



Learned from B2C, redefined in B2B

400%

more online leads
within one year

90%

reduced efforts in the or-
der entry process thanks
to the online shop

>3,500

product images for the
new online shop



CHALLENGE

- Increase reach and brand visibility, process efficiency and the number of new online leads by implementing a powerful, highly scalable B2B commerce solution
- Standardize product data and create over 3,500 new product images
- Interface to the ERP system to synchronize price lists, customer and order data

SOLUTION

- Intershop Commerce Platform with attractive licensing model and state-of-the-art standard functionality for B2B business processes and international business growth
- Agile project management approach with first product release according to the MVP (Minimum Viable Product) principle
- B2C-like shopping experience with digital self-service options for more empowerment and transparency in the purchasing process

ABOUT SPINNER

For 75 years the SPINNER Group has been setting standards with its products in high frequency technology. With its headquarters in Munich and production facilities in Germany, Hungary and China, the SPINNER Group employs around 1,000 people worldwide. Leading companies in telecommunications, broadcasting, mechanical engineering and industry still rely on first-class engineering, outstanding series products and individual solutions from SPINNER today.

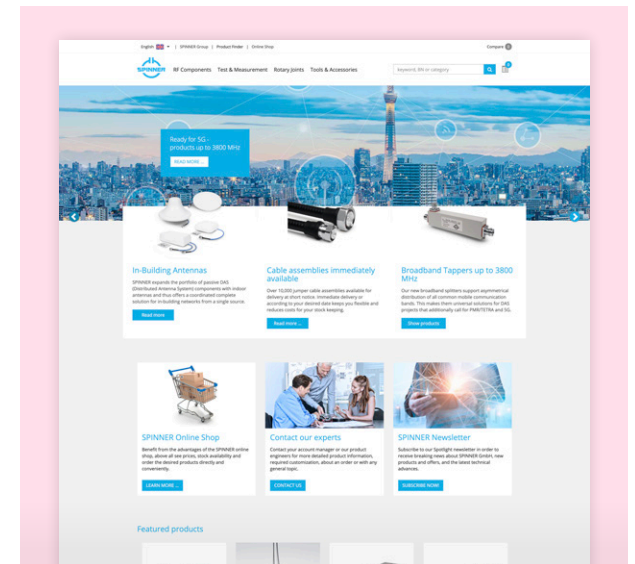
shop.spinner-group.com

Introduction of e-commerce in the context of digitalization

As one of many initiatives under the banner of “digitalization”, the launch of e-commerce as early as 2012 had already been extensively analyzed and designed by the management under many aspects—legal, organizational, technical, commercial, procedural. From 2015, the first preliminary work began, for example the concrete evaluation of suitable systems. However, the company lacked the know-how for project implementation. A specialized service provider was selected and a project organization was established. Thus, the topics were brought together under holistic aspects and sub-projects were managed centrally.

In order to achieve the fastest possible time to market, SPINNER relied on an agile project management approach and defined the first product release according to the MVP (Minimum Viable Product) principle. First of all, the product data had to be standardized, as it was stored in many text documents. Attribute names were different, there were no high-resolution images of the products—a completely new process was established and a dedicated photo studio was set up. Since then, over 3,500 new, standardized product images have been created. An online catalog for selected existing customers went online in mid-2018. The general commerce functionality followed in step 2 in the summer of 2019, requiring the development of an interface to the existing ERP system to exchange price lists, customer and order data.

Intershop as the basis for the shop functionality scored with two aspects: with its license model, which is adapted to the needs of medium-sized companies, and also with its portfolio of state-of-the-art standard functions that could be used immediately. Project manager Matthias Riedinger: “We also chose Intershop because of the existing B2B shop functions and the blueprint storefront, which the implementation partner diva-e only had to adapt to a very limited extent. We only deviated from the standard where it was necessary for our processes or customer-specific extensions. That’s how we made rapid progress”.



