

Customer reference: Cloud Services

Springlane GmbH



Growing with the ERP and CRM solution DiVA from Microsoft Azure Cloud.

The start-up Springlane is growing by a factor of three each year. Growth drivers of the online shop for everything to do with kitchen & cooking is a smart combination of content marketing and business intelligence. The innovative e-commerce solution serves as technological platform.

«We now have the IT infrastructure to consistently pursue our omni-channel strategy and grow internationally.»
Dominik Burziwoda
Project leader at Springlane

Initial situation

The old ERP solution did no longer meet the growing requirements. Regarding future international growth, an efficient and highly scalable ERP and CRM solution had to be found

Solution

The comprehensive solution DiVA of MAC with Microsoft Dynamics NAV as a basis is implemented as cloud solution. The platform will be Microsoft Azure.

Improvements

The cloud strategy allows for consistent realization of the Springlane's omni-channel strategy: simple scalability and displaying of all logistics processes thanks to the integration of ERP and CRM solution in one system allows future business growth and international expansion without technological hurdles.

Springlane is the online platform for everything to do with cooking. The Springlane online shop for kitchen equipment has more than 15,000 products for cooking aficionados as well as various recipes and tips for hobby chefs.

Country:
Germany

Branch:
Trade and consumer goods

Employees:
approx. 100

Places of employment:
approx. 50

Period:
3 months

Products:

- Microsoft Azure
- Microsoft Dynamics NAV
- Branch solution DiVA on Azure

Springlane is the leading specialist for kitchen, table, wine as well as gourmet products in Germany and offers more than 15,000 products for everything to do with cooking in their own online shop. The e-commerce company was founded in 2012, can look back on rapid growth, and is already one of the leading online shops for kitchen equipment in Germany. The shop offers pretty much everything: from electrical appliances like Kitchen Aid, casserole dishes and roasting pans to classy whisky glasses.

The secret to the success is not only the product range from premium manufacturers to trendy brands. In the online magazine "Gründerszene" Springlane's CEO and one of three founders, Marius Till Fritzsche said that a combination of successful content marketing and efficient business intelligence is the growth driver of the company. The online shop is embedded in a world of magazine-like stories about cooking as well as numerous recipes and tips. A streamlined IT infrastructure supports performance and the logical link of warehousing in the B2C as well as B2B sector.

The omni-channel concept requires an integrated system – „We have been growing by a factor of 3 each year since 2013,” says Dominik Burziwoda, project leader at Springlane. Last year's Christmas business reached an order volume, which for the first time showed the limitations of the former ERP solution. "The off-the-shelf software was no further scalable. A new warehousing system had to be evaluated. It had to be highly scalable and suitable for international growth. Our omni-channel strategy is geared towards all parts of Europe and requires a solution that is not only designed for high order volumes but also for various channels – stationary and online, national and international, B2B and B2C – and is optimally integrated", explains Burziwoda. MAC IT-Solutions GmbH, short MAC, has ultimately been chosen as a partner with its innovative solution DiVA@Cloud based on Microsoft Dynamics. The highly scalable solution combines ERP and CRM software and therefore suitable for a complex omni-channel strategy like the one Springlane pursues.

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Providing the solution as a cloud service with Microsoft Azure as a platform additionally improves central requirements like scalability, cost efficiency and technological sustainability.

DiVA@Cloud: Fast deployment directly from the Azure cloud – „Springlane was very open to the advantages of a cloud solution regarding growth and flexibility“, says MAC CMO Nicole Wehner.

The e-commerce solution DiVA developed by MAC based on Microsoft Dynamics NAV provides a seamless ERP and CRM system with integrated financial accounting. The system has a modular approach and is therefore easily configurable for special requirements of online traders. „Azure not only enables maximal scalability and new price models, but also streamlined project runtimes“, explains Wehner.

The fast technological provision of DiVA@Cloud via Azure is just one factor. The possible standardization is at least equally important, so that development costs can be reduced when realizing a customized solution. Project leader Burziwoda agrees: “I thought the development time of the total project of only three months – including connecting two new warehouses – was impressive”.

Champions league products that help you grow – The advantages of the cloud solution are, in addition to simple scalability, the efficiency of space and investments for own hardware and maintenance and support of the latter. However, more important are the strategic benefits in logistics and accounting: “We can now display all logistical processes of the company in a system and also connect decentralized warehouses of external partners“, explains Burziwoda. An important advantage of the DiVA solution is also the BDO (German company for auditing) certification: “We are now working with completely transparent and accurate numbers.” The decision for the “Champions League products of Microsoft” provides the basis for future growth without technical hurdles, according to Burziwoda: “we now have the IT infrastructure to pursue our omni-channel strategy consequently and grow internationally.”

For more references go to: www.microsoft.de/kundenreferenzen



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Microsoft is the leading provider of standard software, services and solutions in the world that help people and companies of all fields and sizes to develop their full potential. Security and reliability, innovation and integration as well as transparency and interoperability are key points in the development in Microsoft products.

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The MAC IT-Solution GmbH, short MAC, is the IT solutions provider for e-commerce and multi-channel software. MAC offers a comprehensive IT platform for modern trade, which handles all business processes with a customized ERP and CRM system based on Microsoft Dynamics.