



*"Competition on price is tough and it tends to find equilibrium. The flexibility and versatility to easily accommodate our customer's systems and processes gives us the advantage we need to tip the scales. Videlity gives us a competitive advantage in dealing with our very large industrial customers."*

- Kim Øxenholt,  
Marketing & e.commerce  
Manager, Louis Poulsen El-  
teknik

## Louis Poulsen – Winner of the 2004 e.Business Award

### Louis Poulsen on the leading edge

Louis Poulsen El-teknik A/S (LPE), a leading supplier of electrical and lighting products, has a great reputation for being on the leading edge of information and logistic technology. LPE offers over 100,000 distinct parts and items to customers ranging from individual electricians to large companies in the industrial sector. No small feat considering the different needs and requirements of this wide variety of customers.

LPE took their first electronic order in 1985 and have been refining the process ever since. Among the first in their industry to establish a web-based shop, LPE has had great success with individual electricians. However LPE found that this solution only covered part of their customer population. Large companies in the industrial sector did not want to reenter order information from their internal ERP systems into LPE's web shop. LPE needed a way to connect their system to these large customers.

### eLPc –Connect

eLPc-Connect was their answer to the problem. LPE designed this solution to provide a wealth of product data (including price, pictures, web links, etc) to industrial clients, purchase portals and the public sector. They incorporated Videlity's Sales

Order Collaboration (SOC) into their solution to handle the complex purchasing process. "Videlity is the engine that makes the data exchange process with the customer seamless. Even when using the same standard system, companies *always* have different ways of doing business. Videlity's flexibility allows us to quickly develop one to one solutions. With Videlity's Sales Order Collaboration we can accommodate our customers any way they want to do business." Says Kim Øxenholt, Marketing & e.commerce Manager for Louis Poulsen el-Teknik.

Videlity's SOC enables customers to generate buying orders and other related transactions in their own ERP systems just as they always have. Videlity delivers the data to LPE's system handling all file formats completely independently of the ERP system used by the customer. Seamlessly supporting this task are the Videlity Remote Agent, which enables easy data exchange, and the Videlity Notifier, which monitors all activity and provides a proactive system of notification and alerts based on events or errors.

Providing seamless communication between LPE and their customers is the job of Videlity's Remote Agent. "Stability is an important issue when you're talking about e-Business. Videlity promised that their Remote Agent would be stable and they

have certainly lived up to their promise" says Svend Tang, Head of System Development for eCommerce at LPE. According to Svend the best feature of the Remote Agent is the simplicity of setting it up with customers. "You can set up communications with companies that are not very technically prepared. We haven't met a small company that couldn't set it up themselves. The customer doesn't need big picture knowledge. They can be led through the process over the phone."

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Keeping an eye on every transaction, Vidality's automated Notifer is another key piece of technology used by LPE. "The automated notification system is a very strong feature in Vidality," says Svend Tang. "When a customer sends an order they want confirmation line for line to ensure it is received correctly. Vidality's notification system takes care of this and is extremely easy to set up. Vidality is flexible enough to communicate with every platform so that from email to xml everyone receives the notifications they want. Both internal and external customers find it useful to have this dynamic information at their fingertips. Often customers import this information directly into their own ERP

system eliminating manual reentry and duplication of effort." concludes Svend Tang.

### **A recognized leader in e-Business**

With the eLPc-Connect system LPE became a forerunner in their industry and gained a competitive edge over other companies in their field. They have become *preferred suppliers* because of their ability to accommodate their customers any way they want to do business. "Competition on price is tough and it tends to find equilibrium. The flexibility and versatility to easily accommodate our customer's systems and processes gives us the advantage we need to tip the scales. The solution gave, and still gives us a competitive advantage in dealing with this group of very large industrial customers," says Kim Øxenholt. Due to the tremendous success and great results achieved with e-commerce LPE was recognized with the 2004 Danish e-Business Award.

*"We chose Vidality because we felt that they had a very good understanding of our business" says Kim Øxenholt. "They're a very well qualified company to work with. Their Sales Order Collaboration solution lets us offer a great amount of flexibility to the individual systems and processes used by our customers which gives us a competitive edge."*

- Kim Øxenholt, Marketing & e-commerce Manager, Louis Poulsen El-teknik

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