishes and in spite of the tight time frame they brought our system into production in a highly professional and reliable manner.“

Tassilo Raesig, Head of Productions and Operations at tvttv Services
Wort & Bild Healthcare Site

Initial situation
- Requirement: Useful interconnection approach
- Request: Editorial team can simply integrate individual articles into a page both automatically and manually

Project goals
- Performance and scalability
- 6.5 million page variants
- Update of page contents in five-minute intervals

Approach
- Ergonomic and intelligent interconnection
- Clustered load-balancers distribute the queries across several interconnected strands

Results
- One of the largest German-speaking healthcare sites
- Highly performant and scalable with cutting-edge portal technologies

„The solution mgm delivered has provided our editorial team with an efficient, high-performance tool which does not require lengthy initial training.“

Harald Mandl, Editor-in-chief responsible for the project at Wort & Bild
Yahoo! – Automation of processes

Initial situation
- Automation of technical processes required for exact coverage data measurements by AGOF (German study group for online research)
- Basis for reliable media planning

Project goals
- Higher degree of automation of technical measurement: Development of web-based software application
- Complete and correct inclusion of the counting pixel on the pages
- User-friendliness and intuitivity of the application when employees generate new pages
- International communications in spite of AGOF standard Germany

Approach
- Performance of QA measures on all Yahoo! pages
- Development of standardized procedure on the basis of an analysis of existing processes

In order to automate the defined processes, mgm developed a web-based software application which was designed to be particularly intuitive and user-friendly.

Results
- Development of a web-based application for automated inclusion of the counting pixels; implementation business logic AGOF standard in portal
- Automation: Securing quality of sales and marketing information
Innovation Implemented.

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