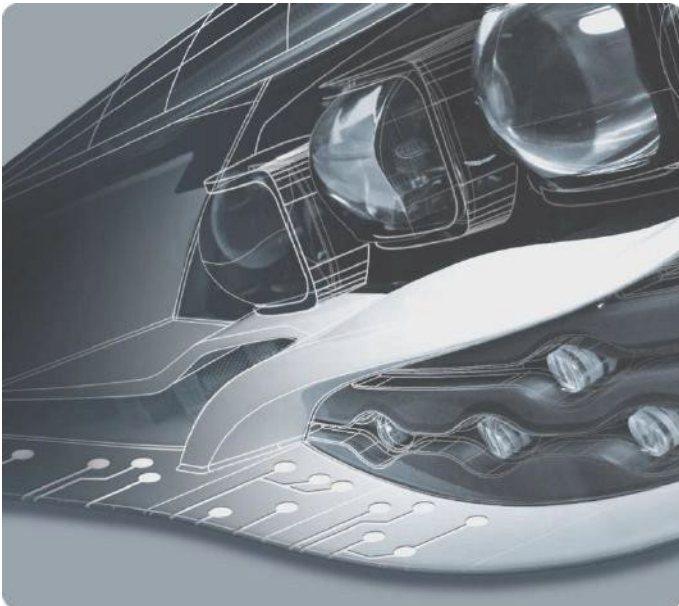




Technologie mit Weitblick

Online Stores with Direct Connection to TecDoc and SAP

Rainer Holthaus, Hella KG



HELLA Group

Overview



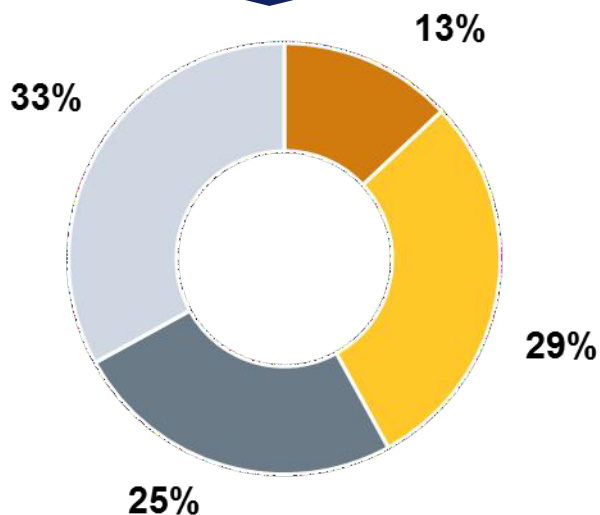
- Partner to the automotive industry and the automotive parts trade for **over 100 years**
- Globally positioned **family business with over 100 locations in more than 35 countries**
- Around **€5.8 billion Group sales** in FY 2014/2015
- Around **32,000 employees worldwide**, including more than **6,000 in research & development**
- Among **Germany's 100 biggest industrial companies** and the **world's 40 leading automotive suppliers**

Business Segments						
Automotive		Aftermarket			Special Applications	
Lighting	Electronics	Independent Aftermarket	Wholesale	Workshop equipment	Special original equipment	Industries
<ul style="list-style-type: none"> • Headlights • Taillights • Single-function lights • Interior lights • Light electronics 	<ul style="list-style-type: none"> • Body electronics • Energy management • Driver assistance systems • Sensors • Actuators • Electric steering systems 	<ul style="list-style-type: none"> • Parts - Wear parts - Spare parts - Accessories • Tools • Services - Technical service - Sales support 	<ul style="list-style-type: none"> • Full range - Parts - Tools • Workshop concepts - Services - Information • Local branch network • Logistics 	<ul style="list-style-type: none"> • Vehicle diagnosis & vehicle data • Air-conditioning service • Light service • Battery service • Tools 	<ul style="list-style-type: none"> • Original equipment of special vehicles, e.g. buses, caravans, agricultural and construction machinery with lighting and electronics • Airport lighting 	<ul style="list-style-type: none"> • Street lighting • Interior lighting • Industrial lighting

