dotSource Builds Unique

B2B Online Shop for Röchling Industrial

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About Röchling Industrial

Röchling Industrial is part of the Röchling Group

CLIENT	Röchling Sustaplast SE & Co. KG, Lahnstein, for the Röchling Industrial Division
INDUSTRY	Plastics Manufacturing
PROJECT PERIOD	May 2019 – December 2019
TECHNOLOGY	Salesforce B2B Commerce Cloud
FOCUS	E-Commerce, UXD

The Röchling Group has been shaping industry. Worldwide. For nearly 200 years. Röchling transforms the lives of people every day with its customised plastics: they reduce the weight of cars, make medication packaging more secure and improve industrial applications.

Röchling's workforce of around 11,500 people is located in the places where its customers are – at 90 locations in 25 countries. The Group's three divisions generated joint annual sales of 2.352 billion euros in 2019.

The Röchling Group is divided into the Industrial, Automotive and Medical divisions.

The Industrial division is the expert for optimal materials for every use. Röchling Industrial develops and supplies individual products made of plastic for all industrial areas. This is why Röchling Industrial has the broadest product range of thermoplastics and composite materials. Customers are supplied with semi-finished products or machined components.

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One Online Shop with Three Products – And Infinitely Many Variants

Before working with dotSource, Röchling Industrial had already offered an ordering option via its electronic resource planning system (ERP) to make its semi-finished plastic products available online. Since the existing ERP system was to be updated, Röchling Sustaplast took the opportunity to switch directly to a new, modern and powerful shop software.

Accordingly, Röchling was looking for a new e-commerce software that could be used to digitally map the sale of so-called semi-finished products, i.e. materials that other manufacturers then use to produce a final product.

The new e-commerce software was to make ERP and online shop independent of each other while still ensuring intelligent data management.

Most importantly, however, the new online shop was to digitally map the highly individual cut-to-size calculation in order to be able to offer customers even better, holistic advice online. The Jena digital agency dotSource pitched in close cooperation with Salesforce and won the tender.

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From Proof of Concept to
Salesforce B2B Commerce Online Shop

Many Röchling Industrial customers do not only need the engineering plastic products as semi-finished products, i.e. as sheets, blocks or rods, but often also need smaller formats requiring special processing or only very small quantities.

For decades, Röchling Industrial has offered the service of shipping and invoicing for the desired materials in the form of millimetre-precise cut-to-size parts in order to be able to perfectly meet these customer requirements.

At an early stage, dotSource was able to prevail against the competition with a so-called proof of concept (POC) for the cut-to-size calculation.

A proof of concept is a short excerpt from a complex project that already gives an impression of whether something is feasible in principle. In the case of Röchling, it was about the cut-to-size calculation as the key element of the online shop. dotSource's proof of concept convinced with precision and an appealing new user experience design by the dotSource UX team.

It was particularly important that the cut-to-size calculator can be operated intuitively, that it provides reliable information and that customers can make their desired product configurations using a modern and clean design. After the POC, an MVP online shop based on Salesforce B2B Commerce was built in line with the principles of agile project management.
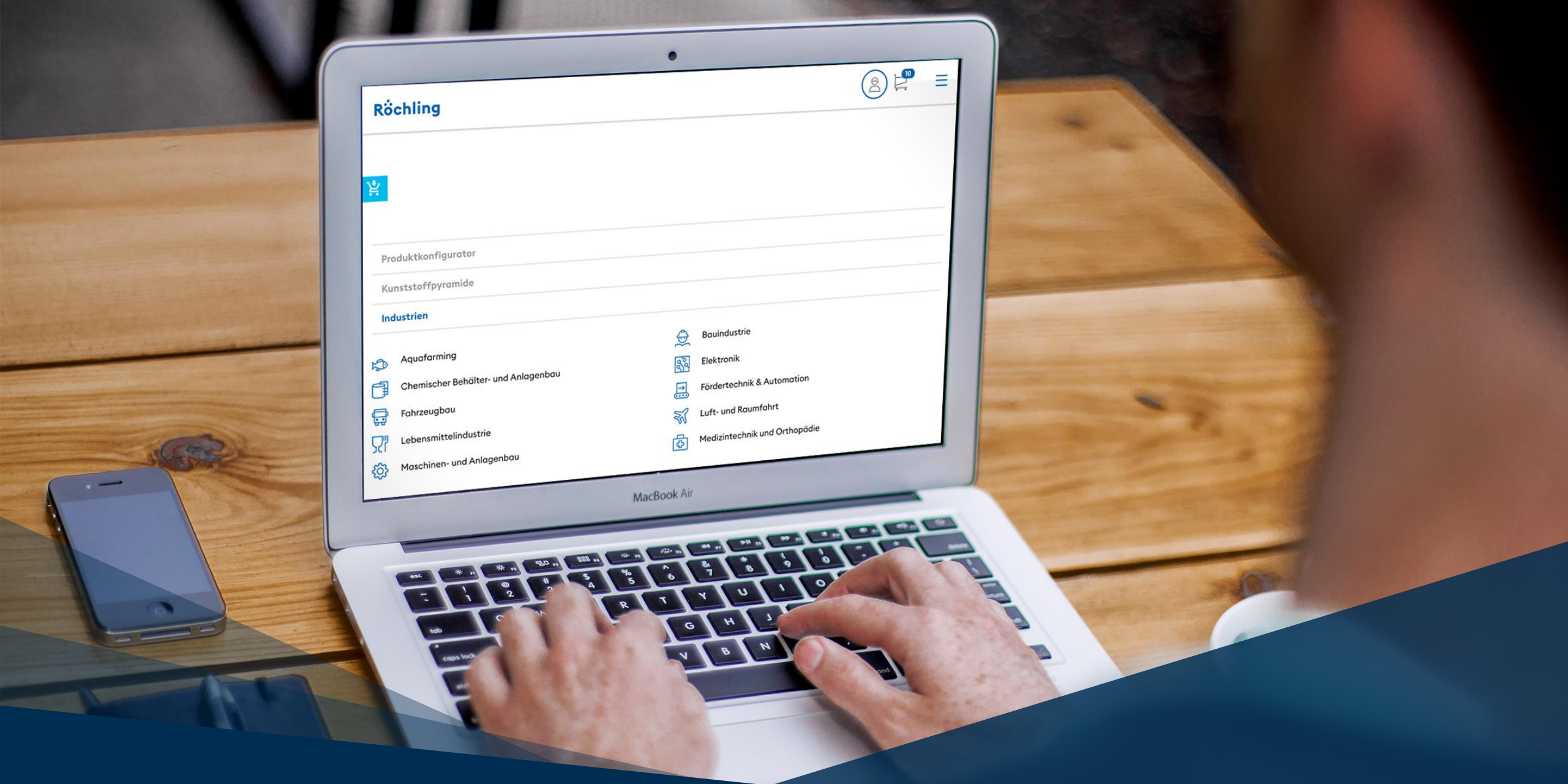
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Perfect Integration of the Shop into the System Landscape

