

News Release



SAP Hosting in the Cloud: bonprix relies on BASF expertise and security

- **Frame agreement of 70 months contract term**
- **Flexible provision of resources**
- **Requirement-based SAP hosting cuts costs**

BASF has acquired fashion retailer bonprix as a new SAP hosting customer. Hamburg-based bonprix Handelsgesellschaft mbH signed a contract covering collaboration with BASF IT Services Holding GmbH in March 2013, following the trend towards IT virtualization. The contract term is 70 months.

From the very beginning, BASF will operate bonprix's new SAP IT landscape. Before implementation, bonprix had already decided in favor of the (requirement-based) Hosting on Demand model. Comprehensive consulting and support by BASF IT experts early in the decision-making process reinforced confidence in the new technology.

"We designed the contract so that bonprix will be able to simply and flexibly scale its SAP landscape to match individual business requirements. The company can order the appropriate services or requests from a predefined catalog whenever necessary with minimal lead time. And billing is based on requirements," explains BASF IT Services Holding GmbH sales director Peter Dyrbusch.

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Ensuring Data Security

"What we particularly like about this model is that it fits our individual requirements. And our decision was not only based on flexibility and the associated cost reductions, but also on the high degree of security," says Katrin Behrens, IT division head at bonprix Handelsgesellschaft mbH.

The BASF IT experts place a particular emphasis on security in their cloud product "SAP Hosting on Demand". The provider's two high-performance data centers at corporate headquarters in Ludwigshafen offer a redundant infrastructure which prevents outages in storage. At the same time they use firewall systems, virus and spam protection, encryption and virtual private networks (VPN) to ensure the security and availability of data at all times. A stand-alone power supply and independent power plants guarantee continued operations, even if the public power grid should fail for longer periods of time.

BASF also provides bonprix with Application Management Service consulting for the SAP modules used.

"We're glad that we're the right IT partner for bonprix. With our solution the company can react quickly to changing requirements and can cut costs," adds Dr. Ralf Sonnberger, Managing Director at BASF IT Services Holding GmbH.

Services for bonprix at a Glance

- SAP Hosting on Demand for more than 30 SAP systems
- Consulting on the structure of SAP Application Management Services
- Project support in the ongoing SAP implementation project

The IT systems are hosted in the BASF data centers in Ludwigshafen, which are certified under ISO 9001:2000 as well as ISO/IE 27001:2005

About bonprix Handelsgesellschaft mbH

bonprix is one of the leading vendors of current fashion in Germany and Europe. A subsidiary of the Otto Group, bonprix was founded in 1986 and is headquartered in Hamburg. The company employs more than 2,400 people and is active in a total of 27 countries around the world. With € 1.2 billion in sales in 2012, bonprix is one of the sales leaders in the Otto Group. bonprix is among the top 10 mail-order retailers in Germany and has one of the ten most visited German online shops. The company uses Internet, catalog and retail outlet sales channels to provide women's, men's and children's fashions for every style in all sizes at attractive prices. The product range also includes household and home textiles as well as home furnishings and accessories. www.bonprix.de

About BASF IT Services Holding GmbH:

With the brand "Information Services – connecting to create value" BASF has consolidated its many years of experience in the design, setup, integration, optimization and support of IT systems. In Europe these IT services are provided by BASF IT Services Holding GmbH. The company is a wholly-owned subsidiary of BASF with approximately 2,300 employees and annual turnover of approximately € 518.5 million (2012). BASF IT Services Holding GmbH is certified under the international quality management standard ISO 9001:2000 as well as under the international standard for information security ISO 27001:2005. Additional information is available in the Internet at www.information-services.basf.com.

About BASF

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. We combine economic success with environmental protection and social responsibility. Through science and innovation, we enable our customers in nearly every industry to meet the current and future needs of society. Our products and solutions contribute to conserving resources, ensuring nutrition and improving quality of life. We have summed up this contribution in our corporate purpose: We create chemistry for a sustainable future. BASF had sales of € 72.1 billion in 2012 and more than 110,000 employees as of the end of the year. BASF shares are traded on the stock exchanges in Frankfurt

(BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at www.basf.com.