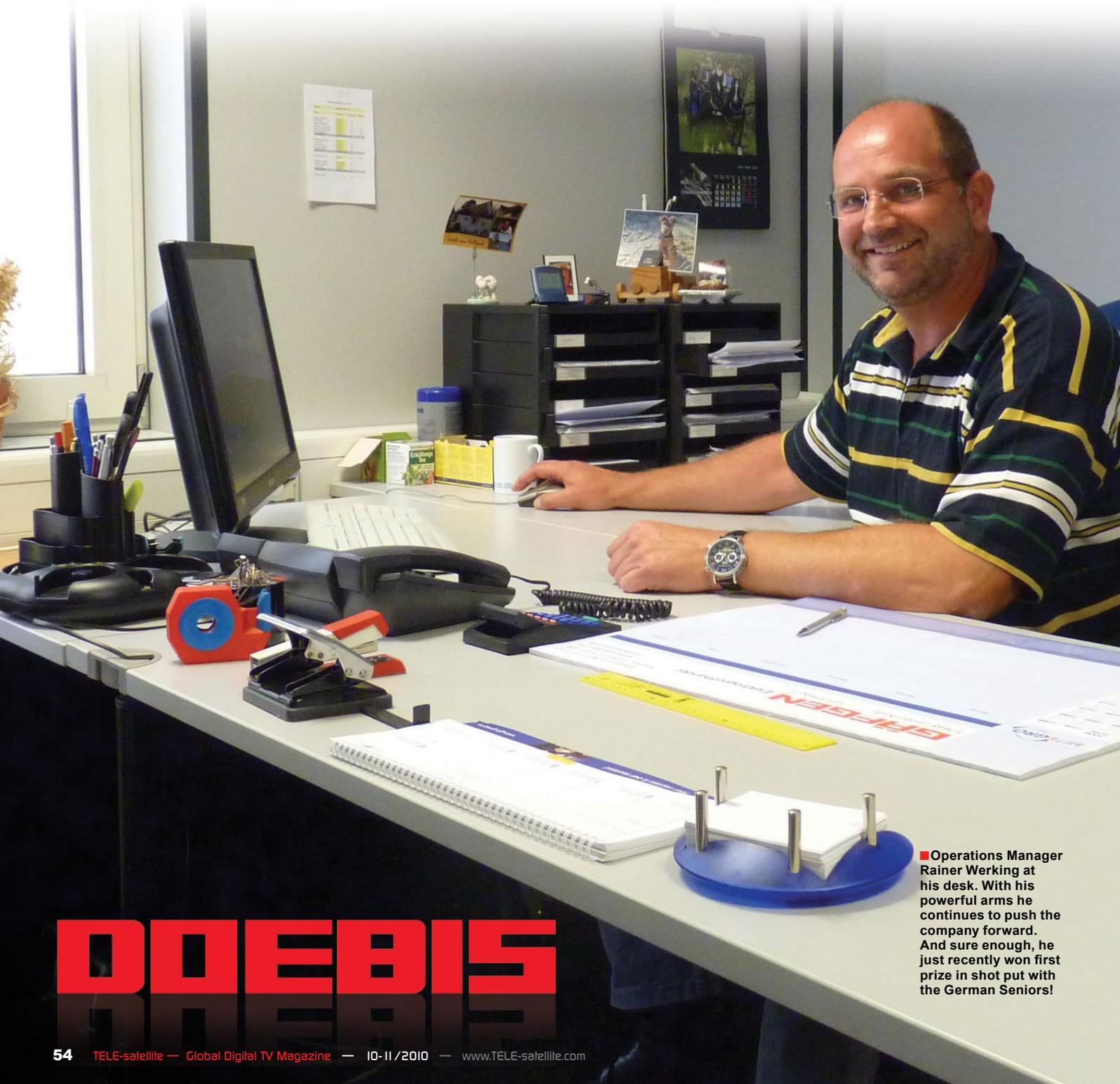


DOEBIS is Expanding

Exactly three years ago TELE-satellite published a report on DOEBIS, a satellite wholesaler in Germany. We thought it was a good time to ask DOEBIS how they withstood the all-around crisis. We received a rather surprising answer: "We're expanding!" says Rainer Werking, Operations Manager at DOEBIS. The company used the economic crisis that took hold in 2008 and instead of scaling back they opted for a counter strategy: they used the opportunity to invest and primarily expanded their sales force.



■ Operations Manager Rainer Werking at his desk. With his powerful arms he continues to push the company forward. And sure enough, he just recently won first prize in shot put with the German Seniors!

DOEBIS



**Mündersbach
(Frankfurt)**



DOEBIS

■ Entrance to DOEBIS' headquarters in the Mündersbach Industrial Park, not too far from the Frankfurt autobahn



■ Key Account manager Wolfgang Pflaum is always on the phone with his customers and members of his Sales Team.

