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PROZEUS
PROZESSE und STANDARDS

eBusiness practice for SMEs

**PROZEUS strengthens
SMEs for the global
competition in eBusiness**



www.prozeus.de

eBusiness – What benefits does it bring?



Source: photocase.de, Julia Nimbus

Increasing competitive pressures are forcing not only large corporations but also small and medium-sized enterprises (SMEs) to optimize their business processes, cut costs and enter new markets. eBusiness helps companies to master these challenges, although there are many questions to be answered before implementation can begin:

- **Optimizing business processes –**
Where do you start?
- **Implementing eBusiness –**
What must be borne in mind?
- **Using eBusiness standards –**
Yes, but which standards?
- **Security of investment –**
What criteria are important when choosing a solution?
- **Making use of contacts who already have experience and expertise –**
Where can they be found?

eBusiness standards – The key to entrepreneurial success

Internationally accepted and cost-efficient standards are fundamental to the implementation of eBusiness activities. They ensure that a company's work processes are fully digitised and not interrupted by changes in media.

PROZEUS provides neutral, independent and free information to companies in Germany on how to automate their business processes and make them faster and more efficient:

- Reducing costs.
- Shortening reaction times.
- Improving security in planning.
- Optimizing relationships with suppliers.
- Raising customer satisfaction.
- Acquiring new customers.
- Entering new markets.
- Improving the company's image.
- Creating a distinctive profile.

Boosting revenue.

PROZEUS – An independent partner for eBusiness standards

PROZEUS is a neutral source of assistance, advice and information for SMEs (up to 500 employees) in the manufacturing, consumer goods and trading sectors. Since 2002 PROZEUS – supported by the German Federal Ministry of Commerce and Technology (BMWi) – has been assisting the decision-makers in SMEs on issues around eBusiness and standards. PROZEUS advises newcomers to eBusiness in Germany, showing them the way to sensible, profitable and sustainable solutions based on eBusiness standards.

Identification standards

Clearly identifying companies and products.	EAN/GTIN, GS1 128, EPC/RFID ...
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Classification standards

Describing products consistently.	eCI@ss, ETIM, GPC, UNSPSC ...
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Catalogue exchange formats

Providing electronic product data.	BMEcat, cXML, Datanorm/Eldanorm, PRICAT ...
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Transaction standards

Automatic exchange of documents.	EANCOM®, GS1 XML, ODETTE, OAGIS, UBL ...
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Process standards

Automatisation of complex business processes.	Category Management, ebXML, RosettaNet, VMI ...
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This is how PROZEUS prepares companies for eBusiness

Case studies

PROZEUS provides access to eBusiness solutions which have already been tested by SMEs.

Introductory consultation

PROZEUS experts advise German companies individually on the introduction of eBusiness and the implementation of processes and standards.

Expert network

Experts from business and research combine their know-how and make recommendations.

IT consultant pool

PROZEUS offers a database listing specialists in the implementation of eBusiness plans.

PROZEUS's partners in Germany's different regions and sectors

Local information, advice and events.

eBusiness Online Check

Customised information by mouse click: Four clicks lead to an individualised eBusiness info package.

www.prozeus.de

German-language brochures, check lists, manuals, case studies, profitability studies and an email hotline.

How eBusiness standards can bring companies growth in all areas

- **Category management:** Improving product range policy and marketing.
- **Collaboration on Planning, Forecasting and Replenishment:** Reducing transport and distribution costs and optimizing collaboration along the supply chain.
- **Customer Relationship Management:** Better understanding of customers and increased customer loyalty.
- **GS1 128 and EPC/RFID:** Seamless tracing and tracking of products.
- **Electronic Exchange of Data:** Automatic ordering, billing and notification of dispatch.
- **Electronic catalogues:** Updating electronic catalogues at the push of a button.
- **Electronic market places:** Benefiting from sales opportunities in global markets.
- **eProcurement:** Using supplier shops and rationalising purchasing.
- **Joint Forecasting:** Optimizing logistics and the flow of goods.
- **Online-Shops:** Discovering new distribution channels and making sales around the clock.
- **Master data management:** Achieving security in planning for all business processes.
- **Vendor Managed Inventory:** Reducing stock levels and speeding up product innovation.

eBusiness – Mastering challenges, exploiting opportunities



"The aim of our eBusiness project is to optimize our distribution logistics and reduce the rate of errors. Others can now profit from our experience."

Nicole Dornseif, Head of Processes and Organisation, Hudora GmbH

"Using eBusiness standards has led to a significant reduction in costs because all our product data is entered just once for all media and administrated by a central information system."



Hubertus Husung, Head of Controlling/IT, Bessey Tool GmbH & Co. KG



"eBusiness standards enable us to do business with the big corporations. Only those who set themselves goals can attain them."

Hartmut Ruess, Head of IT, Eugen Niederberger GmbH & Co. KG

"Quality assurance and product tracking systems covering the entire supply chain give the consumer a complete overview. This is what counts – especially for us in the food industry."



Achim Münster, Quality Manager, ZNVG

How to contact us

PROZEUS promotes the eBusiness competence of small and medium-sized enterprises through integrated processes and established standards in order to enable them to participate in global markets for purchasing and sales.

PROZEUS is a non-profitmaking project initiated and supported by the German Federal Ministry of Commerce and Technology (BMWi) and carried out by two strong partners: GS1 Germany, the service and competence center for inter-company business processes, and IW Consult, a subsidiary of the Cologne Institute of Economic Research.



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The "Netzwerk Elektronischer Geschäftsverkehr" is a network of 20 regional competence centres which assists SMEs in Germany with neutral advice and expertise.

For more information visit: www.ec-net.de