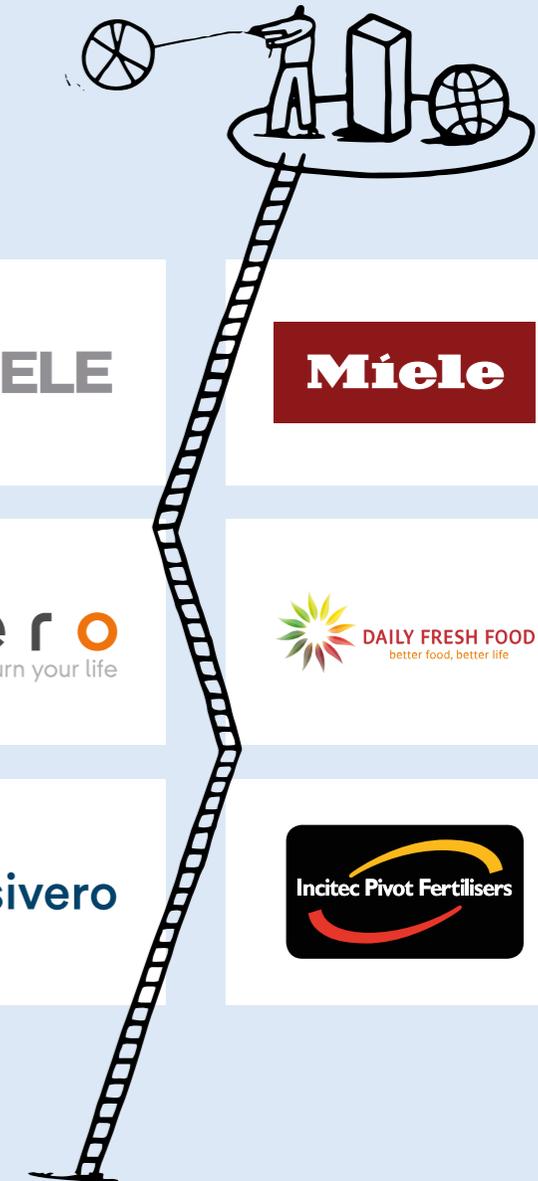


# This is how manufacturers excel in B2B e-commerce



The manufacturing industry has been greatly affected by the dizzying pace of digitalization, the rise of artificial intelligence and increasing competition from the globalization of markets. As a result, manufacturers need to develop their digital competencies and capabilities to avoid the risk of becoming obsolete. After all, customers expect simplicity and convenience in their buying processes—from searching, selecting or configuring a new product to finding the right spare part and ordering services at the right time to avoid unplanned downtime of their machines.

Since you are probably in the process of preparing or rapidly accelerating the digitalization of your sales and buying processes, it might be interesting to learn from leading manufacturers who have already tackled many challenges in their digital efforts.

**THE EXPERT****Tobias Giese**

Executive VP Customer Lifecycle



In this e-book, we have compiled the best practices and recommendations of leading manufacturers to support you on your journey towards digital excellence. The cases intended to inspire you and provide an incentive for your next steps into a successful digital future.

Our customers are in best hands with Intershop. We look forward to sharing our in-depth knowledge and best practices with you and would be happy to welcome you in our B2B business family.

[Get in contact with us](#)

## DIGITAL TRANSFORMATION DONE RIGHT

# Tips and tricks for boosting your online sales and services

**Your company has probably already gained initial experience with digital sales or service channels. If so, congratulations! You are on the right track. Build on what you've already achieved, and take the next steps to stand out from the competition by using smart technologies to improve your customers' digital experience and also boost customer retention and sales per customer. If your company is an online novice breaking new digital ground, that's a good thing, too, because there's plenty of upside potential to be tapped.**

No matter how far your company is in terms of digitalization, it is advisable to:

- take the next steps (and speed up),
- become more agile to respond flexibly to changing customer needs,

- become more customer-centric and enable a frictionless buyer journey,
- take measures to increase customer satisfaction and loyalty,
- drive online selling,
- improve internal efficiencies of your sales staff.

To put it in perspective: There is no single company that is 100% ready and satisfied with the progress of its digital transformation—and there never will be, because the digitalization of customer interaction is an ongoing process. It's important to move ahead and implement sustainable strategies to increase your digital capabilities. Here are some tips and tricks for you based on other digitalization projects from leading manufacturers:

## 1 Understand your customers' buying journey in detail.

Regardless of your company's digitalization goals, your customers and their buying experience must always be at the center of your activities. Start by identifying the target markets and customers to whom you can offer unique value. Then define personas, engage with them and find out, for example, how they prefer to research, buy and use products and how digitalization can make this easier, faster, risk-free and more convenient. Only when you truly understand your existing customers and new target segments, the potential friction in the buyer journey and their evolving needs, can you ensure an ideal, frictionless and personalized shopping experience. If you understand this well and optimize their journey accordingly, your customers will never leave you and generate maximum Customer Lifetime Value.

