

Paulmann Licht GmbH

Spot on! B2B Lighting Online Shop

In the interest of customer convenience and technical extensions, Paulmann Licht GmbH decided to relaunch its B2B shop. This also included the conversion to SAP Web Channel 7.0. The project was realized by SYCOR GmbH.

A passion for lighting – the family company Paulmann Licht GmbH in Lower Saxony has been developing illuminants and lighting systems for more than 40 years. The portfolio encompasses more than 2,500 products ranging from LED lamps to various types of table lamps to exterior lighting. In addition to the B2C shop, Paulmann counts on a B2B shop for distributors as an additional sales channel. To prepare the shop for further roll-outs, the company planned to upgrade the platform to SAP Web Channel 7.0 in conjunction with a fundamental revision and additional new functions. In the search for a suitable partner, Paulmann received a recommendation to try Sycor. A successful

initial workshop with the Sycor experts led to a decision by Paulmann in favor of a partnership. Sycor implemented the new B2B shop in a period of just four weeks. „The new B2B shop was to be expanded with meaningful new functions and features. In addition to a technical optimization, we also wanted to make it more user-friendly and implement a modern layout,“ explains Ulf Ganser, Head of IT at Paulmann Licht GmbH.

Professional online shop for business customers

Paulmann offers a special distributor section for B2B customers, tailored precisely to the needs and requirements of the retail sector. Business customers obtain secure access by logging in with their customer number and a password. „We adapted the layout of the B2B shop according to the Paulmann CI specifications, and implemented functions that had already proven themselves in the B2C shop,“ says Philipp Stickling, responsible for the project at Sycor. Clearly presenting the products, facilitating product comparisons and including the technical data entered in SAP were the primary objectives. Displaying detailed availability information improves transparency as well.



Paulmann Licht GmbH:

Head office:
 Springe-Völksen,
 Germany

Industry:
 lighting technology

Products:
 illuminants and lighting
 systems

Company data:
 470 employees

Web:
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Project

Conceptual design and implementation of a B2B online shop based on SAP Web Channel 7.0. Extension and optimization of the existing B2C shop.

Benefits:

- Secure and convenient means of ordering
- Development of a new sales channel
- Increased service quality
- Strengthened market position and competitiveness



„The online availability check is based on the current status of the SAP ERP system. Differences through different sales channels are therefore excluded," Stickling continues. Among other features, order tracking and central order management further improve customer convenience in the B2B shop. Business customers can easily scroll through the product portfolio as well, or search for certain articles or article numbers directly in order to find the desired products quickly and easily. „With our new B2B shop, we are offering our partners a modern e-commerce platform that features outstanding user convenience and a clear layout. Initial feedback has been correspondingly positive," says Ganser, pleased with the results.

Extension and optimization of the end customer shop

The B2C shop was also revised in the course of the project. In particular, the user experience was optimized in regard to product presentation. The lamps and illuminants are vividly and attractively presented with product videos including a photo and video carousel. Web 2.0 features such as links to Facebook and Twitter were integrated as well. This allows customers to recommend Paulmann products to friends and acquaintances. Search engine optimization of the online shop as well as training for the Paulmann employees for internal first-level support and the realization of smaller extensions rounded out the Sycor service package.

The Online-Store

