



JAB JOSEF ANSTOETZ KG, Bielefeld, Germany
Better Customer Service
Thanks To Apps

»We can now connect our customers and partners to our ERP system by iPhone, BlackBerry or other mobile device. This ensures that details of our our range are always available in real time. it.x-mobile, the solution provided by itelligence AG, proved to be the ideal technological foundation on which to develop Apps. And because itelligence continuously maintains the core applications, we are sure that our customers will be able to rely on our own applications in future, too, and that these can be expanded to include other operating systems.«

Hermann J. Grauthoff, Head of IT/Organization, JAB ANSTOETZ

JAB ANSTOETZ gets you on the move

The Fabric Of Good Service

“Faszination Wohnen ohne Grenzen” (“A Fascination With Living Without Borders”): True to this company philosophy, JAB ANSTOETZ Group produces a wide range of high-quality interior textiles. As one of the world’s largest textiles producers, JAB ANSTOETZ releases new fabric collections twice a year. The company site in Bielefeld, Germany holds a total of 2,000 products in 20,000 colors.

The company’s trading partners can always rely on JAB ANSTOETZ to provide them with the support they need to ensure they always maintain

a complete overview of the company’s products. After all, even updating the range on an annual basis is hard enough on its own. Up to now, trading partners received long price and product lists, which they could use to check the whole range of samples. Which colors are still up-to-date? Which prices have changed? These are the sorts of questions that had to be answered in this way. Once these checks were done the relevant samples then had to be sorted out or highlighted again. If partners made mistakes during this process, it was possible for an interior decorator to offer its end customer (design consultant) a product that was no longer available. But such scenarios should now be a thing of the past. In light of the increasingly prominent role of BlackBerry, iPhone, and Android mobile devices and tablet PCs, both in the business world and elsewhere, JAB ANSTOETZ came up with the idea of connecting its customers to its own ERP system using these devices. An online connection of this kind enables partners to react more quickly to changes to inventory or price details.

it.x-mobile Provides The Technological Basis

When looking for a suitable partner for this project, JAB ANSTOETZ quickly turned to another Bielefeld company: it.x-mobile, the solution provided by itelligence AG, proved the ideal technological basis for JAB’s specifications. The multi-platform functionality and range of SAP-related functions provided by it.x-mobile were truly convincing. This solution enables applications to be created based on existing ABAP functional components. And what is more, it.x-mobile can be seamlessly integrated into the existing JAB ANSTOETZ SAP ERP system.

As there was no way of knowing which end devices and operating systems JAB ANSTOETZ customers would use, the mobility solution needed to be able to cater for all available platforms – but at the very least Android, iOS and BlackBerry OS.



JAB JOSEF ANSTOETZ KG

Founded in 1946, the fabrics manufacturer JAB ANSTOETZ is today one of the industry’s largest companies worldwide. The Group also includes JAB ANSTOETZ TEPPICHE, BW Bielefelder Werkstätten as well as Carpet Concept, Chivasso, Gardisette, Soleil Bleu par Wellmann, Golf House and the Berghotel Astenkrone in Winterberg. The fabrics manufacturer exports its collections to more than 80 countries throughout the world and is represented in more than 70 countries either through its own trading partners or showrooms. Worldwide, a total of 1,300 people work for the Group, and 700 of these are based at the sites in Bielefeld and Herford.



This was another requirement that the intelligence team proved very capable of fulfilling: The it.x-mobile connection frame work provides an interface that each customer can adapt to their needs . Certain device types can so be approved or blocked with the help of their device IDs. "We worked with intelligence to install a Web Application Firewall to ensure the right level of security for online data exchange," explains Hermann J. Grauthoff, Head of IT/Organization at JAB ANSTOETZ. "This firewall successfully monitors data access."

"Thanks to the consultants from intelligence, we can now maintain the system ourselves in future," says Mr. Grauthoff. "This is an example of intelligence's good approach to coaching, thanks to which we can now stand on our own two feet."

Knowledge Transfer Creates Independence

It only took the intelligence team a few days to fully install the solution and to train JAB employees how to use it.x-mobile. The employees with experience in SAP can now even use their programming knowledge to create mobile application and scenarios of their own. Each App has to be programmed just once before it is ready for use.



JAB

ANSTOETZ

Name:
JAB JOSEF ANSTOETZ KG

Industry:
Textiles

Products:
Fabrics, textiles
and carpets

Size of company:
1,300 employees, of which
600 are SAP users

Headquarters:
Bielefeld

Branch offices:
international

it.x-mobile now enables the most diverse range of end devices to connect to the JAB ANSTOETZ SAP ERP system. This enables the company's SAP data and SAP business processes to "go mobile" and makes life much easier for the company's partners: They can now access all the necessary information regarding availability, delivery times, and prices from their iPhone or iPad in the mobile customer center.

Material orders and reservations are also now just a click away. If a product is out of stock, interior designers can simply send an e-mail to Internal Services, who will be able to tell them when they will be able to supply the product. Partners can even order pattern books using the mobile App –

another way in which they can control the quality of the advice they provide. Updating the range becomes so much easier: JAB customers access data in real time, enabling them to consult the current range whenever they wish, and update their inventory of samples without delay. Other mobile scenarios are already being planned, including a digital product catalogue in which very high quality pictures will be available on customers' mobile devices. JAB ANSTOETZ is thus making it easier for its customers to select the fabrics they want, while providing advice and support. "Overall, we are using these mobile scenarios to sharpen our profile as a leading innovator," says Mr. Grauthoff. "And not just when it comes to products!"



Facts & Figures

Solution: it.x-mobile

Project duration: 3 months

Advantages:

- Low system requirements, no separate middleware needed
- Apps are available on a range of different platforms (iOS, Android, BlackBerry OS, etc.)
- Integration of specific device functions e.g., barcode scan using camera and laser scanner
- Control and monitoring through SAP system
- Scenario development and expansion possible with SAP ABAP knowledge