



A great example of a successful cloud migration



1M+

forklift trucks and warehouse parts for customers of various sizes and in numerous industries on six continents.

6

months to a fully functional Intershop e-commerce solution in the cloud, realized by U.S. Platinum Partner DSS Partners.

96%

High customer adoption: 96% of orders are now taken online.

15%

Online orders per day are up 15%.



CHALLENGE

- Due to rapid market growth, KION North America's primary concerns were scalability and operational agility.
- Lost order volume and declining customer satisfaction due to an unattractive user experience with a competing cloud solution.
- Moving to Intershop's Cloud Solution to take full advantage of innovative features while maintaining online business operations and customer satisfaction.

SOLUTION

- A new customer portal for dealers and sub-dealers, which allows KION North America to prioritize customer-focused innovations rather than maintenance.
- Web-based administration portal for KION North America's customer support teams to manage and foster customer relationships.
 - Typical after-sales service for parts and services can now be provided by two to three customer service representatives instead of 10 - 12, saving thousands of dollars per year.
- The dealer and admin portals developed on Intershop allow KION North America's sales and service staff to access—and act on—important truck installation, returns, and warranty claims in real time.
- Role-based functionalities give buyers, approvers, and administrators instant access to the most relevant information.
- 24/7 self-service.
- A significant increase in customer satisfaction.
- Real-time integration into SAP ERP by doing direct calls to SAP functions.

ABOUT KION

Headquartered in Summerville, S.C., forklift manufacturer KION North America is a member of the KION Group and produces material handling equipment for KION Group's primary brand, Linde Material Handling. Linde Material Handling serves the specific industrial truck requirements of the U.S., Canadian, and Mexican markets with a broad and complementary product portfolio, such as warehouse trucks, hand pallet trucks, electric trucks, and a wide range of services for industrial trucks.

www.kion-na.com

KION North America – The magic forces working behind the e-commerce scene

Gone are the days when you had to leave the house to buy a new pair of shoes or the right spare parts for a broken machine. Today, B2C and B2B customers alike can visit their favorite supplier's store online, 24 hours a day, year-round. But turning digital orders into actual delivered goods, thriving e-commerce businesses must rely on outstanding e-commerce fulfillment. They use sophisticated in-warehouse solutions and networked forklift trucks to maneuver the goods and get the order to dispatch in record time. This is what the KION Group specializes in. Driven by the rapid growth of e-commerce, KION Group has more than 1.6M forklift trucks and warehouse parts and ~8,000 installed systems in numerous industries on six continents, serving the specific requirements of global markets with an innovative, comprehensive product portfolio. Every day around the world, hundreds of thousands of forklift trucks from KION Group brands move goods from the receiving area to their assigned position in warehouses, trucks, and ships and help companies fulfill their full growth potential. As a technology pioneer, KION Group products are known for sustainable development and innovative technologies with low energy consumption.

www.kiongroup.com/en/

Lift-off for growth through digitalization – A powerful B2B commerce experience for KION North America

For KION North America, digital production and sales processes play an important role in ensuring competitiveness and innovative capability in today's market. The company prides itself on driving innovation and ensuring that KION North America's innovations are always closely aligned with customer's needs and the latest technological developments. Over time, it became apparent that KION North America's former on-premises commerce suite, which had been a solid solution for years, was getting in the way of meeting today's customer expectations. Although the solution enabled KION North America to process about 80% of incoming spare parts orders online, order volume did not increase significantly over time. To address these challenges, KION North America embarked on a migration to a future-proof e-commerce solution for customers and distribution partners to continue to meet customers' expectations of the company's brand now and in the future.

**Make your dealers and
distributors your partners.**

For KION North America, a dealer network is much more than just a channel for customers. It plays a pivotal role in helping KION North America to build and maintain close relationships with customers and gain insights into how to improve products and services. Because of this, many features of KION North America's e-commerce site are tailored to meet the unique needs of their dealers and to provide them with improved order processing and OEM-to-dealer communication. The creation of this new portal was a key initiative to maintain and expand its sales and service presence in the North American market and to stay ahead of the competition.

Choosing Intershop over a competing B2B commerce solution

After struggling to gain user adoption due to an inferior user experience with a competing B2B commerce solution, KION North America's leadership team set out to solve the problem by canceling the implementation it had begun and switched to Intershop's cloud-based Commerce Management solution.

