



Success Story

MVP for a Higher Service Level:
**KWS SAAT Launches
Multi-Cloud Salesforce DXP**

About KWS SAAT

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| CLIENT | KWS SAAT SE & Co. KGaA |
| INDUSTRY | Plant Breeding and Seed Production |
| PROJECT PERIOD | November 2019 – June 2020 |
| SYSTEM | Salesforce |
| TECHNOLOGY | Salesforce B2B Commerce |
| FOCUS | Shop Migration |

KWS is one of the world's leading plant breeding companies and has its headquarters in Einbeck, Lower Saxony. Founded in 1856, the company now has more than 5,700 employees in 70 countries and generated a turnover of 1.3 billion euros in the financial year 2019/2020. The core business of the company, which is listed on the stock exchange, comprises plant breeding as well as the production and sale of seeds. KWS sees itself as a partner to farmers and helps them increase their yields and improve the resistance of plants through continuous breeding progress.

The focus is on the *Sugarbeet, Corn, Cereals* and *Vegetables* business units. Furthermore, KWS invests a significant share of its annual turnover in research and the development of improved seeds, offers a variety of tools related to »smart farming« and operates its own Digital Innovation Accelerator.

Service Platform with Seamless Integration Ensures a Better User Experience

»Despite many challenges, dotSource has successfully helped us to find our way and set a milestone in the history of KWS. Rarely have we felt so well understood by a partner and at the same time experienced unparalleled project management.«

Mario Klass,
Head of Customer Management/CRM, KWS Group

The website and the online shop of KWS used to run simultaneously on two separate systems. The centrepiece of the homepage is the free service platform »myKWS«. On this portal, which was awarded the prestigious iF Design Award in 2020, farmers can find comprehensive information on plant breeding, seeds and cultivation with more than 20 tools and countless data visualisations. The goal is to support farmers in their decisions throughout the entire growing season and to contribute to higher yields, resource efficiency and sustainability in crop production. Two separate accounts were previously required to use the website containing the service platform »myKWS« and the KWS online shop for sugarbeet seeds.

As part of the shop migration that dotSource was commissioned with, the website and the shop were to be closely intertwined and the user experience was to be significantly improved by means of seamless integration. The highest priority was that there should only be one login for the online shop and the website in the future. Since the new online shop is oriented towards the graphic specifications of the service platform, the change from the website to the shop is no longer to be perceived as such.

Product Owner Assistant for Clear Objectives

In the run-up to the planned shop relaunch, the dotSource digital experts developed a strategic concept together with KWS. Its declared goal was to create a realistic backlog that would allow merging the shop and the website.

For this purpose, requirements were jointly identified. The aim was to ensure that the website based on FirstSpirit (CMS) and the shop based on Salesforce B2B Commerce are visually indistinguishable. For the design of the storefront, Salesforce B2B Commerce offered ideal possibilities to transfer the website design to the shop. Since the new shop has been launched, the change from the website to the shop is barely perceptible to users thanks to the same look and feel.

Instead of having to take the detour via an additional login, which meant that farmers had to spend more time and enter their data twice, they can now switch conveniently between the shop and the service portal, thus experiencing how closely digital consulting and online seed shopping are intertwined. Thanks to the same navigation structure, the shop does not only look like the website, but can also be operated just as intuitively. As a result, the user experiences the same look and feel throughout the entire online presence of KWS.

A photograph of a vast field of young corn plants, likely in the early stages of growth. The plants are green and densely packed, stretching towards a bright, hazy horizon under a clear sky. The lighting suggests a sunny day, with some shadows cast on the ground between the plants.

MVP Ensures Step by Step Integration

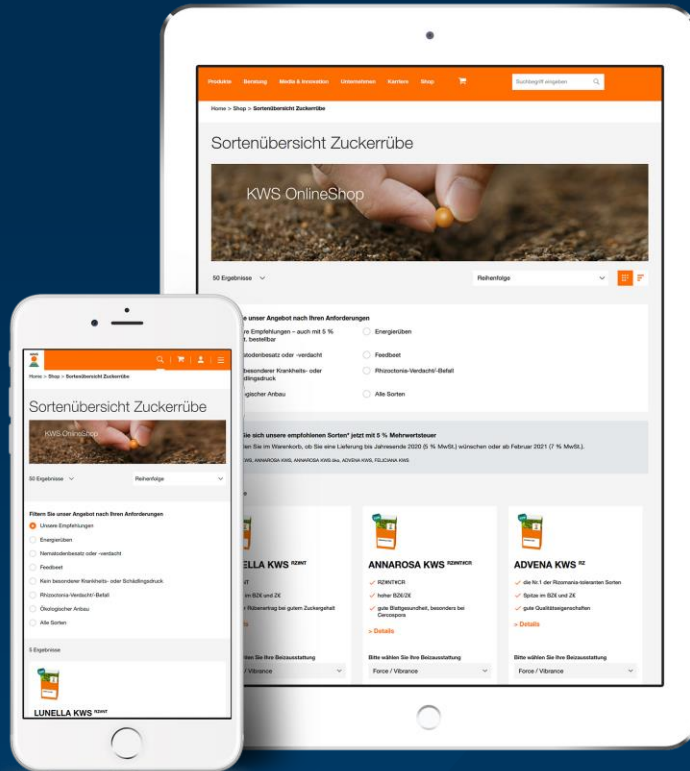
The time frame for the shop relaunch was primarily determined by the new seed season, which started in early summer 2020 and was to be handled using the new shop for the first time. Therefore, a minimum viable product (MVP) approach was chosen for this project. The aim was to develop a prototype that is limited to the core functionalities and can later be expanded with additional features and design elements.

