

trustIT – e-billing at an international level

The goal of electronic invoicing is to replace paper documents by electronic ones in order to achieve full automation of invoice-relevant processes such as invoice receipt, -control and archiving.

Since business contacts have not been restricted to national markets for a long time, it is important to take various country-specific legal and technical requirements into account – a challenge which many internationally operating companies are confronted with.

ous software products and build up expensive know-how on their own? The answer is trustIT, EDITEL's solution for international e-billing concepts.

The key technology used, the "electronic signature", guarantees the authenticity and the integrity and thus the security of the invoices

- accelerated processes
- elimination of manual data entry or enveloping/ mailing
- reduction of errors and better data quality
- data security through encryption and electronic signature
- cost savings through electronic archiving

"The solution for electronic invoices by EDITEL fulfils all expectations and makes an efficient development of regional invoicing processes possible for Procter & Gamble. Employees from all countries in Central and Eastern Europe, who are connected online, have access to the system in order to manage all relevant activities. At the same time it is possible with trustIT to cover special requirements of different customers in the respective regions. The EDITEL employees proved their professional attitude when implementing and servicing this completely outsourced solution."

JAN FELCMAN, CUSTOMER SERVICE MANAGER, PROCTER & GAMBLE CENTRAL EUROPE SOUTH



trustIT is available as an in-house system and as an outsourced EDITEL service.

The Directive 2001/115/EC for electronic invoicing enacted by the European Union only provides the member states with a framework as to which procedures are in principle well suited. At the same time this directive leaves the scope to take the respective national situation and legislation into account. This results in different forms or ratifications of this directive.

Reliable partners for secure transmission

How do companies deal with this challenge without having to study countless legal situations, buy vari-

transmitted. Subsequently these documents are filed in an electronic archive - accessible for internal purposes as well as for tax authorities at any time.

trustIT integrates all these process steps seamlessly into a company's existing IT landscape and adds user-friendly functionalities to it, which – in addition to automated processing of invoice data – offer the following options:

- savings of paper and postal charges

- complete transparency of business processes
- complies with various national legislations
- precondition for automated auditing

trustIT is available as an in-house system and as an outsourced EDITEL service. In the first option, EDITEL provides implementation and training. Companies are responsible themselves for daily operation of the e-billing infrastructure. If elec-

tradeIT – the new EDI solution for SMEs

In order to facilitate the introduction of EDI for small and medium-sized enterprises, EDITEL has developed the new tradeIT portal, which requires neither a specific infrastructure nor any initial investment.



tradeIT is a web portal which allows companies electronic processing of the most important business processes, such as orders, delivery notes, invoices, etc. In addition, the complete master data management may be conducted via tradeIT. SMEs are now able to communicate with their retail customers in the same way that had previously been reserved for bigger suppliers with complex integrated EDI systems. Retailers are able to increase the number of electronically connected suppliers significantly – that is up to 100% – by using tradeIT as a part of their communication strategies.

Applicable in many industries

However, the possibilities of tradeIT are not limited to the consumer goods sector. At the same time it is possible for suppliers to serve customers in gastronomy, such as canteen kitchens, catering businesses or canteen meals, via tradeIT. Other industries will be connected in the future.

User friendliness and compatibility in all areas and in terms of both cost and technology were the prerequisites for the development of tradeIT.

tradeIT highlights in an overview

- No investments
- Cost-efficient use
- Start within the shortest possible time
- Technical requirement: PC with Internet access
- Fast response to customer requests
- Integrated administration of master data (customers, products, prices)
- Electronic processing of ... orders, ... delivery notes, ... receiving reports, ... invoices (complying with legal requirements, including digital signature)
- archiving options for digitally signed invoices
- export, printing and download of documents in pdf-format
- very user-friendly
- globally retrievable via Internet browser

For further information visit our website at www.tradeit.at or contact us by phone under + 43 1 505 86 02 – 0 or by e-mail at sales@editel.at.