HELLA Group

Regional Market Coverage by End Customer Location FY 2014/2015

Automotive sales by region FY 2014/2015



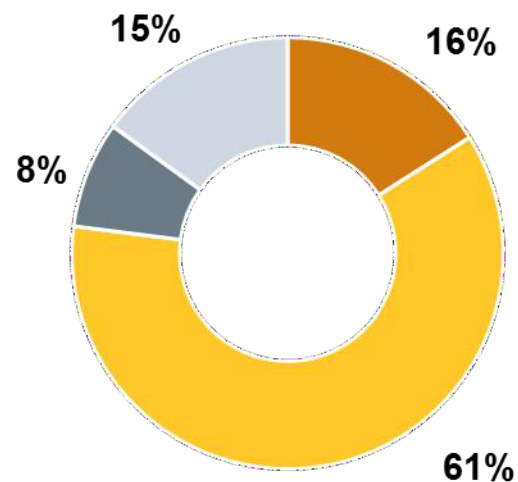
Germany Europe without Germany
NAFTA/ South America Asia Pacific/ Rest of World

4.4 billion euros in sales*.



Presence in global growth markets strengthened

Aftermarket and Special Applications sales by region GJ 2014/2015



Germany Europe without Germany
NAFTA/ South America Asia Pacific/ Rest of World

1.4 billion euros in sales*.



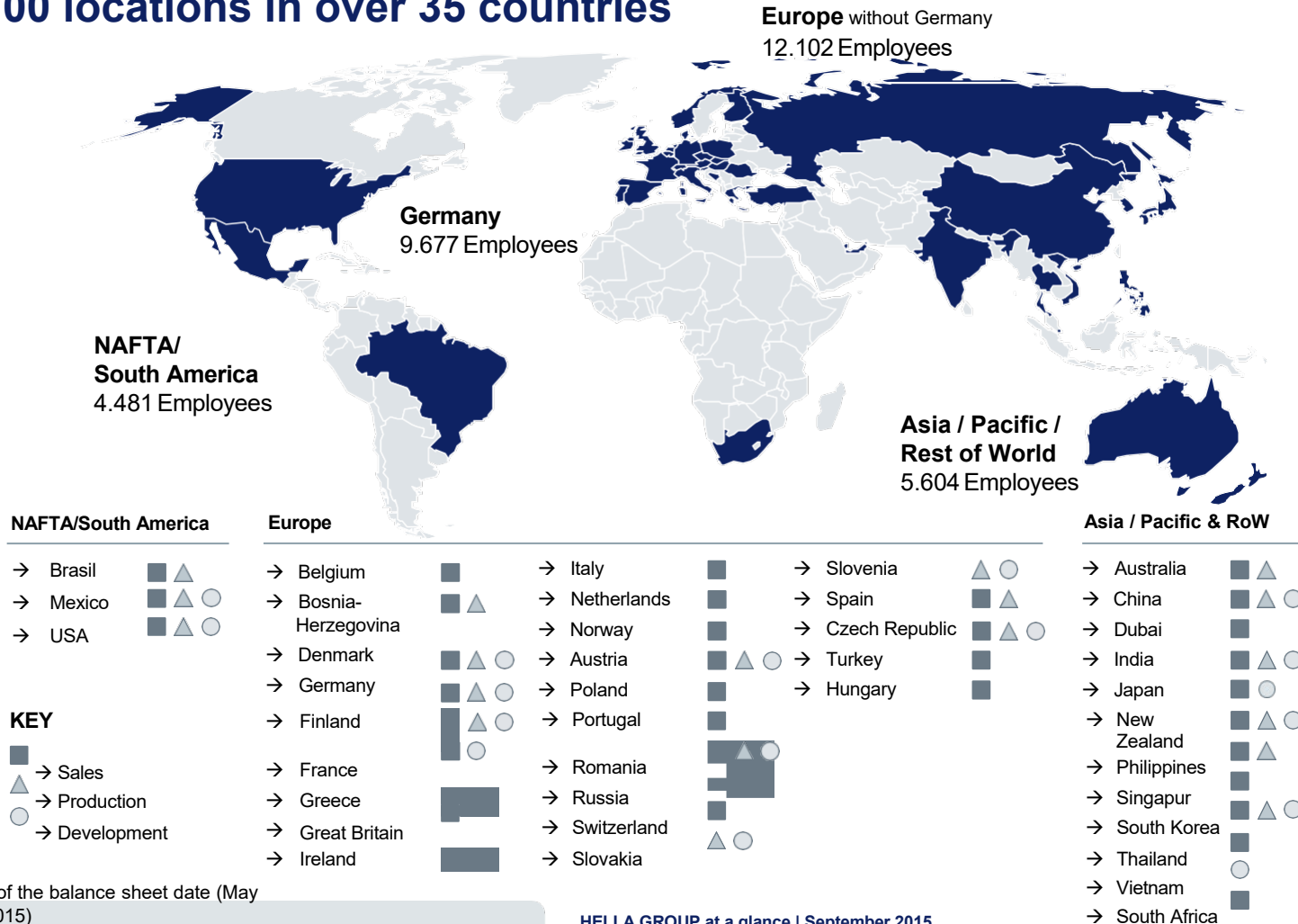
Business Focus Europe ("Local Business")

