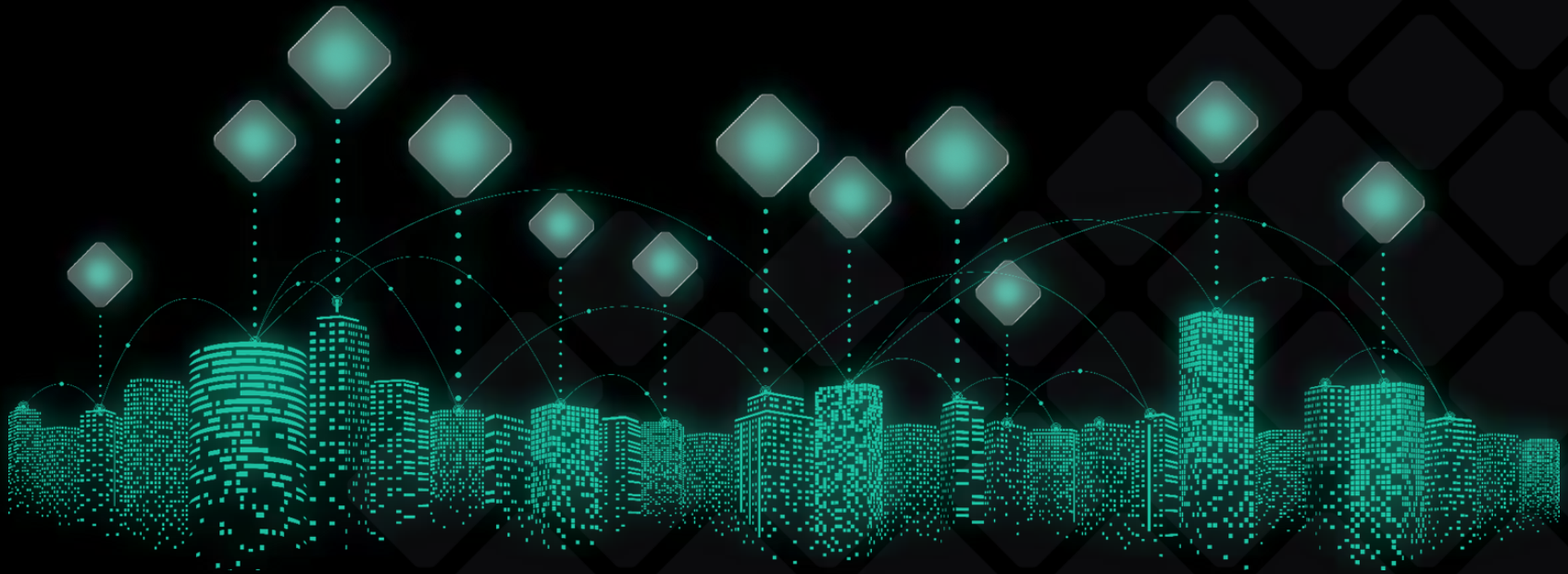
August 2023

Advantech X Spryker

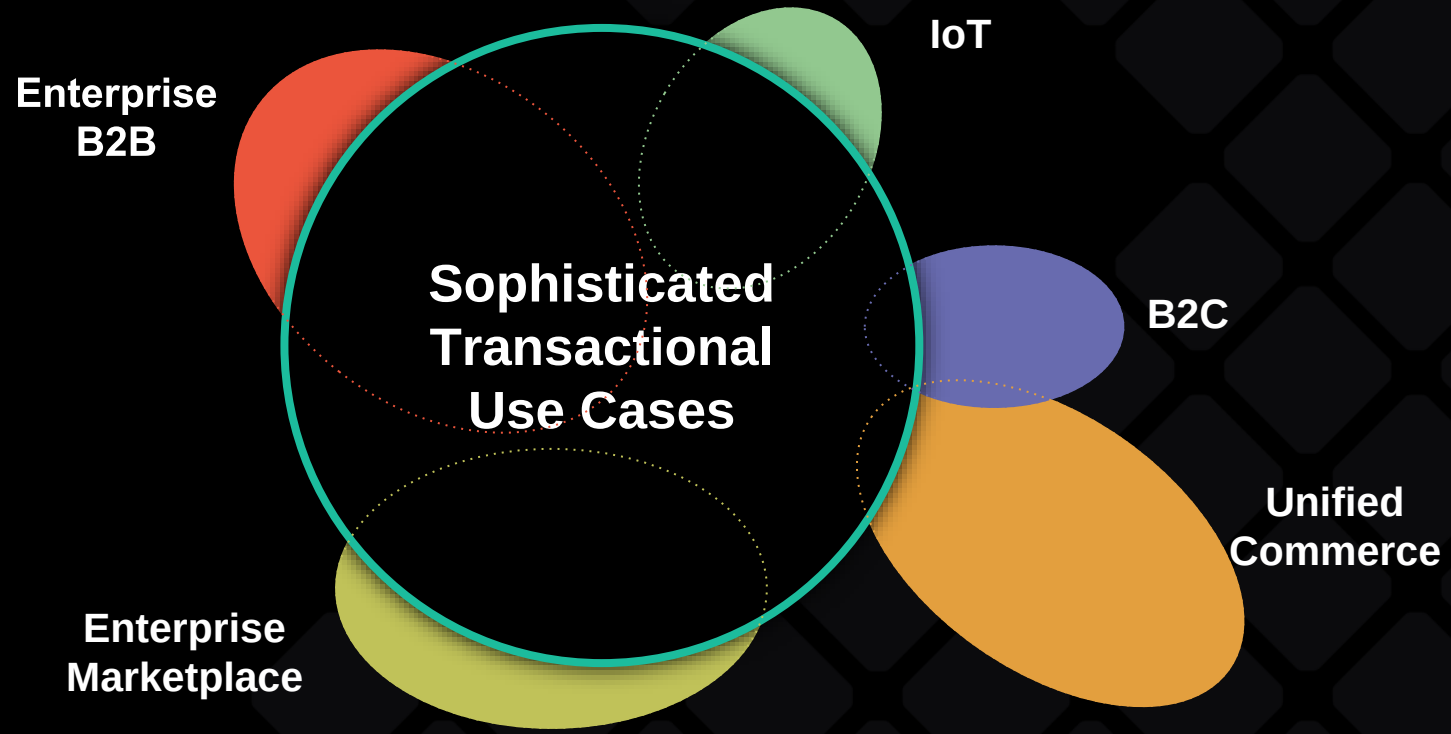
Customer Case Studies

VISION STATEMENT

Power the world’s **sophisticated** transactions



Sophisticated & Transactional = Spryker

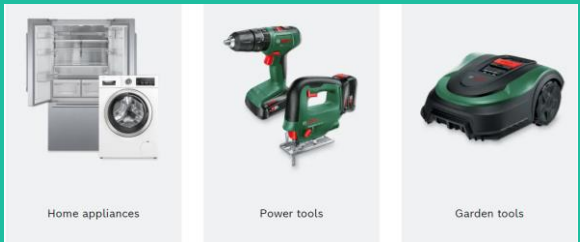


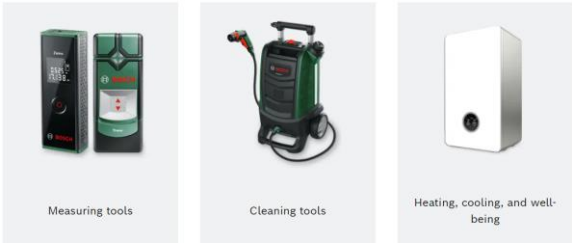
ALDI SÜD
ALLES.AUTO
amal
AMANNGIRRBACH
AVAG Holding
babyartikel
BANNER
Biesterfeld
blum
Bohnenkamp
Moving Professionals
BOSCH
cansativa GROUP
Capita certeo
CODE|ZERO
COLONS.de
Continental
crowdbiz
Dehner
Louis
DUFFLE
Durst
ELMER
Löffelhardt
ESA TECH
ESG Edelmetalle
Edelmetall-Handel.de
EUROPA MÖBEL VERBUND
fischer
innovative solutions
FOND OF
gastivo
Gemini Polska
GRIMME
GVS GROUP
HABERKORN
HARDECK.
HELUKABEL
Hertha BSC
HILTI
HO'CARRÉ
HORNBACH
INTERSPORT
item
JetApp
JTEKT
K.D. FEDDERSEN
K
Bauzentrum KÖMPF
KOSMOS
LÄPPLE
La Shoe
Lekkerland
LUMAS
marel
Martela
Meesenburg
Mayco
METRO digital
meusburger
Moneris
nanoTEMPER
nds
NORDIC DISTRIBUTION & SERVICE
NF
Nordwest SHOP
ONEAL
Oase
optibelt
Power Transmission
PFEIFER
PFERD
pistor
poolwerx
for healthy pool people
powwow
PURINA
QADER
ratioform
Redington
RICOH
ROSE
SABAG
Schneider Electric
SEGMÜLLER
SIEMENS Healthineers
Siewert & Kau
Distribution – live
Simplicity_
SMA
SOURCEABILITY
SPORTFIVE
STAUFF
SWISS KRONO
TAKKTAG
Teufel
TURCK
VIABIRDS
weiling
WELEDA
Since 1921
wellcomm
wentronic
WiBU
wilo
Winterhalter Fenner AG
wöhner
ALLES MIT SPANNUNG
ZF AFTERMARKET
zolemba