We are pleased to provide a free demo account any time. •

tronic invoicing is provided as a service, EDITEL assumes all tasks (set-up, operation as well as change management).

Modular use possible

Both options are already in use with well-known companies today. Companies such as Procter & Gamble, Henkel or Pepsi Coke choose their partners very carefully.

A further important advantage of EDITEL's e-billing solution is its modular application. New coun-

tries which plan to invoice electronically in the future may be connected any time. The basic technology and infrastructure remain the same and roll-out concepts can be implemented quickly and smoothly.

With the innovative product trustIT by EDITEL international companies in particular are optimally prepared for future challenges regarding secure electronic invoicing in accordance with legal requirements. •

editel Journal

VIENNA – PRAGUE – BRATISLAVA – BUDAPEST

Slovak Republic: COOP launches major EDI project

In the course of an international tender, COOP Jednota, the largest Slovak retail chain, awarded a contract for a comprehensive EDI and e-billing solution.

After two years of preparation, EDITEL was chosen from four local and foreign EDI operators. The project was launched on 5 October 2009 and, in view of its size and complexity, is scheduled to be completed at the end of 2012.

operatives, seven logistics centres and wholesale companies in Slovakia. With nearly 2,400 stores and 14,000 employees, COOP Jednota Group has the largest retail network with the highest density in Slovakia.

Along with Co-op Hungary Zrt. (Hungary) and COOP Centrum

8,000 stores in three countries of Central Europe.

THE EDI Project

In October 2008, COOP Jednota and EDITEL SK concluded a contract on the evaluation of information systems of the 36 cooperatives,



With nearly 2,400 shops, the COOP Jednota Group has the largest sales network with the highest density in Slovakia.

About COOP Jednota

COOP CENTRUM, a.s. (Inc.), a purchasing organisation of the consumer cooperatives, was founded in 1998. In 2002, the Slovak Union of Consumer Cooperatives and COOP CENTRUM joined to create COOP Jednota Slovenska, an umbrella over the COOP Jednota system in Slovakia. The COOP Jednota Group currently includes 36 individual consumer co-

družstvo (Czech Republic), COOP Jednota Slovenska is the founding shareholder of COOP EURO, a.s. This multinational company was established in 2000 with the intention of becoming a major international purchasing alliance in Central Europe. The retail network of COOP EURO counts more than

wholesalers and logistics centres regarding the introduction of international EDI standards. The objective was to compile a significant study on the interoperability of existing systems with the EDI solutions of EDITEL. The analysis was undertaken in cooperation with eight suppliers of the information

systems with the objective to frame appropriate processes and procedures for the area of central electronic ordering, delivery notes and receipts, paperless electronic invoicing and credit notes, automated invoices clearance, follow-up

EDITEL Journal appears as a supplement to GS1 Information with a circulation of 13,000 copies in German and in English for our customers outside Austria – both of them may be viewed online at www.editel.eu. Please send us your feedback on the new EDITEL Journal: admin@editel.at

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PETER FRANZMAIR
MANAGING DIRECTOR EDITEL AUSTRIA GMBH

ECODEX – eXite® – EDITEL Vienna – Prague – Bratislava – Budapest

Dear readers of our new customer magazine,

This is the first issue of the new EDITEL Journal. Even if the words at the head of this article seem to be listed at random, they do have a clear logic. Therefore, let us first of all introduce ourselves.

It all started more than 20 years ago with our first EDI service ECODEX, which was provided by EAN Austria – today GS1 Austria – to Austrian retailers and their suppliers aiming at processing electronic business transactions.

At the beginning of 2004, after 15 years of operation, ECODEX was replaced by the eXite® Business Integration Network, a modern, state-of-the-art EDI platform – right in time before the starting signal for internationalisation. Our customers had long begun to extend their business relations across borders and they did not want to do without the usual eXite® support in the expansion countries.

