

GEORG JENSEN

World Class Danish design moves closer to international partner network

Georg Jensen manufactures, markets and sells Danish design across the entire world from her premises in Frederiksberg near Copenhagen, Denmark. As with the design Georg Jensen also combines tradition and renewal in her business strategy. They want to work closer and more efficiently with their international partner channel through a dedicated e-commerce solution.



Business challenge

A previous e-commerce project failed to launch due to a high degree of complexity within the project. Now, Georg Jensen wanted to have another go with an e-commerce project that was easier to manage, implement and control.

Lean channel management

Georg Jensen wanted to execute a new sales channel strategy. Previously, they engaged more than 35.000 dealers across the world ranging from the small local jeweler to large design and life style retail stores. All orders were submitted by phone/fax and manually processed at Georg Jensen. The data entry and order processing routines needed automation and optimization to take up less manpower. The number of dealers was cut short to a maximum of 6000-7000 dealers. Now, interfacing with these dealers needed to become more efficient while still engaging the dealer in the Georg Jensen eco system.

Inventory management

As a manufacturing company lean processes are key to bringing down costs. Optimizing inventory levels requires tight monitoring of new orders from all sales channels effecting existing inventory levels. The availability of products on the website needs be tightly linked to the order management in the ERP system.

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Bringing partners closer

Through their digital endeavors Georg Jensen wanted to bring partners across the world closer to their business as part of the new channel strategy. Seasonal collections, special collections and fashion items should be made quickly available for pre-orders. Collections should be made available for viewing 6-12 months in advance to help the dealer plan ahead. Monitoring pre-orders early in the product life cycle optimizes Georg Jensen's own supply chain management and production planning considerably. Everyone would benefit from this as the increased visibility could optimize planning for all involved parties.

Product data management (PDM)

At Georg Jensen product data management is big business! A huge amount of products and product groups need management in many different countries and in 6 different languages. Numerous types of customer groups, country specific VAT and TAX rules. On top of that many customers had individual price agreements and even several purchasers within the customer organization. Basic product data, pricing, inventory levels etc. was already found in the ERP system. Now, all this information needed to be correctly and timely shown on the e-commerce site. Additional information needed to be added to the basic information. Campaign product texts, pictures in various sizes and information that would make the products presentable on-line need be placed with the rest of the product data information.

The existing Product Information Management System (PIMS) needed to be replaced, as it was no longer a satisfactory solution, Georg Jensen claimed.

More than 50 currencies

As if the huge number of products was not enough the e-commerce system would need to handle around 50 different currencies. Luckily, this information already existed in the ERP system.

Complex price model

In Georg Jensen's' ERP system the actual price is a calculation based on various elements such as customer type, individual price agreements, actual discounts, volume etc. This requires for the e-commerce system to be able to reflect and use the exact same data and calculation models as used in the ERP system. A single product can have an unlimited number of prices, but only one relevant price at the specific time on the specific request.

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Customer Master data management

Also, in the ERP system all customer master data was held. The e-commerce site needed to leverage this information and grant the customer access to change master data on their personal account and track orders.

Automation of e-commerce processes

Automation of product and catalogue creation, order entry management, order fulfillment and customer self service required some kind of seamless flow of data and processes bringing existing ERP data and calculation models to the web and receiving search requests, orders and customer master data management changes.

Performance

Stability, reliability and speed were key to the e-commerce set-up that was to service partners across the world. Inconsistency, down time, poor/wrong data, incorrect stock levels, price calculations etc. would seriously knock over the partner service department at Georg Jensen and completely erase any automation advantages from the new digital solution.

Partnering up

Georg Jensen already had a professional CMS partner. The partner was contracted to re-launch the e-commerce project, giving less attention to the web front and more attention to the e-commerce functionality. Evision was selected as e-commerce partner for outstanding e-commerce integration competencies. Previously, Evision had made successful business with Georg Jensen's Dynamics AX ERP partner.

Georg Jensen's business requirements on automation of product data creation and order processes, leveraging ERP data and calculation models, giving customers access to follow orders and view invoice history pointed towards deep, steep, real-time ERP integration. Period. No easy way around this.

The Evision E-commerce software was selected because it was able to fully meet Georg Jensen's requirements on e-commerce functionality, integration complexity, performance and ease of implementation

In the Evision E-commerce solution Georg Jensen's business model was uncompromised and the complexity of the ERP system fully respected. The e-commerce system would leverage and support the existing product data and logistical set-up already in place. Also, the need for a less complex front-end with the Umbraco CMS was a perfect choice on the occasion.

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Evision develops and markets a complete e-commerce system based on the combination of deep ERP knowledge and deep web programming knowledge. Evision was part of the process with Georg Jensen and the CMS partner all the way through requirements specification to professional implementation of the e-commerce system. And still is!

