

Online Sales
CASE STUDY

Ahlsell



ahlsell




Efficient
Purchasing



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AHLSSELL

Success Story



“We thought it was a good idea to become a part of an eMarket place. Just as then, we today believe in the establishment of eMarket places. We try to cooperate with and develop a market place, such as the IBX system, to be the best possible.”

Mårten Forssell, Head of eBusiness on Ahlsell.

Part of eMarket place important

In 2001 Ahlsell, the leading technical trading company in the Nordic countries within installation products, tools and machinery, decided as one of the first companies to join the IBX Supplier Network. “The decision to agree with the customer’s proposal was simple. We thought it was a good idea to become a part of an eMarket place. Just as then, we today believe in the establishment of eMarket places. We try to cooperate with and develop a market place, such as the IBX system, to be the best possible,” says Mårten Forssell, Head of eBusiness on Ahlsell. “It is important to be a part of an eMarket place. The more users there are and the more integrated these users are, the better it is for business.”

eCatalogue

At the start of Ahlsell’s integration with the IBX Supplier Network the main challenge was creating an eCatalogue that

would attract its customers. The information needed for the eCatalogue had to be dug-out and shaped into an available and informative format. “Today we at Ahlsell have a traditional paper catalogue as well as a internet store in addition to the IBX eCatalogue interface. However, we prefer to use the IBX eCatalogue and so do our customers. Our customers want a catalogue containing the products they purchase and the IBX system provides us with an efficient tool, providing tailor-made catalogues,” says Forssell. “But we do not only see the ready made eCatalogue interface as an efficient marketing tool for our products. It also has an impact on our own economic efficiency. For each customer who wants to use the IBX system and the eCatalogue interface within the IBX Supplier Network we save time and resources. Today we have eight customers within the IBX system. This means that we can gain efficiency and bottom line results by using the same interface for all of them,” emphasises Forssell.



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IBX Supplier Integration

Ahlsell uses the IBX Supplier Integration, which enables them to integrate their internal sales order management and customer billing systems directly to IBX. Integration of the order and invoice flow to IBX improves the process efficiency by import of business documents directly to the back end system. "Being a fully integrated supplier has worked well with us. Problems that were identified were solved early on in the process. As time has passed the process has improved and become more streamlined. There are always things that we would like to further develop. For this purpose we have a regular and fruitful communication with IBX," explains Forssell. The added value for co-operating with clients through the IBX system is the increased level of customer service and the increased sales-level. It also becomes easier to control the flow of purchasing for both supplier and purchaser as contract compliance increases. "The increased contract compliance and the avoidance of maverick buyers is a task for our customer's management. They need to make it clear that there are preferred systems for purchasing and preferred suppliers," explains Forssell.

Forssell ends by saying, "as one of our partners IBX is always there for us to solve our problems and to answer our questions. This is a type of cooperation that we highly value and the closer it gets to better it becomes."



About Ahlsell

Ahlsell is the leading technical trading company in the Nordic countries within installation products, tools and machinery, with operations also in the Baltic States and Russia. Ahlsell offers professional users a wide range of goods and peripheral services within the product segments of Heating & Plumbing, Electrical, Tools & Machinery, Refrigeration and DIY (Do it yourself). The Group has an annual turnover of approximately 2.5 billion Euros and about 5,300 employees.

Ahlsell is Sweden's only trading company that can offer a full range of products within the installation sector and which occupies strong positions within all product areas. In its other trading countries Ahlsell is one of the leading players within several product areas.

Ahlsell supplies a wide range of products that are delivered to the right location, at the right time and at competitive prices. Ahlsell also contributes

service and advice, making our customers' work easier. The personal touch is what makes Ahlsell stand out from the crowd – the way we meet our customers and our commitment. That is how Ahlsell makes it easier to be professional.



IBX Group



IBX Group

As a pioneer in the field of ePurchasing, IBX delivers measurable impact to a client's bottom line through its comprehensive Efficient Purchasing framework. IBX solutions are used by more than 120 buying organizations around the globe and connect more than 15,000

suppliers to a total purchasing volume of 12 billion Euros. With high value supplier solutions and best of breed eSourcing and eProcurement technology, IBX enhances the buying and selling process within its customer network.

IBX offices are located in Stockholm (HQ), Antwerp, Copenhagen, Frankfurt, Helsinki, Milan, Oslo, Oxford, and Paris.

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