* With third parties, excluding intersegment sales

HELLA GROUP

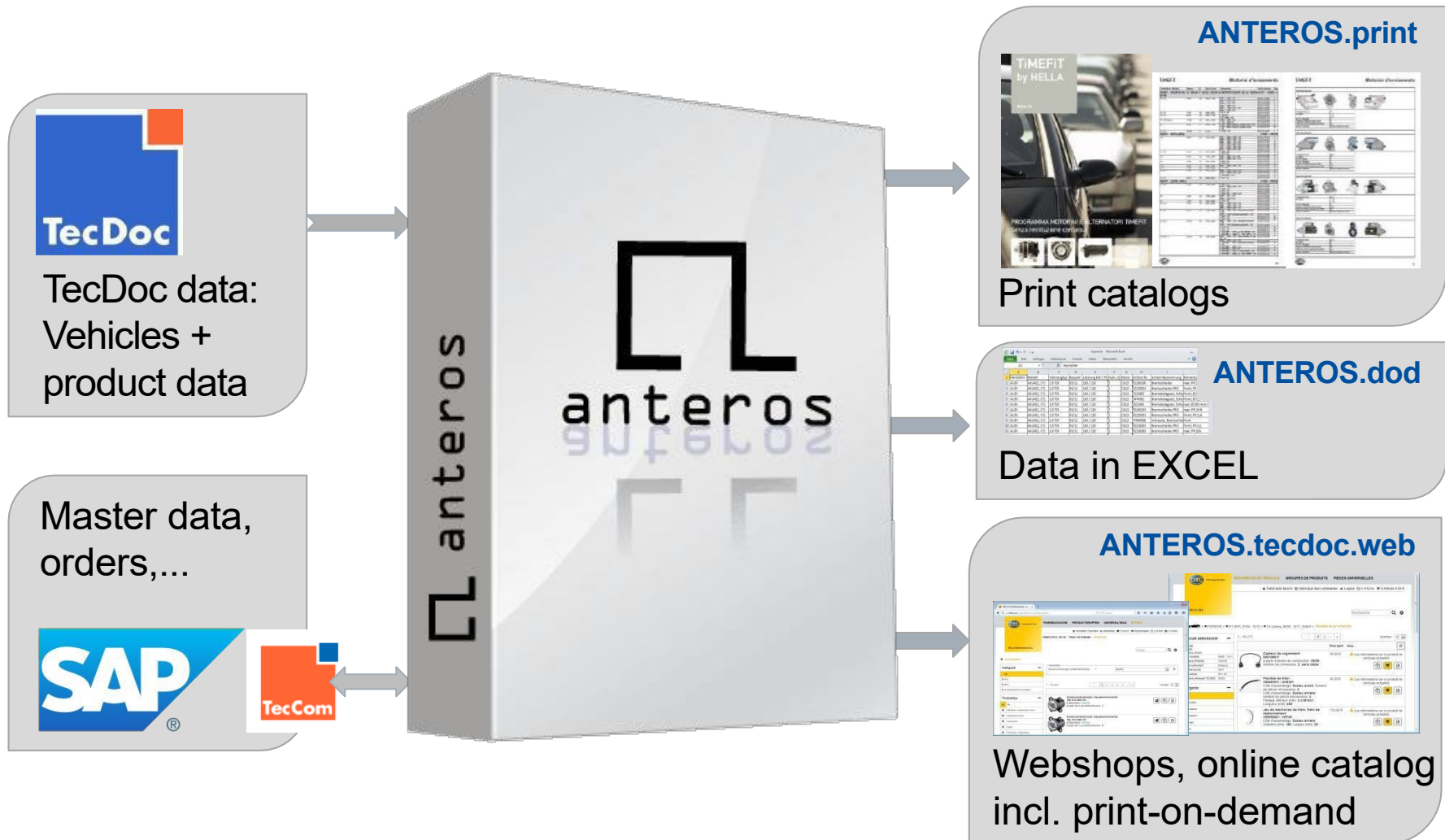
Global Network

→ HELLA employs 31,864 people* worldwide at more than 100 locations in over 35 countries



