



The Future is Here and Now:
Service Innovation using
ECENTA's B2B Service Portal

Providing Top Customer Service is Key to Everything

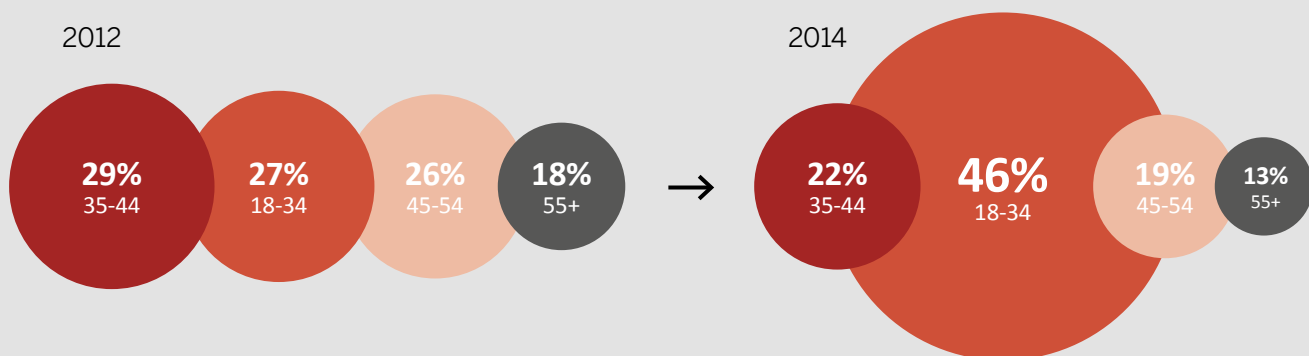
Industry challenges: According to Forrester research, the B2B commerce market is predicted to be \$1.1T compared to the B2C market at \$408B by 2019¹. Products alone are not the unique selling point anymore.

Today, for the existing customer base, evaluation of new vendors with related products has also become simple in the B2B market using the internet, search engines or market places. In fact, research shows that 74% of B2B customers research half or more of their work purchases online, and 93% prefer to buy online once they've decided what to buy¹.

New measures are essential to win customers and retain the actual customer base. Customers expect individual services, instant feedback and the ability to use these services 24 hours a day and all around the world.

What does that mean in the growing B2B market? The big investment and innovation should be led by B2B strategy. Vendors need to explore innovative service offerings to support their customers and new business models to gain a competitive advantage in their markets. But how do businesses stick out from the pack?

SHIFT IN B2B RESEARCHER DEMOGRAPHIC²



HOW TO OVERCOME THE CHALLENGES:

Today, B2B buyers, which by the way in 2014 millennials accounted for about half of the researchers, do 12 searches on average before hitting a branded website.² The web gives your business the unique ability to personalize the experience your customers expect independent of a time zone and location. Imagine a solution where a customer gets instant information about their purchased products and current operational status with self-services to easily find related spare parts, service and support offerings.

For customers, this means a huge time savings and personalized experience. Businesses can't forget that B2B buyers are on your site purchasing for their job, not for the latest gadget for their home. As a B2B site, making the job of the buyer easier is imperative. In fact, 60% of buyers stated that enhanced search capabilities are one of the features they want the most!³

All while reducing internal effort for the vendor. Not to mention the opportunity to build revenue through cross selling and upselling related products!

¹ http://www.ircecontent.com/assets/161/resources/Hoar_Sheldon1.pdf

² <https://www.thinkwithgoogle.com/consumer-insights/the-changing-face-b2b-marketing>

³ http://multichannelmerchant.com/ecommerce/b2b-suppliers-investing-ecommerce/#_

ECENTA's B2B Service Portal

The ECENTA B2B Service Portal is built on SAP Hybris B2B Commerce and provides out of the box service processes as well as pre-integrated scenarios to the modern Service Administrator. B2B commerce is no longer a bad word, in the past this was met with rigid tables, and difficult UI.

