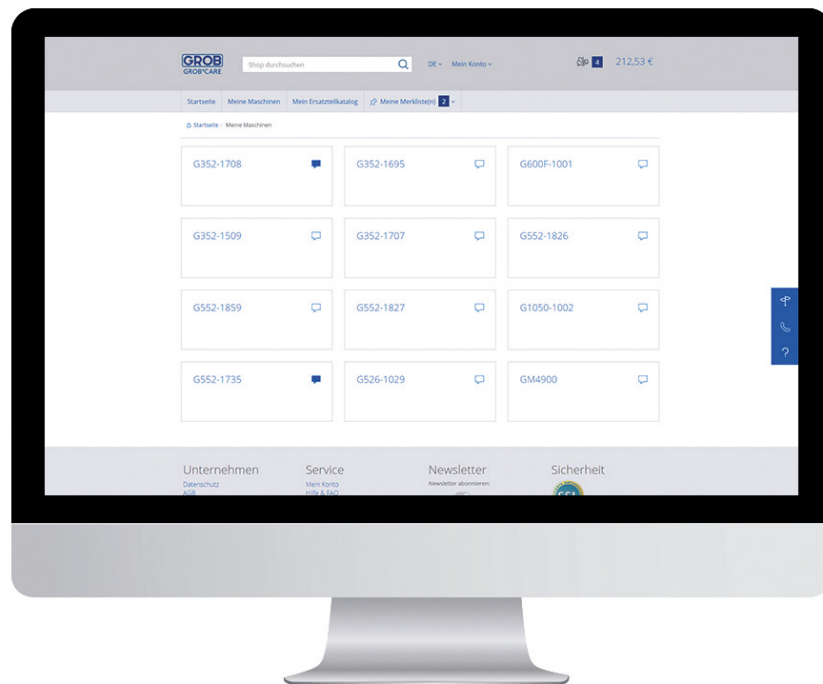


Case Study

**FIRST-CLASS SERVICE:
B2B SPARE PARTS SHOP
GROB⁴CARE**

shop.grobgroup.com

STREAMLINED PROCESSES FOR MANUFACTURERS AND CUSTOMERS



WHY OXID?

- + **High adaptability** of the solution
- + **Close co-operation** between manufacturer and its partner agency FDI
- + **Short implementation time** therefore quick time to market
- + **Possible scaling** of the system, depending on requirements
- + **Extensive B2B functionalities**



“With the implementation of the online shop, we are creating a new sales channel which will allow us significantly tighter and more intensive customer retention. It will also support us in the optimisation of our internal processes.

Due to the extremely high requirements that the product and process complexity represents, we chose OXID after a selection process. The implementation offers our customers significant advantages in terms of technical and logistics information and facilitates an increase in efficiency and quality during procurement. We already have many enthusiastic customers but there's still a lot of work to do.”

Thomas Czech, Head of Spare Parts Service Management



The success story of GROB-WERKE began when the Ernst Grob tool and machine factory was founded in 1926. The initially small factory turned into a global player as well as technology and market leader for machine construction. An exemplary development history. This spirit of innovation and energy led GROB-WERKE – with a sure corporate instinct for the signs of the time – to GROB⁴CARE: a portal for service and maintenance as well as a B2B spare parts shop, exclusively for GROB customers.

FROM THE CLASSIC ORDERING PROCESS TO PERSONALISED ONLINE FULFILMENT OF DEMAND

The modern GROB⁴CARE **B2B platform based on OXID eShop with SAP connection** (IntegrationMan by Honico eBusiness GmbH) offers GROB system customers **exclusive online access to spare parts and parts lists**. Thanks to the integration of the parts catalogue, including exploded views, the right parts for repairs, planned maintenance or upgrades can be identified quickly and ordered immediately. Of course, this is possible via a tablet or smartphone as well.

The GROB B2B platform was completely re-structured by a project team consisting of OXID employees, the digital agency FDI and the customer.