## 2 Digitize all product and services data.

As a manufacturer, you need to provide high-quality digital product data. Reliable and detailed product

information is the most important trigger for online purchases as studies by the analyst firm Forrester show. Indeed, good content such as consistent product descriptions, part numbers, pictures etc., enables customers to find your online store and select the right products. It's a traffic and conversion rate booster and essential for building long-term business relationship.

If you provide accurate and relevant content in the after-sales phase as well (e.g., custom installation instructions, warranty information, spare part and consumable information, services), you will not only improve up and cross-selling, but also add value for your customers: It will save them time and prevent them from ordering the wrong spare part (which could lead to additional downtime). This strengthens their brand loyalty.

Last, but not least, if you don't sell exclusively through your own online store, but also on marketplaces or via other online retailers, product data should be consistent across shops and channels to give buyers a good shopping experience.

### 3 Combine internal and external know-how for more efficient e-commerce.

Investing in your company's digital transformation also pays off with a high expected return on investment (ROI). Most companies report significant increases in revenue as new target groups are reached and existing ones are served more effectively. However, for digitalization projects to be successful, talented resources must also be available. According to Copperberg, 40% of manufacturers surveyed have an e-commerce team of more than 10 people. For maximum effectiveness, it is advisable to bring experienced specialists for specifics such as the infrastructure, operation and customization of the e-commerce solution to enable a short time-to-market. When you reduce the technical development and administration effort in-house, you have more time for the essential smooth and profitable digital marketing of your products and services – [find out more!](#)

### 4 Involve dealers and business partners in your e-commerce strategy.

Digitalization lets manufacturers sell products directly to their customers (B2B2X business models). The result? Higher profit margins, stronger customer loyalty, and additional cross-selling and upselling potential. Despite all the advantages of a 'direct' approach, the challenge is usually balancing the sales channel with existing dealer relationships. Manufacturers feel that bypassing their dealer network can lead to conflict and competition. New business models are required to create a win-win situation for both sides. One possible solution is to integrate dealers into the digital sales channel. As a brand manufacturer, why not become the operator of a digital sales and service portal for your trading partners? The Intershop Commerce Platform offers you the opportunity to integrate merchants into your e-commerce platform by providing them with their own online shops. All you need to do is to branch off a new channel and configure it. Done. Curious? [Here you find detailed information.](#)

### 5 Create customer-centric after-market portals.

After-sales services are an important issue for manufacturers because it can generate a significant revenue and support building lifetime customer relationships. In the past, buying spare parts or scheduling routine maintenance was done by e-mail, phone or by submitting an online form. Now, these services are rapidly shifting to online and self-service. By providing a customer-centric after-sales portal, you can centralize all relevant customer and machine-related information, and provide additional self-services. This allows customers to decide for themselves what and when to order, without having to call or email during business hours. This is a huge

time-saver for your customers. In addition, recurring tasks and inquiries can be mapped more cost-efficiently via various self-services, allowing key sales and customer staff to focus on higher-value tasks.

In addition to customer support, manufacturers also benefit from enabling them to upsell and cross-sell, increasing long-term customer value. The integration of the Internet of Things (IoT) into such a customer-centric portal enables you to offer new services, such as leasing products (pay-per-use), predictive maintenance or automatic reordering of spare parts (smart replenishment). [Here you will find more information, tips and practical examples on digital customer portals.](#)



## 6 Add handy self-service tools to increase customer satisfaction.

Customers have 24/7 access to account information, order history, order status, logistic information, returns, warranty, and more. They also benefit from mapping:

- the entire transaction and payment history and digital customer services
- machine and customer-specific training, instructions and maintenance documents for the machines your company uses

- customer-specific processes: purchasing, catalogs and replenishment rules
- analytics and reports: which costs belong to which cost center?
- value-added services: exploded 3-D views, CAD drawings, configurators, planners, predictive maintenance, IoT services