SAP Hybris Commerce is a modern technology, consumerizing B2B shopping to look and feel like a B2C experience. Today, it's table stakes to have a B2B site function and feel like you're shopping your favorite retail brand. However, that means that it must work well internally for the business selling products online. That's where the SAP B2B Commerce platform shines. For ECENTA, capitalizing on that innovation is our bread and butter.

ECENTA'S B2B SERVICE PORTAL HELPS TO:

Gather more and accurate customer information for a complete 360°customer view across all organizations, platforms and channels to support a real omnichannel offering:

- Sales, Service, Marketing, Call Center
- CRM, ERP, Service Portal
- Direct contacts, e-Commerce, telephone, email, social networks, mobile



Reduce internal administration effort



Simplify the order process for spare parts and services



Optimize and accelerate processes



Enable Internet of Things scenarios for real-time device monitoring and predictive maintenance



Enhance product data using a best of breed PIM solution for commerce



Advanced search experience for customers to find what they need quickly and efficiently



Generate leads & revenue with up/cross selling features, service orders, contract renewals



Increase customer satisfaction

ECENTA'S B2B SERVICE PORTAL PROVIDES SUPPORT FOR A VARIETY OF PROCESSES



Customer Self Services, incl.
myAccount, and Company
administration



Installed Base Management,
incl. device history



Multiple payment options

Personalized customer

- Customer specific product catalogs including pricing
- User driven customer access and rights



Agents can „Order on behalf“
of customers



Service contracts,
incl. contract renewals



Service Ticket Management (incl.
“Request a Technician” / “Request
a Phone Call” functionality)

Order Management

- Order entry, order history, order status, order tracking, shipments, invoice data



Simplified access to product
description, technical
documentation, FAQs



Multiple shipment
addresses



Realtime device monitoring
(Internet of Things)

Products, spare parts, and service catalog with:

- Quick order, order templates, order uploads
- Replenishment order
- Customer specific pricing (from SAP ERP)
- Availability information (from SAP ERP)
- Up & cross selling

SERVICE INNOVATION IN REAL LIVE: SAMPLE SCREENS FROM ECENTA'S B2B SERVICE PORTAL

Realtime Device Monitoring (IoT)

ECENTA B2B WEBSHOP

I'm looking for... \$3,700.00

[PARTS & SERVICES](#) [INSTALLED BASE](#) [PUMPS](#) [ACCOUNT HISTORY](#) [QUICK ORDER](#)

MISSION CONTROL LOCATION: Oslo gate, 17, Oslo, 0102 ASSETS: 5

95439742 END-SUCTION PUMP **93244232** HORIZONTAL SPLIT... **99347392** VERTICAL TURBINE... **97568782** MAX-E BOOST

OVERVIEW **PART FINDER** **SCHEDULE SERVICE** **SPECIFICATIONS** **SERVICE CONTRACTS** **SUCCESS CENTER**

Machine Type: LSCE
Serial No.: MS123456
Installation Date: Dec.12 2014
Next Service: Dec.12 2016
Warranty: Dec.01 2016
Service Contract: 5000045393
SLA: 24x7

☐ X ☐ Y ☐ Temperature ☐ Humidity

Excessive vibration. Please inspect

Machine Type: LSCE
Serial No.: MS290483
Installation Date: Dec.12 2012
Next Service: Dec.12 2016
Warranty: Nov.12 2016
Service Contract: 5000067439
SLA: 24x7

Spare Parts Selection from 3D View

OVERVIEW **PART FINDER** **SCHEDULE SERVICE** **SPECIFICATIONS** **SERVICE CONTRACTS** **SUCCESS CENTER**

3D View 2D View Exploded View

Headline Part

429001-SEAL:1

429002-BEARING_COVER:1

429003-ADAPTER:1

429004-VOLUTE:1

429005-FRONT_BEARING_GASKET:1

429006-BEARING_COVER:1

429007-BEARING_BRACKET:1

429008-SHAFT:1

Machine with excessive Vibrations from Sensor (IoT)

