



## News

### Green light for a B2B platform for C. Woermann trading company

2006/03/24

C. Woermann GmbH & Co. KG is an international trade business focused on construction steels and automobile parts. As a leader in their field, C. Woermann was founded in 1837 and has retained its traditional values and long-time experience ever since.

With warehouse space exceeding 13,000 sq. m. in Germany, Nigeria and Ghana, Woermann requires a high level of sophistication and efficiency in terms of logistics. By means of coordinated work flows with the customer as well as manufacturers, the company successfully manages to offer full-time product availability as well as optimal delivery cycles.

With further improvement of general logistics in mind, C. Woermann contacted GW interactive and required a B2B online trading platform to be constructed as a complimentary tool for the core business in Africa.

The developed platform for the customer is a web site which is supposed to stimulate the winning of new customers. The integrated search engine and the application design very effectively convince and assist the visitor and contribute to industry-typical fast-paced possibilities of trade action. The visitor instantaneously becomes a customer, whose requests are transferred to the Hamburg office of Woermann - and processed.

The web site was constructed in compliance with the most modern web standards and enhanced ergonomics.

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