

SYBIT



Success Story

One Customer Platform for All Countries, Divisions, and Brands

WAGNER

The Company

From washing machines and smartphones to car wheel rims: WAGNER technology can now be found in many everyday items.

The global company applies colour, protection and functions to surfaces and has a correspondingly large product portfolio: From small sprayers for DIY enthusiasts to large powder coating systems worth millions.

Customers come from a variety of sectors: Industry, trade and DIY. And yet they all have the same requirement: to find, configure and order the right product quickly and easily. The new WAGNER online platform combines exactly that and is a further step towards digital transformation for WAGNER.



The Challenge: A Central Interface

The WAGNER Group is in the midst of digital transformation. And, like many other companies, at a time when B2B customers expect what they are used to from private shopping: 24/7 access to all products and information, regardless of opening hours.

„The classic web shop solution was: buy everything anytime, anywhere. We firmly believe that this must continue today”, says Florian Spindler, Vice President Corporate Communications & Digital Transformation at WAGNER. The aim was to create a centralised customer interface. All information and possible configurations relating to the product should be available quickly and easily on one platform. For the end customer as well as for intermediaries. Inspired by modern B2C business, WAGNER also wanted to get closer to its customers. The goal: better customer data for more active market development and innovations.



„Only direct customer contact enables us to better understand our customers based on data and offer them even better solutions.”

Florian Spindler, Vice President Corporate Communications & Digital Transformation DF at WAGNER

WAGNER



Leading manufacturer of equipment and systems for surface coating



WAGNER International AG headquarters in Altstätten, (CH)



2,000 employees and 19 operating companies



Around 300 international commercial agencies

The Project

WAGNER and SYBIT jointly implemented the SAP Commerce Cloud with the aim of building the best B2B web store in the industry.

Initially, the global platform was rolled out for three WAGNER national companies after 18 months. Recently, a heavily adapted version for the craftsman brand TITAN went live in the USA. The basis is a technical backend for the entire group with a headless frontend based on Spartacus.

- Initial replacement of the outdated EMEA B2B store
- Mapping of the end-to-end customer journey
- Integration with SAP ERP, PIM, Encoway and CELUM
- Expansion to WAGNER 365 - one platform for all countries, divisions and brands



„We want to interact with our customers in an innovative and contemporary way on a powerful, modern platform.“

**Markus Moßmann, Group Vice President eCommerce,
Director Infrastructure Europe**

The Success Factors Before the Project Starts

1. Customer Feedback

- Preliminary interviews by WAGNER by phone or Skype/teams with importers and sales partners
- Identification of the most frequently used functions, pain points, competitor offers and reference shops

2. Holistic Thinking

- Reorganisation of processes and established structures
- Clear commitment from management
- Transparent and regular communication

3. Agile Project Management

- Extensive workshops on personas, customer journey, system & processes, etc.
- Creation of wireframes by the SYBIT UX team
- A centralised Jira backlog as the basis for implementation

A Super Touchpoint for All Customer Processes

The SAP Commerce Cloud forms the basis for the digital customer platform and should offer a wide range of user groups optimum information and interaction: Industrial customers, dealers, craftsmen, internal WAGNER employees, purchasers and service employees.

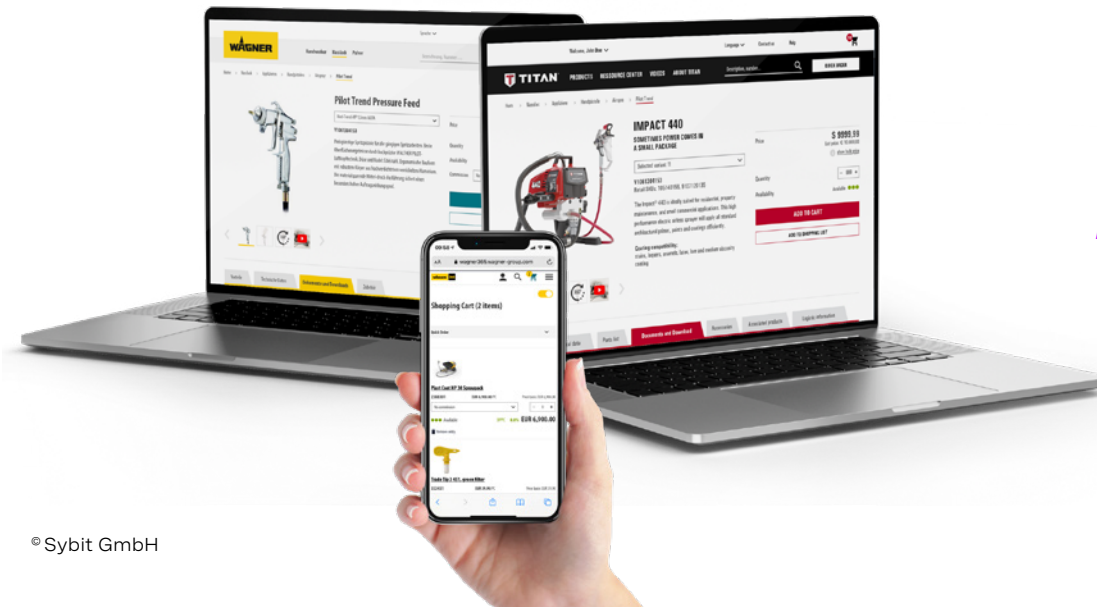
WAGNER gradually made the shop available to its customers via a soft launch, accompanied by internal and external training and communication measures. Right from the start, WAGNER incorporated feedback from end users in order to develop the best possible, i.e. most customer-friendly platform. Through direct contact, via the sales force or a weekly Q&A web session: the customers' requirements were implemented in the best possible way. The MVP already showed that WAGNER 365 already fulfils more than half of the customer requirements for a new platform.