First this led to buying the Czech EDI market leader EDITEL CZ in 2007. In the following year it was decided to separate GS1 Austria's standardisation tasks from the operative eXite® services. EDITEL Austria GmbH, newly founded for this purpose, was entrusted with re-

alising the eXite® service. Foreign branches in Slovakia and Hungary were established in a next step.

Today the EDITEL Group operates as an EDI service provider in its own offices and a network of franchise partners in 18 CEE countries. As the only full service EDI provider in this area, EDITEL offers a complete product range including the web EDI portal tradeIT for SMEs, which is easy to handle and cost-efficient. Moreover, there is the integration solution edisuTe, the EDI outsourcing platform with an international paperless eInvoicing Service, and consulting services as well as customer support on site and in the respective country's language.

Approximately 10,000 customers make use of EDITEL services when exchanging about 250 million EDI business messages per year with their partners. 60 EDITEL employees and 50 specialists of the EDITEL franchise partners throughout the CEE region support them.

Please read more about us, our services and our customer projects in this journal.

YOURS,
PETER FRANZMAIR



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messages (APERAK and COMDIS), and integrated payments.

As a result of the analysis, EDITEL SK s.r.o. and COOP Jednota Slovenska s.d. concluded a master agreement on supply and implementation of a comprehensive EDI solution to all 36 consumer cooperatives and logistics centres. The designed solution is built on EDITEL software products covering integration with different information systems. In addition, it includes the conversion of various currently used formats into the universal UN/EDIFACT format, security of messages by electronic signature and by their encryption according

the CD/ISO 9735 standard, and a true electronic archive.

The solution will facilitate both communication between COOP Jednota and its suppliers as well as between COOP Jednota members, particularly between cooperatives and wholesalers. It is assumed that COOP Jednota will process through eXite®, the Business Integration

Network operated by EDITEL, more than 15 million business documents annually. This volume is assumed for 2,400 stores, seven wholesalers, 300 central suppliers and 300 regional suppliers.

This project is by far the largest EDI project in Slovakia to date and confirms EDITEL's leading position as an EDI provider in this region. •

Facts & Figures

COOP Jednota Slovakia:

- founded in 1992 as a consumer cooperative society
- 36 members
- represented in the Czech Republic, Slovakia and Hungary
- a total of 8,000 stores
- among them 2,400 stores in Slovakia
- COOP Jednota has 14,056 employees

Magyar Telekom and EDITEL start new EDI cooperation in Hungary

T-Systems Hungary, Magyar Telekom's division for corporate clients, and the EDITEL Group recently agreed to jointly offer best of class quality EDI services to the Hungarian market.

Magyar Telekom, formerly MATAV, has been offering EDI services to the Hungarian market under the brand of rEDInet for more than 10 years. EDITEL in turn has been offering EDI services to Austrian clients since 1987 (ECODEX) and introduced a state-of-the-art new business integration network under the name of eXite® in 2004. Since the introduction of eXite®, EDITEL has expanded its geographical coverage to 18 countries in Central and Eastern Europe, including the Russian Federation, Italy and Turkey.

High availability and support on site

This new cooperation aims to strengthen the position of both Magyar Telekom and EDITEL in the Hungarian EDI service market. While Magyar Telekom will use its marketing infrastructure to cover the sales and administrative parts of the business, EDITEL will offer consultancy, support and hotline services to the EDI customer base. The message transfer will be based on the high availability communication platform eXite® and its worldwide interconnections. Customer support will be available locally and in Hungarian language. The migration of the existing rEDInet customers to the new solution will be the first step of joint activities.

On the one hand, these users will receive a new Java-based software – edisuITE – to replace the existing DOS or Windows based solutions.



On the other hand, the communication channel will be switched from the current local EDI Switch server to the eXite® Business Integration Network. The communication with eXite® will be based on



A cross-border service like the business platform eXite® is of great importance to internationally operating companies.

high speed Internet access, while security will be granted by the use of SLL (Secure Socket Layer)

technology, an application-based encryption method, which is familiar to everyone using Internet banking.