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Available online starting from 1 October 2010

■ Claus Ruebesam is Customer and Technical Service Manager. Here he is demonstrating the HDTV Receiver HDCI 2010, one of DOEBIS' JAEGER receivers, with which DOEBIS wants to increase sales figures.



Wolfgang Pflaum has been the Key Account Manager since the end of 2009. He has been familiar with the satellite industry since its beginning. He thinks back: "My first receiver was a MASPRO." That was 1988 and since then he's been working in various positions in the satel-

lite industry. His job at DOEBIS was to expand the Key Account Sales Team: "Right now we have 10 employees in our Sales Team to handle the large number of customer requests on a daily basis", reports Wolfgang Pflaum on his activities. This large mobilization of the Sales

Team has paid off: "We are expecting to see an increase in sales of 25% for 2010", explains Rainer Werking while glancing at the sales figures, "and for 2011 we're looking for another 10% increase."

Those are excellent sales results

and Wolfgang Pflaum explains the reason for this: "We've added two very strong brand names to our assortment: TOPFIELD for the high-end segment and STRONG for the middle segment." DOEBIS quickly let their customers know about these two new names and thus realized very good sales results. But DOEBIS doesn't sell to end-users, so, who are DOEBIS' customers then?

"DOEBIS' main customers have always been in the specialist and installation category", reports Wolfgang Pflaum. The new activities of the Key Accounts Team have expanded to include classic mail-order catalog shippers as well as

online dealers domestically and internationally. The high demands of these customers are also given very special attention.

Rainer Werking gives us a peek at the geographical layout: "75% of our volume takes place in the German-speaking countries while 25% go abroad." These percentages are actually the same as they were three years ago when we first reported on DOEBIS (TELE-satellite 10-11/2007). In comparing the numbers from three years ago we noticed something else: "Product distribution has also remained about the same", says Rainer Werking, "70% are receivers, 10% LNBS and 5% signal analyzers."

For the long term, DOEBIS is expecting a pull back in the number of receivers, particularly the cheaper SD receivers. "For this reason DOEBIS is looking for new markets. We're building on quality and new technologies", says Rainer Werking as he explains their diversification strategy. As far as HD receivers go, Rainer Werking has a little surprise for us: "We've developed our own receiver brand!"

DOEBIS recently began marketing their own receiver line under the name JAEGER. This line is the result of many customer suggestions. "With the JAEGER HDCI 2010 we offer a high definition receiver in DVB-S2 and with



■ A look at DOEBIS' rather large warehouse. The company is very centrally located and can deliver to customers equally in northern Germany as in southern Germany as well as all the neighboring countries.

MPEG4", explains Rainer Werking, "another model is the JAEGER HD+ 2011." These two receivers are available now; a third model will be introduced with the publishing of this issue; the HDTV Receiver JAEGER HD+ 2011 CI+.

TELE-satellite is planning a test report on this model in an upcoming issue. "Our JAEGER models are 'Assembled in Germany'", reveals Rainer Werking. Key Account Manager Wolfgang Pflaum continues, "For 2010 we expect sales of the JAEGER boxes to be around 5%; for 2011 we project an increase to 10%. For the medium term we're looking for the JAEGER receiver line to make up about 20% of DOEBIS' receiver sales."

As long as we're on the receiver subject, we wanted to know what different ranges you could receive with DOEBIS receivers. Rainer Werking was ready

with the answer: "In 2010, 65% of the receivers came with satellite tuners, 10% with terrestrial tuners and 25% with cable tuners. In 2011 we're expecting an increase in cable tuners to 30% and a drop in terrestrial receivers to 8% and in satellite receivers to 62%."

DOEBIS' managers are looking forward to 2012: "The last of the analog TV transponders will be turned off forcing millions of viewers to upgrade to digital receivers", comments Rainer Werking, "by then our warehouse will be full of digital receivers."

If you take a look at DOEBIS' product palette, you'll see that it is made up of high-quality products from some of the biggest names in the business. It should then come as no surprise that DOEBIS also offers the fiber-optic LNB. "Already 5% of our dealer customers have opted only for the optical LNB", reveals Rainer

Werking, "For 2011 we expect this number to increase to 10%."

It might still take a little time, but the time will come when only fiber optic LNBs will be sold. "These LNBs may be expensive but they are far better and can be used in any application.", confirms Rainer Werking. TELE-satellite categorically agrees with this sentiment. It usually is the early-birds that carve a path that all the others eventually have to follow.

DOEBIS is definitely one of those early birds. They see these new opportunities and pounce on them.

DOEBIS has been around now for 22 years and in this time has experienced all the highs and lows in the satellite industry and yet has managed to continue to grow. That's what success looks like!

The New Receivers Made by Doebis:

JAEGER

■ JAEGER HD+ 2011 HDTV DVB-S2 Receiver



■ JAEGER HDCI 2010 HDTV DVB-S2 Receiver with CI and USB