* As of the balance sheet date (May 31, 2015)

Cross-Media Publishing with ANTEROS at HELLA



Motivation for International Online Stores

In foreign countries, dealers and workshops have so far been served by telephone

- **Very time consuming**
- **Accessibility limited**
(Telephone may be busy, no 24 hrs. availability)

No online store for everyone desired, that would disrupt the dealer relationship.



Online Store in Action: Registration

Only dealers and garages authorized by HELLA have access.

Hella sales can act on behalf of a customer in the online store, providing customer service.



The screenshot shows the HELLA online store interface. At the top, there is a navigation bar with the HELLA logo and tagline 'Technology with Vision' on the left, and three main menu items: 'RECHERCHE DE VÉHICULE', 'GROUPES DE PRODUITS', and 'PIÈCES UNIVERSELLES'. Below the navigation bar, a user status bar displays '★ Fabricants favoris', '📅 historique des commandes', 'Logout', '🛒 0 Articles', and '🛒 0 Articles 0,00 €'. On the left side, there is a yellow sidebar with the HELLA logo and 'HELLA SAS' text. The main content area features a search bar with the placeholder 'Recherche' and a magnifying glass icon. Below the search bar, a heading reads 'Bienvenue sur notre catalogue Web', followed by the instruction 'Veuillez vous connecter.' Underneath, there is a section titled 'Utilisateurs enregistrés' containing a login form. The form includes fields for 'Nom d'utilisateur:' (with the value '100001091') and 'Mot de passe:', a checkbox for 'Garder ma session active', a link for 'Mot de passe oublié ?', and a 'Login' button. At the bottom of the page, a footer contains links for 'Contact', 'Politique de confidentialité', 'Information Société', and 'Conditions générales'.

HELLA Technology with Vision

RECHERCHE DE VÉHICULE GROUPES DE PRODUITS PIÈCES UNIVERSELLES

★ Fabricants favoris 📅 historique des commandes Logout 🛒 0 Articles 🛒 0 Articles 0,00 €

HELLA SAS

Recherche 🔍 ⚙️

Bienvenue sur notre catalogue Web

Veuillez vous connecter.

Utilisateurs enregistrés

Nom d'utilisateur: 100001091

Mot de passe:

☐ Garder ma session active

Mot de passe oublié ?

Login

Contact Politique de confidentialité Information Société Conditions générales

Online Store in Action: Search

Search by manufacturer, model, vehicle or by Art.nr. / EAN / Referencenr.

RECHERCHE DE VÉHICULE GROUPES DE PRODUITS PIÈCES UNIVERSELLES

★ Fabricants favoris historique des commandes Logout 0 Articles 0 Articles 0,00 €

HELLA SAS

Référence client

Recherche

Historique du véhicule

PORSCHE 911 (997) 3.6 Carrera

VW PASSAT ALLTRACK (365) 2.0 TDI

Fabricant

Modèle du véhicule

Véhicule

AC Dacia IRMSCHER MITSUBISHI SKODA

ACURA DAELIM MOTORCY... ISUZU MORGAN SMART

AIXAM DAEWOO IVECO MORRIS SSANGYONG

ALFA ROMEO DAF JAGUAR MOSKVICH SUBARU

ALPINA DAIHATSU JEEP MOTO GUZZI MC SUZUKI

ALPINE DAIMLER KAWASAKI MOTOR... MZ MOTORCYCLES SUZUKI MOTORCYC...