## 7 Exploit online marketplaces to increase sales and unlock your growth potential.

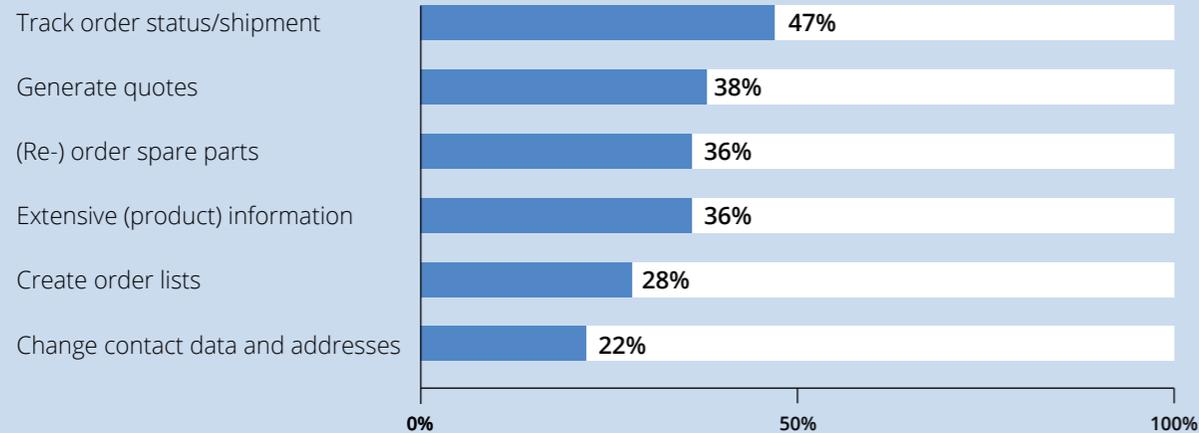
Online marketplaces expand the market reach of every manufacturer and set standards in terms of customer focus and product/services offering. So, it's not surprising that many manufacturers are developing a marketplace strategy. Try to create an Amazon-like shopping experience for your customers. In general, there are four approaches to using marketplaces:

- 1. Online marketplaces do not bother you:** You prefer an online platform where only your own products and services are offered. This is a legitimate choice, but it leaves much untapped.
- 2. You use online marketplaces such as Amazon or Alibaba as an (additional) sales channel:** The advantage of established marketplace giants is their reach. If your customers search for products there, it can make sense to be listed there as well.

**3. You build your own online marketplace by supplementing your own portfolio with selected products and services from other providers:** Leading manufacturers such as Würth and MS Schippers have taken this approach. With their own marketplace solution based on Inter-shop and the integration of selected suppliers, they offer their customers real added value in terms of services and product diversity.

**4. You develop a balanced strategy by combining the first three options:** If you find the best approach for each product (range) and target group, you can increase your profitability and optimize your net margin. If implemented well, this strategy will boost your online visibility and the revenue in your own direct sales channels.

### Which digital self-services do you use to support your customers?



Source: "B2B eCommerce Benchmark Survey Report 2019", Copperberg

# Close to the customer—online and offline

Whether it's intelligent dispensers filled with tools or shelves that replenish themselves thanks to automated reordering, or other state-of-the-art solutions, Würth welcomes digitalization like no other company. At the heart of this strategy is Intershop's e-commerce solution, which ensures flexibility and stability. However, despite all of its commitment, Würth's management does not lose sight of the most important thing in B2B: personal customer contact.

**33,000**  
sales representatives

Whether online or offline: Würth focuses on the needs of its customers.

**14.4 billion**  
euros revenue

Online and offline, a total revenue of 14.4 billion euros was generated worldwide in 2020.

**3.9 million**  
customers worldwide

Würth is a B2B market leader in the field of international trade of assembly and fixing materials.



[Read the whole story.](#)