The future has begun: paperless billing

In addition, more than 100 WEB EDI customers will be transferred from their current platform to eXite®'s tradeIT solution. The whole process of migration is scheduled to be completed by the end of the first quarter 2010. As a next step, eXite® will be connected with the information archive which is offered by T-Systems as a service. Using this archive is the easiest way to enter the era of paperless billing.

eXite® will ensure that all electronic invoices sent to a retail customer in a paperless way are stored in this T-Systems archive. Users will then be authorised to access and query their own archive data via a Web browser at any time in the future.

The Hungarian FMCG market is likely to become even more competitive in the years to come, and companies will be forced to introduce even more sophisticated logistics concepts in order to streamline the supply chain and reduce cost.

Such new and challenging logistics concepts require a first class EDI communication infrastructure to ensure smooth operations. This will result in an increasing demand for EDI integration and communication services. Magyar Telekom and the EDITEL Group are prepared to respond to this demand.

FRANZ J. HUMENBERGER
EXITE® SERVICE MANAGER



EDI without borders

Large corporations like REWE International, Henkel CEE or Coca-Cola realised long time ago that one uniform EDI communication solution across several countries for all their business partners is associated with a long list of benefits:

- Cost savings because only one access point to one provider is required – in contrast to one per country.
- By using only one provider, data volume is bundled, which results in a lower price per unit.
- Only one contract with equal terms and conditions for all countries involved
- Same service quality in all countries
- One contact partner, yet local support in native languages

The EDITEL Group is an ideal partner for international companies with a business focus on Central and Eastern Europe. EDITEL offers

- its own subsidiaries in Vienna, Prague, Bratislava and Budapest,
- national and top-qualified service partners in Slovenia, Croatia, Serbia, Bulgaria, Romania, Moldavia, the Ukraine, the Russian Federation, Italy and Turkey,
- roaming agreements for interoperability with many other EDI service providers in Europe, the USA and Asia.

Wherever your company conducts business, eXite® will electronically deliver your business

documents efficiently, reliably and mostly in real time – whether you are dealing with customers, suppliers or logistic service providers. EDITEL knows most national variations of EDI documents and EDI processes and is able to assist your company in implementing projects fast and cost efficiently.

If you want to understand the differences in paperless invoicing concepts between the Czech Republic and Hungary for example, EDITEL is the right partner for you. One of EDITEL's core competencies is the detailed knowledge of different environments and offering attractive international service solutions.

Therefore companies like REWE International, Henkel CEE and Coca-Cola work with EDITEL's eXite® Business Integration Network, but also multinational retailers like Metro Group, TESCO, AHOLD, Auchan, Carrefour and others. Moreover, national retailers such as COOP in the Czech Republic and Slovakia, Paterson in Russia, OKEY in the Ukraine, Mercator in Slovenia or SPAR in Austria, the Czech Republic and Croatia are among EDITEL's customers.

However, not only large multinational companies use EDITEL and eXite® in several countries. Medium-sized Austrian companies like Kotányi, Rauch, Efko or Pfanner – to mention just some of them – have also come to realise the advantages of uniform service solutions and are using them successfully. •

Facts & figures about EDITEL and eXite®

Professional infrastructure by IBM and T-Systems ▪ 10,000 users in 18 countries of Central and Eastern Europe ▪ 250,000 million EDI messages per year ▪ 24/7 operation – 24/7 support ▪ worldwide reach – national support ▪ many international corporations rely on eXite®

Facts & figures about Magyar Telekom

Magyar Telekom is Hungary's principal provider of telecom services with a full range of telecommunications and informations (ICT) solutions. The business activities of Magyar Telekom are managed by two business units: Consumer Services (the home-related services brand T-Home and the mobile communications brand T-Mobile) and Business Services (T-Systems). Magyar Telekom's majority shareholder (59.21%) is MagyarCom Holding GmbH, fully owned by Deutsche Telekom AG.

