

Koch, Neff & Volckmar GmbH

A WORLD OF BOOKS WITHIN REACH

The book wholesaler Koch, Neff & Volckmar GmbH enables retailers, consumers, and companies to search through and order from hundreds of thousands of books and book-related materials.



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The Challenge

Each year, more than 4,000 publishers report more than 70,000 new releases to the Catalog Production Department of the book wholesaler Koch, Neff & Volckmar GmbH (KNV), headquartered in Stuttgart, Germany. That is in addition to the 420,000 titles already warehoused at KNV that must be delivered to book retailers, franchises, and outlets overnight. A huge amount of data has to be received, managed, and relayed into the correct systems. The requirement: An electronic catalog management and ordering system that can receive article data from publishers as well as handle customer orders. KNV wanted book retailers as well as consumers to be able to use the electronic ordering system with response times of under a second. KNV found what it was looking for at POET, whose catalog solutions integrate data and order processing along the entire process chain.

The Solution

With the aid of POET's catalog solutions, the book title data for new releases – primarily from German-language publishing houses – are uploaded into the catalog database. The KNV editorial staff adds product classification information, keywords, supplemental text such as reviews and author biographies, and multimedia data like title pictures, all of which allow for faster catalog searches. The catalog data is then available for all sales channels, including online shop Buchkatalog.de, online retailer portal pcbis.de, and the bibliographic and ordering system PC BIS Classic on CD-ROM. The data is also made available in the e-Procurement systems of large businesses, whose internal ordering systems access the catalog data via Buchkatalog.de and place orders directly into the procurement system. KNV provides book retailers with a catalog update daily.

The Possibilities

Thanks to its performance and reliability, POET catalog solutions have been operating at KNV with a great deal of success for several years. POET proves its proficiency daily in the consistency and accuracy of the catalog data through the entire process – from the moment it is received, through editing and administration, to its extensive use in B2B and B2C sales systems, both online and on CD-ROM. Another advantage lies in the web-based interface as well as the continual updates of the catalog and ordering system. Consumers searches for wanted products on the book retailer's platform are particularly fast and successful, minimizing lost sales and ensuring that orders are passed through the order chain reliably. More than 1,000 book retailers have integrated Buchkatalog.de into their websites, and the system handles close to 400,000 inquiries every day.



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