Solution

The Evision E-Commerce platform could meet all Georg Jensen's e-commerce system requirements. The B-to-B e-commerce solution was delivered as one seamless system deeply integrated into Umbraco CMS at the front and with real-time ERP integration to Microsoft Dynamics AX at the back-end.

The solution was delivered with a new, complete product data management (PDM) system for advanced data enrichment as part of the integrated solution and with all Order Management directly in the ERP system. Both software components are developed and serviced by Evision.

As all Umbraco, Evision and Microsoft Dynamics software components are delivered as standard software ready for fast and easy adaptations both implementation costs and maintenance costs are manageable and controllable for Georg Jensen.

Results

Georg Jensen has finally been able to successfully launch the new partner site with minimum downtime and maximum performance. Dealers are closer associated through on-line access to vital data and processes leveraging Georg Jensen's existing business model.

Re-allocating resources

Efficient partner order submission and smooth order management is now part of everyday company life. Reducing the number of dealer accounts is one this, managing the remaining accounts more effectively is another. But the automated processes have released capacity to account manage partners with an identified growth potential. This proves potential.

Partner self-service

Partners can now submit and monitor their orders 24/7. They follow the fulfillment process all the way through to invoicing and the load on order administration requests has drastically decreased. More than anything this is down to the correct pricing, calculation models discounts and inventory levels. Also, partners can preview new collections sooner than ever and this has a psychological impact. As soon as

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they see the new collections they start to plan the purchase of the new season Georg Jensen products.

Seasonal collections out much faster for pre-order

With so many seasonal collections and different product lines managing product enrichment for launch on the partner web site is key. The new product enrichment routines have drastically reduced time to market for new products. At Georg Jensen new collections are now made visible online on the partner web between 6 and 12 month prior to actual retail launch. The products are fully displayed with a zero inventory level. As soon as the products are ready for orders the inventory level will be visible to the partner.

Customized product catalogues

Georg Jensen quickly found more potential in the intelligent e-commerce system. They saw the possibilities for customized product catalogues to different customer groups. And with no extra efforts! They split the products into “Living Design” and “Jewelry” and created different product catalogues depending on customer types by using the intelligent mapping structure in the Evision PDM system. This is easily managed as the customer when logged into the system is linked to the correct product assortment.

Inventory management

Because the worldwide partner e-commerce site has it's own inventory allocated, this should also reflect in the overall inventory management processes for Georg Jensen on a worldwide scale. At all times only the number of products allocated to the e-commerce site inventory can be sold on-line. As soon as the inventory runs low on-line it is managed as any other inventory location. Sometimes inventory from other places are re-allocated to the web, sometimes a new production needs to be scheduled. The deep, real-time integration between the e-commerce partner site and Georg Jensen's Dynamics AX ERP system on-line inventory management realizes a lean process.

The web inventory is monitored efficiently along side all other inventory locations and stock can easily be switched between locations to even out fluctuations. Because the production planning is based on the monitoring of inventory levels it was mandatory that this process to be respected in the e-commerce solution. Now, the manufacturing facilities in Thailand can produce Georg Jensen jewelry accordingly to minimum inventory levels including the on-line sales channel.

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System configuration

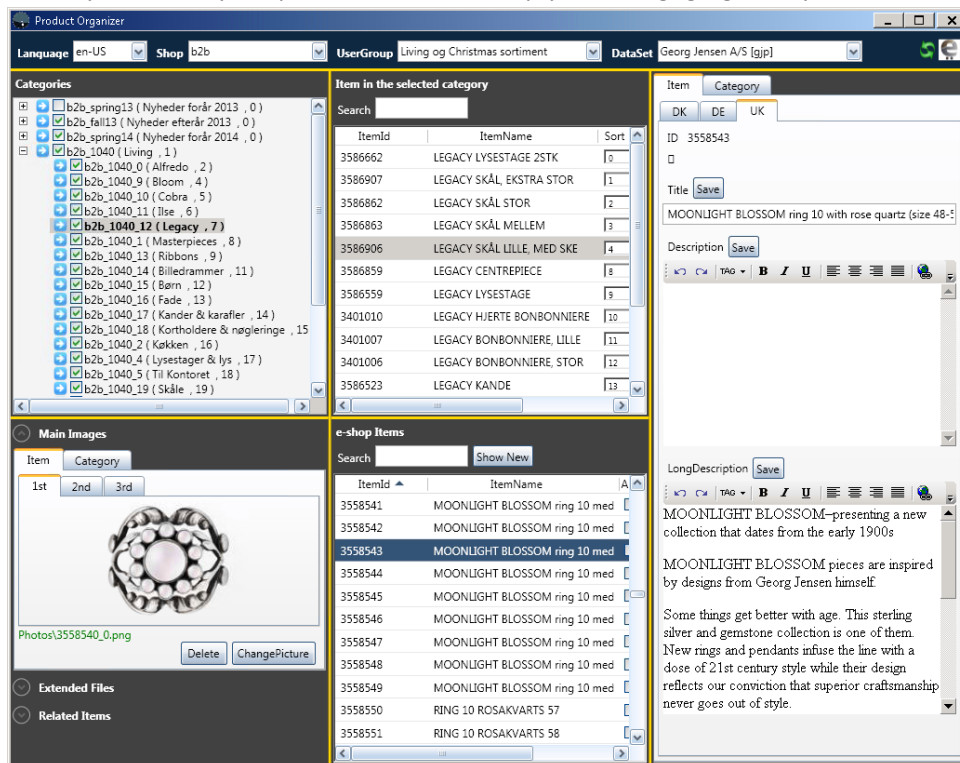
Evision E-commerce with deep, real-time integration to Microsoft Dynamics AX 3.0 on an Oracle database on the back-end and Umbraco CMS at the front-end.