The team of Magyar Telekom and EDITEL will be in a unique position to offer unmatched first class EDI services to the Hungarian economy, enabling Hunga-

rian companies to introduce state-of-the-art logistic concepts which require a premium communication infrastructure such as eXite®. •

EDI goes East: 10,000 companies in the CEE region rely on eXite®

EDITEL's services have been developed on the basis of specific customer demands of the consumer goods industry and its suppliers. Today they are offered successfully not only in Austria but throughout the entire Central and Eastern European region.

The beginnings of the eXite® Business Integration Network date back about 20 years. What started as a simple data exchange platform has become an efficient integration network for the exchange of electronic business documents of any kind. EDITEL is the right partner for anyone who wants to exchange orders, despatch advices, invoices, article data, inventory reports or financial transactions all over the world. Today eXite® effects more than 20 million business transactions per month – with an increasing tendency. Nearly 10,000 companies of the CEE region – commercial enterprises as well as suppliers of consumer goods and logistics companies – are active users of the services offered by EDITEL.

The neutral position of the “third party dealer” of data was an important requirement right from the beginning. The former EAN Austria, later GS1 Austria and today EDITEL, lent itself as a competence centre for retail and industry, not least because of the existing know-how.

Data don't stop at the border

While in the beginning eXite® covered mainly national interests of trade partners, questions of cross-

border goods and data exchange started to arise soon. In the mid-1990s large trade companies started to focus on Eastern countries for the first time and took hold with new branch offices in the Czech Republic, in Slovakia and Hungary. Consequently the requirements for EDITEL grew fast, and customer requirements made a strategy for EDITEL's international orientation necessary. A concentration of expertise regarding the new markets, the language barriers and various legal requirements formed complex challenges for the EDITEL team. They had to perform the important task of market entry in these countries in order to provide the infrastructure of eXite® for customers such as REWE, Spar, Metro as well as Coca-Cola, Henkel or Beiersdorf.

An essential part of eXite®'s added value is attributable to the fact that electronic communication with any business partner worldwide is possible with only one connection. This is true for various industries and business relations (customer, supplier, logistics service provider, banks or even public administration) but also geographically: Today any existing EDI user is globally reachable via eXite® and its network of affiliated partners.



Presence of the eXite® Business Integration Network in the CEE region

Questions & Answers

with Gerd Marlovits, Director Marketing and Sales, EDITEL Austria GmbH.

“It took a lot of convincing that only a tuned master plan could be successful in the long run.”

GERD MARLOVITS,
DIRECTOR MARKETING AND SALES



editel Journal: In the past years EDITEL has shown spectacular growth. Which strategic goal do you pursue now?

Currently we cover a large number of countries and see no further need to grow at the moment. The phase of active expansion has been completed. If we are confront-

ed with new customer requirements, we will continue to show commitment as a competent partner. Currently we focus on the consolidation of the existing markets.

What were the great challenges in finding partners in CEE countries?

In the past it was definitely technology and the establishment of concepts overall. The acceptance of positioning modern supply chain management was initially rather low. Moreover, a certain level of scepticism towards “Western doctrines” existed. The GS1 background helped a lot because the system had been established internationally for years.

A great challenge was gaining the understanding for the fact that standardised and uniform solutions are inevitable in this field. It took a lot of convincing that only a tuned master plan could be successful in the long run.

Which future challenges do you expect?

I am very satisfied with the current developments. In Russia and the Ukraine for example we have connected far more than 1,000 participants, which we managed to accomplish within only three years. Of course the potential there is still great; currently, however, the main focus lies on other issues, especially those regarding physical logistics. Moreover, we are still faced with challenges regarding economic culture in some countries, which need to be overcome.

Network of qualified partners

In order to optimally support participants of eXite®, the EDITEL Group (in addition to its own four locations in Vienna, Prague, Bratislava and Budapest) works with eXite® franchise partners. This network of top-qualified partners allows competent and timely support of customers in the respective country's language. The technical high-performance infrastructure is provided by EDITEL Austria for all countries. Only this strategy guarantees that the flow of information and goods between companies works. No EDI, no business!