As a guided demo, Röchling made the new cut-to-size calculator available to selected customers at an early stage, thus obtaining valuable user feedback. Based on this successfully implemented POC, the plastics manufacturer finally made the decision to implement the new platform, based on Salesforce B2B Commerce and with dotSource as a strong technology partner at its side.

In the second, decisive stage of the project, dotSource configured and implemented the online shop for Röchling Sustaplast based on Salesforce B2B Commerce. This was a globally unique project because, on the one hand, Salesforce has only had a B2B solution in its cloud portfolio since 2018/19, and, on the other hand, the configuration options that had to be mapped are – as already indicated – highly individual.

Moreover, the company's electronic resource planning (ERP) system had to be modernised and brought in line with the new B2B online shop.

In only five months, the project was successfully completed using agile methods. The basic implementation was carried out according to Scrum. In the last weeks before launching the online shop on the night of New Year's Eve 2019/20, the procedure model was put into Kanban mode to harmonise the two projects – online shop and ERP migration.

Modern B2B Online Shop with Highly Individual Ordering Functions

»dotSource impressed us with a technically innovative solution for our new online shop with integrated, highly individual interfaces and smart cut-to-size calculation. The fast project implementation through agile project management as well as the professional and pleasant communication are to be highlighted.«

Oliver Bender, Head of Digital Projects,

Röchling Industrial

This innovative form of cut-to-size calculation takes Röchling Industrial's customer service to the next level as the tool offers numerous new functions: for example, the user can get a digital impression of his configured products in a 3D preview. In real time, the illustrations show the selected shape, exact proportions and colour of the cut-to-size parts.

Furthermore, it was ensured that the new shop performs optimally on all common browsers and all devices – whether it is mobile devices or desktop computers. Integrated QR code services allow you to return to your order or configuration and edit it at any time.

Another added value for Röchling is that the effective interface management guarantees the consolidation of the system landscape and that the new Salesforce B2B Commerce online shop interacts optimally with other software used in the company, for example the aforementioned ERP.

In the B2B online shop of Röchling Industrial, no two orders are the same. This is the biggest added value of the new shop: customers of the plastics manufacturer can now purchase materials digitally and in the exact millimetre dimensions they need to produce their own product – whether it is for mechanical engineering or applications in the chemical or electronics industry.

About Us

dotSource, that's over 300 digital natives with one mission: designing digital customer relations. Our work rises from the connection of humankind, space, and technology.

We've been supporting businesses in their digital transformations since 2006. Whether e-commerce and content platforms, customer relationship and product data management, or digital marketing and artificial intelligence: our solutions are user-oriented, emotional, targeted, and intelligent.

We see ourselves as a partner of our clients, whose special requirements and needs flow into the project straight from the first idea. From strategy consultation and system selection, to branding, concept creation, UX design and conversion optimisation to operation in the cloud – together we develop and implement scalable digital products. Our approach relies on new work and agile methodologies such as scrum and design thinking.

Companies like Esprit, EMP, BayWa, Axel Springer, hagebau, C.H.Beck, Würth and STABILO trust in our competence.

With our blog Handelskraft.com, annual Trend Book, and Handelskraft Conference, we network industry knowledge and provide insight into current opportunities and developments of digital brand management. In order to comprehensively prepare professionals and executives for the entrepreneurial challenges of the digital world, we launched Digital Business School together with Steinbeis Technology Group in 2015.

With our groundbreaking solutions, we have been able to establish ourselves as one of the leading digital agencies in German-speaking Europe and are now among the top 10 largest companies in the industry.

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DIGITAL SUCCESS

RIGHT FROM THE START.

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