

More simple. More efficient. More successful.

e-Business with Lapp Kabel.



What does e-business mean?

The term e-business is often used erroneously, which is one reason why it often causes confusion.

Basically: e-business and the internet go together like Lapp and Kabel. The term e-business has been around for some time now. IBM made it popular in the 1990s. That's the reason why almost everyone has heard of "e-business". But what is it all about?

e-business means electronic business and it is the generic term for all electronic business activities. This includes, in particular, the distribution of information materials, as well as the trading and sale of products.

In addition to this, e-business is also concerned with supporting communication and cooperation between companies and their clients.

In technical terms e-business is dependent on the web, which is used for the split-second transfer of data between companies and clients.

Can e-business replace human knowledge and experience?
Never!

However, e-business can help you to optimise your working and procurement processes and – by doing so – help you to reduce time and cut costs.

An everyday example: online shopping, comfortable shopping on the computer screen. You save driving time, petrol, the search for a parking space and there's no way you can get a ticket for wrong parking.

Conclusion: **the “e” in e-business stands not only for electronic, but also for easiness and efficiency, both of which ultimately lead to success.**

With this in mind: welcome to Lapp Kabel e-business.

:-) = Smiling face, expression of pleasure

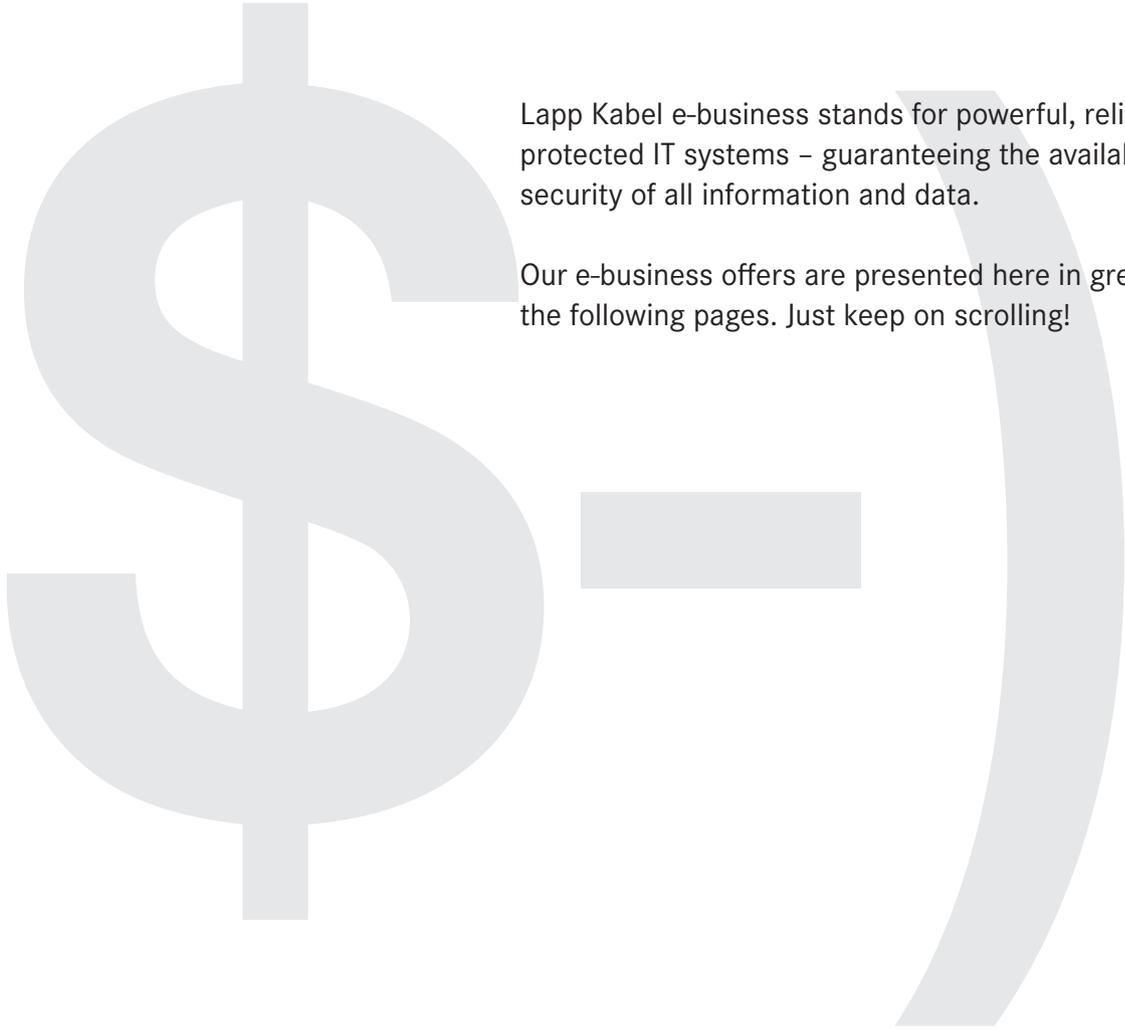
Content

e-business with Lapp Kabel	4 – 5
Lapp Kabel online	6 – 7
Lapp Kabel e-shop	8 – 9
Lapp Kabel e-catalogue	10 – 11