This consistent commitment of EDITEL is honoured not only by Western companies. More and more (multinational) trade companies and suppliers with a Central or Eastern European background trust in eXite® and therefore make eXite® the central service provider of this region, ranging from Austria to Kazakhstan.

Electronic business processes for gastronomy

With the introduction of standardised electronic replenishment processes for gastronomy, EDITEL Austria has broken new ground and is facing up to the challenges of a particularly individualist industry.

While the consumer goods industry has been using the advantages of standardised communications with UN/EDIFACT-EANCOM® and eXite® successfully for over 15 years, gastronomy represents a “white spot” on the map when it comes to a “common language”. Many wholesalers rely on their own solutions. Moreover, traditional communication channels such as telephone, fax or e-mail are commonly used media when the chef of a canteen orders the daily requirements from a wholesaler. In addition, gastronomy lacks the “language” that unites the consumer

different players of the necessity of such profiles.

Fast and secure processes

Why EDITEL Austria still had the industry at the top of its to do list is easily explained: The suppliers of gastronomy – wholesalers or industry – have been satisfied users of eXite® and customers of EDITEL for years. In order to make the advantages of electronic replenishment processes usable for all those involved, it is important to also integrate the customers of the customers. The focus is placed on the optimisation potential along the supply

chain. The benefits lie in avoiding errors and fast and secure transactions.

Lack of uniform interface formats

System gastronomy with more than 3,500 canteen kitchens, community caterers and catering businesses as well as the hotel sector in Austria were defined as target groups. All of them use ERP or kitchen planning software to a varying extent, which enables them to exchange electronic business documents and process them in the respective kitchen software. A working group was set up at GS1 Austria



“Since the introduction of inter-company electronic processes we have significantly increased the level of automation and minimised personnel-intensive activities. Simplified working processes through a uniform system vis-à-vis our main suppliers entail significant savings, which we no longer want to do without. We look back with pride on this pioneering effort, which we realised together with EDITEL, in the Austrian system gastronomy.”

STEFAN ZANINI, MANAGING DIRECTOR SV AUSTRIA



“We have always exchanged master data bilaterally with our customers. The four message formats which we have now introduced with the support of EDITEL make it easier for us to use a uniform data format for all business processes, thus integrating new customers more rapidly.”

HELMUT ARTNER, IT ORGANISATION, ADEG-ÖSTERREICH HANDELS AG



goods industry: a GLN* and GTIN** for all goods of the gastronomy product range and uniform EANCOM® gastronomy profiles. It takes a lot of information to convince the

chain including the exchange of master data, orders, delivery notes or invoices – and all that without media discontinuity in electronic form and with automatic processing. Addition-

and representatives of all involved interest groups, wholesalers, system gastronomy and kitchen software suppliers were invited to contribute to the definition of the required

EANCOM® gastronomy profiles. The objective was a harmonisation of data formats and the development of inter-company business processes for gastronomy.

First applications successfully implemented

SV Austria has been one of the pioneers in the practical implementation of the new gastronomy standards for roughly a year. Having operated in the Business and Care segments in Austria since 1997, the company generated a turnover of 19 million euros with 298 employees in the year 2008.

A large part of the purchasing volume of SV is ordered with the

suppliers AGM, Kröswang and NÖM and increasingly processed via eXite® with the data formats ORDERS, PRICAT and INVOIC.

Business Lounge GmbH, which has also been using this system with its main suppliers, the Pfeiffer C&C Group and Kröswang, for several months, looks after the catering for roughly 1,000 Allianz insurance company workers. Other companies have recently become users or are currently implementing the system, including Sutterlüty market restaurants, Eurest Restaurant GmbH, Stützner Group, Wein & Co and the XXXLutz restaurants.