## Challenge:

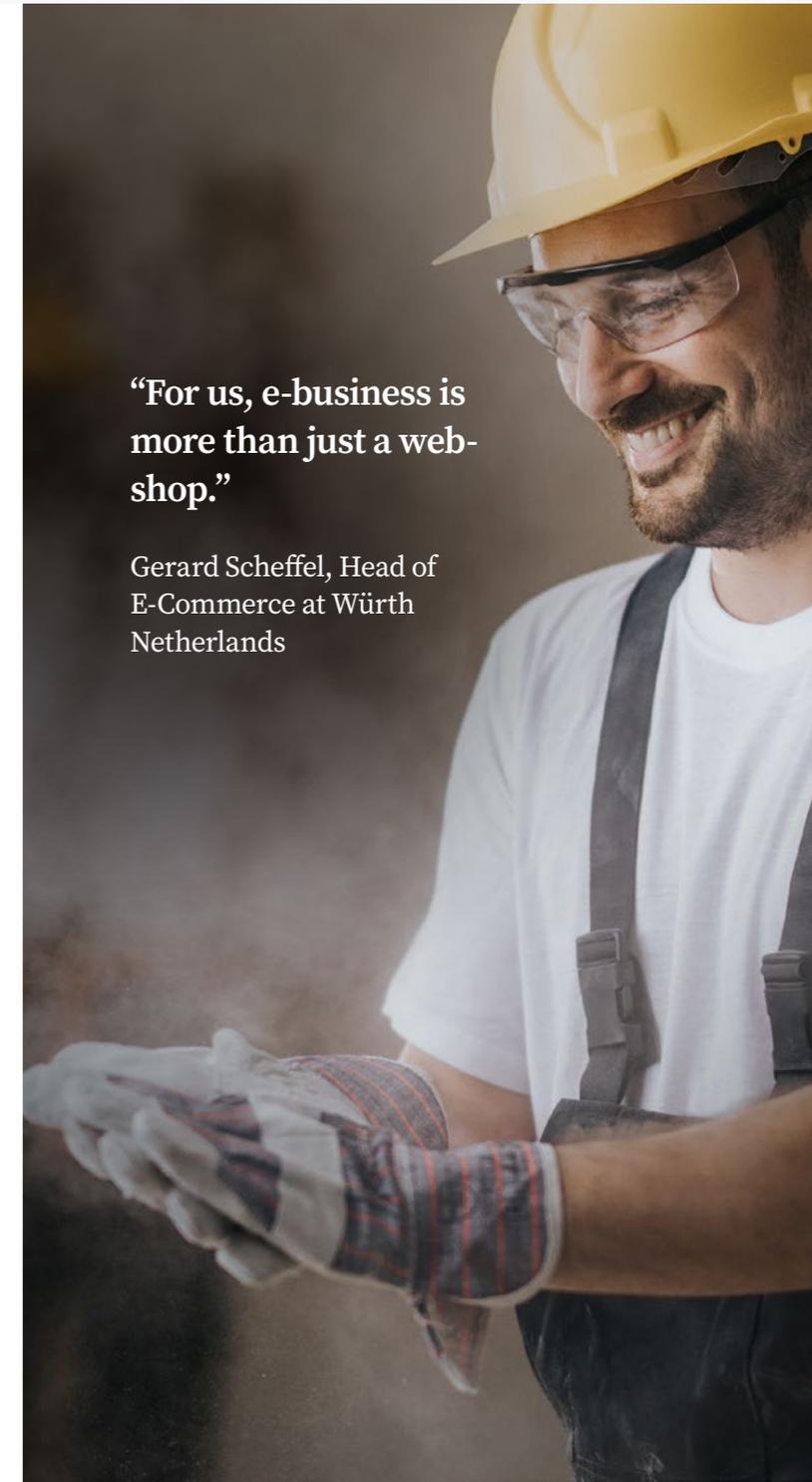
- Mapping of complex business processes (company structure, purchasing organization within Würth and on the customer side) via one central platform
- Creation of a network of fully integrated touchpoints for more service sales and more satisfied customers
- Individual pricing at every customer touchpoint at any time on any device

## Solution:

- 43 websites, 37 countries, 14 languages, 8 currencies—one single platform: Intershop!
- Seamless integration of the Intershop Commerce Platform into Würth's complex IT infrastructure
- Omnichannel concept with fully integrated customer touchpoints, such as online shop, hand scanner, app, smart shelves, vending machines or TwinBin
- Customer-centric approach: individually tailored online stores addressing the specific needs and preferences of each customer
- E-business sales experience above-average growth: omnichannel strategy shows its worth also in the Coronavirus crisis

**“For us, e-business is more than just a web-shop.”**

Gerard Scheffel, Head of E-Commerce at Würth Netherlands



# Learned from B2C, redefined in B2B



[Read the whole story.](#)

As one of many initiatives under the banner of 'digitalization', the launch of e-commerce had already been extensively analyzed and designed by the management. In addition to increasing reach and brand visibility in the digital channels, the company focused on generating online leads of future new customers as well as on increasing the business process efficiency. So, how did SPINNER achieve these ambitious goals? By deploying a powerful commerce platform: Intershop!

## 400%

more online leads

Within one year the SPINNER Group was able to increase the number of new online leads by 400%.

## 90%

reduced efforts

The total effort in the order entry process was reduced by 90% thanks to the online shop.

## > 3,500

product images

A dedicated photo studio was set up in order to create over 3,500 new, standardized product images for the new online shop.

