BOOKLET

Industry Spotlight:
Manufacturing

Spryker

The Rapid Development of Digital Commerce

E-commerce is a rapidly evolving industry, particularly for manufacturing companies.

This booklet explores the challenges and opportunities faced by manufacturers and presents several Spryker solutions formulated to ensure your company **stays ahead of competition**.

Consumer demands and digital transformation have increased exponentially in recent years.

E-commerce sales worldwide are predicted to stand at $7.4 trillion by 2025, up from $4.9 trillion in 2021.[1]

By 2025, 23.6% of all sales in the US will be carried out using e-commerce.[2]

Manufacturing e-commerce is growing and ever-transforming

The global value of B2B e-commerce is expected to stand at $21 trillion by 2027. This growth will also be seen in the manufacturing industry.[3]

80% of B2B sales interactions between suppliers and buyers will occur through digital channels by 2025, making the incorporation of technologies crucial to successful business.[4]

[1] Statista | [2] eMarketer | [3] ResearchAndMarkets.com | [4] Gartner

Meeting Consumer Needs and Staying Competitive

Robust e-commerce solutions are more frequently demanded by consumers, meaning companies must ensure their own digital presence is **effective**, **accessible**, and **innovative**.

To remain competitive, enterprises have to invest in a platform which provides the **agility** and **flexibility** required to match modern workflows and customer expectations.

Tried-and-tested solutions, alongside **cutting-edge innovations**, will ensure companies thrive in their field.

Spryker offers **full modularity**, **unlimited scalability**, and **complete flexibility**.

But don't just take our word for it...

> **Spryker is a best fit for manufacturing businesses with complex business models and complex enterprise resource planning (ERP) processes**

— The Forrester Wave™: B2B Commerce Solutions, Q2 2022

Spryker at a Glance

Six reasons Spryker enables companies in the manufacturing industry, and beyond, to remain innovative, competitive, and relevant.

1 The Commerce Operating System for B2B, B2C, Enterprise Marketplace, IoT and Unified Commerce business models: Fully modular, API-based, headless.

2 Keep up with customer demands: Integrate front-ends and touchpoints tailored to the needs of your customers.

3 Access a complete range of B2B, B2C, and Marketplace capabilities, as well as Spryker App Composition Platform and Composable Storefront.

4 Utilize state-of-the-art technology that offers a range of digital best practices in one product.

5 Customize with full flexibility: Access a leading global ecosystem of technology partners.

6 Benefit from a low cost of ownership through a fast return on investment, rapid time to market, and lean development.

Spryker's Customers in the Manufacturing Sector

You're in good company: A wide variety of companies in manufacturing industries are already launching, scaling and optimizing their digital commerce with Spryker.

STAUFF® — B2B Manufacturing

✓ Launched in less than 6 months with Spryker

✓ Significant increase in order growth and customer satisfaction

"With Spryker we have chosen the right technology which not only serves our customers' needs today, but also future-proves our digital strategies.."
—**Mark Wever**, Global Chief Digital Officer, STAUFF

JUNGHEINRICH — B2B Supply Chain

✓ Global rollout within 3 months

✓ 41 front-ends 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

HILTI — B2B Engineering

✓ 8 Shops on Spryker

✓ Foundation created for integration of sales processes into digital commerce

"[Spryker's] clean headless approach and the modular backend is key for a fast, smooth and inexpensive integration in existing IT landscapes, since adapting to business needs is key for success."
—**Marc Dassler**, former Head of Digital Platforms, Hilti

SOURCEABILITY™ — B2B Supply Chain

✓ Over 500 million products live

✓ Over $400 million revenue in 2021

"Overpassing our projected revenue in 2021 of $400+ million in revenue proves that our decision for Spryker was the right one!"
—**Yashar Shahabi**, SVP Digital Solutions, Sourceability

Spryker E-commerce Solutions for Manufacturing

Spryker's technology allows companies in manufacturing industries to remain competitive. Explore some of the solutions most valued among our customers.

Quotation & Offer Management

Providing value in multiple scenarios, this solution is most frequently used by B2B businesses to make an offer to customers who then have the opportunity to negotiate price. Quotation & Offer Management allows for much-valued interaction with sales representatives at all times.

Benefits of Quotation & Offer Management:

- **Retain price sensitive customers** - Allow customers to negotiate a price instead of looking for a better deal elsewhere.
- **Increase average cart value** - Quote requests allow for upsell and cross-sell opportunities, including additional products and services at a discounted rate.
- **Emulate B2C purchasing journeys** - Less rigid, more personal purchasing journeys emulate those younger buying staff expect in their B2B experiences.

