

e-SERVICES BY LAPP

e-BUSINESS CREATES...

I FLEXIMARK **I**



FLEXIMARK MARKING



FLEXIMARK MARKING



8 BRANDS 41 COUNTRIES
100 PARTNERS 3,150 EMPLOYEES

...NOTICEABLE ADDED VALUE FOR US AND OUR CUSTOMERS.

Almost everything is linked online: our internal business processes and every one of our employees, and of course, you, our customer. With our special e-services we are making your working methods and business processes more efficient, and generally making life easier for you. Easy, efficient, effective – that’s what we think the “e” in e-Business stands for.

Welcome!

SERVICE NUMBER: +49 711 7838-01
e-BUSINESS TEAM: e-biz.uil@lappkabel.de





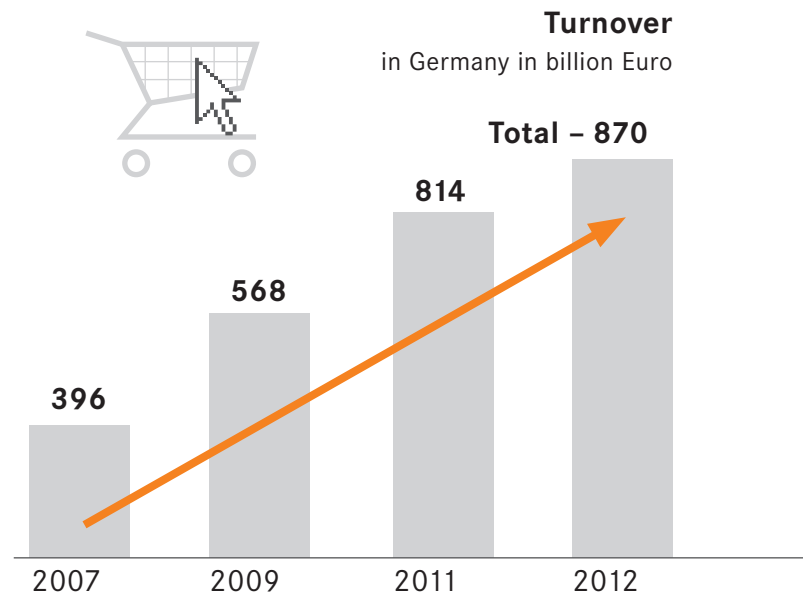
THE WINDOW TO OUR WORLD. ACCESS
THE WORLD OF LAPP WITH A PC, TABLET
OR SMART PHONE – WHENEVER,
WHEREVER.

CURIOSITY IS WHAT DRIVES US.

Particularly in the B2B (business-to-business) sector, it's hard to imagine a world without e-Business. Particularly at Lapp. Everything we do is done with you, our customers, in mind. We are constantly working on turning your requirements, preferences and experiences into our solutions.

In short, Lapp Kabel's e-Business is based around our customers, including you. And Lapp Kabel e-Business is backed up by powerful, reliable and secure IT systems – guaranteeing the availability and security of all information and data.

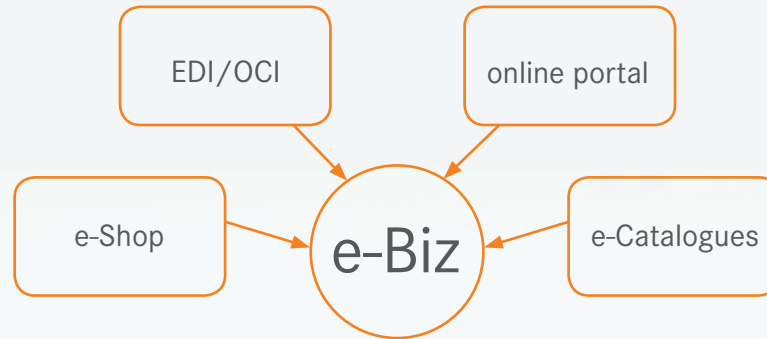
e-COMMERCE IS BOOMING IN THE B2B MARKET



e-COMMERCE TURNOVER BETWEEN COMPANIES (B2B) Source: IFH



Overview of e-Business areas of expertise at Lapp Kabel



ALL GOOD THINGS COME IN FOURS.

LAPP KABEL e-SHOP.