Lapp Kabel e-procurement	12 – 13
e-business glossary	14 – 15

All good things come in 4s. e-business with Lapp Kabel.

e-business with Lapp Kabel makes life a whole lot easier.
And it does it four times over.

1. **Lapp Kabel online** provides a huge amount of information on everything concerning the world of Lapp Kabel. From A for accessories to Z for zoom.
2. **Lapp Kabel e-shop** is open 24/7 for you. With a few clicks of the mouse you can access our entire product range in the warehouse.
3. **Lapp Kabel e-catalogue** gives you access to an electronic version of the Lapp product catalogue. Naturally available as BMEcat too.
4. **Lapp Kabel e-procurement** connects your inventory control system via EDI. You can automate your complete ordering process – from the order to the invoice.



Lapp Kabel e-business stands for powerful, reliable and protected IT systems – guaranteeing the availability and security of all information and data.

Our e-business offers are presented here in greater detail on the following pages. Just keep on scrolling!

First-hand information. Lapp Kabel online.

We are now living in an information society.
That means: information is the capital, commodity and fuel for your success. People with more knowledge at their fingertips can move more. This is why it is decisive that you have unrestricted access, at any given time, to the information relevant to you. With Lapp Kabel online you have it all at your fingertips

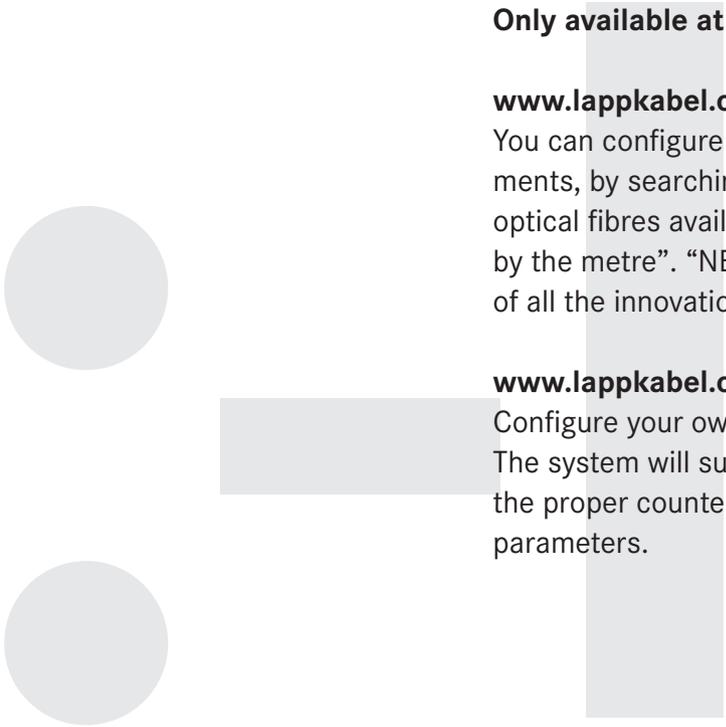
Comprehensive technical information on all the products – Data sheets, 3D-CAD data sheets, product descriptions, technical specifications and an exhaustive range of technical information. In addition to this, there are unique extras such as cable and connector finders, along with much more.

