

News

HSE24 launches mobile shop solution developed by adesso

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Since March 2015, the 20,000 articles in the online store of international retailer HSE24 have been available on a website optimised for mobile devices. IT service provider adesso designed, developed and implemented the solution.

At HSE24, a leading televised home shopping network, customers can not only seek inspiration from the three flagship channels HSE24, HSE24 Extra, HSE24 Trend and the online shop, they can also shop on their smartphones or tablets thanks to the new mobile solution. The mobile shopping portal solution was realised by adesso AG. As the primary contractor, the IT service provider joined forces on the 18-month project with subsidiaries ARITHNEA GmbH and adesso mobile solutions GmbH to provide all the relevant services from a single source, from e-commerce consulting and requirements engineering to design conception and front-end and back-end implementation.

The new website brings all the relevant information and functions of the HSE24 shopping service conveniently to mobile users. What's more, the solution fits seamlessly into the existing system environment. For example, product data, order data and customer details are still processed and stored in the systems already in place at HSE24. The back-end systems deliver data to mobile devices reliably and efficiently by means of a Java web application. The front end was realised as a responsive system to ensure compatibility with as many different mobile devices as possible. The FirstSpirit content management system, developed by adesso subsidiary e-Spirit AG, ensures user-friendly website maintenance and management.

“adesso applied its outstanding technical and functional competency as well as its extensive understanding of our requirements for optimum user-friendliness and a customer-specific user experience to design and develop our new mobile shop,” explains Andrea Kruse, Head of Online Business Development at Home Shopping Europe GmbH in Ismaning, Germany. “Whether at home or on the go, thanks to our network communication platforms, we offer our customers a multimedia 360° shopping experience – in real time and with channel-specific added value.”

“Integrating new mobile applications into traditional business processes is becoming increasingly important in safeguarding success over the long run and opening up new sales opportunities,” adds Michael Rittinghaus from adesso. “HSE24 is an outstanding example in this

regard. We are delighted to have wrapped up this comprehensive project in close collaboration with HSE24 on schedule and on budget. Once again, we were given a platform to display our competency in developing mobile strategies and implementing suitable measures.”

HSE24 Group

HSE24 Group is an international and multimedia home shopping company. With its exclusive and diverse range of products, the omnichannel mail order company offers its customers an exciting, round-the-clock shopping experience. The inspiring range of lifestyle products includes fashion, jewellery, health & beauty, home & living and much more besides. HSE24 Group broadcasts on its HSE24, HSE24 Extra and HSE24 Trend channels in Germany, Austria and Switzerland, as well as on HSE24 in Italy and Shopping Live in Russia. Thanks to the systematic networking of interactive TV, online and mobile platforms, HSE24 Group is a driver of innovation in modern home shopping. In financial year 2014, HSE24 Group generated net sales of EUR 649 million and recorded a major increase in profits. The group has over 1,100 employees, while another 2,600 people are employed at call centre and logistics partners. Since its foundation in 1995, HSE24 has been on a sustained course of growth. Providence Equity Partners has held a controlling stake in the group since 2012. Other shareholders include Ardian and HSE24 Management.

approx. 3,820 Letters

adesso SE

adesso is one of the leading IT service providers in the German-speaking area and focuses its consulting and software development activities on the core business processes of companies and public authorities. adesso's strategy is based on three pillars: the deep industry-specific know-how of its staff, the comprehensive expertise in technology and the application of reliable methods in software implementation projects. Following this approach, adesso develops superior IT solutions, which enhance the competitive position of a company.

adesso was founded in 1997 in Dortmund and currently employs about 4,200 members of staff. The share is listed on the regulated market. Among the most important customers in the banking segment are Commerzbank, KfW, DZ Bank, Helaba, Union Investment, BayernLB and DekaBank, in the insurance segment Munich Re, Hannover Re, DEVK, DAK, Zurich Versicherung, Medizinischer Dienst der Krankenversicherung (MDK-IT) as well as cross-industry Daimler, Bosch, Westdeutsche Lotterie, Swisslos, DZR Deutsches Zahnärztliches Rechenzentrum, TÜV Rheinland, Beschaffungsamt des Bundesministeriums des Innern.