
autonet Vertriebs GmbH and OrgaTech GmbH

Successfully enlargement of business area by the development of the innovative internet portal for vehicle accessories and logistics

As the foremost supplier of car components and of assembly logistics autonet Vertriebs GmbH (just called "autonet"), based in Essen, developed an innovative internet portal for control and provision of installation services for discounter and manufacturers of equipment. This development which was realised on the basis of many years of experience in the sector of motor pool business was finished the 1st June 2004.

This internet portal was applied for the first time in a common action with MEDION AG in which MEDION Radio navigation systems were supplied in Germany by a discounter chain.

The objective of autonet GmbH and MEDION AG was to have an optimal processing which should take into account the high technical requirements as well as the simple handling of this portal by the final consumer.

So during conception and development a particular importance was attached to user-friendliness of menu prompting and at the same time to fulfilment of all technical requirements.

Another challenge was to offer to the final consumers in the whole country an installation service ensuring a service station in the immediate vicinity.

Within this complex project environment the necessary measures for coordination, planning and realisation and for securing quality standard had to be taken. With the management consultancy OrgaTech GmbH, based in Lünen, autonet found a partner who was able to put these tasks into practice and who accompanied the project from the idea until the first installation. So during project run a continuous project controlling and risk management could be ensured.

Due to the process documentation made available by OrgaTech GmbH additional resources that had been needed during the development phase could smoothly be integrated into the project. The additional developers came from Brockhaus AG, a company which is looking back to many years of experience in realisation of Internet applications.

For further information please contact Mr. Bernhard Kurpicz, OrgaTech GmbH, or Arndt Helf, autonet Vertriebs GmbH.

OrgaTech GmbH
Zum Pier 73-75
D-44536 Lünen
Tel.: +49 (0)231/39995-100
www.orgatech.org

autonet Vertriebs GmbH
Katenerberger Str. 107
D-45327 Essen
Tel.: +49 (0)201/89909-0
www.autonet.de