

# CASE STUDY

## MADE-TO-MEASURE SUN SHADING

A new web shop, lower process costs and more satisfied customers.

Reflexa is driving the digitalization in sun shading technology.

Increased order volumes while the workforce remains the same. This calculation is successful when an intelligent system can assist. With the integration of the new commerce solution, Reflexa no longer has to manually process more than 5,000 incoming orders per year. Customers also benefit from customized online offers and more.



**Company:** REFLEXA-WERKE Albrecht GmbH

**Industry:** Construction subcontractors

**Products:** Blinds // Venetian blinds // roller shutters // awnings & more

**Revenue:** approx. 50 million/year

**Headquarters:** Rettenbach // Germany

**Project:** Implementation of a B2B online shop including variant configurator

**Project duration:** April 2019 – April 2020







## Initial Situation

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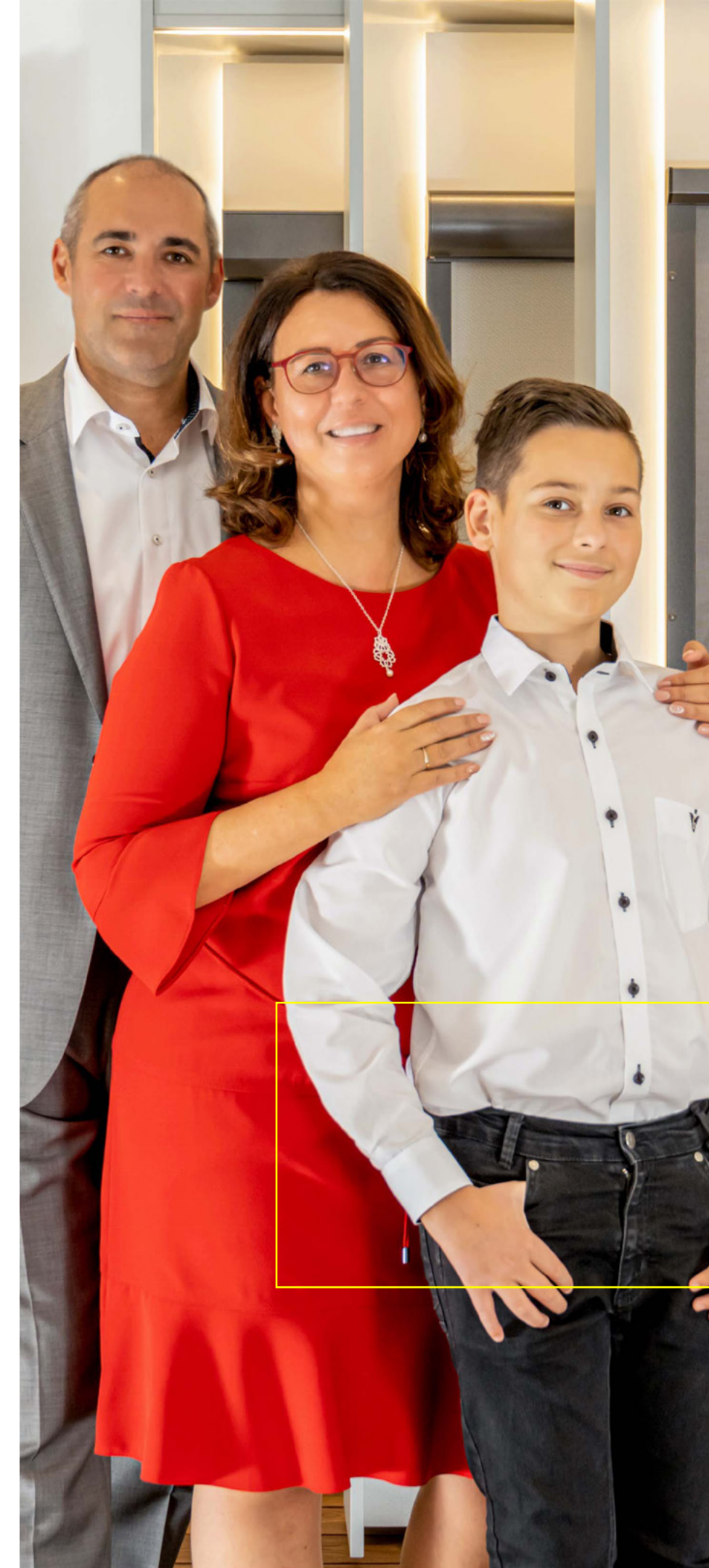
As a 2nd generation family-owned company, Reflexa stands for flexible and durable sun shading and insect screen technology, reliably impressing retailers. Production has been based in the Bavarian-Swabian town of Rettenbach for over 60 years. In the meantime, a further production facility has been established in Oederan near Chemnitz. The product portfolio is wide and varied.