Goals

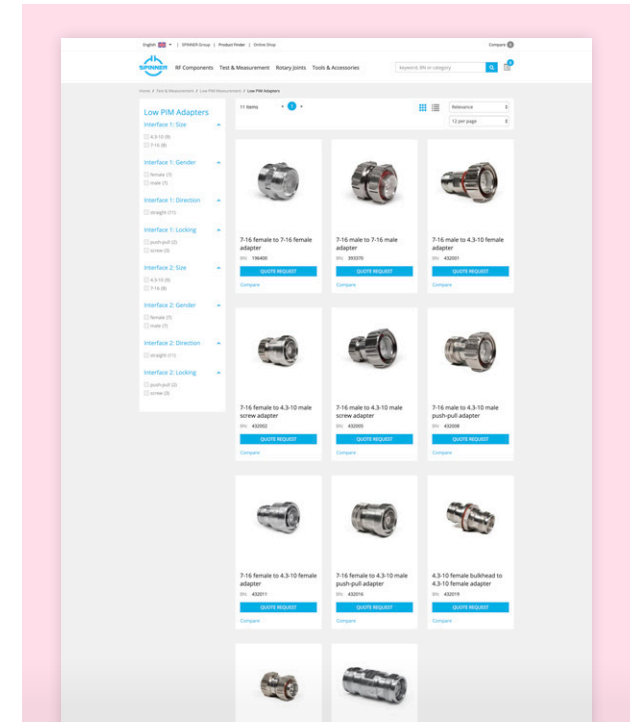
In addition to increasing reach and brand visibility in the digital channels, the company focused on generating online leads of future new customers. “Within one year we were able to increase these by 400%”, says Matthias Riedinger. “Thanks to the online catalog, we have a stronger presence in the search engines and therefore have a greater reach”. With the third goal, the focus was on increasing efficiency: An order by e-mail or PDF attachment must be entered in the ERP; in a shop this is no longer necessary, so that the total effort in the order entry process can be reduced by 90%. For deliverable items, the commissioner in shipping is now the first person to process an order from the online shop.

A major goal that SPINNER wanted to achieve with the shop has already been achieved: new markets have opened up. “Thanks to the shop, we now have the opportunity to serve new markets without having to expand our sales organization. We can also map small orders more efficiently, because no employee has to manually enter orders and submit them”.

Making products available online

With the product finder in combination with the online shop, SPINNER offers international digital touchpoints. The business is managed from the headquarters in Germany. For the international sales offices, regional shop managers are used where necessary. The reasons for this are often due to issues such as customs law, import regulations, local availability or local currencies. SPINNER’s product range is offered online in four languages: English, German, Spanish and French. “As a result, we are well placed in the relevant search engines and offer added value to our global customers in many markets, so this selection is a good compromise between customer focus and the effort required for content creation and maintenance”.

Numerous self-services provide the shop’s users with a great deal of transparency. Particularly popular are the display of the order status with order number or the availability of each item.



“SPINNER’s e-commerce offensive had three objectives: more online leads, increasing efficiency in our processes and opening up new markets. In just one year we registered 400% new leads and up to 90% less effort in order processing. This has already enabled the SPINNER Group to reach new customer segments.”

Matthias Riedinger, Project Manager Digitalization at SPINNER

Perfect shopping experiences for demanding B2B customers

Customers in B2B expect a shopping experience that is as convenient and seamless as in B2C. Some processes that are absolutely standard in B2C (such as the fastest possible delivery to the delivery/invoice address) differ in the B2B business process. Most of the time, products have a requested delivery date to a specific delivery address. “We often see cases where deliveries have to arrive at a specific site in 3 weeks. These details of an order or even the indication of an own internal article number are additional requests which are important for our customers. The fact that the Intershop Commerce Platform offers a variety of corresponding options as standard, e.g. complex address and shipping handling, accelerated the project,” says Riedinger. Additional required, customer-specific functions could easily be integrated by competent implementation partners on the basis of the modular, modern software architecture.

