



Customer Story

# Siemens Healthineers - Creating a Patient Experience Beyond Commerce

**The online shop is just one step on the customer journey!**

In a world where health is one of our most precious commodities, Siemens Healthineers is on a mission to provide transparent, easy, and limitless service to all patients around the globe. Jochen Hostalka, SVP IT & Enterprise Services, chose Spryker as their key vendor for the digital commerce pillar in their strategy. This forms a vital part of their overall mission, SENSE, to build an open medical care ecosystem forging the path from onsite to online.

## Siemens Healthineers by the numbers

**€14.5Bn+**

Revenue FY 2020

**14.000+**

Patents

**>90%**

Of leading hospitals work with Siemens Healthineers

**>35%  
of revenue**

Through introduced innovation in the last 3 years

**<3 months**

For the first MVP in Brazil



## Introduction

### Transforming Healthcare. And Lives.

Siemens Healthineers AG is the public parent for multiple technology companies in the medical space. Headquartered in Erlangen, Germany, Siemens Healthineers AG is connected to the global player Siemens AG. Siemens Healthineers AG was founded with its clear purpose of helping humans live healthier, longer lives by driving innovation in the healthcare market. Its products, services, and solutions support physicians, doctors, medical staff, and corresponding providers to diagnose, prevent and treat illnesses faster and better!

“ In our strategy, we put our customers into the center - therefore we defined “SENSE” as our mission.” - Jochen Hostalka, SVP IT & Enterprise Services

Industry:

**Health**

Customer:



Solution Partner:



Status Quo

### Simplification in Favor of the Patients

Time has proven that the digital customer journey has become exponentially more complex, and the journey of a patient in the healthcare industry is no exception. The sector is defined by historically grown systems and monoliths that were never developed for active cross-collaboration. That historical system still consists of manual processes, paper trails, and siloed knowledge, slowing down the overall velocity and adding no additional value to the patient. Jochen’s team went on a mission to build a scalable and customizable foundation putting the patient in the center, while not compromising on flexibility and speed to keep up with future market demand.



## Challenge

### **Driving Towards ONE Harmonized Customer & Commerce Experience**

From the get-go, Jochen and his team at Siemens Healthineers knew clearly which requirements and principles commerce technology should fulfill to best support their mission in driving a harmonized and seamless customer experience. Their previous commerce technology became a limiting factor due to its monolithic architecture. As patients interact with several touchpoints on their journey to recovery, the technology needed to be state-of-the-art from a technical standpoint. It also needed to fulfill mandatory requirements such as being cloud-native, headless, and MVP-driven achieving a great end-to-end experience. Throughout the evaluation process, Siemens Healthineers collaborated with Accenture to determine which technologies would provide the commerce capabilities needed while lowering the cost of ownership. Siemens Healthineers chose Spryker thanks to its composable commerce methodology rich in future-proven capabilities.



“ If we want to reach Onsite to Online with an always-on experience, the journey needs to be harmonized end-to-end.” - Jochen Hostalka, SVP IT & Enterprise Services

## Solution

### A Composable Commerce Platform Rich in Capabilities, not Only in Features

With Spryker Cloud Commerce OS, Jochen's team can rely on the most modern commerce platform which does not simply list thousands of features, and instead provides real business value. Throughout the evaluation, Spryker proved that we were able to fulfill over 90% of Siemens complex use cases. Spryker Cloud Commerce OS was built from the ground up to create a 360° commerce experience. It is powered by capabilities that allow business and technical user collaboration, as well as the power to compose their commerce landscape in favor of the user, or in the case of Siemens Healthineers, patients. Spryker Cloud Commerce OS therefore completes Siemens's existing technology landscape and has successfully integrated with ServiceNow, Microsoft, Genesys, and others at Siemens. Due to its modular and API-driven design, Siemens can seamlessly link Spryker with other technologies and can accompany patients throughout the entire journey, beyond commerce.

“ Throughout our evaluation, Spryker was the one technology fulfilling over 90% of our high-complex use cases from the get-go. And it paid off so far!” - Jochen Hostalka, SVP IT & Enterprise Services



## Results

### More Than Just a Webshop in the Medical Industry

Siemens Healthineers did not choose Spryker to simply launch an online shop. Instead, they chose Spryker to lay the foundation for enabling transactions completely independent of the patient touchpoint, helping to accelerate the recovery process. And yet, Jochen and his team, together with Accenture, quickly ramped up their operations and went live with the first spare parts shop in Brazil in less than three months. This project proves the velocity and technological enablement that Spryker can offer. Spryker successfully showcased its value proposition from a strategic business point of view, as well as operational excellence. The game has begun, and Siemens Healthineers already has its next milestones in sight.

## What's next?

### Configurable Contracts & Marketplace for MRI

After laying the foundation for their commerce strategy, Siemens Healthineers is currently developing further exciting use cases in their sector. Among other projects, the company is working with Tacton on an online configurator for concluding service contracts and subscriptions. This offering will significantly streamline existing processes by eliminating the need for manual tasks or paperwork.

On top of this, Siemens Healthineers is going even one step further and addressing a particular problem in the industry: understaffing in radiology, especially MRI. Hospitals lose on average two specialists a year who can perform MRIs. Accordingly, patients may miss appointments, which in turn slows down the recovery and diagnosis process. With WeScan, Siemens Healthineers, together with ServiceNow and Spryker, is developing platform-to-perform MRIs remotely with trained specialists. Hospitals can book capacity online and arrange appointments even during busy times. In the future, the supply and demand of these services will be able to be viewed and booked via WeScan in the style of a marketplace.





## About Spryker

Founded in 2014, Spryker enables companies to build sophisticated transactional business models in unified commerce including B2B, B2C, and Enterprise Marketplaces. It is the most modern platform-as-a-service (PaaS) solution with headless & API-based architecture that is cloud and enterprise-ready and loved by developers and business users worldwide. Spryker customers extend their sales reach and grow revenue with a system that allows them to increase operational efficiency, lower the total cost of ownership, and expand to new markets and business models faster than ever before. Spryker solutions have empowered 150+ companies to manage transactions in more than 200 countries worldwide. Spryker is trusted by brands such as Toyota, Siemens, Hilti, and Ricoh. Spryker was named the most innovative and visionary of all new vendors in the 2020 Gartner Magic Quadrant for Digital Commerce and named a major player in B2B e-Commerce by IDC and is the only commerce platform to provide full B2B, B2C, D2C, and Marketplace capabilities out of one stack. For more information about Spryker please visit [Spryker.com](https://spryker.com).