APRILIA MOTORCY... DALLAS KIA NISSAN TALBOT

ASIA MOTORS DE LOREAN KTM MOTORCYCLES OLDSMOBILE TATA (TELCO)

STON MARTIN DODGE KYMCO MOTORCY... OPEL TOYOTA

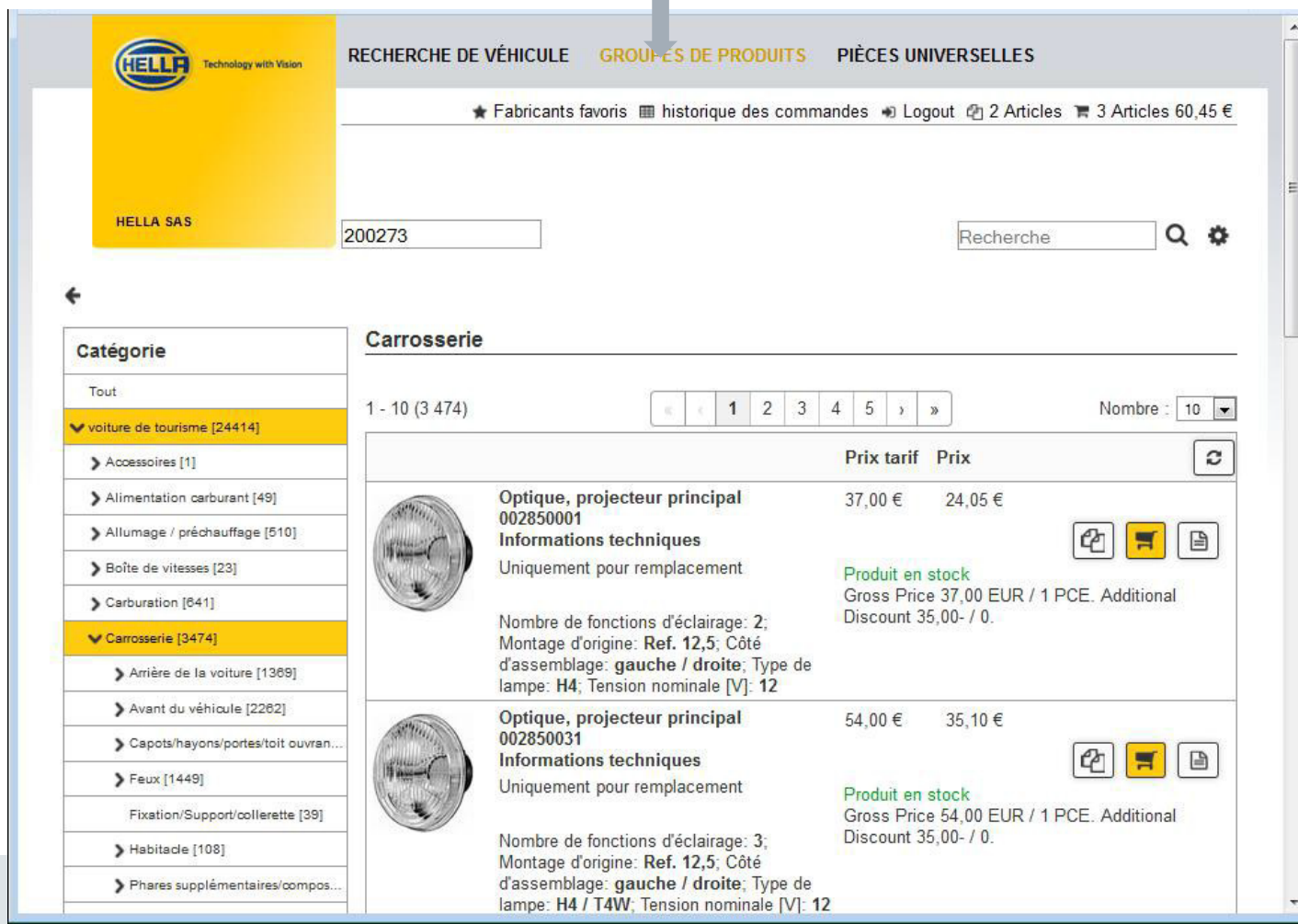
UDI DUCATI MOTORCY... LADA PANTHER TRABANT

Hella sales looking on behalf of a customer

History with vehicles that were already searched for

Online Store in Action: Search

Search via product categories



HELLA Technology with Vision

RECHERCHE DE VÉHICULE **GROUPES DE PRODUITS** PIÈCES UNIVERSELLES

★ Fabricants favoris ■ historique des commandes Logout 2 Articles 3 Articles 60,45 €



200273 Recherche

Catégorie

- Tout
- voiture de tourisme [24414]
- Accessoires [1]
- Alimentation carburant [49]
- Allumage / préchauffage [510]
- Boîte de vitesses [23]
- Carburant [641]
- Carrosserie [3474]**
- Arrière de la voiture [1369]
- Avant du véhicule [2262]
- Capots/hayons/portes/toit ouvrant...
- Feux [1449]
- Fixation/Support/colletette [39]
- Habitacle [108]
- Phares supplémentaires/compos...