PRINT YOUR STYLE

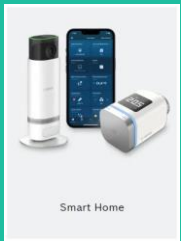
Customer Use Cases Multiple Solutions

Bosch - Global

BOSCH







- Some in house built solutions
- Multiple divisions running Multiple solutions
- Looking at evaluating and selecting a global solution

VIRTO COMMERCE

DIGITAL COMMERCE 360

SALSIFY

Spryker

Shopatron

SAP

Client Reference: Automotive

BOSCH

Customer Business Model

Key Challenge

- Scale Bosch Mobility's L.OS marketplace with a speedy expansion to Europe and North America taking into consideration local customization requirements.

Why Spryker Won

- Delivery of an outstanding PoC in scope and in time
- Strongest product on roadmap to offer B2X, Marketplace and other business models out of one OS
- Composable commerce capabilities and modularity approach allows Bosch to use their existing solution and extend capabilities with Spryker modules

Spryker Solution

- Spryker's composable commerce capabilities help Bosch Mobility to accelerate the platform's implementation in Europe and North America with one central backend to operate globally, driving digital transformation and growth in key markets.
- Spryker's modular architecture allows for easy customization and ensures platform is tailored to the unique requirements of the target markets, delivering a more personalized experience to customers.
- Spryker's cloud-based infrastructure provides scalability and reliability.

Unified CX for B2B High Tech & Manufacturing

RICOH