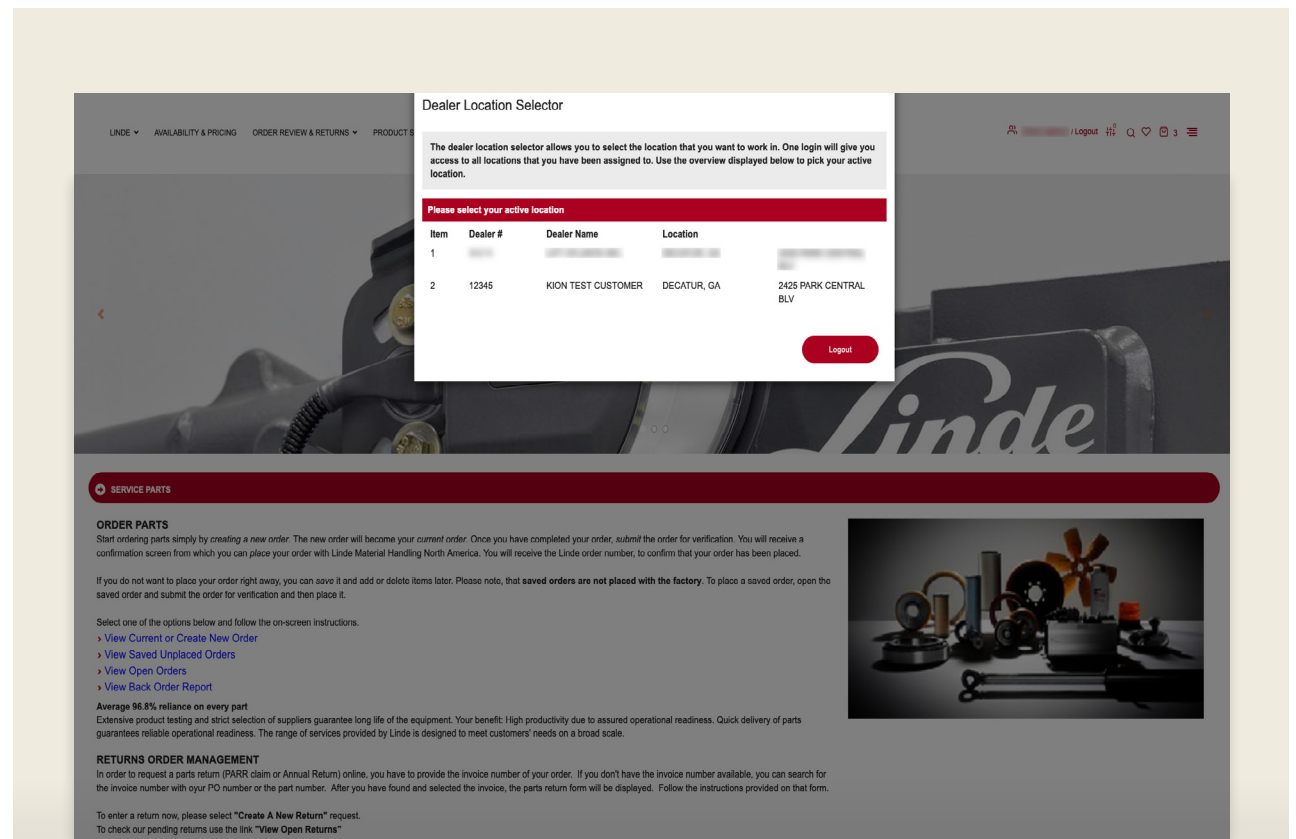
KION North America's new portal for distributors and dealers

In less than six months, DSS was able to turn everything around and migrate over to the new cloud-based Intershop solution while also setting up entirely new Intershop-based dealer and admin portals. The team leveraged DSS's Intershop

“Our new Lindelink portal adds to the quality of the relationship between KION North America and our dealer network and fosters closer customer relationships.”

