

# Esprinet Partners with OpenText to Manage Explosive Growth

OpenText™ B2B Managed Services provides agility to handle electronic trading on a larger, more complex scale

Esprinet is one of the largest distributors of technology products in Europe. Within its core markets, the company is number one in Italy and is one of the top three distributors in Spain. Today, the company works with over 200 leading hardware and software vendors to deliver over 600 major brands with over 45,000 SKUs to its customers. Esprinet operates through a network of over 40,000 dealers, large-scale retailers, systems integrators and information technology (IT) consultants. More than 16,000 customers purchase products and services from Esprinet in any given month. Also, more than 6,500 of those customers buy technology products from Esprinet every month of the year, all of which resulted in total revenues of €2.1 billion in 2011.

According to Marco Impagnatiello, IT Project Manager at Esprinet, the company's success is attributed to a number of factors. "Esprinet has the ability to attract the top technology brands and offer outstanding customer service with a world-class logistics process to ensure customers receive the right products on time," he notes. A focus on innovation is another reason for Esprinet's success. Esprinet was one of the first European distributors to embrace the Internet as a powerful sales channel. The company describes its website as a "one-stop information and shopping resource" for its resellers and estimates that each of its customers views an average of 60 pages every day, helping customers to easily find the best deals for their day-to-day technology needs. As a result, the company relies heavily on its IT systems to be able to deliver the company's business goals.

A key component of IT is B2B integration, which ensures that Esprinet can conduct B2B e-commerce effectively with its partner network. Esprinet selected OpenText B2B Managed Services to provide the range of B2B integration services it required.

## INDUSTRY

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Electronics

## CUSTOMER

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Esprinet

## CHALLENGES

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- An increasing number of new brands added to their Sales portfolio that required electronic trading
- Business growth put a strain on managing B2B integration demands using internal resources
- Ability to accommodate all of the different document types and standards that customers and suppliers were asking them to support

## SOLUTION

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OpenText™ B2B Managed Services

## BENEFITS

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- Improved business agility responsible for securing business with major brands
- Advanced document mapping and translation for all data formats
- 24x7 local language technical support

***“The real benefit of OpenText B2B Managed Services for us is its ability to support every data format that a trading partner may use. We do not have to worry about the mapping and translation elements of working with documents from a customer or supplier. It makes our business more efficient and helps us secure new business that we would not have been previously capable of supporting.”***

**MARCO IMPAGNATIELLO**  
IT PROJECT MANAGER, ESPRINET

## Business Challenge

Esprinet has a long-standing relationship with OpenText that stretches back to 1997. “Esprinet first embraced EDI to exchange electronic documents with a major technology brand. We selected OpenText™ Trading Grid™ as our platform of choice because it had global reach and OpenText provided excellent support. At that point, we were only exchanging a limited range of documents, such as inventory and sales reports, and everything we did was based on the EDIFACT standard,” explains Impagnatiello.

As the company’s business grew, more and more of the new brands that they added to their Sales portfolio required Esprinet to trade electronically. In order to accommodate the business requirements of these strategic suppliers, the company extended their electronic data interchange (EDI) capabilities and the number of different document types it could exchange electronically. This involved a significant amount of time spent on document mapping and translation, partner onboarding and technical support, all of which the company handled internally.

“We had acquired a range of OpenText solutions and services, including OpenText™ Application Integrator™ for our document mapping, but we still managed everything ourselves internally. As our business continued to grow we found that B2B integration was taking up an increasing amount of our time. In addition, we were concerned that we were going to begin to struggle to deliver the level of technical support required in the business. We have an excellent team but it is small and it was becoming increasingly difficult to support all of the different suppliers and customers, as well as manage our internal systems, especially during all of the after-hour periods,” says Impagnatiello.

One challenge for the business was finding ways to accommodate all of the different document types and standards that customers and suppliers were asking them to support. “All of our electronic documents were based on the EDIFACT standard initially and we had to find a way to manage the increase in document types with a larger number of partners. We were faced with a pressing need to support documents in XML, AS2 and a range of proprietary formats. This was just not something that we could do internally,” comments Marco.

## Solution

Esprinet realized that a managed services approach would ease the burden on the internal team by providing two key elements: the ability to support any standard and document type that trading partners stipulated and the resources and knowledge to deliver technical support for the trading partner network anywhere in the world. As Esprinet had an existing relationship with OpenText, they selected OpenText B2B Managed Services as the obvious next step.

“When you need technical support in more than one territory to support critical B2B processes, you need a large company with global reach. In Europe, local language support is essential so the ability of OpenText to provide support in Italian and Spanish and other languages as required in the future was important. In addition, we required a managed services provider who understood our specific business issues,” states Impagnatiello.

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## Results

B2B Managed Services has brought increased business agility to Esprinet. For example, Esprinet won a major PC vendor account simply because they could accommodate the vendors’ B2B integration preferences and continues to be the PC vendor’s primary distributor in Italy.

“It is always exciting to have such a great business opportunity. However, to secure the business, the vendor wanted to exchange documents using XML. The work we would have to do internally to accommodate this request would have taken up too many of our resources and would not have been delivered within the required timeline. This would have put our ability to service this business in doubt. With OpenText B2B Managed Services, we have been able to move forward in the required timeframe, without internal resourcing and at an acceptable cost,” recounts Impagnatiello.



In addition to business agility, Impagnatiello believes that the quality of B2B integration has improved. “We now exchange an extensive range of business documents in many data formats. In fact, we perform over 600,000 transactions annually. When we were working internally, everything was in EDIFACT, which quickly became Esprinet’s own version of EDIFACT. If a customer had a requirement someone on our team would quickly amend the maps, but we weren’t always good at setting an audit trail so it often became difficult to track our changes. With OpenText, everything is fully reported so we know exactly when and where changes are made. This has definitely improved quality in our business. OpenText understood the full extent of the project and they were able to help us to move to a full managed service within a year. We have received top quality support at each stage of the project as well,” says Impagnatiello.

With B2B Managed Services, Esprinet has improved its ability to conduct B2B e-commerce. “Just one example is a pre-requisite of conducting business with Amazon is to be able to exchange every type of document electronically. Even with Amazon using EDIFACT, the scale of the task would have been impossible to achieve internally. It was achieved quickly and effectively with OpenText B2B Managed Services,” explains Impagnatiello.

The next step is to integrate more of the company’s trading partners. “We are now working with more of our customers and suppliers, those who still use paper-based processes. We want to deliver our experience to them and help them exchange documents electronically. We know that with OpenText B2B Managed Services they can use any data format they want to begin to trade with us more effectively,” concludes Impagnatiello.

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