

Case Study

ON THE HIGHWAY TO SUCCESS IN B2B ONLINE COMMERCE

magura-b2b.com

MAGURA - A TRADITIONAL COMPANY

THE BIKE SPORTS EXPERT THAT KEEPS ON GROWING



Hydraulics and safety for comfort and sports

Everything at MAGURA, a medium-sized traditional company based in Bad Urach, Swabia, revolves around this motto. For more than 120 years, hydraulic brake systems in particular, but also high-quality bicycle components from MAGURA have been used in bicycles, e-bikes and motorbikes.

In 2014, it was time to adapt to MAGURA's business customers' **changing consumer habits**. But before the live shop launch, many obstacles had to be cleared: Replacing the existing Magento shop software and substituting the Microsoft Dynamics Navision ERP system with SAP.

Full power ahead with seamless integration and streamlined processes

One of the main criteria for this bike expert searching for an e-commerce platform was **seamless integration in the SAP® ERP system**. The new online shop has the task of automating and simplifying as many processes as possible, internally as well as externally.

With SAP as the main system, data relating to the customer base, material master, conditions, prices, delivery times, inventory, user groups and much more **can be synchronised between the systems**, practically in real time. Of course, the online shop should also be state-of-the-art in terms of usability.



"Previously, orders were transferred manually by us via CSV import/export from the shop and Navision to the then new SAP system. A huge amount of work was required to navigate **many complicated processes** to transfer customer data from one system to the other. It was a painful situation for everyone involved."

Elena Strohm, Shop Manager at MAGURA Bike Parts GmbH & Co. KG

NO NEED TO REINVENT THE WHEEL



Success with expertise and team spirit

The product bundle from OXID eSales and Proclane Commerce, **OXID4SAP**, was the choice. It's an integrated e-commerce solution based on the **OXID eShop Enterprise Edition**, which comprises pre-assembled modules and SAP-certified integration. This turn-key solution significantly reduces programming effort and accelerates project implementation. The SAP-certified process engine "IntegrationMan" is used to connect the systems: A combination of pre-defined SAP functional components, process templates, tried and tested integration platform (SOAP) and additional modules.



"With several thousand customers, error-free data transfer between the two systems is the prerequisite for business customers having a good shopping experience with all the specific services they expect today."

Elena Strohm, Shop Manager at MAGURA Bike Parts GmbH & Co. KG

INNOVATIONS AT A GLANCE

- + Smooth, continuous and **automated processes** from the customer to the delivered goods.
- + **Lower costs** for the order process, thanks to **streamlined procedures**.
- + Significantly reduced manual maintenance effort based on **central data management**.
- + Fewer errors, **time saved** and optimised use of employee resources.
- + Better customer service, higher **customer loyalty**.
- + Expansion and scaling in digital sales based on **a higher turnover**.

MAGURA ACCELERATES HARD ON OXID



A STEEP TURNOVER INCREASE OF 60%

+ 60%

Turnover increase in the
B2B shop since go-live*

↗ 70%

Increased turnover, a declared
goal in the near future*

After the relaunch is before the relaunch

Since go-live of the MAGURA B2B online shop, **it is constantly being further developed. A relaunch will take place soon.** Customers have embraced the online range enthusiastically. They can order quickly and without complications. Furthermore, they get a shopping experience they are used to from their home environment. In addition to the usual B2B business customer functions (e.g. order list, shopping history or tracking of the delivery status), images and detailed explanations help to better understand technically sophisticated products. For products that require particular explanation, tutorial videos are available on YouTube, which are incredibly popular.

<https://www.youtube.com/user/MAGURAPassionPeople>



“Since our B2B online shop has gone live, **digital sales have become the strongest channel** in our spare parts business. The high degree of automation means minimal effort for us. We could never have dreamed of such success.”

Elena Strohm, Shop Manager at MAGURA Bike Parts GmbH & Co. KG

* Source: Elena Strohm, Shop Manager at MAGURA Bike Parts GmbH & Co. KG



About MAGURA

MAGURA, with hydraulics being its absolute core competency, not only globally stands for passion and technical innovation but also, and in particular, for the highest safety and exemplary quality - and has done so for more than 120 years! Every day, about 550 employees in Germany, Asia and the US produce high-tech bike components of all kinds that guarantee tremendous durability, the highest safety standards and a lot of enjoyment. Other strengths of this company include plastics technology and the field of powersports - among others, BMW motor bikes have been equipped with MAGURA components for 90 years.