Why the business was struggling

- ✗ Disconnected, siloed systems and applications
- ✗ No single, unified single “source of truth” for Customers regarding products, orders, etc.
- ✗ Poor Customer experience as a result of disconnected nature of ecosystem
- ✗ Currently has basic Magento solution running in ASIA/ LATAM and looking to review strategy

How Spryker addressed the problem

- ↗ Solution consulting and design guidance across business and technology requirements
- ↗ Provide a composable commerce platform to rapidly unify ecosystem
- ↗ Consolidate and optimize integrations
- ↗ e-commerce enable everything

What will be achieved

- ✓ Consolidate Ricoh’s digital footprint, especially around e-commerce
- ✓ Enhance Customer experience and improve adoption rate
- ✓ Optimize operational tooling and processes
- ✓ Utilize Spryker to connect and unify 5 distinct key projects
- ✓ Launch new CX Portal on Spryker

Client Reference - B2B - Engineering

Why the business was struggling

- ✗ Stuck within outdated commerce technology
- ✗ Unable to deliver on custom-built use cases such as IoT
- ✗ Existing technology did not pair with agile mindset
- ✗ Running SAP Commerce cloud in other regions

How Spryker addressed the problem

- ↗ Spryker B2B capabilities such as bulk ordering, multi-store, customer segmentation, and more
- ↗ Spryker technology is made for agile product development
- ↗ Supports global business with needed internationalization features