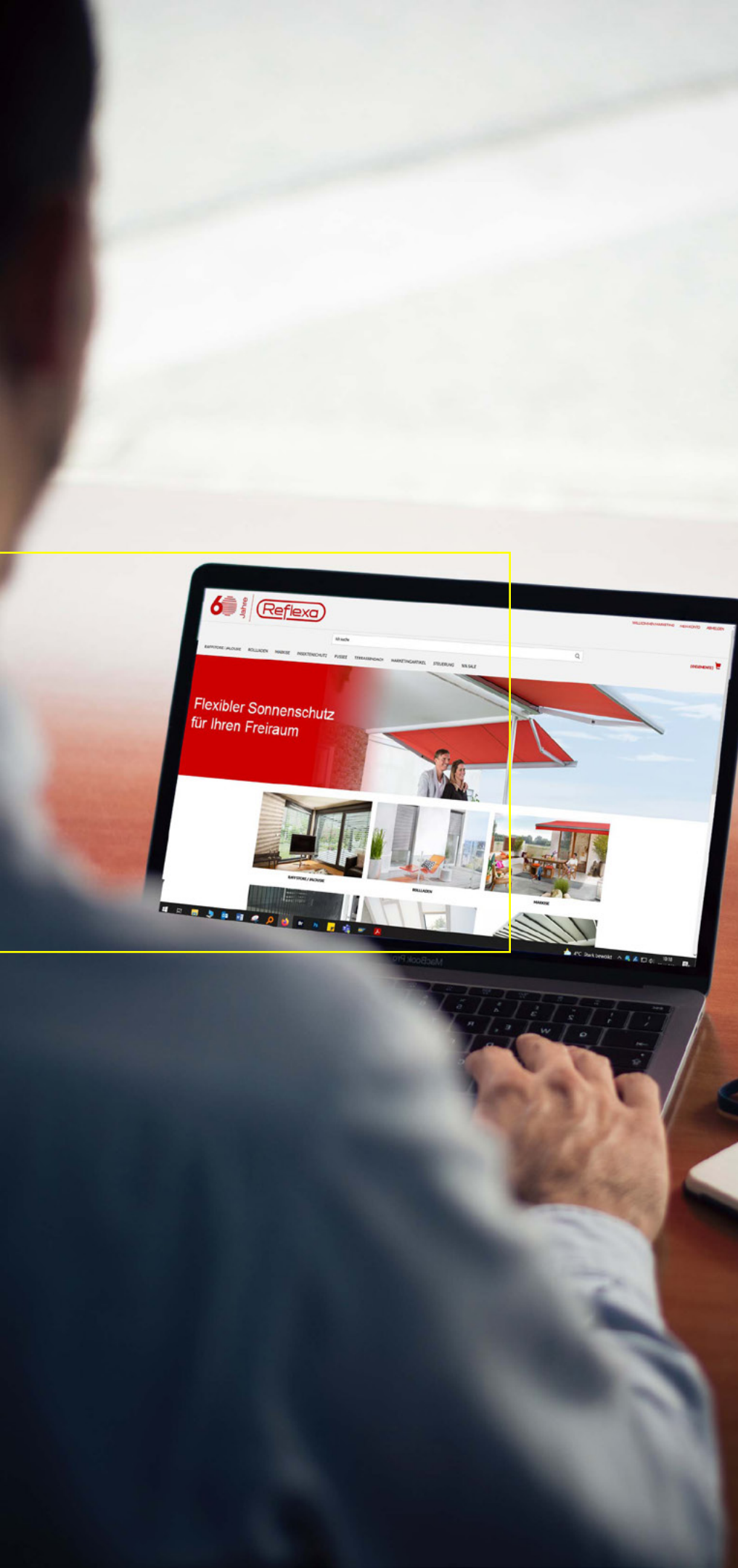
**For every building project is a matching sun protection in the portfolio. Customers can configure colour, dimensions and materials of the individual models themselves. Customized design options ensure that each product meets the aesthetic requirements of the builders.**

By combining the technical expertise of the manufacturer with high-quality materials, customized products are created that contribute to the increased quality of living for thousands of people.

**A single awning – 80,000 design options. Representing this variety in an appealing way in the new online shop is particularly important. The online shop is intended to serve as a forward-looking platform that can be expanded as needed – and also appeals to the digital natives among the customers.**

A well-maintained ERP system already comprises data on models and materials. Sales staff manually enters orders from specialist retailers and adds them to the ERP. In the future, Reflexa's online shop will also be able to take over this task.





