

CASE STUDY

Optimised e-commerce fulfilment services.

Order management for professionals.

BAUR
FULFILLMENT
SOLUTIONS



m.a.c



JOURNEY

Solutions that fit. Made to measure for your growth plans.

BFS Baur Fulfillment Solutions (BFS) is the partner for an effective customer journey configuration, based on optimised value chains in e-commerce fulfilment and digital customer communications.

With the service bundles Fulfillment PLUS and Customer Service PLUS, BFS has developed tailored, integrated solutions and added value services, and can handle all business processes in logistics, customer service, payment management and IT. Comprehensive process expertise, service depth, and flexible IT systems and capabilities produce delighted clients and happy end-customers. Clients such as s.Oliver, fashionette, Eddie Bauer and OTTO are very satisfied with the BFS offering

BFS was founded in 2004 as a member of the BAUR Group. It currently employs around 1,500 people.



DIRECTION

Full Service. High order volumes and demanding clients.

In order to ensure that the expansion plans of clients could be accommodated by the relevant processing capabilities, BFS decided in 2011 to set up a new system configuration.

The new system would support key target scenarios:

- Covering the full service offering, including order management, customer services and payment management
- Creation of a client structure which could quickly accommodate new client accounts
- The capability to handle ca. 140,000 orders per day from more than 9 million debtors
- Functional integration of order management, customer service, payment and complaints with a high degree of automation



SECURITY

Expert Know-how. Great flexibility and deep process knowledge.

An important selection factor for going with MAC's DiVA ERP system was the partnership with MAC as someone with many years' sector experience. Their expert knowledge is clearly reflected in the extensive detail found in the highly developed features of the DiVA ERP and CRM systems.

Another important aspect is that the standard solution, based on Microsoft's Dynamics NAV technology, already guarantees a high degree of future proofing, as does the additional joint development of the solution. Here, DiVA could assert itself against other sector solutions running on an SAP or AX basis.

Dr. Martin Koch, Head of IT at BFS Baur Fulfillment

»Our growth has driven the decision to select DiVA as our new ERP system, as it gives us more flexibility. In distance selling, the IT has to adapt constantly - so as a fulfilment service provider, we need flexible, adaptable systems as well. The change-over went very smoothly - which you cannot take for granted.«



DESTINATION

Precision & quality. High volume order processing through automation.

BFS now uses DiVA for all classic order management features, including call centre, customer service, ticketing and receivables accounting.

Thanks to extensive quality and functionality checks and the development of a test suite, we could prove that DiVA's ERP system can handle an order volume of up to 140,000 per day effectively. All user interfaces were optimised to match the customer service processes in place at BFS for dealing with their bulk business. Within just three months, performance and profitability improved significantly.

MAC's DiVA CRM and ERP solution is now the central system for BFS, also connected via interface with the client webshops and the BFS warehouse management system.

HOME PORT

100 heads, one common goal: satisfied customers.

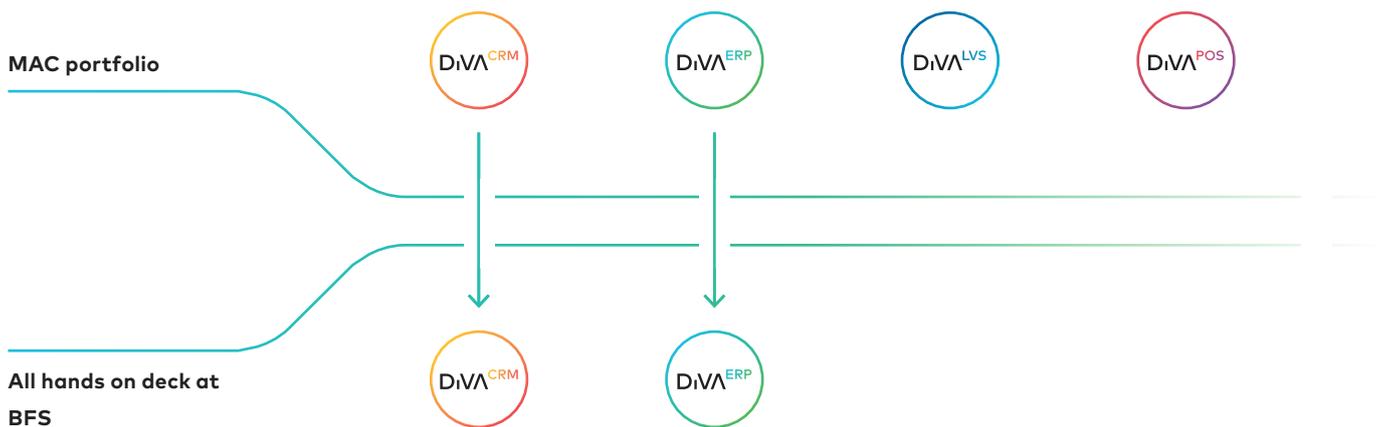


Hannes Müller
MAC project lead

»For us, the BFS project was a real challenge, not least because of the high order volume target. With highly motivated and professional project teams on both sides, we managed to deliver a cleanly structured, high quality process on a tight timeline.«

Whether you are a start-up aiming for the top, a hidden champion, or a market leader who wants to strengthen his position: We accompany your success story as your trusted partner - just see the testimonials from our clients over the last 20 years. Our solutions cater for a wide range of product types, so we have clients from many diverse sectors.

In our team in Hamburg, a lot of things come together: 100 people with deep know-how in IT and mail order, experts with years of experience and a bunch of young digital natives who bring fresh ideas to the table; a clear understanding of the overall process alongside careful attention to detail; individual strengths and playing as a team; competence and creativity - everything you need to implement your new back end IT for e-commerce and multi-channel.



MAC IT-Solutions GmbH

Lise-Meitner-Str. 14 | D-24941 Flensburg

Phone: +49 (0) 461 43 055 0 | Fax: +49 (0) 461 43 055 180

info@mac-its.com | www.mac-its.com