What has been achieved so far

- ✓ 8 Shops on Spryker
- ✓ Live and operating in Africa & Asia
- ✓ Foundation set for integration of sales processes into digital commerce

> *Due to the modular architecture, Spryker allows a fast start in dismantling legacy ecommerce solution and integration in existing IT landscapes. The clean headless approach and the modular backend is key for a fast, smooth and inexpensive for integration in existing IT landscapes, since adapting to business needs is key for success.*

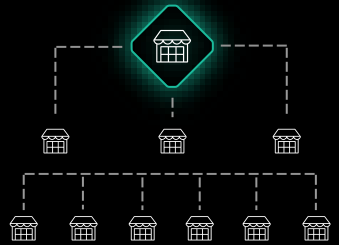
Marc Dassler, former Head of Digital Platforms, Hilti

Customer Use Cases

Some of the complexities Spryker is solving for

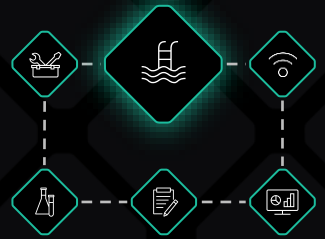
poolwerx
for healthy pool people

Business adaptations



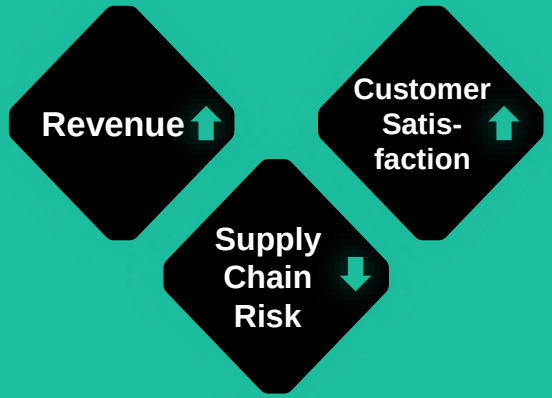
Franchising model

Geographic expansion



Pools are a living beast

Client Reference: Automotive



Customer Business Model

Key Challenge

- ZF aimed to create a connected ecosystem to connect the vehicle owner, workshop owners and their distributors in one ecosystem with a full marketplace beyond ZF products, integrating workshops' repair service offerings and allowing for booking of service appointments

Why Spryker Won

- Delivery of an outstanding PoC in scope and in time
- Strongest product on roadmap to offer B2X, Marketplace and other business models out of one OS
- High knowledge of automotive industry with former executives from the industry on the team

Spryker Solution

- A B2B2C marketplace model connecting all relevant players along the funnel in one ecosystem with
  - 800.000+ parts
  - 10.000+ workshop partners and
  - 100+ merchant partners

Client Reference - B2B Marketplace

JUNGHEINRICH

Why the business was struggling

- ✗ Fragmented digital commerce
- ✗ Limited in addressing local needs centrally
- ✗ Complex shop environment with high TCO

How Spryker addressed the problem

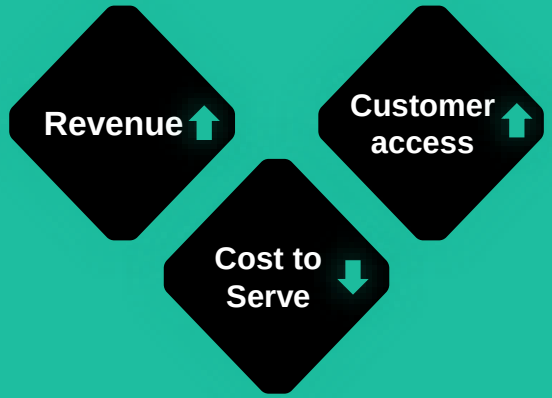
- ↗ Spryker's technology with dedicated B2B capabilities
- ↗ Integration with existing IT-stack such as SAP ERP
- ↗ One central backend to operate globally

What has been achieved so far

- ✓ Global rollout within 3 months
- ✓ 800,000 SKU centrally orchestrated
- ✓ 41 frontend managed by one central team

> **"Spryker's modular solution provides the flexibility we need today to meet the global challenges of tomorrow.**
>
> *Sebastian Schulmeister, Group lead e-Business Services, Jungheinrich AG*