The most convenient way to purchase materials. In the Lapp Kabel e-Shop you can choose from over 40,000 products. Individual price enquiries, availability and delivery time details, and shipment tracking are just some of the convenient functions we offer.

LAPP KABEL EDI/OCI.

Automate your entire ordering process – from the order to the invoice. All you have to do is link your inventory management system with ours.


LAPP KABEL ONLINE PORTAL.

Our knowledge helps you move forward. In our download and knowledge centre, we provide you with all kinds of information from the world of Lapp: technical tables, installation and operating instructions, tender texts, 3D CAN data sheets, images, technical glossaries and much more.

LAPP KABEL e-CATALOGUES.

Use the Lapp product catalogue in electronic form. We can also provide it in BMEcat format, the standard catalogue exchange format used by the German inventory management, purchasing and logistics association.





KEEP MOVING...
OUR MOBILE e-SERVICES KEEP
YOU RIGHT UP TO DATE EVEN
WHEN YOU'RE ON THE MOVE.



ROHS

VDE-Res. -Nr. 6584

2629 - S/25

LAPP KABEL STUTTGART

ÖLFLEX CLASSIC 110

12 G 1,5

VDE-Res. -Nr. 7030

- LAPP KABEL STUTTGART

ÖLFLEX

ÖLFLEX[®]

SERVO FD 796 CP DE



OUR MOBILITY GUARANTEES.

TRACK & TRACE: NEVER MISS A TRICK WITH JUST ONE CLICK.

With Track & Trace we provide you with online information about the status of your national deliveries shipped by Kühne & Nagel, Köster & Hapke and DPD. Simply enter your customer number and order number and you'll see where everything is. As a Lapp Kabel e-Shop user, you can find Track & Trace under MyLapp/Order Management.

TRACK & TRACE APP FOR IPHONE.

Free of charge for you as a Lapp Kabel customer. Simply download the Track & Trace app from the Apple App Store and log in once with your e-Shop access data. You can then keep up to date with your deliveries when you're travelling or on construction sites and plan accordingly.

LAPP CATALOGUE APP FOR TABLETS.

We also offer our main catalogue "The World of Lapp" as an app for download on tablets. The key feature is that you don't need an Internet connection to dive into the world of Lapp and explore. Even in offline mode, you can find our products quickly and easily. You can then order them online by connecting to the Lapp Kabel e-Shop.



LONDON



FRANKFURT



WE MEASURE SERVICE IN SECONDS.
CUSTOMER RELATIONSHIPS IN
DECADES.

<ARTICLE>

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MORE COST SAVINGS. INCREASED PROCESS QUALITY. ADDED VALUE.

THE LAPP KABEL e-CATALOGUE FOR BMECAT®.

We can also supply our electronic catalogue in BMEcat® format. What does that mean?

BMEcat® was developed as an initiative by the German materials management, purchasing and logistics association. It allows standardised exchange of catalogue data, including individual adaptation of prices, product features, pictures, graphics, classifications and more.

Using the Lapp Kabel catalogue in BMEcat® format allows you to cut your costs and to improve the quality and the speed of your procurement processes:

- Huge time savings thanks to split-second data recording and transfer
- Integration of the Lapp Kabel catalogue into your in-house inventory management system with constantly-updated product prices
- Optimum master data quality and therefore minimum likelihood of errors in the order
- Classification standards: eCI@ass, ETIM, BMEecat® 1.2 and BMEcat® 2005

EDI AND ELGATE: EFFICIENCY TO THE POWER OF TWO.

AUTOMATE YOUR PROCUREMENT WITH EDI.

Particularly for commodities, the work involved in procurement costs many companies a lot of time, which is often out of all proportion to the actual value of the parts purchased. EDI provides a stylish and efficient way of solving problems such as these.

EDI (ELECTRONIC DATA INTERCHANGE) is an e-service that enables your orders from Lapp Kabel to be processed fully automatically. This is done by linking your inventory management system to Lapp Kabel's. The benefits of EDI make convincing reading:

- Standardises and speeds up your procurement processes
- Automates your orders, order confirmations and invoices
- Minimises error rates thanks to automation
- Considerable cost and time savings on both sides

We support you through all the phases of implementing EDI in your company. Simply ask us about EDI.



PRICES? AVAILABILITIES? EASY WITH ELGATE.