- **Boosts communication and personalization** - A direct line of communication between both parties facilitates interaction and negotiation.
- **Allows for limited offers** - A "Valid till" field allows sale agents to limit the time an offer will be available.
- **Facilitates better customer service** - Sales agents can use "Agent Assist" to prepare orders at discounted rates on behalf of customers.
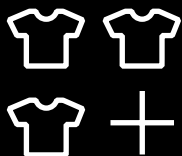
Configurable Bundles

Configurable Bundles make the process of purchasing complex products more straightforward. Configurable Bundles group products together using slots. Each slot has an assigned number of products customers can choose from, simplifying the selection process of creating larger product orders.

Volume Prices

Volume Prices change the cost of a product depending on the quantity a customer is purchasing. When set quantities are surpassed, the price for each item individually is reduced.

Volume Prices are configurable per store, currency, locale, or relationship with customer.

Benefits of Configurable Bundles:

- **Improved purchasing experience** - Configurable Bundles significantly increase convenience and make the process of purchasing combinations of products easier.
- **Can increase order value** - Through product groupings, customers are exposed to options they may not have ordinarily come across, which can lead to higher spend.
- **Unifies marketing efforts** - The bundling of products allows more efficient marketing as items do not need to be promoted separately.

Benefits of Volume Prices:

- **Encourage larger orders** - Everyone loves to feel they are getting a better deal. Offering items at a lower cost when higher quantities are purchased encourages larger orders to be made overall.
- **Offer simplicity** - Volume Prices are easy for customers to understand and allow them to feel they are making an independent decision.
- **Less need to involve Sales** - The simplicity of Volume Prices requires less touchpoints between customers and Sales teams than other pricing models. Sales teams can focus their efforts elsewhere.

Spryker Headless Solutions for Manufacturing
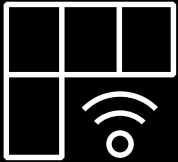
Smart Shelves

Track stock and ensure materials are always available to employees. These touchpoints detect when shelves need replenishing and alert team members or automatically place an order for new stock. Products are always accessible, ensuring continuous production.

Benefits of Smart Shelves:

- **Real-time inventory tracking** - Track the most commonly used materials and preemptively order new stock.
- **Eliminate interruptions in production** - Ensure production doesn't halt by always having necessary materials to hand.
- **Sync with other smart devices** - Allow smart shelves to communicate with other devices, such as order management software, to further streamline processes.
- **Alerts in real-time** - Let employees and managers alike know when items are available or running low on stock.

Dash Buttons

Dash buttons are conveniently placed near production materials and can be pressed when stock is running low. This will either initiate a new order of the material, or place an order of the material in a company shopping cart to be approved by management.

Benefits of Dash Buttons:

- **Make ordering processes more efficient** - Reorder materials at the touch of a button.
- **Ensure no hold-ups in production** - More efficient ordering means less hold-ups in manufacturing products.
- **Shares responsibility** - Allows individual employees and teams to be responsible for their own stock levels.
- **A step towards the Internet of Things** - A great first step in employee engagement with future technologies.

Spryker Enterprise Marketplace Solution for Manufacturing

Marketplace

Expand your portfolio by adding external products and services offered by Merchants. This can be run as a 1st- or 3rd-party Marketplace.

Benefits of Marketplace:

- **Scale faster** - Rapidly expand the size of your online offering.
- **Enrich product portfolio** - Stock a wider range of products. Test new products with little risk.
- **Save time and resources** - Allow Merchants to input their own products and information.

- **Maximize customer convenience** - Let customers easily find exactly what they need at a competitive price.
- **Increase customer loyalty** - Become a one-stop-shop for your audience.
- **Operate internationally, 24/7** - Transcend borders and timezones by utilizing local Merchants.

To find out more, ask your Spryker contact for our handout *Marketplace Solutions for the Manufacturing Industry*, or contact us using the QR code opposite.

Find out more about how Spryker solutions can help your company

Contact us using the following QR code:

SCAN ME

About Spryker

Spryker Systems GmbH is a privately held technology company headquartered in Berlin, Germany and New York, USA. Founded in 2014, Spryker enables companies to build sophisticated transactional business models in unified commerce including B2B, B2C, and Enterprise Marketplaces. Spryker is the most modern, fully composable 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, 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 and is trusted by brands such as Aldi, Siemens, Hilti, and Ricoh. Gartner® recognized Spryker as a Visionary in the 2021 Magic Quadrant™ for Digital Commerce, just one year after it first appeared (2020), and has also been named as a major player in B2B e-Commerce by IDC. Finally, it is the only commerce platform to provide full B2B, B2C, D2C, and Marketplace capabilities out of one stack. Find out more at spryker.com

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