## Challenge:

- Increasing reach and brand visibility, process efficiency and the number of new online leads by implementing a powerful, highly scalable B2B commerce solution
- Standardizing product data and create over 3,500 new product images
- Building an 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 following the MVP (Minimum Viable Product) principle
- B2C-like shopping experience with digital self-service options for more empowerment and transparency in the purchasing process

**“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 Digitization at SPINNER GmbH

Business partner:

**diva<sup>e</sup>**  
Digital Value Excellence



# Efficient global rollout of 38 B2B online stores



[Read the whole story.](#)

Entering new markets to connect with new customers can be a big challenge. But in a world where global trade is becoming the new normal, this step opens up limitless growth potential. The family-owned manufacturer Häfele wanted to do just that: expand internationally. Starting in 1997—earlier than many other manufacturers—Häfele entered the e-commerce business and brought a strong partner on board: Intershop. Today, the hardware specialist successfully operates 38 online stores worldwide via its central e-commerce solution.

**38**  
subsidiaries

**160,000**  
articles available worldwide

**< 3**  
months project duration  
per rollout

## Challenge:

- Implementing a standardized, centrally managed B2B commerce platform to support international growth ambitions
- Localization: markets of different size, each with their own requirements and expectations for the digital shopping experience
- Integrating multiple third-party systems and interfaces of subsidiaries

## Solution:

- Global rollout of a centrally managed commerce platform based on Intershop, with powerful, preconfigured internationalization and localization functionalities
- Personal account for B2B customers, including convenient self-service capabilities
- Fast and seamless integration into existing (central and local) IT system landscapes
- Intelligent search with automatic display of product comparisons and suggestions opens up diverse up- and cross-selling potentials

**“Our requirements were high. The Intershop Commerce Platform convinced us with a variety of standard functions as well as a high degree of scalability.”**

Thomas Riebe, Head of Digital Commerce Solutions at Häfele

Business partner: // diconium

# Operating 18 online stores via central e-commerce platform



[Read the whole story.](#)

Miele has revolutionized cooking with its wide range of high-quality appliances. And the company is also a pioneer when it comes to e-commerce: Together with Intershop, Miele operates 18 online stores for its growth markets in the highly secure Microsoft Azure Cloud Germany. This also includes the stores for Australia and New Zealand.

## Challenge:

- Creating an agile, enterprise-level commerce solution for Miele's key growth markets that is cost-efficient and easy to use
- Scalability: enabling easy expansion of online functionality without costly software rebuilds
- Update: migrating from the legacy commerce platform to the latest technologies, including responsive storefront design

## Solution:

- Intershop's Customer Success team manages Miele's online business as an external e-commerce department
- State-of-the-art: Miele stores always run on the latest version of Intershop Commerce Platform
- Operation of the 18 online stores in the highly secure Microsoft Azure Cloud
- Seamless integration with Intershop's Full-Service image server and Miele's IT landscape including ERP and warehouse systems

18  
online stores

100  
countries

120+  
years of rich history of high  
quality engineering

**“We require the performance of an enterprise-grade commerce solution across our international operations, but are also mindful that our e-commerce teams in our emerging markets are relatively small. So, we opted for a solution that is both affordable and easy to manage. The modular nature of the Intershop platform allows us to upgrade the functionality of the online operation as required, without an expensive replatforming exercise.”**

Daniel Kaschula,  
Head of Program Management  
E-Commerce at Miele



# The ease of buying online



[Read the whole story.](#)

More and more manufacturers are investing in digital sales and service channels to differentiate themselves from the competition, unlock new sales potential and ensure efficient, seamless interaction with their customers. While Teka already had a website in place for the kitchen studio customer segment, it was not what we call 'state of the art' in e-commerce. To meet the expectations of today's B2B customers and provide them with the best possible service at every stage of the customer journey, Teka decided to implement a powerful e-commerce solution based on Intershop!

## 100

countries

Teka is present in more than 100 countries worldwide. In some of them, the Group is the market leader in the field of kitchen equipment (including Spain, Portugal, Mexico, Thailand, UAE).

## 3

months

Thanks to the support of system integrator Sugerendo, the B2B online shop went live on Intershop after a project duration of just three months. Customer feedback has been consistently positive.

## 20%

e-commerce revenue share

Teka's ambition is to generate up to 20% of their total revenues via digital channels in the medium term.

Business partner:



## Challenge:

- Boosting customer satisfaction through more convenient ordering processes and practical self-service tools
- Increasing efficiency by relieving sales and call center teams of routine tasks (e.g., manual order entry, information on prices, stock availability, order and delivery status, etc.)