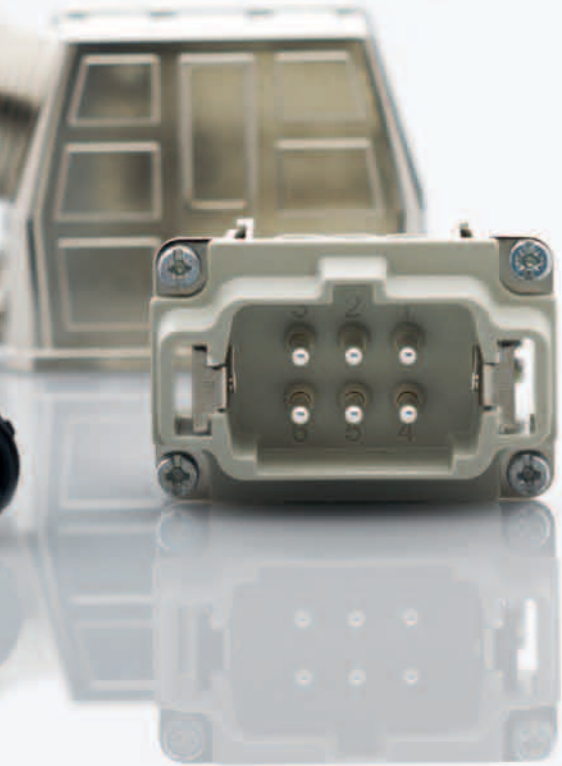
Are you a member of the electrical wholesale association (VEG) or the central association for electrical engineering and the electrical industry (zvei)? If so, you can benefit from ELGATE.

ELGATE (electrical business data exchange technology) is a central data platform for wholesalers and the electrical industry, including Lapp Kabel, to exchange price and availability information.

The advantages of using ELGATE include:

- Rapid processing of price and availability enquiries
- Opportunity to access genuine data from the relevant manufacturer
- Data is right up to date
- Enquiries processed regardless of person, time and location

In short, with ELGATE you can eliminate the need for time-consuming enquiries by telephone, fax or mail. You can even try out ELGATE with no commitment. Simply ask us about a demo licence.



RATED VERY GOOD 1000 TIMES OVER: THE LAPP KABEL e-SHOP.



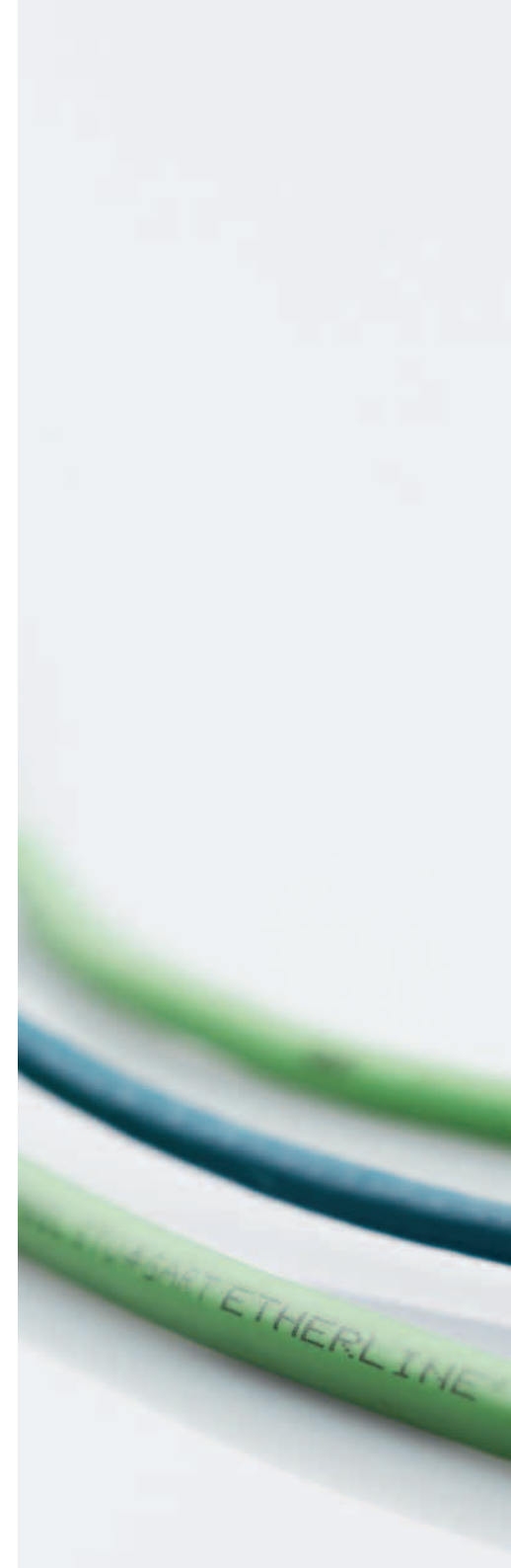
TRUSTED SHOPS®
Das Gütesiegel mit Käuferschutz