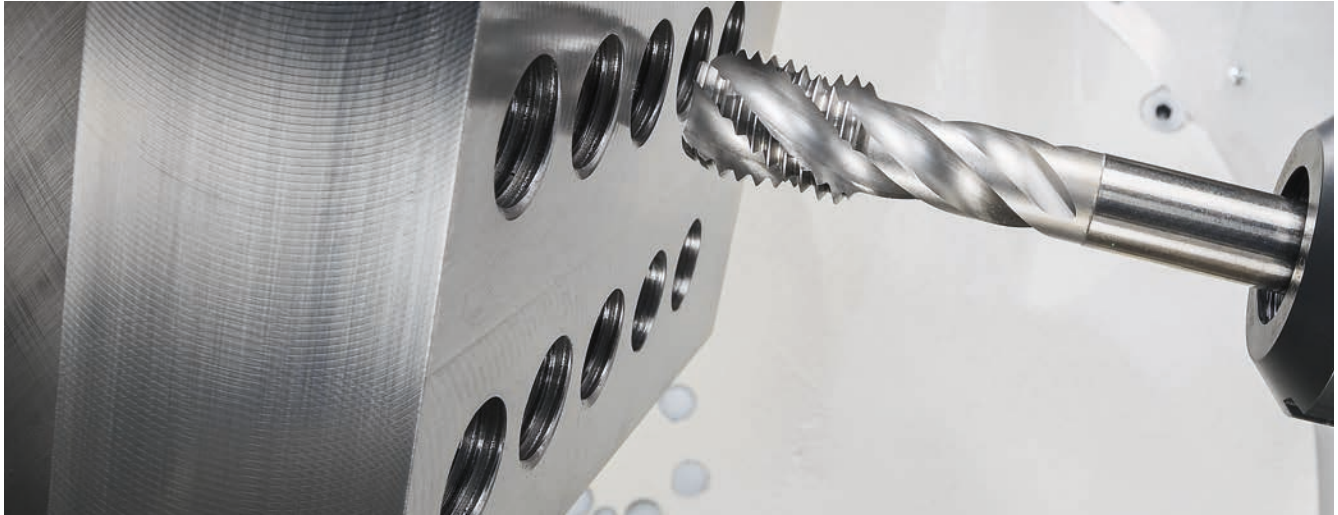
Goal: Offering GROB customers exclusive added value and strengthening customer loyalty.

The project's biggest obstacle was that the data structure for e-commerce processes had to be prepared and completed first.

It was of utmost importance that each customer would only see those products and services in the shop that are relevant to him.

**EASY, QUICK AND 100% DESIGNED
AROUND CUSTOMER NEEDS**

OXID
esales



MAXIMUM CONVENIENCE FOR BUYERS

With a GROB⁴CARE account, B2B customers always receive binding information about availability and prices for units and components relevant to them in their personalised shop.

It is equipped with extensive B2B functionalities, search functions, images and drawings so customers can easily and confidently research their requirements. Thanks to implemented live enquiries about stock, customer-specific prices and conditions, buyers can order reliably and securely. For larger organisations, the B2B shop offers an integrated authorisation process and connection to the customer's ERP system via OCI. This means the customer has complete control over access and orders.

SELF-CONFIGURATION AND SELF-MANAGEMENT

Customers' organisational structures and order processes vary widely. The online spare parts shop allows individual configuration and adapts to any processes and structures. This means that every person, from the expert working with a machine to the buyer, can be included. The results: a lot of time saved and a significant reduction of incorrect orders.