Lapp Kabel online was extensively revised and optimised in July 2009. 95% of our customers have confirmed that our internet pages are now even more user-friendly, are more attractive visually, and that the navigation layout is better than ever before.

To cut a long story short:

Come along and visit us at www.lappkabel.com

;) = Wink



Only available at www.lappkabel.com:

www.lappkabel.com/productfinder

You can configure your product to suit your own requirements, by searching through all the cables, leads and optical fibres available in the catalogue as “material sold by the metre”. “NEW filter” presents you with an overview of all the innovations from the past twelve months.

www.lappkabel.com/connectorfinder

Configure your own individual plug and socket connectors. The system will suggest the correct housing package and the proper counterpart for it based on your technical parameters.

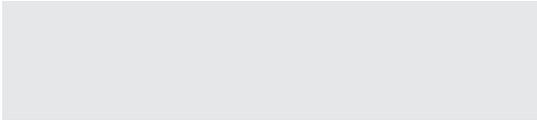
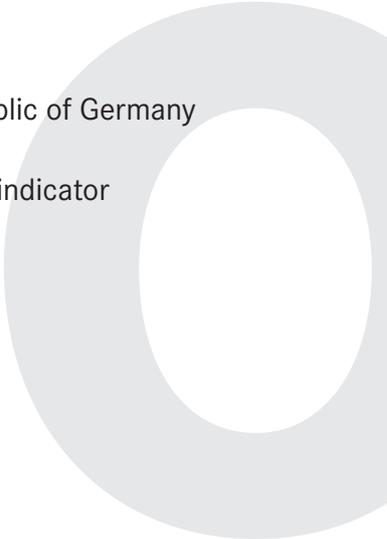
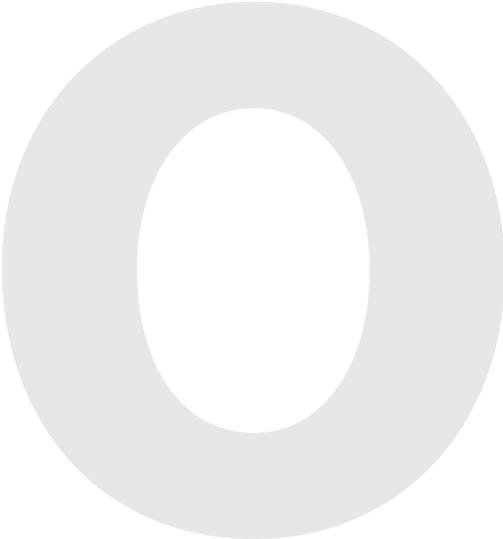
Clicked. Bought. Delivered. Lapp Kabel e-shop.

The most comfortable way of purchasing material there is!
The Lapp Kabel e-shop is open for you on a 24/7 basis.

You can access our offer from all around the world, for example, straight from your building site. All you need is a PC or a notebook and a internet connection.

The Lapp Kabel e-shop is e-shopping without any delay: all you have to do is log in and off you go! Choose from almost 20,000 products – the product availability and time of delivery indicator lets you know straight away when you can expect to receive your goods, which we naturally will deliver to you here in Germany free of cost.

*! = Oh, what a beautiful sunset



With this in mind: Get your Lapp with a click!

- Short loading times
- User friendly and comfortable
- Log in and order straight away
- Individual function selection
- Personalised user profile
- Free delivery within the Federal Republic of Germany
- Minimum order value only EUR 50
- Product availability and delivery time indicator
- Monthly “Sunny Shopping” promotion
- Track delivery

Do the work of hours in seconds. Lapp Kabel e-catalogue.