Carrosserie

1 - 10 (3 474) Nombre : 10

	Prix tarif	Prix
	Optique, projecteur principal 002850001 Informations techniques Uniquement pour remplacement	37,00 € 24,05 € Produit en stock Gross Price 37,00 EUR / 1 PCE. Additional Discount 35,00- / 0.
	Optique, projecteur principal 002850031 Informations techniques Uniquement pour remplacement	54,00 € 35,10 € Produit en stock Gross Price 54,00 EUR / 1 PCE. Additional Discount 35,00- / 0.

Nombre de fonctions d'éclairage: 2; Montage d'origine: Ref. 12,5; Côté d'assemblage: gauche / droite; Type de lampe: H4; Tension nominale [V]: 12

Nombre de fonctions d'éclairage: 3; Montage d'origine: Ref. 12,5; Côté d'assemblage: gauche / droite; Type de lampe: H4 / T4W; Tension nominale [V]: 12

Online Store in Action: Product List

List of the products; further restriction of the product category

HELLA Technology with Vision

RECHERCHE DE VÉHICULE GROUPE DE PRODUITS PIÈCES UNIVERSELLES

★ Fabricants favoris 100001091 historique des commandes Logout 0 Articles 2 Articles 74,30 €

Recherche

100001091

← ▼ Porsche ▼ 911 (997), 07/04 - 12/12 ▼ 3.6 Carrera, 06/08 - 12/11, 254kW ▼ Résultat de la recherche

Véhicule sélectionné

PORSCHE 911 (997)
3.6 Carrera, 254kW
Année modèle 06/08 - 12/11
Puissance [PS/kW] 345/254
Type de carburant Essence
Cylindrée [ccm] 3614
Code moteur MA1.02
Référence véhicule TECDOC 28240

Catégorie

Tout

Carburant

Carrosserie




Climatisation

Freinage

Moteur

1 - 10 (17)

Nombre : 10

	Prix tarif	Prix
 Capteur de cognement 009108611 à partir d'année de construction: 09/08 Nombre de connexions: 2; sans câble	38,00 €	38,00 €
 Flexible de frein 355463911 / AH6391 Côté d'assemblage: Essieu avant; Nombre de pièces nécessaires: 2 Côté d'assemblage: Essieu arrière; Nombre de pièces nécessaires: 2 Filetage intérieur (mm): 2 x M10x1; Longueur [mm]: 295	36,30 €	36,30 €
 Jeu de mâchoires de frein, frein de stationnement 355050661 / H9765 Côté d'assemblage: Essieu arrière Diamètre [mm]: 180; Largeur [mm]: 25	133,60 €	Les informations sur le produit ne sont pas actuelles

List price, customer price from SAP

Comparison, cart, data sheet

Online Store in Action: Product Comparison

Product comparison puts multiple products with all criteria side by side

The screenshot shows the HELLA online store's product comparison page. At the top, there's a navigation bar with the HELLA logo and the tagline 'Technology with Vision'. Below this, there are links for 'RECHERCHE DE VÉHICULE', 'GROUPES DE PRODUITS', and 'PIÈCES UNIVERSELLES'. A user account section shows 'Fabricants favoris', 'historique des commandes', 'Logout', and a shopping cart with '2 Articles' and a total of '7 Articles 613,80 €'. A search bar contains the text '100001091' and a 'Recherche' button. The main section is titled 'Comparaison des produits' and displays two products side-by-side. Both are 'Projecteur antibrouillard' (fog lights). The first product has reference '009295031' and the second '009295041'. Both images show a circular fog light. The comparison table lists various criteria for each product. The 'Côté d'assemblage' (assembly side) is highlighted in color for both products: 'gauche' (left) for the first and 'droite' (right) for the second. Other criteria include 'Article complémentaire / Info complémentaire', 'Article complémentaire / Info complémentaire 2', 'Couleur du voyant' (light color), 'Diamètre intérieur [mm]' (inner diameter), 'EAN', 'État du traitement' (treatment state), 'Fonction feux' (light functions), 'Forme' (shape), 'Hauteur [mm]' (height), 'Largeur [mm]' (width), and 'Marque de conformité' (conformity mark).

