



Best practice in digital wholesale



1997

Year of foundation

1,000

Products in the assortment

6

MONTHS TO WEBSITE LAUNCH

THE CHALLENGE

- Digital transformation of Galatea's business model: design and implement a powerful digital B2B sales channel
- Realize a comfortable, B2C-like shopping experience for demanding B2B customers
- Brand development: inspiring website content, tips and product information for consumers
- Increase customer satisfaction and strengthen new customer business

THE SOLUTION

- Intershop Commerce Platform with powerful B2B functionalities and convenient self-service tools
- Fast and cost-effective rollout of the new website by setting up a sub-channel and managing it centrally via the highly scalable Intershop Commerce Platform of the parent company Martin & Servera
- First-class digital services for B2B customers and end-consumers

ABOUT GALATEA

Galatea, part of the Martin & Servera Group since 2014, is Scandinavia's leading wholesaler of alcoholic beverages. Its extensive range includes more than 1,000 different beers, wines and spirits from all over the world and Sweden's largest selection of organic beverages. The main customers are B2B buyers from the horeca sector and the company "Systembolaget", which holds a monopoly on the sale of alcoholic beverages to end consumers in Sweden. With the aim of establishing by far the best e-commerce platform in the industry, Galatea is carrying out the digital transformation of its business model, thus underlining its future growth ambitions. The result is outstanding.

www.galatea.se

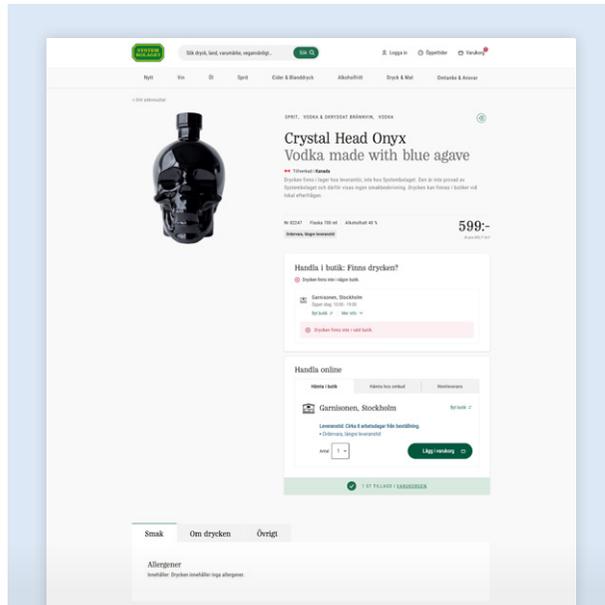
The initial situation: successful and innovative, but still offline

Founded in 1997 as a start-up, Galatea quickly became one of Sweden's booming beverage wholesalers. Two decades later, with clever investments, a keen sense of trends and the vision of enriching the market for alcoholic beverages with top quality brands, the company is the undisputed number one in its field.

The only shortcoming: until recently, Galatea was not up to date with regard to digitalization. Its B2B customers from the horeca (hotel, restaurant, catering) and state-regulated retail sector were able to place their orders exclusively by email, telephone or fax. This was inconvenient since a bar owner's needs and working hours, for example, did not necessarily coincide with the Galatea sales team's regular business hours. In addition, digital tools and services were no longer a novelty in B2B business, but were increasingly becoming a prerequisite. Expectations grew higher, because B2B buyers are also private individuals who have come to appreciate the possibilities and convenience of smooth ordering processes from their personal everyday lives. "The digital sales channel is becoming more and more important and our business customers were asking for it," says Ulf Sedlacek, Sales Director at Galatea. The mission was clear: Galatea had to implement a clearly defined e-commerce strategy offering its customers value-added digital services and thereby strengthening its strong position as a market leader.

The best digital customer experience and increased reach fuel growth

Every good strategy lives and dies with a concrete goal and the support of the top management. Galatea made absolutely no compromises: The company wanted to establish by far the best e-commerce solution in the industry - nothing more, nothing less. There are two main goals associated with this ambition: Firstly, it should meet the increasing expectations of existing customers for a modern, convenient shopping experience. After all, an effective combination of online and offline sales channels is the best answer to changing B2B buying preferences. "We wanted to offer a perfect customer experience and make the jobs of our customers as easy as possible," adds Ulf Sedlacek. Secondly, Galatea intends to use the digital platform to boost new business. A webshop increases the company's reach and offers the opportunity to tap into customer segments that are not accessible or difficult to reach through traditional sales channels. The ambition is to generate further growth and sustainably expand its market leadership.