The Lapp e-Shop has not only been awarded the Trusted Shops quality mark for consumer protection. It has also received an impressive number of excellent ratings from our customers.

Our e-Shop offers many advantages that make purchasing our quality products even easier, faster and more profitable. A 24-hour service, wherever you are in the world.

The benefits to you:

1. User-friendly, convenient operation, minimal loading times
2. Immediate ordering option after login
3. Personalised user profile with saved individual conditions
4. Product availability and delivery time information
5. General free delivery within Germany
6. Minimum order value just 50 Euro
7. Monthly price promotions
8. Payment by invoice or credit card



WITH OCI, OUR e-SHOP ADAPTS TO YOUR NEEDS.

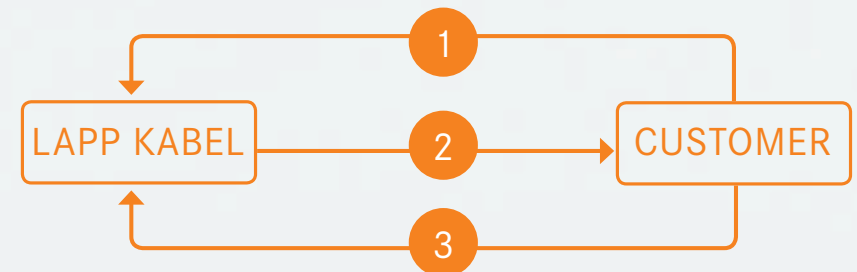
Our Lapp Kabel e-Shop on one side, your internal approval processes on the other, with OCI as the bridge between them. OCI (Open Catalogue Interface) is an open interface developed by the SAP company. OCI enables catalogue data records and the contents of your shopping basket to be transferred from the Lapp Kabel e-Shop to your inventory management system – regardless of whether it comes from SAP or another manufacturer.

THE BENEFITS TO YOU:

- Procurement process and approval procedure without time-consuming duplication
- Direct link between Lapp Kabel e-Shop and your inventory management system
- Dual function: Ordering without approval process is also possible
- Immediate ordering saves time and costs
- Minimal work in master data management thanks to dynamic transfer of master data to your inventory management system
- Access to prices and availabilities updated every day
- OCI is a standard interface and therefore can be rolled out without long project times
- Individual customisation possible



