

it.B2B e-commerce for machinery

# E-Commerce for the Industrial Machinery and Components Industry: Rapid hybrid Deployment

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Pre-configured, quickly implemented,  
and customized for the industrial  
machinery and components industry:  
it.B2B e-commerce for machinery is  
your ideal starting point into the  
omni-channel world.

90  
day  
implementation

B2B. As Easy as B2C.

## Lay the Foundation for Successful Business Across All Sales Channels

Regardless of whether through a catalog, by phone, or via a web shop; these days, your customers in the industrial machinery and components industry expect a consistent shopping experience in every sales channel. Omni-channel is the order of the day and the customization that you need for that decisive competitive advantage. To do this, you have to centrally provide information on products, prices, and customers. Does this sound costly and time-consuming? It doesn't have to be.

**it.B2B e-commerce for machinery:  
Quick Launch into B2B Sales of the Future**

By using the itelligence solution it.B2B e-commerce for machinery, you will establish a fully functional B2B web shop in a few weeks that is completely

interconnected with your existing SAP® ERP system. The software adds numerous functions to the proven foundation of the omni-channel commerce suite by hybris®, which are adjusted to your industry; for instance, variant configuration.

**Benefits**

- Proven and sustainable commerce platform
- Short project period and cost-effective implementation
- Greater customer satisfaction and loyalty
- Lower operational costs and reduced administrative overhead
- Clearly defined scope of services
- Investment security thanks to SAP standard software
- Individual consultation by itelligence experts with 25-years of industry experience

Using hybris, you are always where your customers are: in every channel and in every market – Globally. We call this to “Do business like a local.” Learn more at: [www.itelligencegroup.com/hybris](http://www.itelligencegroup.com/hybris)

3.5x

more turnover thanks to  
omni-channel

## Everything That You Need.

it.B2B e-commerce for machinery is based on the hybrisi omni-channel commerce solution. You will receive all the functions with which successful B2B companies increase their sales worldwide and create enthusiasm among customers. Furthermore, you are able to master specific challenges in the industrial machinery and components industry using hybrisi' solution:



1

**Configuring Variants:** You can continue to use your existing relationship knowledge and all associated rules as well as avoid redundant data maintenance. Based on this, you allow your customers to independently create configurations, interactively test variants, and determine prices.

2

**Comparing Products:** Customers can compare your products in the web shop or on your homepage with only a few clicks. Features, functions, prices: You can determine what content is integrated and how many products are compared. Your ERP system provides the data.

3

**Ordering Spare Parts:** Make it as simple as possible for your customers to find suitable spare parts for exactly the devices that they have already purchased. The web shop is linked to order history and, upon request, displays only relevant products. This saves time when searching and reduces incorrect orders.

4

**Machinery Management:** Allow your customers to directly manage their own machinery online. An overview of all devices and installations can be centrally made, and the characteristics of each machine can be viewed and adjusted. Using the same overview, your customers can immediately display or order suitable spare parts.

5

**Internet of Things:** Create precise prognoses with the data collected from machines you delivered. By using Predictive Maintenance, you can provide your customers with reliable recommendations for action in the future, such as, how to increase the service life and performance of the machines.

6

**B2B Self Services:** Integrate your customers as early as possible in the sales process with a continuously transparent overview of the offer from ordering to delivery and the final downloading of the invoice copy.



### **Your Customers Will Feel Right at Home**

Using the omni-channel platform SAP hybris Commerce, you will give your customers the good feeling of being understood while offering clear value. This simplifies the acquisition of new customers and helps you to build long-lasting loyalty with existing customers.



#### **Certified hybris Partner**

We are specialized in small and mid-sized companies and know exactly what your requirements are: from operational procedures through logistics to financial management.

Our e-commerce team will work closely with you to smoothly implement hybris, which will provide maximum benefits and the lowest total cost of ownership.

Would you like to first start small or meet all your requirements now? Together with you, we define an optimal package – from the base version to the advanced version with the configuration of variants and modules for Internet of Things. Feel free to contact us.

### **itelligence: Your Full-Service Partner for B2B Commerce**

Maintain master data, manage orders, and link all sales channels: itelligence supports you in an integrated way on your path to strategizing Customer Engagement & Commerce. We provide consultancy before you order, design your processes, and implement the new IT platform. We will also gladly take charge of the application management and administration of the new platform for you.

With all these services, we remain fast, flexible, and uncomplicated – exactly as expected by mid-sized companies.

**Would you like to learn more?  
Contact us and make a  
personal appointment now.**

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