* Global Location Number
** Global Trade Item Number

Kotányi – eX(c)iting information logistics

The Austrian spice king Kotányi uses the eXite® network to shorten its supply chain.

Kotányi has excellently managed to internationalise its business and hold its ground in the market. Today Kotányi is successfully represented in 20 countries, which means there is one commercial firm in each region and one solution for goods logistics. The Austrian village of Wolkersdorf is not only the headquarters of Kotányi: the central IT system, which is connected with all branch offices, is also installed there. The system manages and processes the information of the whole company.

Kotányi is linked with its main customers and logistics partners via eXite®.

Automation of the supply chain

Kotányi is also connected with most of its largest customers and logistics partners. Within only a few years electronic communication developed from one business process, i.e. the order message in only one country – Austria – to five different processes – ORDERS, INVOIC, INSDS, DESADV, RECADV in the broadly accepted EANCOM® format – in eight countries: The data exchange for Kotányi with many partners is considered daily routine in Austria, Germany, Poland, Hungary, Czech Republic, Slovakia, Slovenia and Croatia.

In order to automate the company's whole supply chain Kotányi uses the eXite® Business Integration Network of the EDITEL Group. Whether it is orders of Metro in Poland, Spar

in Slovenia, Globus in Germany, Billa in the Czech Republic or in Slovakia, everything is processed centrally and mostly in real time through the eXite® network. The delivery instructions to the partner carriers in Poland, Hungary, Slovenia or Croatia are also distributed efficiently and fast via eXite®. When a METRO market in Budapest for example initiates a spices order electronically, it takes only a few minutes for the picking instructions to get to Kotányi's Hungarian logistics partner.

International data exchange

The same is of course true for the entire Austrian trade landscape, from A like ADEG to Z like Zielpunkt, who are all customers of Kotányi. Mainly ORDERS, DESADV and INVOIC messages are exchanged with Austrian customers.

Banking transactions and account statements as well as reports of the regional health insurance fund are processed through the eXite® network. Kotányi is one of almost 10,000 companies connected to the eXite® Business Integration Network and part of the absolute top group of eXite® users when it comes to successfully implementing high-performance information logistics internationally.

Facts & Figures

Kotányi GmbH:

- founded in 1881
- products available in 20 different countries
- 4,500 articles
- 500 employees in Austria
- 122 million euros turnover in 2008

15 years EDITEL in the Czech Republic

TIBOR ŠATA,
EXECUTIVE DIRECTOR
OF EDITEL CZ S.R.O.



nowned addresses for technology companies in Prague and the Czech Republic. Here, high tech professionals get the chance to meet the likes of them. The “neighbourhood” is dominated by the industry’s big names such as IBM, SUN Microsystems, NESS, General Electrics, Accenture, DHL and others.

Tibor Šata, executive director of EDITEL CZ with international experience, is pleased about the top-class neighbourhood: “When I accepted EDITEL’s offer to take on the position of executive director in 2008, it was of particular concern to me to prepare the company for a modern and promising future. This address underlines our new international focus perfectly.” •



Prague is also the capital of trade and industry.

The new office is located in Prague’s technology campus “The Park”.



In the past months, EDITEL CZ successfully expanded its business activities with large international and national companies. This successful development was possible despite the relocation to the new office and the preparation to the 15-year anniversary celebrations, which were held in Prague on 24 September as planned.

EDITEL CZ won a tender by CBA CZ for eXite® Network Services. CBA CZ is part of a retail chain based in Hungary and operating in several CEE countries including Bulgaria, Croatia, Hungary, Poland, Serbia, Slovakia and Slovenia. New additions to the customer list include Nutrica (Danone Group Division), the Rossman chain, Ferrero, General Bottlers and SC Johnson.

One of the key factors of success was the integration of the whole team of EDITEL CZ into a new office location with “a new face for the market” for EDITEL customers. The new office in “The Park” is considered to be one of the most re-

EDITEL in...