Client Reference: *Industrial Goods*



Customer Business Model

Key Challenge

- *Grimme relies on a diverse network of big distributors as well as small shops in the countryside. While establishing a D2C spare parts shop, Grimme wanted to avoid a conflict with its important sales partners.*

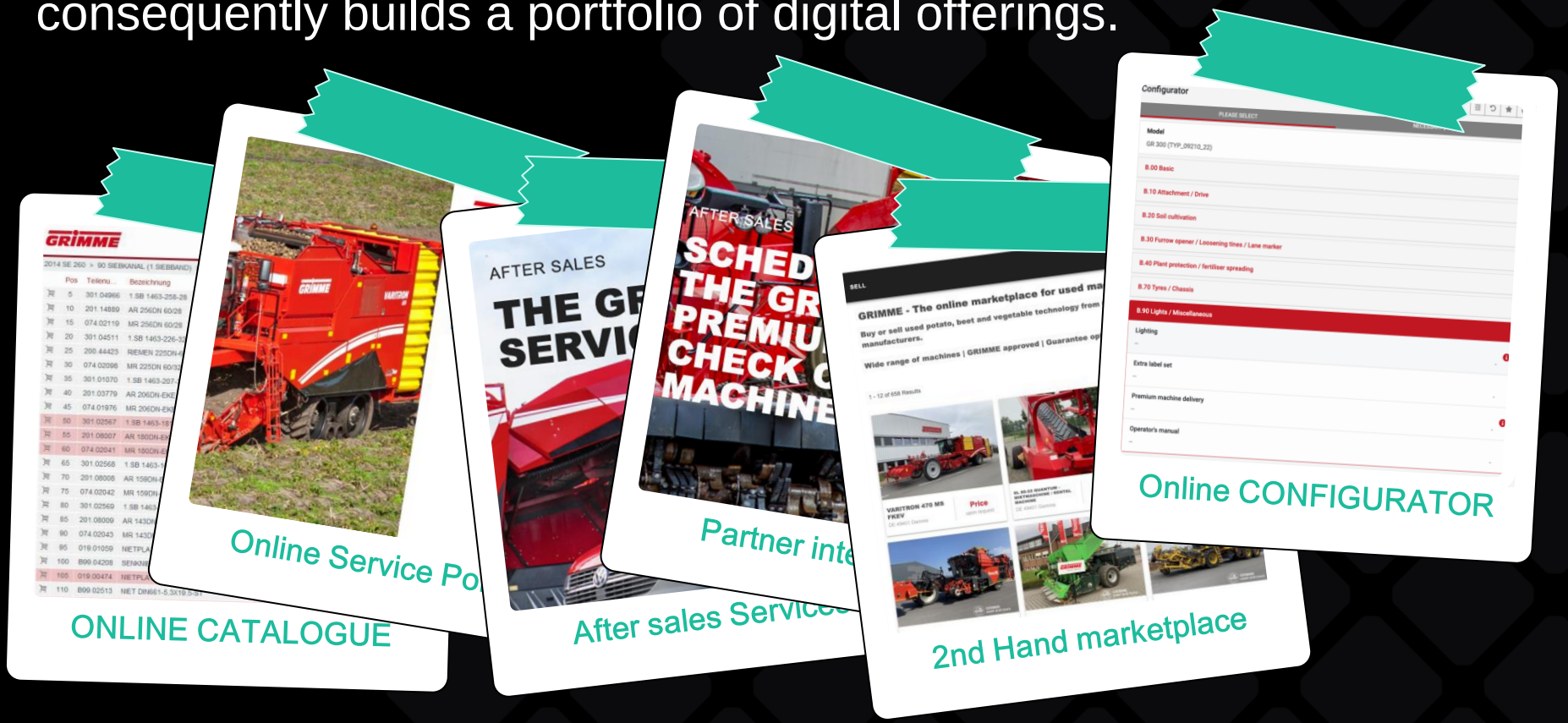
Why Spryker won

- *Spryker's technology offering a multi-use case platform not limited to B2B but rather enabling all use cases (B2B, B2C, marketplace etc.) in one platform*
- *80% of complex use cases can be covered OOTB*
- *Composability allows for flexible development, headless*
- *Sophisticated search capabilities via OOTB partner integration (Elastic Search)*