## Solution:

- B2B online shop based on the Intershop Commerce Platform, implemented by Intershop partner Sugerendo
- Turbo launch within just three months thanks to MVP approach, blueprint store and extensive pre-integrated B2B functionalities
- Win-win situation thanks to digital self-services: Teka reduces workload of its sales and service staff, while customers benefit from convenient procurement processes and 24/7 access to product, order and delivery information



**“Intershop is the perfect solution for us. The platform is reliable and powerful, can be flexibly adapted to the complex organizational structures of B2B commerce, and also offers all the functions for a rapid rollout of digital sales channels. As a result, we were able to successfully go live with our first B2B online shop for the Spanish market within just three months.”**

IT Director at Teka

# Happy customers fuel business growth



[Read the whole story.](#)

Paredes is known for its outstanding customer service. To further improve customer satisfaction, enhance its brand image and increase sales, the leading provider of professional hygiene solutions decided to implement a new future-proof digital sales channel in April 2020. The new B2B online shop runs on the powerful Intershop Commerce Platform in the Microsoft Azure Cloud.

## 200

dedicated employees boost customer satisfaction by utilizing the new possibilities of the digital channel.

## 50%

of total sales are to be generated online in the future.

## + 25%

increase in average basket value in the first pilot phase.

### Challenge:

- Increasing customer satisfaction and loyalty significantly
- Boosting online sales and profitability through up- and cross-selling
- Using data to optimize the product and service portfolio
- Increasing internal efficiencies with time-saving, transparent digital B2B sales, service and logistics processes

### Solution:

- Modern, future-proof digital B2B sales channel based on the Intershop Commerce Platform and operated in the highly secure Microsoft Azure Cloud
- Powerful B2B features, e.g., for mapping highly complex approval workflows and customer-specific tiered pricing
- Integrated PIM system for an efficient management of extensive product information
- Convenient ordering functions and a wide range of options for profitable upselling and cross-selling access to product, order and delivery information

**“The digital channel opens up new up-selling and cross-selling potential for us. The average shopping cart has increased by 25% among our pilot customers.”**

Emilie Caplat, Director Customer Support & Digital Transformation at Paredes



# Enhanced service and reach for specialist dealers

Whether it's automatic shutters, light-dependent tracking of solar modules, or automatic controlling of airport doors: The B2B partner shop of elero GmbH, based on Intershop, enables specialist dealers to find the right components and to order them efficiently.



[Read the whole story.](#)

## Challenge:

- A customer portal tailored to their specialist partners, which helps them understand the specialty products
- Efficient processes and up-to-date data through close integration with elero's internal systems for trade customers
- Reduction of time-consuming and expensive telephone support and dealer authorization
- Allowing dealers to order whenever they want, on any device

## Solution:

- Digital B2B customer portal with anywhere access, a custom user experience and many clever functions
- Selling of standard products from the elero portfolio is supported and the customer center is unburdened from costly telephone enquiries
- The product configurator enables elero partners to compile product sets (articles on the product detail pages can be supplemented with suitable accessories from the standard portfolio via selection boxes) much more quickly and accurately
- Integration of existing ERP and PIM systems: distribution of information on the company website and all commerce touchpoints

## 400

employees

With branches all over the world, elero's employees are as innovative today as on the very first day the company started.

## 1964

year founded

Never again raising roller shutters by hand—this simple thought marked the start for elero in 1964.

## 86 million

euros turnover

In 2017, the drive manufacturer elero achieved a turnover of 80 million euros.

**“The aim of the project was to reduce the need for time-consuming telephone consultation. Specialist retailers are now enabled to research and order their required products at a time that they choose themselves. This is how we strive to increase customer satisfaction.”**

Inge Rappold, Head of Marketing Communications at elero

Business partner:  Experts  
in Motion AG

# Cost reduction: 98% of orders received online

Daily Fresh Food is the largest supplier of fresh products in the southern Netherlands. Through years of continuous growth, Daily Fresh Food has created a perfect fulfillment chain—from ordering to processing to on-time delivery. As many as 98% of orders are now received online, using the Intershop Commerce Platform.

**60 million**

euros sales in 2018

**6 million**

meals a year

**> 98%**

of orders received  
online

**“We’ve been using Intershop since 2016 and it’s been an important platform for our ongoing growth.”**

Roel van Alebeek, E-Commerce Architect at Daily Fresh Food



[Read the whole story.](#)

## Challenge:

- Receiving orders exclusively online
- Creating an attractive shop interface with excellent usability
- Providing customer account functionality with support for budgets, roles, and rights
- Providing consistent and up-to-date pricing at all times
- Enabling fast response even for large orders with more than 1,500 items

## Solution:

- Intershop Commerce Platform with state-of-the-art B2C usability and powerful out-of-the-box B2B features
- Future-proof, scalable e-commerce environment that supports Daily Fresh Food’s future growth ambitions
- Persona-oriented approach to ensure the best customer experience along the buyer journey
- Integration with the ERP system for real-time information on prices, conditions and product availability

Business partner:



# International success with digital sales channels

Founded half a century ago, MS Schippers launched its online presence in 2011 and has rapidly expanded across multiple countries ever since. In search of a B2B platform that would meet its demanding scalability and performance requirements, MS Schippers soon found the perfect commerce solution: Intershop.



