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— **Ulrik Helming**

e-Business manager, Atea Denmark

Customer Profile

Atea Enhances Quality and Increases Productivity with CNET Channel DataSource™

Atea, the leading Nordic company in sales, distribution and integration of IT products and IT infrastructure, offers a business concept that allows its customers to simplify and streamline the management of their IT products throughout the product life cycle. Despite a challenging Nordic market in 2002, Atea expanded significantly, and won market shares in several important segments, reinforcing its expertise as advisors and efficiency experts in the field of IT infrastructure.

Customer value is one of Atea's driving forces and providing its customers with comprehensive up-to-date information on IT equipment is key for Atea's online business. However, the company continuously has to deal with a growing number of products as well as frequent product updates, a challenge which motivated Atea to seek out an automated solution that would bring added value both to its customers and its internal organization. In 2001, Atea decided to outsource its catalog management to CNET Channel.

"We offer our web shop as a preferred tool for our customers to help them gather information on IT equipment and assist them in making the smartest possible purchase decisions," said Ulrik Helming, e-business manager, Atea Denmark. "However, in order to satisfy our customers and remain competitive, we need to provide up-to-date comprehensive technical specifications. This was a tough challenge for us until we decided to implement CNET Channel's DataSource solution. The items we sell have a short life cycle and new products have to be added to our catalog every day, resulting in a huge amount of information that requires important resources to be efficiently managed. Our product managers used to manually collect and enter the product data into the database, a very time-consuming effort that prevented them from doing more valuable tasks."

Scalability of DataSource a Major Driver for Atea's Selection

"We are always looking for high quality solutions that can add real value to our business and CNET Channel clearly offered a turn-key solution that perfectly fulfilled our high quality standards and met our needs from day one," commented Ulrik Helming. "The scalability of the solution facilitates future development and it has actually allowed us to expand the scope of our project to a Pan Nordic level."

By outsourcing its catalog management to CNET Channel, Atea was able to significantly enhance the management and maintenance of the important volume of product data made available through its web shop in Denmark, consequently lowering its operational costs by reducing the resources needed to maintain its online product data. CNET Channel's cost-effective solution has not only allowed Atea to improve its productivity but has also enabled the company to build a multi-vendor and well-informed purchase environment, giving customers access to quality product information and powerful search and comparison functionalities.

About Atea

Atea (www.atea.dk) is the leading Nordic company in sales, distribution and integration of IT products and IT infrastructure. Atea's business concept is to simplify and rationalize our customers' management of IT-products throughout the life cycle.

At a Glance

Company:	Atea
Websites:	www.atea.dk
Headquarters:	Westhoughton, Bolton (UK)
Daily Orders:	Over 5,000 customer orders every day
Recent Award:	Kelkoo "Consumer Choice" award for the best online computing retailer

Key Challenge: Improve the dabs.com website; offer product information in an organized, easily searchable format, so that customers have more time to make their purchases and track their orders.

Summary of Results: By using the DataSource, dabs.com has quadrupled the number of product listings on its site, now offering smooth and efficient catalog browsing, product grouping and searching, and product comparison capabilities. As a result, dabs.com has lowered its operational costs by significantly reducing the resources needed to maintain online product data.

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