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/ G352 (Bearbeitungszentrum)

Katalog

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Baugruppen

☐ G352-1100 (Führungsbett MFE) 4

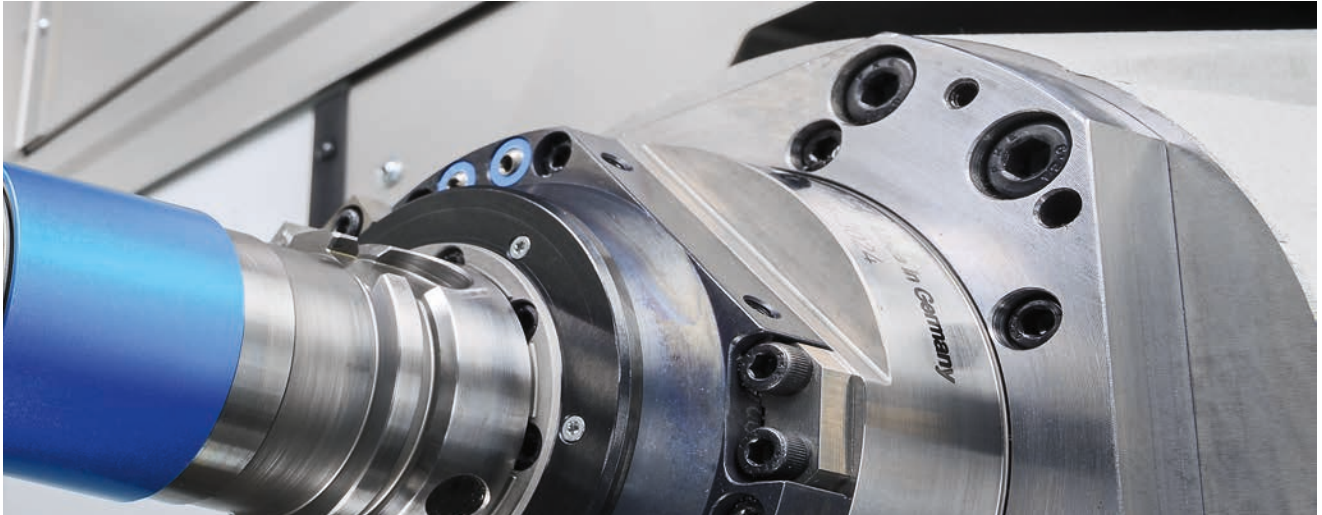
☐ G352-1130 (Fundamentplan MFE) 1

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MORE EFFICIENCY THANKS TO EXTENSIVE B2B FUNCTIONALITIES



BENEFITS FOR BUYERS

- + Their **individualised** prices
- + Current **availabilities**
- + **Budget and rights allocation**
- + **Simplified** communication
- + Option of **OCI connection**

BENEFITS FOR MAINTENANCE STAFF

- + Recorded systems in a **parts list structure**
- + **A combination** of parts catalogue and online shop
- + **Efficient** research tools
- + **Hot spot function**
- + **Data for images and drawings**

THE FOLLOWING B2B FUNCTIONALITIES ARE AVAILABLE TO CUSTOMERS IN GROB CARE:

- + **Personalised customer shop:** my account, my systems, my spare parts, my watch list.
- + **My account:** Order history, my buyers, approval processes, budget, prices on request.
- + **Self-management:** Create new buyers, view order processes and manage budgets for buyers.
- + **Roles and rights:** Depending on roles and rights, employees have different views.
- + **Real time information:** Stock and customer-specific prices.
- + **Convenient search** for a spare part with or without material number.
- + **Multi-channel customer service** provides support in the event of problems.

GROB-WERKE GMBH & CO. KG

GROB-WERKE has been active as a globally operating family business in the development and production of systems and machine tools for more than 90 years. Its customers include the best-known car manufacturers, their suppliers and companies from various industries.

With production plants in Germany, the US, Brazil, China and Italy as well as service and sales branches all over the world, the company is well-established internationally. The GROB Group, with about 6,600 employees, generates a turnover of more than 1.5 billion Euros globally.

WANT TO KNOW MORE?

Scan the QR code
or call
+49 761 368 89 261