... Hungary

BULCSU VIKTOR STAUB,
MANAGING DIRECTOR
OF EDITEL HUNGARY KFT.



nies were connected to EDITEL’s eXite® Business Integration Network.

In 2008, when EDITEL already had offices in Vienna, Prague and Bratislava, it became obvious that the next expansion step would be Hungary. EDITEL Hungary was founded in late 2008 and set office in a modern office block in Budaörs, a business suburb in Western Budapest. Major retail chains such as Metro, TESCO, Auchan, dm drogeriemarkt, SPAR and IKEA have their Hungarian headquarters in this area as well.

Bulcsu Viktor Staub, an experienced EDI professional with more than 10 years of experience in the IT business, most recently as managing director for business development and project management at Seeburger, was appointed managing director of EDITEL’s Hungarian business unit with the mission to support Hungarian eXite® customers locally, and to further develop EDITEL’s EDI service business in Hungary. In addition, EDITEL was able to convince Mr. Akos Pressing, formerly EDI manager at TESCO Hungary and thus very well connected with this line of business, to join EDITEL Hungary.

In October 2009 Magyar Telekom and the EDITEL group joined forces in order to provide high-quality EDI services to the Hungarian market. Magyar Telekom will be responsible for marketing and sales, while the EDITEL group will provide consultancy, support and the technical infrastructure of eXite®. Starting 2010 EDITEL will employ 4 people at its Budaörs offices and support some 200 Hungarian EDI customers.

On the retail side, dm drogeriemarkt and Penny, the discount format of REWE, are amongst EDITEL’s customers today, who exclusively use EDITEL’s eXite® Business Integration Network. In addition EDITEL will work with the whole national and international retail community of the country.

On the supplier side, EDITEL already supports international companies, such as Henkel CEE, Coca-Cola Hellenic, Pepsi, Beiersdorf, Kraft, Nestlé and Procter in building and expanding their EDI relationships in Hungary as well.

EDITEL Hungary has established itself as an EDI full service provider, which includes Web-EDI tradeIT for SMEs, EDI software products for ERP integration of EDI documents, “out of the box” paperless billing and archiving solutions for Hungary, consultancy and professional services, the eXite® Business Integration Network with a focus on Central and Eastern Europe, but also worldwide communication capabilities, and local customer care and helpdesk services. •

... the Slovak Republic

ŠTEFAN SÁDOVSKÝ,
MANAGING DIRECTOR
OF EDITEL SK S.R.O.



Two years ago EDITEL SK, based in Bratislava, was established as an independent legal entity and is one of four representations of the EDITEL Group in Central Europe. EDITEL had been operating successfully in the Slovak market since 1998, providing services to Slovak customers in part via its Czech office and in part through employees on site. The objective of establishing the company was to further strengthen EDITEL’s position in the Slovak Republic and to serve the 100 customers existing then from an office in Bratislava.

Today, roughly 300 Slovak customers use EDI solutions by EDITEL, with a strongly increasing tendency due to the COOP project. Daily business and customer service are covered by Slovak employees, while operational and technical



The EDITEL branch office in Slovakia is based in Bratislava.

support is provided by EDITEL Vienna and Prague. The Managing Director of EDITEL Slovakia is Štefan Sádovský, a graduate of the Slovak University of Technology, who brings extensive B2B experience to the company and proved his expertise again most recently in the tender for EDI solutions for COOP. •

Shortly after the turn of the millennium the first EDI messages were exchanged via eXite® between retail chains operating in Hungary and Austrian suppliers, such as Henkel CEE, Kotányi and Rauch. Soon after that,



The EDITEL office in Hungary

the first Interconnect agreement with Magyar Telekom, then MATÁV, was concluded in order to allow the exchange of EDI data between eXite® and the Magyar Telekom platform rEDInet. In 2006 a franchise agreement with the Hungarian subsidiary of the German EDI software manufacturer Seeburger was signed, under which some 80 Hungarian compa-