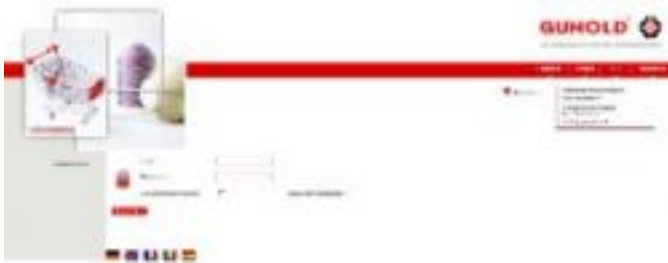


Embroidery materials sell worldwide with abas eB

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Press release from: [ABAS Software AG](#)



Karlsruhe, November 25th, 2009 - GUNOLD GmbH, has been a competent partner in the embroidery industry for over 80 years. Innovative and high-quality products bring a fresh breeze to new production processes and attractive end products to the industry. Customer service is optimized thanks to the implementation of abas Business Software (ERP, PPC, MRP, eBusiness).

Twenty-four-seven order service

With abas ERP, GUNOLD implemented a stable, efficient software with excellent upgradability for the areas production control, logistics, procurement, sales and financial accounting. To provide global customers with a twenty-four-seven order service for embroidery materials, an online shop was set up using abas eBusiness. "We wanted an integrated complete system," says Claus Frohnholzer, Head of IT at GUNOLD. "It was important that there would be no interface programming. In addition, we wanted the price-performance ratio to be right and expected a short payback period of our investment costs." With IT service provider ABAS Projektierung Rhein-Main GmbH & Co. KG (for ERP) and ABAS Projektierung e-Solutions (eBusiness), GUNOLD has found the right partners, which will also "be available on-site after the implementation for further developments."

Implementation

Together with a project team consisting of seven GUNOLD employees, abas software partner analyzed the internal organisation at Gunold and planned required company-specific adjustments. "Thanks to the dedication of all persons involved in the project, we were able to achieve our ambitious goals and were able to stay within budget," remembers project manager Frohnholzer. The new online shop is already being used extensively. GUNOLD already had been operating an online shop prior to the conversion, this however, was connected to the old ERP system via an interface and could only be accessed by customers from Germany, Austria and Switzerland. Frohnholzer emphasizes, "Our old solution was a good start into the world of online shops. With abas eBusiness, we can now reach our customers in Germany and Austria, as well as distributors and subsidiaries located around the world, since our online shop is available in

German, English, French, Spanish and Italian. High acceptance among all participants exceeds our expectations after only a short time."

Huge advantages for customers

Already today, only a few months after the implementation, the new online shop generates 34 percent of customer orders worldwide. Electronically generated sales orders add up to almost 60 percent (online shop and EDI) of the total sales volume. The shop is available on 365 days, twenty-four-seven, and there are no time difference issues. Online sales orders can be processed quickly, "sometimes, the packing slip is printed in the warehouse already 10 minutes after an online sales order has been received," informs Frohnholzer. Parcels, as a rule, leave the warehouse the same day if we receive the online sales order until 3pm. For our customers this means: 'order today, receive tomorrow.'

The new online shop can do even more. Customers can stay up-to-date regarding sales, customer-specific price lists, outstanding and delivered orders, delivery dates of outstanding purchase order items and invoices. All documents can be viewed in PDF and, if needed, can be saved or printed for further processing. To transfer the data, a secure server with Secure

Socket Layer technology is being used. Customer data will be transferred to GUNOLD using 128-bit encoding which can not be read by unauthorized persons. The new online shop leaves nothing to be desired in terms of security.

Company profile

ABAS Software AG is a leading provider of cost-effective ERP solutions for midsize manufacturers and distributors. More than 2,200 customers have chosen ABAS as their IT specialist and work successfully with the internationally applicable abas Business Software. ABAS, established in 1980 and once characterized by students, has now become a global network of companies. ABAS Software AG in Karlsruhe employs more than 115 people, and together with over 50 abas partners ABAS employs approx. 600 employees worldwide. The abas software partners provide a wide range of services including implementation, customization, hardware and network support. ABAS also provides on-site support and ensures short reaction times and high service quality. International partners in Germany, Austria, Switzerland, Hungary, Romania, Bulgaria, Turkey, Czech Republic, Slovak Republic, Poland, Ukraine, Russia, the Netherlands, France, Italy, Spain, Iran, Indonesia, India, Sri Lanka, Malaysia, Singapore, Vietnam, Thailand, China, Hong Kong, Australia, Mexico, and the USA represent the ABAS Software AG throughout the world. The partner network is continuously being expanded.

Product profile - abas Business Software

The brand name abas Business Software includes the products abas ERP for production, abas Distribution for distribution, wholesale, and service companies, and the eBusiness solution abas eB. abas ERP is an ERP application designed specifically for manufacturers in the Assemble-to-Order, Make-to-Order and Engineer-to-Order environment. abas Business Software is priced to fit most budgets while delivering full ERP functionality. It is flexible, adaptable, internationally applicable and a save investment for the future. The clear structure and well thought-out implementation strategy of the system enable a short implementation period as well as trouble-free integration into the company structure. New functions and technologies are constantly added to the standard software with each new upgrade. As a result, abas users are always using the most up-to-date product. abas Business Software is currently offered in 28 languages and can be run using Linux, Unix and Windows. ABAS has been a supporter of the open source operating system Linux since 1995. Approximately 80% of over 2,200 abas installations are based in Linux.

abas Business Software - range of services: Sales/sales order processing/shipping, purchasing/purchase order processing, warehouse management, scheduling, logistics, materials management/MRP, production/PPC, financial accounting, fixed asset accounting, cost accounting, controlling, eBusiness, portal, etc.

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