Thanks to the MVP approach, it was possible to develop a functional online shop in next to no time, which not only offers customers the necessary features, but also enables them to give high-quality feedback. Based on this feedback, the system can be further developed and optimised on the basis of real user experiences. Besides minimising financial risks, such a project approach makes it possible to implement future iterations of a product with comparatively little development effort and based on genuine market data.

Salesforce B2B Commerce for Maximum Success with Business Customers

Since KWS had already used two Salesforce systems, namely Marketing Cloud and Sales Cloud, the company decided to use Salesforce B2B Commerce for its new online shop. The shop software, which is natively based on the Salesforce platform, allows for smooth data exchange with the two existing systems. Marketing and sales thus benefit from a uniform database and can control their activities in a targeted manner. Personalised newsletters, individual page teasers and tailor-made offers ensure a targeted customer approach and more efficient marketing processes. The sales team benefits from an up-to-date customer database, which is enriched with purchase history data from the online shop and provides a holistic view of each individual customer.

Moreover, the B2B shop software offers the possibility of realising the desired meshing of homepage and online shop. Thanks to the clear design of the website, which now also characterises the online shop, KWS customers can quickly and intuitively find the product they are looking for at any time and on any device. The sales department also benefits from the networked systems because the current master data and the transaction data of shop visitors provide a 360-degree view of the customer. For example, the self-service experience can be improved considerably through individually tailored purchasing recommendations and consulting services in real time.



Salesforce Multi-Cloud Solution for Efficient Marketing, Sales and Service Processes

Since the successful launch at the beginning of June 2020, KWS has had a modern online shop that seamlessly fits into the homepage in terms of look and feel. Thanks to a central login for the service platform »myKWS« and the shop, content and products are actually only one click away from each other. This enables the seed producer to create even more added value for its customers and to offer the desired products directly via the shop in addition to consulting and other services.

An example of this is the value-added sugarbeet service, which grants farmers a 50 per cent discount on the purchase of new seeds in the event of damage caused by weather conditions or pests. The data required for this free service is captured when signing up and can be retrieved quickly and easily in the event of damage. The meshing of the two systems also saves the user from having to enter data twice.

In addition, the connection of Salesforce B2B Commerce to Salesforce Marketing and Sales Cloud offers new possibilities for addressing customers personally and generating new leads. By tracking customer movements in the shop, both product recommendations and services can be personalised and placed individually. The consulting services for farmers can thus be tailored to meet their specific needs.

Thanks to the MVP approach, which already took future migrations into account, KWS and dotSource managed to lay the foundation for the relaunch of further business units and international subsidiaries within a few months. To achieve this, it was decided not to develop an isolated solution for the *Sugarbeet* business unit, but to take into account processes and options that are relevant to the *Corn* and *Cereals* business units. This way, the initial development effort for further rollouts was reduced to a minimum.

From Shop Migration to Digital Experience Platform

The KWS shop migration project is more than just a quick win for the *Sugarbeet* business unit on the German market. Thanks to the MVP approach, which is actually adopted by both the stakeholders and dotSource, other business areas of the international seed producer will also benefit in the near future. The prerequisites for this were the incorporation of the project into the company's overall digital strategy and open communication between all partners involved. Throughout the entire project, KWS placed great trust not only in dotSource, but also in all other service providers involved. On this basis, the rollout of the new shop is to take place in other business units and international subsidiaries as well.

Here is an overview of the project benefits:

- From initial workshop to launch within a few months
- Better user experience thanks to uniform look and feel of homepage and online shop
- One central login for service platform and shop
- Real-time marketing insights for a targeted customer approach
- Blueprint for further migrations and rollouts

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 STABLO 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.

DIGITAL SUCCESS RIGHT FROM THE START.

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