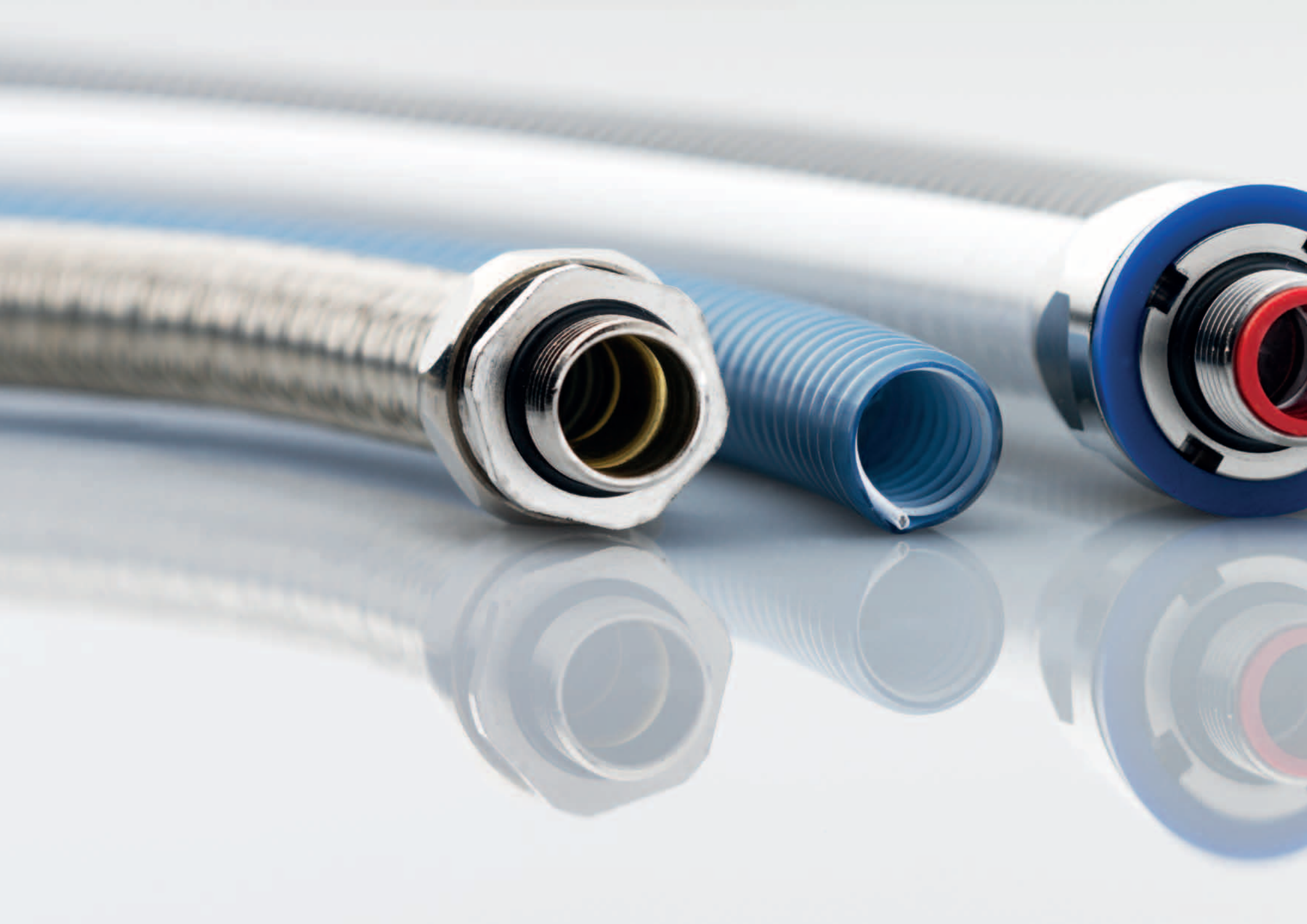
OCI LINK OPEN CATALOGUE INTERFACE



1 Direct transfer from customer ERP system to the Lapp e-Shop (automatic login), product search and addition to e-Shop shopping basket

2 Shopping basket is then automatically transferred to the customer ERP system (item no., text, purchase price)

3 Purchase order is transferred from customer ERP



CREATING CONNECTIONS. TO THE WORLD OF TOMORROW.

Lapp Kabel not only offers you more than 40,000 items, but also the quickest way to find the right cables, connectors and whatever else you need. Simply use our product finder.



CABLE FINDER

www.lappgroup.com/cablefinder

Based on criteria such as the number of cores, cross-section in mm² and nominal voltage, it directs you to the correct item in seconds.



CONNECTOR FINDER

www.lappgroup.com/connectorfinder

Design, insert, housing and counter piece. These four selections take you to the appropriate connector in just a few clicks.



CABLE GLAND FINDER

www.lappgroup.com/cable-glandfinder

Use the SKINTOP® Finder to help you identify the cable gland you need and the required accessories.

The online catalogue also provides you with a direct route to your order or to more detailed product information.



CHARGING CABLE CONFIGURATOR

www.lappgroup.com/emobility-cablefinder

The Charging Cable Configurator enables you to find the cables and connectors you need to create the perfect charging cable in no time.





KEEPING A CLEAR VIEW.

WHAT DOES... MEAN ANYWAY?

THE e-BUSINESS GLOSSARY.

B2B

Business-to-Business

Generally stands for business relationships between companies. It is the opposite of relationships between companies and end customers or consumers (B2C or business-to-consumer).

BMEcat

Catalogue exchange format developed by the German materials management, purchasing and logistics association.

BMEcat is Germany's leading format for standardised transfer of catalogue data, including individual prices and technical data.

Datanorm

Special data format used for exchanging data.

It is used primarily in the sanitary, heating and electrical industry.