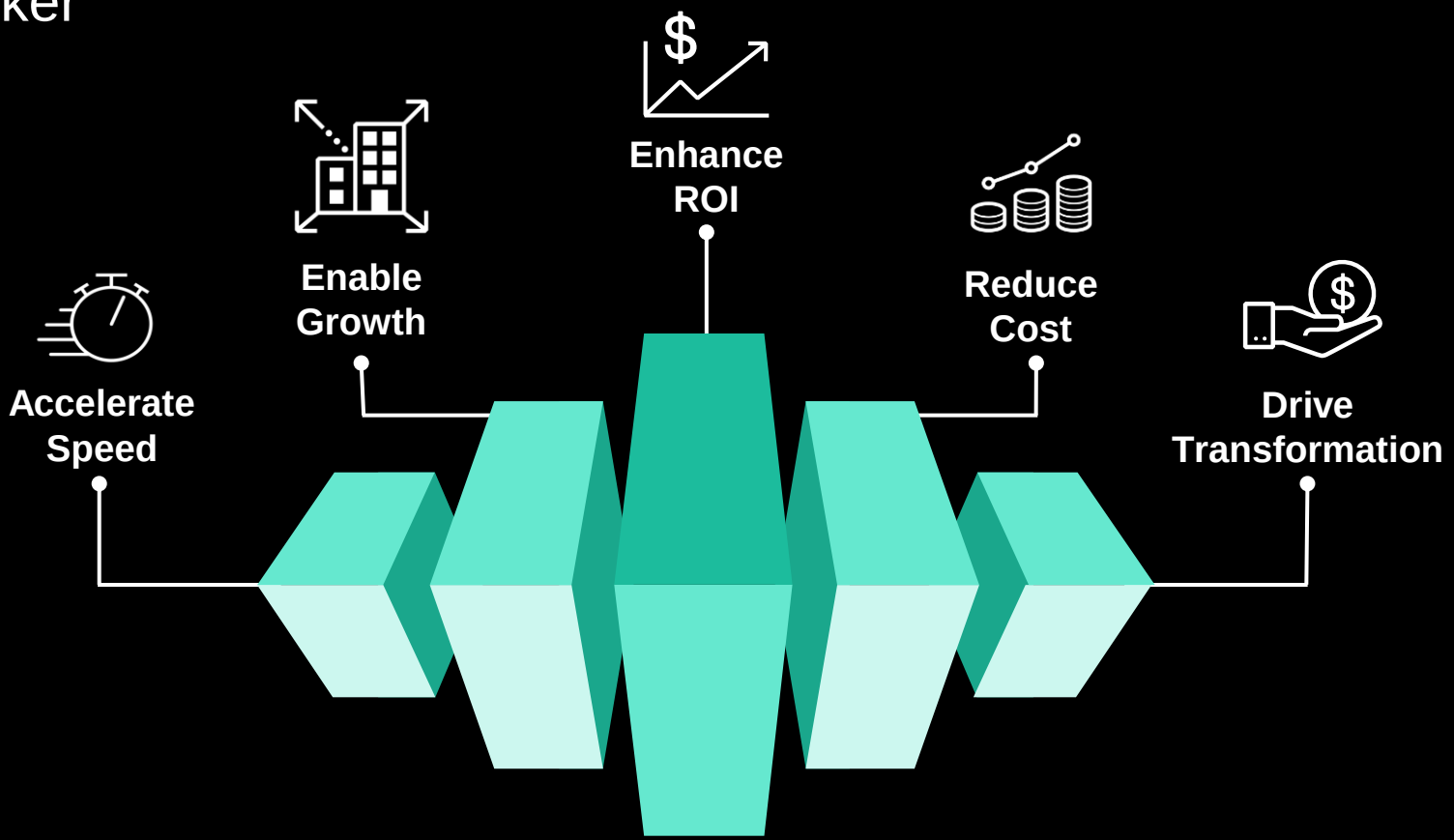
Spryker Solution

- *Together with Spryker, Grimme integrated distributors into its digital commerce ecosystem in a meaningful way by adding distributors (as merchants) to the Grimme shop, resulting in higher flexibility for customers and additional business for distributors and Grimme:*
  - ***Click & Collect:** Customers are able to buy items online and check availability in their nearest store*
  - ***Drop-shipping:** If an item was not available in store, the distributor can trigger an order which is delivered right to the customer's site*

Grimme continuously tests new concepts and consequently builds a portfolio of digital offerings.