[Read the whole story.](#)

## Challenge:

- Implementing an ambitious digitalization strategy with better quality of service through an online offering
- Simplifying the management of localized B2B stores for ten different countries, each with its own pricing, tax rates, and shipping costs
- Launching additional shops quickly and easily to support the internationalization strategy

## Solution:

- High-performance and internationally scalable multi-channel solution on Intershop basis offering a seamless shopping experience across all channels
- Increased process efficiency through the use of e-commerce systems for customer support and order entry
- Service portal: customers can view their entire billing history, place repeat orders, create lists of favorite items, and arrange returns
- Intelligent app enabling farmers to monitor livestock growth and identify nutritional requirements of cattle, sheep and pigs

Business partner:  Fenego

40

countries

300 million

tags produced per year

10

localized webshops

**“We wanted to sell online because the customers are increasingly getting used to doing everything online. In their private life, they are accustomed to services as offered by Amazon and Zalando, and therefore begin to wonder why in the B2B environment they should still do everything in an old-fashioned way.”**

Jules van der Werf, E-Commerce & Marketing Manager at MS Schippers



# A milestone in customer loyalty



[Read the whole story.](#)

Part of the Atlas Copco Group since 2007, Dynapac was acquired by the French Fayat Group in October 2017. The separation from the joint IT landscape with the former parent company was both a challenge and an opportunity for the manufacturer. The company took the opportunity to introduce a future-proof e-commerce solution to increasingly serve aftermarket customers via the digital channel.

**“We are super happy with this fantastic project result. It is not only within budget, but was also realized within an ambitious time limit of only six months from signing the contract – especially so given the restrictions caused by the Corona pandemic. Great teamwork! Our thanks go to Intershop’s partner Evident, Intershop and the entire Dynapac team.”**

Freddy Lessmeister, Divisional Project Manager at Dynapac

## 600

machines

In Germany only, more than 600 Dynapac machines are in use for the building and repair of asphalt roads.

## 6

months

The Intershop partner Evident realized the project within only 6 months during the Corona pandemic.

## 14

localized webshops

The new e-commerce platform enables the central management of 14 local digital sales channels.

### Challenge:

- Restructuring of the IT landscape after change of ownership: implementation of efficient e-commerce processes for a profitable, future-proof B2B after-sales business
- Conception and implementation of a fully integrated, powerful B2B e-commerce platform within limited time and budget
- Continuous availability of the online shop during the entire replatforming project

### Solution:

- Fully integrated Intershop-based after-sales portal with powerful out-of-the-box B2B functionality
- Seamless integration with Dynapac’s various ERP systems, enabling the platform to provide real-time pricing, stock and order information and a smooth order and checkout experience
- Cross- and upselling: increasing turnover and satisfied customers thanks to additional integrations for professional fleet management (e.g. easy search and selection of individually suitable spare parts and consumables)
- Significant improvement of the user experience in the customer portal through the interaction of the “my fleet” feature, an intuitive design and localized content

Business partner:



4FriendsOnly.com  
Internet Technologies AG

# Product and service portal boosts business growth

Replacing or purchasing water and heating systems can be quite a complex matter when renovating a building. Desivero has solved this problem by implementing an e-commerce website based on Intershop. As a result, [www.desivero.com](http://www.desivero.com) is a real virtual design studio where customers can find the best brands and book the advice and craftsmanship of qualified plumbers.

## 2015

year founded

In 2015 the company was founded by a group of thermo-hydraulic specialists.

## > 3,000

references

The central management of sales channels has made it easier and faster to work with a catalog of over 3,000 references.