Chris Thomas, Aftermarket Development Manager, KION North America

Accelerator Store (DIAS), which allowed them to build two sophisticated portals in a short time. “The decision to stop the current implementation and go with Intershop proved to be very wise. Our new Lindelink portal adds to the quality of the relationship between KION North America and our dealer network and fosters closer customer relationships.” – Chris Thomas, Aftermarket Development Manager at KION North America. “From scoping the work to the delivery, Intershop and DSS were able to deliver an e-commerce



experience aligned with our business and customers' needs." Now, dealers and intermediaries can place and refine orders according to their authority levels and contracts, check current stock availability, track delivery status, and more. The sophisticated ordering functionality also allows for quick reordering, and it's easy to upload order forms. Users can collaborate on order templates and complete the information or add products. The system also offers users the ability to distinguish between 'stock' and 'emergency' orders during the purchasing process. Emergency orders are then placed with prioritized shipping. In addition, users can also access truck installation reports and a bill of materials overview to better estimate costs, plan and control inventory, and minimize truck downtime.

A warranty portal based on Intershop technology

Using Single Sign-On (SSO) for greater security and convenience, the new user-friendly KION North America portal also provides convenient 24/7 access to up-to-date warranty information. It lets KION North America dealers take full control of the warranty claims process by submitting claims (and all supporting materials) online and searching/viewing claim history. Submitted warranty claims are transmitted in real-time to KION North America's admin portal, where customer service representatives can approve specific line items, approve in bulk, or modify and reject submitted

"Based on our experience, we knew from the beginning that Intershop was the right solution for KION North America. Together with KION North America and the Intershop team, we defined a variety of important B2B use cases and were able to implement what the client needed allowing them to differentiate from the competition and ultimately deliver a successful customer-centric transformation."

Brandon Garcia, Founder and Partner, DSS Partners

claims. When the claim, or specific items on a claim, have been processed by KION North America, the dealer site receives the notification of the warranty claim status change. This ensures seamless, transparent, and simplified warranty claim processing and makes life easier for both KION North America's customers and product

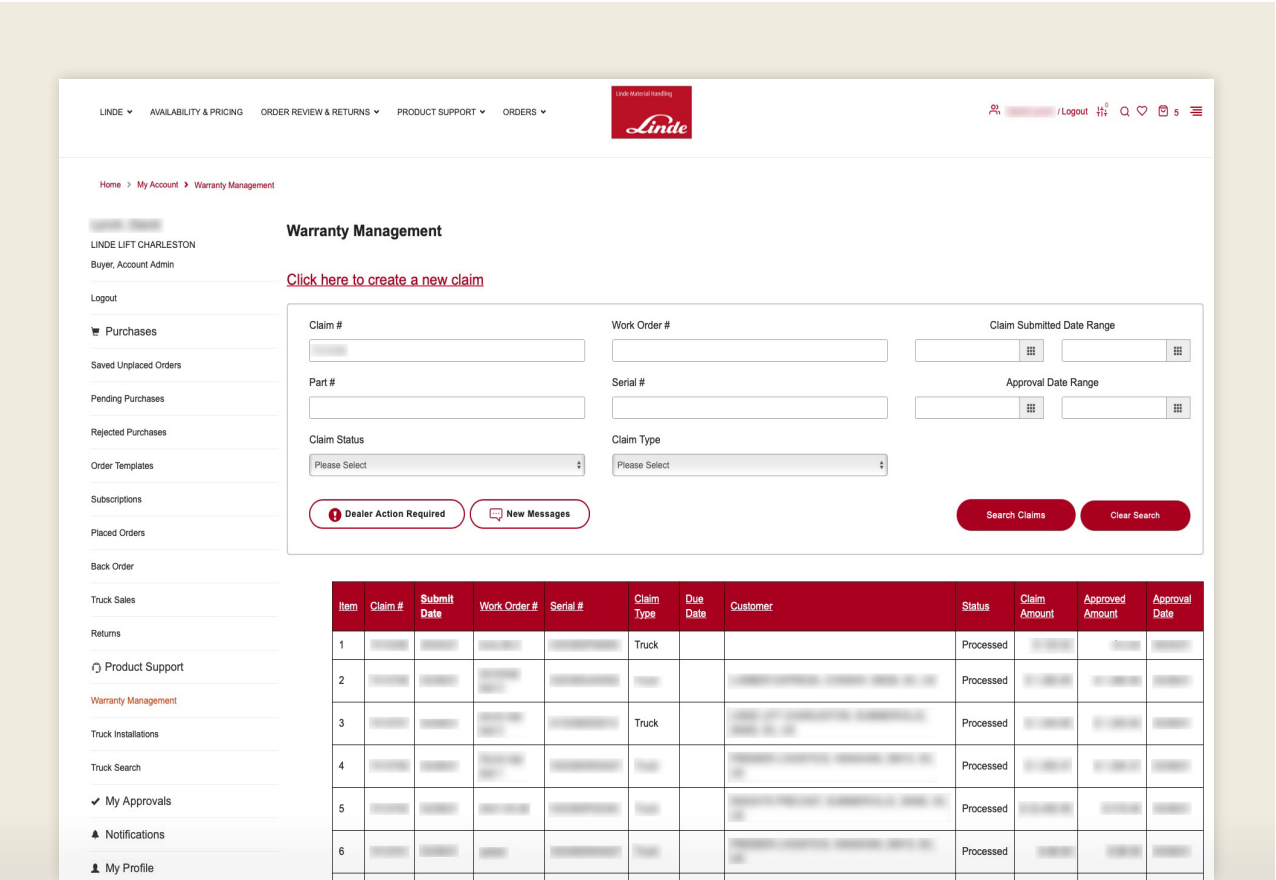
support teams.