How does it look at the back-end?

This is daily life at Georg Jensen. Product enrichment happens via the PDM module and order management happens directly in the ERP system. Simply business as usual!

Product data management (PDM) and data enrichment at Georg Jensen

When you enrich your products this will help you in engaging with your customers.



The screenshot shows the 'Product Organizer' application window. The interface is divided into several panes:

- Categories:** A tree view on the left showing a hierarchy of product categories, with 'b2b_1040_12 (Legacy, 7)' selected.
- Item in the selected category:** A table listing items with columns for ItemId, ItemName, and Sort. The selected item is '3558543 MOONLIGHT BLOSSOM ring 10 med'.
- Main Images:** A section showing a product image of the ring, with a 'ChangePicture' button.
- e-shop Items:** A table listing items for the e-shop, with the same 'MOONLIGHT BLOSSOM' ring selected.
- Item Detail View:** A right-hand pane showing the details for the selected item, including its ID (3558543), title, description, and long description.

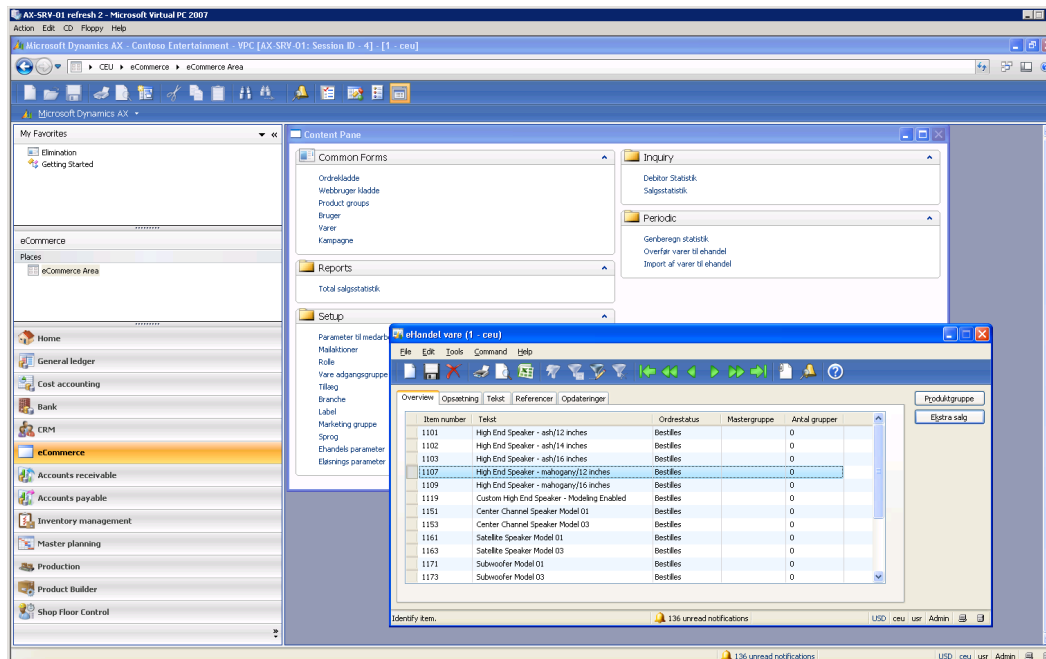
The 'Item Detail View' shows the following information:

- ID:** 3558543
- Title:** MOONLIGHT BLOSSOM ring 10 with rose quartz (size 48-)
- Description:** MOONLIGHT BLOSSOM—presenting a new collection that dates from the early 1900s
- LongDescription:** MOONLIGHT BLOSSOM pieces are inspired by designs from Georg Jensen himself. Some things get better with age. This sterling silver and gemstone collection is one of them. New rings and pendants infuse the line with a dose of 21st century style while their design reflects our conviction that superior craftsmanship never goes out of style.

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How does the e-commerce functionality look in Dynamics AX?

Why run an e-commerce solution outside your ERP when the same people running your AX can run your e-commerce from within their known ERP environment.



Eager to learn more on what we can do for you?

Get in contact with one of our offices

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