Our customers are **continuously growing** their business with Spryker



THANK YOU

August 2023

Spryker X Merkle X Advantech

Beyond Technology

With our various expert teams, we ensure the perfect fit of know-how and resources

Advantech Core Team
Project team responsible for the strategic and operational program management

Advantech and Franchise Extended Team
Representatives of business units, ...

System Integrator Development
Support can be utilized for tasks such as Frontend, Integrations, Local support, UI/UX, Apps etc.

Spryker Development
Responsible for the product development and customer service

Spryker Expert Services
Assist in defining winning technical and business solutions based on best practices

Spryker Customer Success
Guiding customer and Partners
Regular reviews
Connecting with Peers and Industry

Project Management Support
Collaborated coordination of the implementation and quality control by customer and system integrator

Advantech's success is our #1 KPI

*“**Power the world’s sophisticated transactions** and businesses is Spryker’s Mission. With Spryker’s composable value services **we will ensure the success of the Advantech** mission to empower the franchise model and create extensive customer value beyond technology.”*

Alex Franke
VP Expert & Consulting Services

Redington

Spryker has enabled Redington Limited, formerly Redington India Limited, to generate more than €2 billion through the Spryker platform, which provides sophisticated solutions to Redington's partners and resellers.
Composable Value Services have been critical in the implementation, roll-out and scaling.

Selected Expert Consulting Services for Advantech and Merkle:

Business Model Innovation	***Organizational Foundation***	***Technical Implementation***	***Launch & Scaling***
Vision & Roadmap Design	Readiness Audit	Project Launch guidance	Monitoring, Alerting & Operations Best Practices
Marketplace Business Model Sparring	Operating Model Sparring	Implementation technical guidance	Scale-Up Check
Marketplace Value Proposition Definition	Marketplace Operating Model Blueprint	Performance Check	Volume Stress Test
		Go Live Guidance with Hypercare support	Code Review
		Co-Innovation	

Benefits utilizing Co-Innovations with Spryker

Direct Influence

Co-Innovations are highly collaborative with the customer, so they have direct influence on how the functionality will work.

Faster Timeline

Accelerate the development of a new feature rather than wait for its turn in the Spryker roadmap.

Fully Supported

Spryker fully supports any Co-Innovation, the same as a regular roadmap feature.
No extra cost. Under the same SLAs for the core product you have licensed.

High Quality

Co-Innovations are developed using our strict quality gates like performance and regression testing. The core team does the development based on standards and best practices

Continued Innovation

All future enhancements to the Co-Innovations as part of the Spryker roadmap are available for free.

Future Proof

Ultimately, Spryker will cover all major use cases with Co-Innovations regardless of customer investment.

Certified customer success managers drive **value beyond technology**

To secure a fast go live we…

- ✓ …ensure smooth **onboarding**
- ✓ …are part of **steering committees**
- ✓ … define **role specific training plans**
- ✓ …guiding customers and partners to documentation and **Spryker best practices**
- ✓ …create and invite customers to best in class events allow fast **connection with peers & industry thought leaders**

To develop and steer success after go live we…

- ✓ …hold **regular business reviews** including new use case identification
- ✓ …create **business transformation charts** to have a shared long term planning
- ✓ …inspire with **success plays** to improve most relevant KPIs and hold educational webinars
- ✓ …ensure that **product feedback** is captured
- ✓ …perform joint marketing activities and **create success stories** our customers are proud of
- ✓ …accelerate the **escalations handling** and moderate **post mortem** analysis
- ✓ …guide customers to **product innovation** which are not yet used or introduce to beneficial technology partners
- ✓ …create and invite customers to **remarkable events** and explore new opportunities with Spryker and learning from each others

* all engagements & activities free of charge