In the e-catalogue sector Lapp Kabel uses BMEcat.

BMEcat is the electronic catalogue exchange format from the German Association Materials Management, Purchasing and Logistics e.V. It enables the standardised transfer of catalogue data, including individual adaptations to prices, product features and classifications.

And the most important factor: **using BMEcat greatly minimises the amount of time and expenditure required for recording, processing and transferring data** – what previously amounted to hours has now been cut down to seconds only.

We at Lapp Kabel will create a catalogue in accordance with the BMEcat standard as a free-of-charge service.

(:-) = Surprised



An overview of Lapp Kabel BMEcat advantages:

- Enormous reduction in time, thanks to split-second data recording and transfer
- Integration of Lapp Kabel catalogue into in-house inventory control system with constantly updated product prices
- Optimum master data quality as a result
- Minimum error probability when ordering
- Combination with classification standards eCl@ss, ETIM and UNSPSC (see e-business glossary)
- Also available as DATANORM version (see e-business glossary)
- Available in BMEcat 1.2 and BMEcat 2005 formats

Easy and more efficient purchasing. Lapp Kabel e-procurement.

e-procurement refers to the procurement of goods and services through electronic channels. As a matter of principle one could refer to it as a “paperless procurement process”.

Here, the inventory control systems at the provider’s and the customer’s are connected to each other. Normally, this takes a great deal of time, unless both partners have the same system, for example, SAP. If this is the case, then e-procurement is the key to optimising all the processes within the procurement system.

Lapp Kabel is one of the few cable providers that uses not only basic product numbers in its inventory control system, but also creates an individual number for each standard length. The benefit to you: electronic ordering of your cables in lengths tailor-made to suit your requirements.



:) = Happy



An overview of Lapp Kabel e-procurement advantages:

- Enormous reduction in time during data recording and transfer
- More efficient data processing at the provider's
- Fast handling
- Minimisation of data transfer errors (manual transfer from paper into system no longer applicable)
- Worldwide and time-independent information flow
- Communication between various computer applications
- High reduction in costs through the discontinuation of all "paper processes"
- Process reliability due to no more media gaps (e.g. the content of a fax machine order is tipped by hand into a computer)

What does ... mean anyway? The e-business Glossary.

B2B

Business-to-Business

Used generally for relations between at least two companies. In contrast to relations between companies and other groups, e.g. consumers (Business-to-Consumer or B2C).

BMEcat

Catalogue exchange format from the German Association Materials Management, Purchasing and Logistics e.V.

Materials management, purchasing and logistics BMEcat is the most-used format in Germany for enabling 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 sector at Lapp assumes the thematic responsibility for the BMEcat, eCl@ss and ETIM sectors.

eCl@ss

Product classification system

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

e-Commerce

Electronic commerce

e-business area, e.g. Lapp Kabel e-shop.

EDI

Electronic Data Interchange

e-procurement area. EDI is a direct connection system between the customer's inventory control system and the supplier's inventory control system. Purchasers can thus initiate orders in the supplier's system itself.

:^D = Super, I like that

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 provide internet communication users with a vital means of being able to express their emotions clearly. A combination of the punctuation marks and letters on a computer keyboard are mainly used here. Each emoticon has its own specific meaning.

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. At Lapp Kabel this is SAP R/3.

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.

UNSPSC

United Nations Standard Products and Service Code

International standard for categorising products, e.g. for electronic catalogues.

(...) = No comment

Do you have any specific queries regarding our e-business technology?
We would welcome any interest and suggestions on your part.

Why not visit our web site?

www.lappkabel.com



:?) = Philosopher



LAPP GROUP

U.I. Lapp GmbH

Schulze-Delitzsch-Straße 25 · D-70565 Stuttgart
Tel.: 07 11/78 38 - 01 · Fax: 07 11/78 38 - 26 40
www.lappkabel.com · e-biz.uil@lappkabel.de