# 02

## The Project

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Together with B4B Solutions, Reflexa has extended its existing SAP ERP system to include a B2B online shop.

The shop is based on SAP Commerce Cloud. A scalable and expandable solution that fits the existing ERP. Streamlined integration was just one of several advantages that come with systems from a single source. The vast variety of products, including all configurable variations, is supported by SAP Product Configuration.

**It was particularly important that more than 80,000 possible variations for a single model were presented in a customer-friendly way. Reflexa solved this by using marketing variants, which display variations of the models by means of eye-catching features. Easier purchase decisions using Guided Selling lead to more relaxed shopping experiences and satisfied customers.**

Simultaneously, the online shop was supposed to manage partly complex internal processes, which are usually the responsibility of sales professionals. At the top of the list was order splitting.

If products with different production or delivery times end up in the same shopping cart, the order is automatically split. This ensures that customers receive already completed products directly, so that they can be installed more quickly at the consumer's sites. As before, customers only place a single order.



# PEOPLE



**WITH THE ADDITIONAL SALES CHANNEL, REFLEXA MEETS INCREASING REQUIREMENTS BY MEANS OF A SCALABLE SYSTEM THAT IS ALIGNED WITH THE SAP-ERP. CONFIGURATION IN THE WEBSHOP GIVES RETAILERS THE OPPORTUNITY TO ENTER COMPLEX PRODUCTS QUICKLY AND EASILY WHILE ALSO REDUCING PROCESS COSTS.**

MIRIAM ALBRECHT, MANAGING DIRECTOR REFLEXA-WERKE ALBRECHT GMBH





# 03

## Results

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A new sales channel that presents the product range both appealingly and clearly. A new co-worker in the form of a system that relieves colleagues of tasks and provides customers with information. And many new opportunities to create competitive advantages in the increasingly digitalized industry.

Generational change is currently very noticeable in the construction industry. While younger people are taking over, demands for digital services are growing. Reflexa therefore focuses early and well in time on an online shop that is available 24/7.

Customers configure their products according to their individual requirements online by themselves and receive a binding offer immediately. Orders are saved, therefore simplifying new and repeat orders on both sides.

Integrating the system with the existing ERP reduces data maintenance even after the implementation of the complementary commerce solution. An additional benefit: online orders do not require paper and thus ensure a more sustainable operation. Moreover, the project has also generated an exciting dialogue with customers, and new features that will likely be enjoyed by staff and customers alike are already in the pipeline.

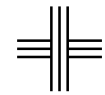
2200

REGISTERED USERS

5000

ORDERS

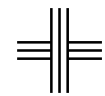
# MORE SPECIFIC



## CUSTOMER SERVICE

Dimensions, materials, colours – customers can easily configure their preferred products themselves and instantly view prices. Transparent and convenient.

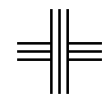
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## ORDER ENTRY

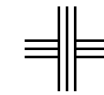
For larger contracts, orders are split internally. Completed products thus reach customers as quickly as possible.

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## PANEL OF EXPERTS

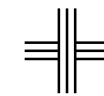
Specialist retailers have the opportunity to comment on the new online shop and contribute to its optimization. This dialogue improves customer loyalty and promotes acceptability of the new services.



## DATA INTEGRATION

SAP ERP and SAP Commerce Cloud are powerful partners. The shop uses data from the ERP and online orders are entered directly into the system.

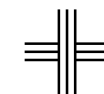
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## READY FOR THE FUTURE

Younger customers, increasing digitalization of retailers and society – with the new online shop, Reflexa is equipped for the future and gains greater flexibility for new services.

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## FIELD SERVICE

Using the ASM tool, both field and office staff can help customers place orders via the online shop.





# USEFUL HINTS

## 01 MAJOR CHALLENGES:

- Displaying a wide range of product variations in a customer-friendly way.
  - Meeting the requirements of complex internal processes.
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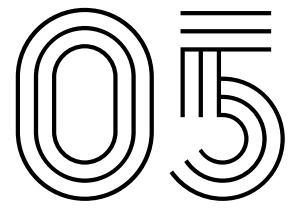
## 02 MOST IMPORTANT LESSONS:

- Staying within the standard framework will pay off. Non-standard changes to the ERP may cause unforeseen complications later.
  - Analogue processes may need to be adapted in some cases.
  - Feedback from retailers is valuable, as professionals in sales approach configurations differently than customers.
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## 03 KEY FACTORS FOR SUCCESS:

- Having an expert project team with decision-making authority.
- Ideally, customizing standard solutions in designated areas.





## Contacts

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