

# Pranke GmbH

## The Consulting Company for

- **the LifeStyle sector**
  - retail, producer, supplier, logistics, ...
- **electronic communication**
  - EDI, EANCOM, XML, B2B, ...
- **integrated business models**

## Pranke GmbH : The Mission

- **Giving support to enterprises on all levels of the supply chain in LifeStyle sector at the realization of integrated business processes by supplying**
  - **consulting and know-how**
  - **products and components for EDI**
  - **services for communication**
  - **EDI integration into standard software**
  - **profiles for data interchange**

## **Pranke GmbH : The History**

- 1997**            **Establishment of the company**  
Focus : EDI for SME's in fashion retail  
- first cooperations with retail software providers
- 1998**            **Fashion producers as additional target group**
- 2000**            **EDI service provider for fashion sector**  
- Publication of the WWS profile for fashion retail  
- SCM projects
- 2001**            **Business area total LifeStyle sector**
- 2003**            **Support of international franchise projects**
- 2005**            **eBiss and XML Developement for the sector**

# Pranke GmbH : The Products

- **Consulting and Know-How**
  - EDI and project consultancy
  - EDI InfoService
  - Integration consultancy for software providers
- **EDI Software**
  - ediBOX standard edition
  - ediBOX small server
  - ediBOX integrated server suite [eBiss]
- **Internet based Services**
  - eGate standard communication service
  - eGate manufacturer community
  - eGate EDI partner marketplace

## Concepts : EDI for Fashion Retail

- **Focus is the cooperation with the retail software providers**
- **We offer qualified integration consultancy based on many years of experience in EDI and retail software**
- **Products**
  - **ediBOX standard edition**
  - **ediBOX InterfaceBuilder Server**
  - **eGate standard communication in software provider community**
  - **eGate partner marketplace**
  - **EDI InfoService for software providers**
  - **EDI consultancy for software providers**
  - **EDI InfoService for retail software power user**
  - **WWS profile**

## **Concepts : EDI for Shops and Franchisees**

- **Cooperation of a manufacturer with Pranke and with one or more of our partners**
- **We provide our know-how and partners network.**  
**For regions without a strong partner we do the EDI enabling of a local software provider.**
- **Products**
  - **eGate manufacturer community**
  - **EDI InfoService for manufacturer with shops**
  - **Consultancy services**
  - **ediBOX small server (if host not EDI enabled)**
  - **Retail software from partners**
  - **Shop control system from partners**

# Concepts : EDI Enabling for Manufacturers

- The project has several levels orientated on the partners groups (retail, supplier, service provider).
- **Products**
  - ediBOX small server
  - eGate standard communication service
  - EDI and project consultancy
  - EDI InfoService
  - eGate EDI partner marketplace
  - Special mappings for major retail companies

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