E-Catalogue

Electronic catalogue

The e-Catalogue department at Lapp Kabel is responsible for the areas of BMEcat, eCI@ss and ETIM.

eCI@ss

Product classification system

eCI@ss is a European standard for product categorisation, e.g. for electronic catalogues.

e-Commerce

Electronic commerce

One area of e-Business, e.g. the Lapp Kabel e-Shop.

EDI

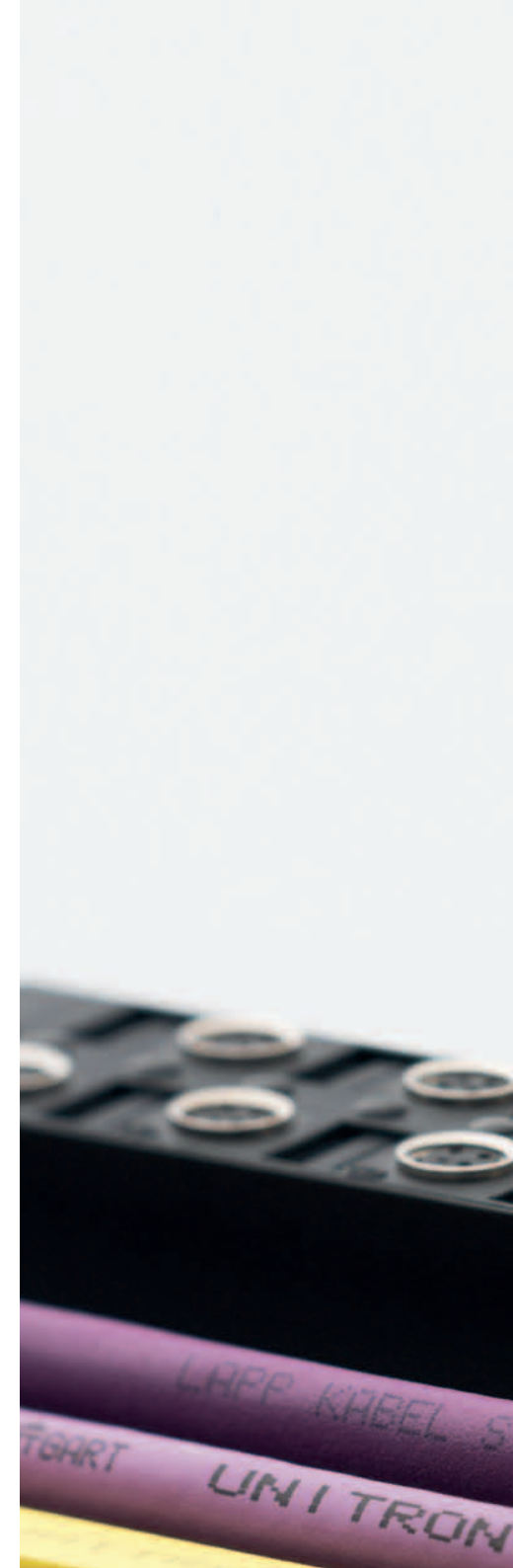
Electronic Data Interchange

E-procurement area. EDI is a direct connection system between customer and supplier ERP systems. It enables buyers to make orders directly in the supplier's system.

EDIFACT

Electronic Data Interchange For Administration, Commerce and Transport

EDIFACT is an international standard for data exchange, for example, for orders, invoices, shipping notes and suchlike.



Emoticons

Internet sign language

Emoticons are an important method that people use in online communication to concisely illustrate their feelings. A combination of the punctuation marks and letters on a computer keyboard are mainly used. Each emoticon has its own specific meaning, for example, “D” means “Great, I like that”.

e-Procurement

Electronic procurement

Web-based procurement systems – from electronic tendering to order handling. In this instance, e.g. OCI and EDI can be used to support the procurement process.

ERP

Enterprise Resource Planning

An abbreviation for the inventory control system.

ETIM

Electro Technical Information Model

A standard that is geared specifically towards the requirements of the electrical industry and which enables uniform descriptions to be provided for electrical commodities as well as their classification in a product category.

OCI

Open Catalogue Interface

SAP interface which enables a direct connection to be made between a customer ERP and the Lapp Kabel e-Shop and supports internal approval processes.

UNSPSC

United Nations Standard Products and Service Code

United Nations standard for categorising products, e.g. for electronic catalogues.



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LAPP GROUP