[Read the whole story.](#)

**“We are a start-up, founded in 2015. Our vision is to make the sector of plumbing more accessible for technological innovation, since the sector so far does not use much of the potential digitalization holds for our businesses. Our e-commerce platform and the subsequent academy is a step here which is both pragmatic and ambitious.”**

Nino Piredda, General Manager of Desivero

## Challenge:

- Driving digital transformation of the sanitary sector
- Realizing a modern e-commerce portal with a comprehensive portfolio of products and consulting services
- Optimizing the customer experience, e.g., by integrating an innovative tool for guided planning and selection of bathroom components

## Solution:

- Innovative online portal based on the Intershop Commerce Platform, including OMS (order management system), PIM (product information management system) and EXP (experience management system)
- Excellent customer experience thanks to a wide range of products and matching services as well as special configuration and design tools
- Possibility to create your own bathroom project with a professional consultant via chat and guided online tour (including complete estimate of implementation costs)

Business partner:



# Creating a compelling global brand experience

Incitec Pivot Fertilisers realized early: If they wanted to survive in their business, they had to provide efficient processes and ensure a strict customer focus. With the migration to the new website Fertshed.com.au, the company has successfully accelerated its digital transformation. The highly scalable architecture of the implemented Intershop Commerce Platform fully covers the geographical, cultural, and customer-specific needs of each individual market segment and meets the ever growing financial and regulatory obligations of a global company.



[Read the whole story.](#)

## 1919

year founded

The history of fertilizers dates back to 1919 with the founding of the Phosphate Co-operative Company of Australia Limited, which later became Pivot Limited.

## > 200

business partners and agents

Fertilizer products in loose and packaged form are distributed to farmers through a network of more than 200 business partners and agents.

## 4,500

employees

Incitec Pivot Fertilisers employs a total of 4,500 people in the Asia-Pacific region (42.5%), America (52%) and Europe (5.5%).

### Challenge:

- Implementing a comprehensive e-commerce solution
- Ensuring a unified brand experience to compete with other global players online
- Strengthening and further development of digital B2B business

### Solution:

- Intershop Commerce Platform to implement a state-of-the-art B2B portal with market-specific and flexible pricing
- Optimal user experience and compatibility with the latest browsers and mobile devices
- REST API Framework to enable real-time requests to the company's SAP ERP system

## MORE

If you would like to read more about the subject of this whitepaper, we advise you to watch the webinars mentioned below and read the blogs and whitepapers that we refer to. Please click on the links and expand your knowledge!

**Whitepapers**

- [Replatforming in B2B commerce: Success factors and best practices](#)
- [Boost your online sales by putting your B2B customers first](#)
- [The value of a digital customer portal from a business perspective](#)
- [9 key drivers for success in B2B digital commerce](#)
- [The challenges and potentials of aftermarket e-commerce](#)

**Webinars**

- [How to set up your digital B2B strategy for growth and customer loyalty](#)
- [How to sell highly customizable products online](#)
- [Replatforming in e-commerce: It's about time!](#)
- [How to select a future-proof commerce platform](#)
- [Should you setup a marketplace to boost your B2B sales?](#)
- [B2B: How to outperform your competition using digital](#)
- [International e-commerce in manufacturing](#)

**Blog articles**

- [Manufacturers: Get customer-centric!](#)
- [Why digitalizing manufacturing processes benefits more than just manufacturers](#)
- [Start, learn, optimize: A manufacturer shares its story of digital transformation](#)
- [Digitalizing a global manufacturer – lessons from Atlas Copco](#)
- [5 reasons why manufacturers should consider digital after-sales](#)
- [FAQs – global e-commerce strategy for the manufacturing industry](#)
- [Pay-per-use for manufacturers? Yes, please.](#)

**Research & reports**

- [Survey report “The state of digital innovation within manufacturing”](#)
- [Benchmark report “The state of international e-commerce in manufacturing”](#)



## ABOUT INTERSHOP

# Always nearby

Intershop enables the world's leading manufacturers and wholesalers to digitalize, transform, and boost their businesses. Our robust e-commerce platform gives companies the power to establish and expand their digital presence, improve customer experience, and increase online revenue.

With a dedicated focus on e-commerce, we're the digital craftsmen of choice for 300+ B2B customers worldwide. Our cloud-based technology provides a reliable, full-service foundation with the flexibility to adapt to unique requirements today and tomorrow. Together with our vast network of experts, we support the success of our clients every step of the way – creating opportunities to scale, innovate, and gain a competitive edge.

Founded in 1992, headquartered in Jena, Germany and with additional offices in Amsterdam, Stuttgart, Chicago, Frankfurt, Ilmenau, Melbourne, Paris, San Francisco, Sofia and Stockholm, Intershop combines global expertise with local insights. Supported by 340+ employees and high-quality German engineering, we help our clients turn products into profits, customers into business partners, and transactions into lasting relationships.

Intershop is built to boost your business. Learn more at [www.intershop.com](http://www.intershop.com).

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