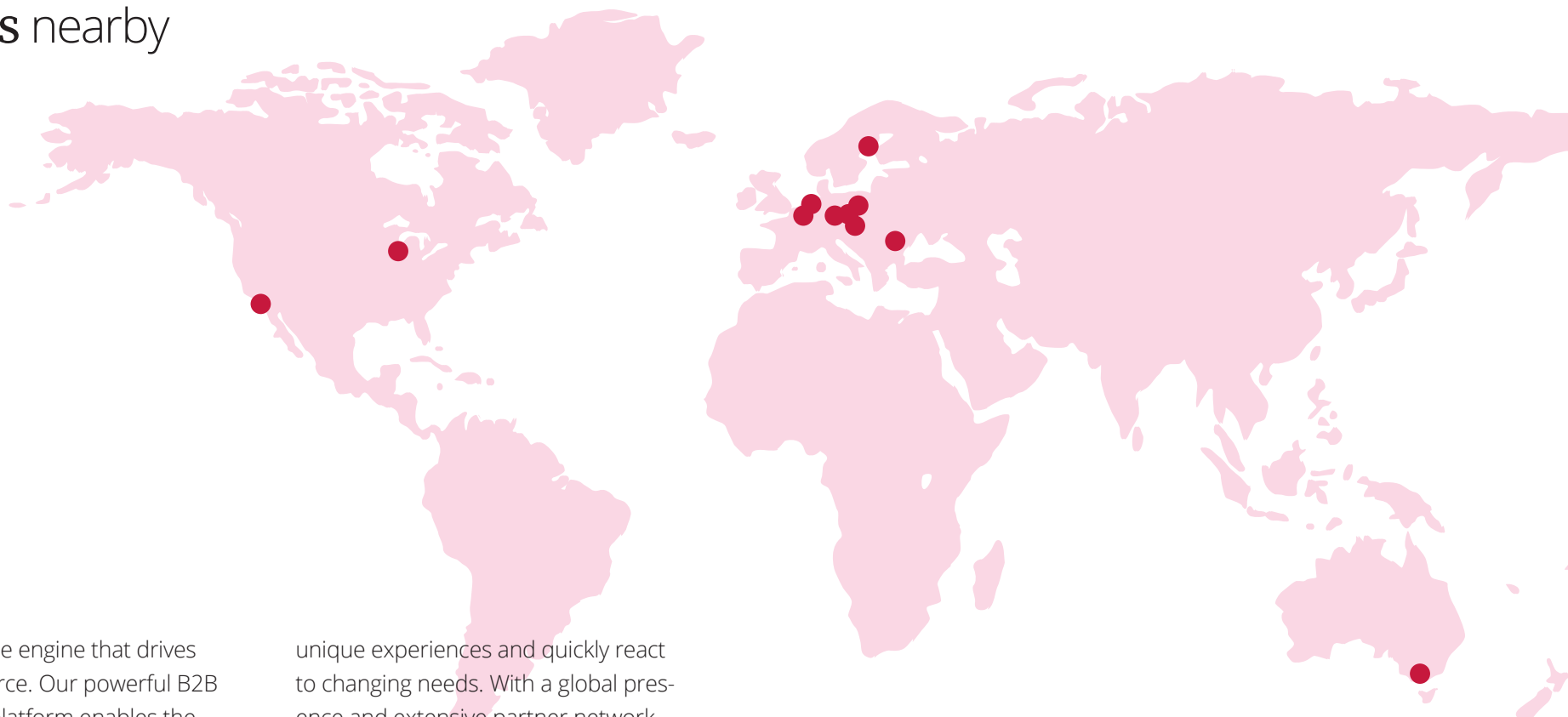
The vision

“As part of the overall digitalization strategy, we are asking ourselves the following questions: Which analog processes are still to be mapped digitally? Where do we still print on paper, where can I do without it? Where will new processes be created?” Parallel to this, SPINNER continues to develop practical concepts for the immediate integration of the shop into the ERP and procurement systems of their customers.

What about predictive analysis? “We still lack a sufficient data basis, but the topic is one that we will be dealing with in the future. Today, however, we are already seeing differing needs that can be assigned regionally and locally. We can use this information in a variety of ways for optimization and future forecasts.”

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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