Produit	Projecteur antibrouillard	Projecteur antibrouillard
Référence	009295031	009295041
Image		
Article complémentaire / Info complémentaire	avec ampoule	avec ampoule
Article complémentaire / Info complémentaire 2	avec cadre porteur	avec cadre porteur
Côté d'assemblage	gauche	droite
Couleur du voyant	transparent	transparent
Diamètre intérieur [mm]	90	90
EAN	4082300203653	4082300203660
État du traitement		
Fonction feux	avec feu de clignotant; avec projecteur antibrouillard	avec feu de clignotant; avec projecteur antibrouillard
Forme	rond	rond
Hauteur [mm]	116	116
Largeur [mm]	96	96
Marque de conformité	E1 1951; ECE/SAE	E1 1951; ECE/SAE

Different criteria highlighted in color



Online Store in Action: Shopping Cart

Recalculation of prices if quantity / delivery option is changed
Order type: express or stock order (then also unavailable prod.s)

HELLA Technology with Vision

RECHERCHE DE VÉHICULE GROUPES DE PRODUITS PIÈCES UNIVERSELLES







★ Fabricants favoris ■ historique des commandes Logout 0 Articles

HELLA SAS 200273 Recherche

← Pièces universelles

Panier

Commande Urgente Commande de Stock

Image	Produit	Prix tarif	Prix HT	Quantité	Total Prix HT
 	Bouchon, réservoir de carburant 004716001	20,00 €	13,00 €	1	13,00 €
Le produit n'est pas disponible actuellement Gross Price 20,00 EUR / 1 PCE. Additional Discount 35,00- / 0.					
 	Bouchon, réservoir de carburant 004734001	41,00 €	26,65 €	1	26,65 €
Produit en stock Gross Price 41,00 EUR / 1 PCE. Additional Discount 35,00- / 0.					
 	Bouchon, réservoir de carburant 004734011	32,00 €	20,80 €	1	
Produit en stock Gross Price 32,00 EUR / 1 PCE. Additional Discount 35,00- / 0.					
					60,45 €

Adresse de livraison RADIA NORMANDIE, 60000 BEAUVAIS, 122 Faubourg Saint Jean

Commande Urgente Commande de Stock

Contact Politique de confidentialité Information Société Conditions générales

Shopping cart can be saved in
online store, by name

Shopping cart can be fed by
EXCEL file

Selection of a shipping address
(from SAP, saved to customer)



Online Store in Action: Order Overview

Overview of orders already placed
and in process or saved shopping carts

The screenshot displays the HELLA online store interface. At the top, there is a navigation bar with the HELLA logo and the tagline 'Technology with Vision'. Below the navigation bar, there are links for 'RECHERCHE DE VÉHICULE', 'GROUPE DE PRODUITS', and 'PIÈCES UNIVERSELLES'. A search bar contains the text '100001091'. Below the search bar, there is a section titled 'historique des commandes' (order history). This section is divided into two tabs: 'Etat afin: ouvrir' (open) and 'Etat afin: fermé' (closed). The 'Etat afin: ouvrir' tab shows a table with columns 'Date', 'Identifiant', 'nom', and 'Etat afin'. It contains one row with the date '19.03.2015 23:44', the identifier '2412_1', and the name 'ouvrir'. The 'Etat afin: fermé' tab shows a table with columns 'Date', 'Identifiant ordre', 'nom', and 'Etat afin'. It contains two rows: one with the date '03.04.2015 18:07', the identifier '93269909-890e-4383-846f-0bb0dda1f946', the name 'Panier - 03.04.2015 18:07', and the state 'fermé'; and another with the date '03.04.2015 18:19', the identifier '9d4ac34c-085a-407e-827a-7d8a6118c496', the name 'Panier - 03.04.2015 18:19', and the state 'fermé'. Below the 'Etat afin: fermé' tab, there is a section titled 'afin de charge' (loading). This section shows a table with columns 'Référence', 'Quantité', and 'Prix HT'. It contains one row with the reference '811127', the quantity '10', and the price '41,65 €'. The reference is also labeled 'Ampoule, projecteur principal'. Below this table, there is a 'Total Prix HT' of '41,65 €'. At the bottom of the page, there is a table with columns 'Date', 'Identifiant', 'nom', and 'Etat afin'. It contains two rows: one with the date '09.04.2015 10:40', the identifier 'bcff3006-7497-412e-8b1a-61ebba42957', the name 'Shopping cart - 09.04.2015 10:40', and the state 'fermé'; and another with the date '09.04.2015 10:45', the identifier '72a0a025-20a3-4c9c-949a-62a8c9760a4c', the name 'Shopping cart - 09.04.2015 10:45', and the state 'fermé'.

