



**heiler** software  
Connecting Buyer and Supplier

Shell & DEA Oil GmbH is one of the leading mineral-oil enterprises in Germany. It owns and operates four refineries and moreover holds shares of two further ones. Under the two brands Shell and DEA the company operates with ca. 3200 gas stations (status January 2002) one of the biggest gas-station networks in Germany. Besides fuels it offers the entire range of mineral-oil products to the market. Shell & DEA sells German-wide fuel oil, and lubricants, aircraft-turbine oil, and bitumen, as well as high-quality services around mobility and heat via a network of branch-offices and partner companies. Among others via its greatest subsidiary, the Shell & DEA Direct GmbH. As a competent partner of its customers within an international organization it thus comprises the oil-downstream business of both companies, that is to say, the refineries, as well as the logistics, the distribution, and the marketing of mineral-oil products in more than 130 countries.

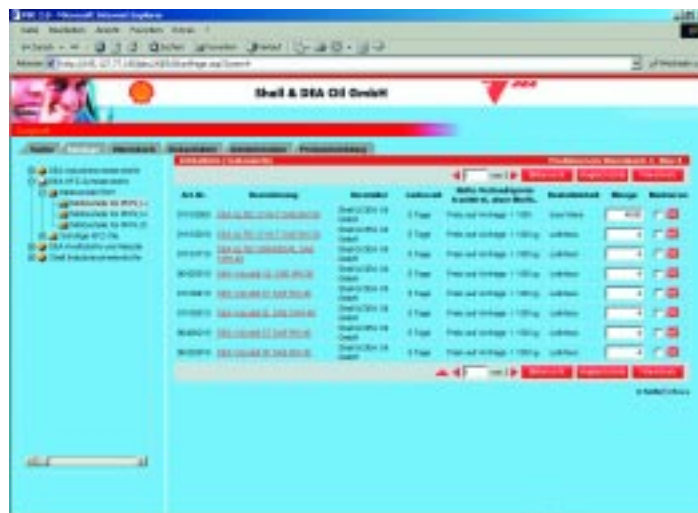
## Shell&DEA Oil GmbH transmits product prices on a day-to-day basis with a real-time pricing module integrated in the PBC.

enviaM orders online via the electronic catalog system PBC Premium Business Catalog® at Shell&DEA Oil GmbH, which provides formular-based daily prices with the aid of a pricing functionality.

The catalog-based electronic procurement is just one part of the puzzle of transactions between companies. Another, equally important element is the catalog-based electronic distribution. Only when both are linked with each other efficient e-business applications can be produced. In September 2001 the former DEA Mineraloel & Service GmbH made the decisive step in this area. It provided the product data for industrial customers electronically. Both master data (item description and designation, etc.) and

dynamic content, like e.g. customer-specific product prices. These complete data are available for the procuring company via the Heiler PBC Premium Business Catalog®. These can access the DEA catalog via web or via the interfaces of current e-procurement systems (SAP Enterprise Buyer Professional, Ariba Buyer, or CommerceOne Buyside). At the beginning of 2002 Shell and RWE-DEA founded the joint venture "Shell&DEA Oil GmbH", and

- Heiler Premium Business Catalog as a complementary product to SAP
- Simple catalog connection due to the PBC re-certification for the OCI-interface of B2B Procurement 2.0
- Transparency of assortment by efficient catalog engine, among others resemblance search, iterative search
- Standardized data transfer based on the BMEcat-compatible PBC
- Comprehensive services, like catalog implementation, content consulting, and data management