Influencing consumers while selling to B2B customers

The fact that the sale of alcoholic beverages is state-regulated in Sweden makes Galatea a pure B2B provider. However, focusing its sales activities exclusively on business customers would be too short-sighted. After all, it is the end consumers who decide on the success or failure of Galatea products and brands. The more they buy in the so-called “Systembolagets” (the state-regulated retail stores) and consume in the bars and restaurants of the country, the higher the order quantities on the Galatea side. It was therefore important to also develop strategies for indirect sales and to implement these in the digitalization approach.

Compelling digital services for B2B customers and consumers

With Galatea.se, the beverage wholesaler has launched an online platform that offers added value for both its business customers and consumers. The latter can click through the comprehensive product range and find inspiration around their favorite drinks, including tips on the flavors and dishes with which they are best combined. If they want to buy a particular product, they can go directly to the “Systembolaget” online store with just one click.

The website section behind the login is accessible for B2B customers only. There Galatea implemented functionalities out of the rich set of Intershop’s standard B2B commerce capabilities. B2B customers now find all the digital tools that support them in their daily business: convenient ordering processes, order lists, a simple and inspiring search, order and delivery overviews, customer-specific prices, budget management and many more. “We are making the jobs of beverage professionals in restaurants and bars easier because via their customer portals they now have 24/7 access to a range of intelligent, digital functionalities for their ordering and delivery processes as well as comprehensive product information and practical self-service tools,” emphasizes Ulf Sedlacek.

Webshop successfully realized in time and budget

Galatea’s new online presence is based on the Intershop Commerce Platform and was designed and implemented by digitalization experts at the parent company Martin & Servera in cooperation with the Intershop business partners Accenture Interactive and Top of Minds Go. After the project start in March 2020, the webshop successfully went live within the planned time and budget in the following September – despite the Corona pandemic and including an extensive test phase. “We are very satisfied with the result – both with the website and with the project, in which we succeeded in implementing the new commerce platform within a very short time. It’s fun and extremely effective to be able to benefit from the technological development work and expertise within the group,” says Magnus Alzén, CEO at Top of Minds Go and project manager of the digitalization initiative.

Martin & Servera scales up, Galatea benefits

The store runs on the same platform as that of the parent company Martin & Servera – the Intershop Commerce Platform. Its highly scalable architecture allowed for a particularly quick and cost-effective implementation of a new, additional sales channel for Galatea in no time at all. Although this channel differs in its look and feel (design, font, color scheme, footer, etc.), all underlying processes and features are the same and are replicated 1:1. This reduces the development effort on the Galatea side and ensures that the beverage wholesaler will continue to benefit from the innovative spirit of the parent company. As soon as Martin & Servera implements a new feature on its platform, it is readily available for Galatea, too.

Outlook

With its new Intershop-based website, Galatea exceeds the expectations of its B2B customers for a convenient, B2C-like shopping experience. The goal of creating the industry's most advanced e-commerce platform has been achieved and the company has also set standards in terms of brand management with its inspiring content for consumers. However, that's not all: Together with its parent company Martin & Servera, Galatea intends to drive innovation and to further strengthen its online sales

channel with intelligent functionalities and first-class services. "Our goal is that 80 percent of all orders will be placed online within one year after go-live. With Intershop, we have a powerful commerce platform that scales with our growth ambitions and easily supports the introduction of additional digital services," concludes Sales Director Ulf Sedlacek. Meanwhile, Martin & Servera is considering digitalizing the sales of other subsidiaries via the Intershop Commerce Platform. Stay tuned!

"Galatea is a comparatively small company that would probably not have been able to launch e-commerce initiatives of this scale on its own. We are therefore all the more pleased that the Intershop Commerce Platform allows us to easily implement additional sales channels for our subsidiaries and to manage them centrally. Our initial investment and development effort has already paid off twice."

Kristina Ossmark, Marketing Director at Martin & Servera



ABOUT INTERSHOP

Always nearby



Intershop is the engine that drives digital commerce. Our powerful B2B e-commerce platform enables the world's leading manufacturers and wholesalers to transform their business and increase revenue in a digital-first world.

Our cloud-based solutions give you an essential foundation for digital success, plus the flexibility to deliver

unique experiences and quickly react to changing needs. With a global presence and extensive partner network, we support your success every step of the way—creating opportunities to scale, innovate, and gain a competitive edge.

Intershop is built to boost your business. Discover what we can do at www.intershop.com.

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