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clavis Develops a Web Catalogue Tool with Offers-Interface to SAP System

Direct access to promotion merchandise for sales force during customer consultation

With clavisWebcatalog the Cologne located clavis Berater sozietät has developed an application that enables sales representatives to access the present internal web catalogue and thus to display promotion merchandise in a customer dialogue. Special product allocations are presented suited to the requested parameters. Moreover the tool includes an interface to transfer offers to the SAP system. A previous version has been already implemented successfully at Ideal Standard, the leading provider of fittings, ceramics and acrylic products for bathroom and kitchen.

Sales representatives of large enterprises often get the chance to provide their customers discounted products from special offers in a customer consultation. But information concerning promotion merchandise or product backlogs is often available only internally. Thus the issue to present that information to the customer cannot be resolved by the classic public web shop.

With help of clavisWebcatalog special offers including the available quantities can be presented well-arranged. Additionally the data can be filtered by different criteria, whereas the complex select options from SAP are completely mapped into the web application. Besides the search criteria are linked among each other. Thus the selected restrictions affect other criteria and the search result is even more precise. The pricing data can be suppressed by the sales person if required.

If the customer is interested in the offered promotion, the sales representative can create an offer directly via

clavisWebcatalog according to the offer function of SAP and subsequently transmit this offer to the SAP system. Additionally the offer can be printed as PDF or sent by e-mail. The customer order is processed as usually. Simultaneously with the order the allocated inventory is updated in the web catalogue.

"At Ideal Standard we have successfully implemented a previous version of clavisWebcatalog", clavis-CEO Jan-Martin Lichte explains. "Considering the critical situation in the financial markets, our lean, specification matching solutions offer an excellent alternative to large SAP implementation projects. This is one of our major strengths."

Since 1997 clavis successfully provides advice in solutions of the SAP AG. The consulting company is focussed in conceptual design and implementation of business processes in the areas warehouse and distribution logistics, sales and customer relationship management (CRM), and maintenance. clavis actually employs in its locations Bremen and Cologne 20 regular staffs and 20 freelancers. Ideal Standard, pharma mall und Ejot are counted among the clavis customers. For further information please visit our websites at www.clavis.biz.