The Solution ...

... is a platform that lives up to its claim:

- With the new platform, **user experience design** is far more than just an appealing design. Convincing features reflect the individual requirements of the customers: in the design, a coherent navigation concept and an intelligent search and filtering system.
 - In the **multi-brand approach**, two brand worlds in completely different CIs are mapped for the WAGNER and TITAN brands: The basis is a technical backend for the entire group of companies with a **headless approach** using SAP Commerce Cloud.
 - A new PIM system (ViaMedici) enables the automated creation of the main navigation and facets based on the PIM data.
 - A new configurator (Encoway) and a document and image management system (Celum CDN) were also integrated into the web shop at the same time as the launch.
- **Significantly more product information, a new catalogue, integration of the new configurator and a mobile-optimised platform.**



95%

of customers are already active on the platform.

The benefits



- 1. More efficiency and lower costs through automated and integrated digital business processes**
- 2. Direct, innovative, and scalable customer relationships as well as new customer channels and segments**
- 3. Global harmonization of processes and data: standardized document storage systems, uniform product structures**
- 4. B2B functionality with state-of-the-art B2C usability**

„I was positively surprised by how much the transparency regarding project progress contributed to its success. The collaboration with SYBIT was always excellent, and we learned what we truly need and want. This has created lasting added value for us beyond the project itself: we have adapted certain processes and approaches for our own use and now apply them internally to other projects..“

Markus Moßmann,
Group Vice President eCommerce, Director Infrastructure Europe

Awards

J. Wagner GmbH received the SAP Quality Award 2023 in the category 'Business Transformation.'

The outstanding quality of the eCommerce project in the area of Business Transformation impressed the jury: *'With this, WAGNER was able to elevate user-friendliness for its B2B customers to the highest level, as confirmed by usage statistics.'* The jury was particularly impressed by the implementation of agile test packages to meet the project's high standards of precision.

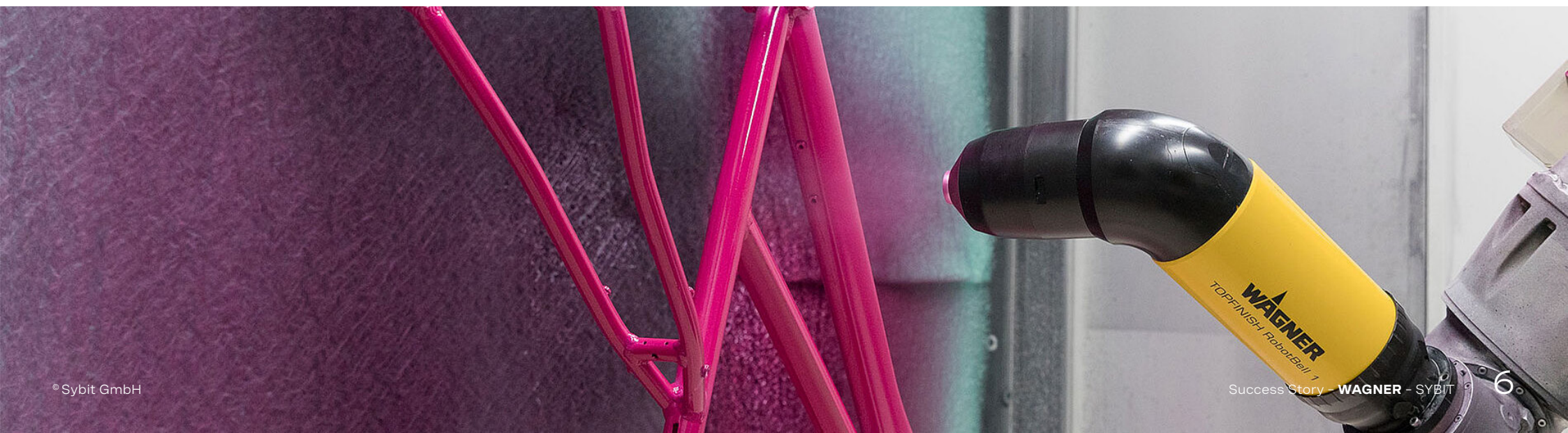


'The fact that SAP has honored our platform with its most prestigious quality seal is a fantastic acknowledgment of our joint WAGNER – SYBIT team, and a strong motivation to continue our path toward a comprehensive customer platform with the same ambition.'

Markus Moßmann, Group Vice President eCommerce WAGNER

Outlook

- Rollout to additional countries and brands
- Expansion of the platform for the B2C sector
- System configuration capabilities
- Subscription model for spare and wear parts
- After-sales services
- Integration of the IoT platform



We Create CX Champions.

500+

customers

350+

employees

100%

customer-centric

No.1

in CX across Europe

Top 10

IT employer

25+

years of experience



**Let's Take the Next
Step Together!**

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