

# 1-2-3.TV: OPTIMUM SHIPPING AND PRODUCT LINE PLANNING WITH SYSKOPLAN REPLY

In a record period of just six weeks, teleshopping station 1-2-3.tv introduced a system that provided and analysed all information about sales, show planning, inventory, product line and returns.

## THE CUSTOMER

On Oct. 1, 2004, 1-2-3.tv GmbH went on the air: Germany's first teleshopping station, which lets customers set their own price for the products being offered using an auction-like approach. During sales promotions, customers can place a bid on the product currently being shown, in an extensively-automated ordering process (voice synthesiser computer).

## THE CHALLENGE

Teleshopping offers both the opportunity and the requirement to react far more quickly to customer wants than possible in the classic mail order or retail industries. An added dimension is (broadcasting) time: customers have continual access to all articles in a product line with mail order or retail models (and with limitations for classic teleshopping), while the presentation of products on 1-2-3.tv – contingent upon the medium of television – focuses on just one product at a specific point in time. For that reason, it is exceptionally important to show a product at an ideal point in time. That, in turn, requires close coordination between supply and demand across all operative processes.

## THE SOLUTION

When the show was launched, a management information system (MIS) was created in a record time of just six weeks that provided all key information (sales, show planning, inventory, product line and returns, etc.) from the very first minute of the show to promptly measure sales show success. That rapidly made the MIS an essential

tool for broadcasting and product line planning. Payment behaviour analysis and logistics service provider performance were accomplished in a subsequent step. There is also a closed loop with the customer system: due to payment behaviour analyses in the MIS, the operative customer base is updated with credit limits, payment methods

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(invoice, last name, etc.), blocking processes (e.g. for frequent returners), etc. With these steps, 1-2-3.tv is beginning business model optimisation in order to expand its early market entry through process competence and turn it into a true advantage. This also creates the data basis for sophisticated direct marketing. MIS is based on Microsoft SQL Server 2000 and Microsoft Data Transformation Services for the field of ETL. Crystal Enterprise 10 is used as the reporting platform. The use of Microsoft Analysis Services for saving multi-dimensional cubes is planned for a further expansion stage.

## THE BENEFIT

MIS design, realisation and productivity was independently realised by Syskoplan Reply. Data models, key figures and analysis were developed together with the department. One particular challenge was that the future source systems were only available at a very late point in time in the development period, which is why quick response times are needed for changes to interfaces.

“We decided to choose Syskoplan Reply because Syskoplan Reply was able to provide us with the capabilities for this kind of time- and business-critical project through their experience and competence in the business intelligence environment. In addition to an excellent price-performance ratio, the mix of products (Crystal Enterprise and Microsoft SQL Server) offers numerous opportunities for the future expansion of the advanced analysis features of a growing data warehouse,” says Rainer Düsphol, CIO of 1-2-3.tv.

“Syskoplan Reply possesses outstanding knowledge of specific business processes in our industry. The recording and realisation of requirements for the information system allowed us to control the precise analysis of our customers’ responses and the success of every minute on the air from the very first broadcast date,” says Norbert Matthäus, Planning Manager at 1-2-3.tv



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