HELLA Technology with Vision

RECHERCHE DE VÉHICULE GROUPE DE PRODUITS PIÈCES UNIVERSELLES

★ Fabricants favoris ■ historique des commandes Logout 0 Article

HELLA SAS 100001091 Recherche

historique des commandes

Etat afin: ouvrir

Date	Identifiant	nom	Etat afin
19.03.2015 23:44	2412_1	ouvrir	ouvrir

Etat afin: fermé

Date	Identifiant ordre	nom	Etat afin
03.04.2015 18:07	93269909-890e-4383-846f-0bb0dda1f946	Panier - 03.04.2015 18:07	fermé
03.04.2015 18:19	9d4ac34c-085a-407e-827a-7d8a6118c496	Panier - 03.04.2015 18:19	fermé

afin de charge

Référence	Quantité	Prix HT
811127 Ampoule, projecteur principal	10	41,65 €

Total Prix HT 41,65 €

Date	Identifiant	nom	Etat afin
09.04.2015 10:40	bcff3006-7497-412e-8b1a-61ebba42957	Shopping cart - 09.04.2015 10:40	fermé
09.04.2015 10:45	72a0a025-20a3-4c9c-949a-62a8c9760a4c	Shopping cart - 09.04.2015 10:45	fermé

Current and saved shopping
carts (can be deleted)

Completed orders; click to get
all the details

Interface to SAP via Teccom



Function interface: on-demand requested from SAP with customer no., Ar.no. list, order quantity, delivery option

- ✓ **Customer price:** per customer different price possible; price with delivery option "pickup" cheaper,...
- ✓ **Availability:** Availability not given if credit limit of customer exhausted
- ✓ **Order:** Delivery, invoice etc. via SAP

Currently via Teccom server (Mch); due to long request time, direct SAP interface planned

Data interface: data transmitted once a day

- ✓ **Customer master data** (Customer no., delivery addresses,...)
- ✓ **Article master data** (Net list price, minimum order quantity, deposit portion)

Summary



International online stores with existing data

- ✓ Prices and order data from SAP
- ✓ Product and vehicle data from TecDoc

Advantages for the national companies

- ✓ Significant time savings for Hella compared to earlier telephone ordering/consulting
- ✓ More service for customers: 24-hour ordering option
- ✓ Complete product range at a glance; great search functions, integrated ordering function

Online store with convenient functions, in Hella layout

- ✓ Various search functions (by vehicle, category, EAN, article numbers)
- ✓ Product comparison showing all criteria and highlighting differences
- ✓ Customers can see their customer prices (via SAP query)
- ✓ Shopping cart with order that goes directly into SAP with parts orders, stock orders, ...
- ✓ Hella sales & customer service acting on behalf of customers, e.g. in consulting meetings

Conclusion and Outlook



Online store France built in only 3 months

- ✓ Web module of ANTEROS.tecdoc with search by vehicle, categories, Art.nr.
- ✓ Existing TecDoc data, regularly imported
- ✓ Existing SAP customer data and material master data, regularly imported

First online stores implemented, incoming orders have increased

- ✓ First Italy; feedback from the national company: exactly what we need.
- ✓ Then France; feedback: good and fast implementation of requirements
- ✓ Incoming orders are growing steadily: approx. 100 / day at Hella-IT, approx. 60 / day at Hella-FR
- ✓ More countries to follow

Outlook

- ✓ Orders currently placed via Teccon to SAP, soon direct interface ANTEROS-SAP
- ✓ Step-by-step expansion of the online stores according to customer feedback
- ✓ ANTEROS.tecdoc.web for all our TECDOC web catalogs: great search functions, Hella-Cl



Thank you
very much!

Rainer Holthaus,
HELLA