ECENTA B2B WEBSHOP

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[PARTS & SERVICES](#) [INSTALLED BASE](#) [PUMPS](#) [ACCOUNT HISTORY](#) [QUICK ORDER](#)

MISSION CONTROL LOCATION: Beat Street, 1, Madrid, 28014 ASSETS: 5

95439742 END-SUCTION PUMP **93244232** HORIZONTAL SPLIT... **99347392** VERTICAL TURBINE... **97568782** MAX-E BOOST

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Shopping Cart with Spare Parts and Services

ECENTA B2B WEBSHOP

I'm looking for... \$2,000.00

[HOME](#) [CART](#)

Shopping Cart [Continue Shopping](#)

TOTAL	SUBTOTAL	TAX	DELIVERY	<input type="button" value="CHECKOUT"/>
\$1,940.00	\$2,000.00	\$0.00	FREE	

PRODUCT	SERIAL NO	QTY	UOM	EXP DEL DATE	PRICE	TOTAL	TECHNICIAN	<input type="button" value=""/>	<input type="button" value=""/>
429007-BEARING_BRACKET		1	EA	Aug.15 2017	\$100.00	\$100.00	no	<input type="button" value=""/>	<input type="button" value=""/>
429007-BEARING_COVER		1	EA	Aug.15 2017	\$100.00	\$100.00	yes	<input type="button" value=""/>	<input type="button" value=""/>
FullLevelChargeMaintenance		1	EA	Aug.15 2017	\$100.00	\$100.00	yes	<input type="button" value=""/>	<input type="button" value=""/>
CoolantAnalysis		1	EA	Aug.15 2017	\$100.00	\$100.00	yes	<input type="button" value=""/>	<input type="button" value=""/>
429003-ADAPTER		10	EA	Aug.15 2017	\$100.00	\$1,000.00	no	<input type="button" value=""/>	<input type="button" value=""/>
429004-VOLUTE		2	EA	Aug.15 2017	\$100.00	\$200.00	no	<input type="button" value=""/>	<input type="button" value=""/>
429002-BEARING_COVER		5	EA	Aug.15 2017	\$100.00	\$500.00	no	<input type="button" value=""/>	<input type="button" value=""/>

ECENTA B2B WEBSHOP

CONTACT US
MY ACCOUNT
HELP
SITEMAP

TERMS OF ACCESS
WEBSITE FEEDBACK
TERMS OF SALE
PRIVACY POLICY

QUESTIONS? CALL US
1-800-(472-4643)

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INNOVATE WITH THE ECENTA B2B SERVICE PORTAL

Enterprises looking to provide a comprehensive B2B customer portal with B2C consumer grade experience have a lot of development work to do using the standard Hybris B2B accelerator. The ECENTA B2B Service Portal was conceived to provide several B2B functions that substantially reduces the implementation time frame of a B2B customer portal.

With its proven scalability, strong user experience characteristics, and tight integration with SAP solutions, the ECENTA B2B Service Portal is the optimal solution to boost your business, retain existing customers and increase revenue across various channels.

Want to learn more?

Find out more about the ECENTA B2B Service Portal and learn how your service operations can benefit from the next generation service offerings for your company and your customers!

CONTACT INFO

For America:
Conner Snedden, ECENTA AG
conner.snedden@ecenta.com

For EMEA:
Hans Kaiser, ECENTA AG
Hans.Kaiser@ecenta.com

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ECENTA AG · Altrottstr. 31, 69190 Walldorf, Germany · MAIL info@ecenta.com · WEB www.ecenta.com
ECENTA AMERICA INC. · 325 North St. Paul Street / Suite #2230, Dallas / TX 75201, USA · MAIL us@ecenta.com
ECENTA ASIA PACIFIC PTE. LTD. · 1, Scotts Road / Unit 17-04, Shaw Centre, Singapore 228208 · MAIL sg@ecenta.com



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in Sales, Service, and Marketing Cloud Solutions