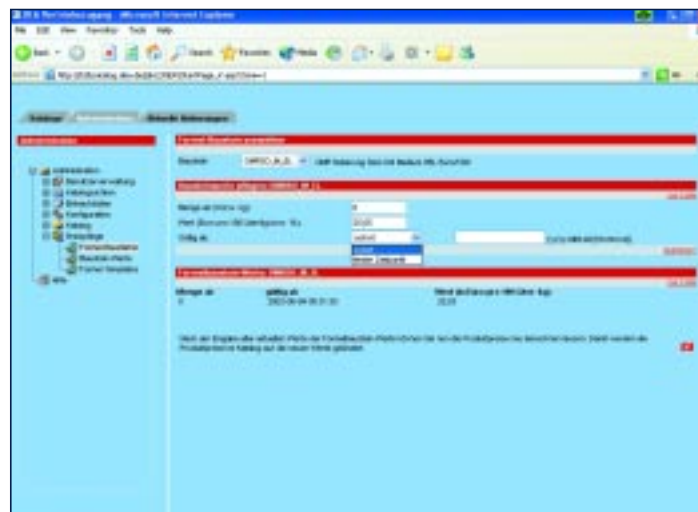


ever since they are elaborating the further development of the project. With the aid of the Heiler PBC Premium Business Catalogs® Shell&DEA Oil GmbH offers its business customers a future-oriented and customized (e-) partnership.

Since 3. June 2002 Energie Sachsen Brandenburg AG (enviaM) also orders online via the electronic procurement system of Heiler. The access takes place via SAP EBP (Enterprise Buyer Professional). Envia orders products and commodities at Shell&DEA Oil GmbH at prices that change almost every day. In order to ascertain the current conditions, inland experts constantly watch the market, and based on inquiries of market-active dialog partners they calculate current prices, differentiated by regions and products. These representative price quotations, which are determined by fixed rules, are used as an approved basis for price agreements between trading partners. Stock-exchange experts analyze the price process with respect to fundamental market factors and with the aid of charts at the most important oil stock markets in New York (NYMEX) and London (IPE), and forecast the further price development. The price quotations of the O.M.R. (Oil Market Report) do not only serve

as information about the respective level of current daily, weekly, or monthly prices, but they are commonly also used as the basis for settlements and prices of contracts, agreements, and expert opinions.

Thus the goal and at the same time the requirement for the reformed applied electronic catalog software is the provision of cur-



rent information, which concern the sector mineral oil, and other energy sources. The center of this are the daily product price quotations. The catalog has to be able to present dynamic prices. Prices that orient by the market-price development, as well as by the price formulas based on frame agreements. Heiler Software AG has managed to create a formula-based price functionality, which could be integrated with the catalog software of the PBC

Premium Business Catalogs®. The sales staff of Shell&DEA Oil GmbH now has the opportunity to enter the price formulas, which have been arranged in the respective frame contract, into the pricing module. Those quotations, which may change, are entered manually with the simplest version every day, or directly into a back-end system, in order to

transfer the values automatically to the catalog software. As it is visible at the example of enviaM (who also applies the PBC Premium Business Catalog®, and den PCM Premium Content Manager® of Heiler for some time now), also those companies, which already work with e-procurement solutions, can fall back on solutions of Heiler in the course of the further development of their catalog-based procurement. Those individual, customized and

jointly developed solutions are very suitable particularly for strategic MRO-goods. Here Shell&DEA is a great step ahead of other suppliers with its B2B-platform, which is operated by the Heiler Premium Business Catalog. Main customers, like Daimler Chrysler, and RWE-Systems already access the B2B-platform (<http://b2bcatalog.dea.de/pbc2/home/index.html>). In the following months further customers will be connected. Another benefit of the described Shell&DEA solution: At the introduction of their procurement system, business customers in turn can be provided with an electronic product catalog and thus netted quickly at an early stage. By the application at Shell & DEA Oil GmbH, Heiler Software AG has decisively extended the spectrum of the PBC Premium Business Catalog® by two points. First the PBC is applied at the purchase of strategic MRO-goods, in the second place Shell&DEA explicitly uses the PBC for the generation of a multi-buyer catalog. The integral solution at Shell&DEA clarifies the position of Heiler Software AG as one of the leading suppliers of electronic catalog systems, and content management in the sector of buy-side and sell-side solutions. Further information are available at [eBusiness@dea.de](mailto:eBusiness@dea.de)

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