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Success Story

How an online parts catalogue helped business value soar

SATAIR

To create a one-stop shop
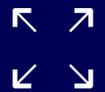# for their customers

Satair

**Civil aerospace
Spare parts**

**Headquarters:
Kastrup, South Denmark**

1.900 employees

**Statistics:
Created catalogue with
more than 5 million SKUs**

**Revenue:
Around US $3 billion**

**Technologies:
SAP Commerce Cloud
Magnetix**

**Duration:
Less than 9 months**

Objective

Faced with an increasingly digital landscape, along with market pressure from competitors, Satair needed to innovate to maintain their position as a market leader. With other prominent ecommerce players looking to enter the spare parts sector, time-to-market was critical. A solution was needed to cater to their global airline clients and private aircraft owners.

Outcome

By crafting an ecommerce platform with a marketplace feature, Satair managed to dramatically increase their digital catalogue without incurring excessive costs. Leveraging a software-as-a-service model, they fully capitalised on their existing logistics infrastructure, ensuring swift delivery of critical parts to grounded planes.

Rapid Parts Delivery
Satair's capability to swiftly search, select, and deliver vital parts to airlines globally has enabled them to maintain their market leadership. Through their ecommerce platform, they deliver tangible value to customers by reducing costs and enhancing time-to-market efficiency.

One-Stop Shop
Within their spare parts marketplace, Satair emphasises the discovery, onboarding, and support of sellers, thereby enhancing offerings for their customers. Powered by Mirakl, this solution positioned Satair as a premier one-stop-shop in the aviation industry, adding 5 million aircraft parts within months of its launch.

Intuitive User Experience
A rapid and intuitive search empowers engineers on the tarmac to seamlessly identify the necessary parts to fix an aircraft-on-ground issue. The integration of SAP Commerce Cloud into 2 SAP ERP systems offers a real-time overview of stock availability and pricing for parts across airports and warehouses. Their user-friendly interface enables drag-and-drop purchasing from desktops, tablets, or mobile devices.

'By using an agile approach, we can go to market quickly with our ecommerce marketplace site. We're able to roll out new functionality all the time, ensuring our customers always have access to the best service.'

Bjarke Mads Sejersen, Head of Digital

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