Increasing inventory, returns, and warranty information through a real-time SAP integration

An ERP system is often considered the 'brain of the business'. Sure enough, it knows exactly what's in stock, where it is, when it's going and when the stock gets replenished. With KION North America's SKU count of >30,000, that's a big brain! To provide a consistent e-commerce experience, it was critical

Real-time SAP Integration

- Warranty
- Installation Reports
- Returns (Parts & Trucks)
- Annual Return Requests
- Truck Searches
- Availability & Pricing



to KION North America that its new customer portal contains and portrays accurate, real-time inventory, returns, and warranty information straight from KION North America’s SAP ERP. Since Intershop integrates directly with SAP, customers can place online orders 24/7 with confidence, knowing there is up-to-date inventory, and they can also address return and warranty items. For example, when a customer places an order in KION North America’s

new Intershop-based portal, the ERP system is automatically alerted and pulls the transaction data from the front end into the backend. A sales order is created, and SAP functions in the backend to drive inventory allocation before updated inventory information is passed back to the e-commerce front end.

In short: KION North America’s customers always see the up-to-date product, and pricing information

pulled directly from the ERP - all in real-time and without human intervention - which shortens order lead time, reduces errors, and ensures data consistency. For KION North America’s customers, this means a high level of satisfaction from search to purchase, and for the company, it helps ensure repeat purchases.

KION North America goes beyond the bar set by B2C

While most B2B businesses are still far behind the digital standards set in B2C, KION North America recognized it required the adoption of well-established B2C practices to meet the expectations of modern B2B buyers influenced by their online

“Intershop and DSS Partners have proven to be the right partner to represent our brand online. Our extensive online portal is crucial to achieving our long-term growth strategy and meeting our expectations for excellent customer service.”

Chris Thomas, Aftermarket Development Manager, KION North America

consumer experiences. And yet, B2B often requires complexity well beyond typical B2C buying journeys. KION North America has clearly seen massive benefits from using Intershop's B2B commerce solution in conjunction with an approach to meeting or exceeding B2C customer experience. And together with Intershop and DSS Partners, the company will continue to innovate:

- Online parts manuals for supreme accuracy with regard to parts identification and installation
- PDF invoice management online
- Addition of credit card payment processing
- And much more



ABOUT DSS PARTNERS

DSS Partners is an Intershop Platinum Partner and provider of world-class enterprise e-commerce solutions and custom web & mobile solutions for leading companies in Manufacturing and Distribution. With more than 20 years of multi-platform e-commerce expertise and a 100% success rate on multiple Intershop projects, customers choose DSS Partners for its ability to design, build, manage and integrate business-led solutions that add significant competitive value to their company's bottom line. With their latest service offering – the DSS Intershop Accelerator Store (DIAS) – customers can start to sell online in just eight weeks while providing all important self-service features and enormous scalability.

www.dss-partners.com



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.

**SPEAK DIRECTLY WITH ONE OF OUR EXPERTS**

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