

# CASE STUDY

## ENSURING GROWTH WITH A 360-DEGREE CUSTOMER VIEW

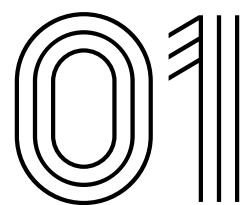
How Stieglmeyer is gradually expanding its customer portal and streamlining internal and external processes

Long-term spare parts warranty, complex and highly customizable products in critical environments and a global, reliably served customer base: this requires a dedicated customer service with comprehensively provided information, including for the company's own employees. With its customer and service portal, the specialist for medical beds and furniture has created a 360-degree customer view according to the guiding principle of „one face to the customer“. This forms a milestone for even more reliability and a step into the digital future.



<b>Company:</b>	Stieglmeyer GmbH & Co. KG
<b>Industry:</b>	Medical products
<b>Products:</b>	Beds and bedside furniture for hospitals and nursing homes, comfort beds for private customer
<b>Revenue:</b>	more than 160 Mio. EUR
<b>Employees:</b>	approx. 1,100
<b>Headquarters:</b>	Herford // Germany
<b>Project:</b>	Developing a customer and service portal with SAP Commerce Cloud
<b>Project duration:</b>	2 years, first rollout in July 2021





## Initial Situation

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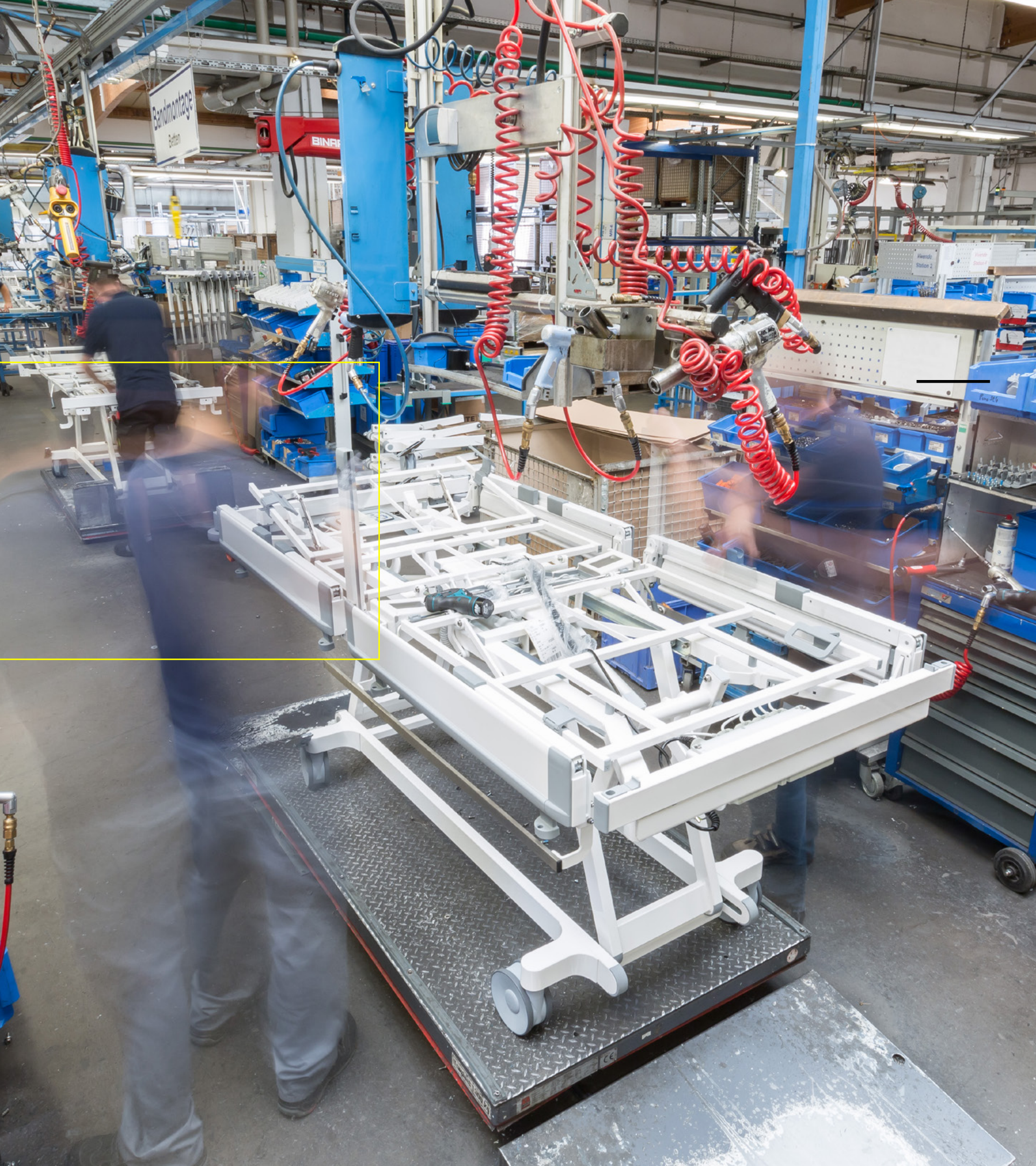
The Stieglmeyer Group builds and sells high-quality beds and furniture for hospitals, nursing homes, rehabilitation facilities and home care. About 125,000 beds are manufactured annually – including a 15-year spare parts warranty. The company keeps 20,000 parts in stock for this purpose. The Stieglmeyer Group is headquartered in Herford in eastern Westphalia, Germany. Further production sites are located elsewhere in Germany and Poland. With its global network of subsidiaries and distributors, the company group is internationally oriented.

The beds manufactured by Stieglmeyer are complex systems that comply with the latest legal standards such as the EU Medical Device Regulation (MDR). They are designed to have the lowest possible downtimes under all circumstances in their sensitive, personal areas of use. The beds can be highly customized, whether in terms of side guards or head and foot sections, brake signal, integrated scales, out-of-bed system, lighting, type of rollers, washability or controls.

This results in thousands of parts, plus different variants, and more and more electrical components with complex routing plans. Therefore, increasingly demanding technical support is required, not only for the customers, but also for Stieglmeyer's own employees.

At the same time, digitalization trends are beginning to take hold in the health sector. This means that the products themselves are digitalized for the purpose of IoT and can be globally connected across different customer environments to provide information. However, digitalization also challenges Stieglmeyer and their own processes. New generations of purchasing agents at their customers expect well-functioning digital processes in line with the mode of the times. That is why a customer and service portal based on SAP Commerce Cloud is an important component of the digitalization strategy. One objective is to enable customers to help themselves and to provide them with information more quickly. This is a major competitive advantage for Stieglmeyer and simultaneously relieves the burden on their service staff.





## 02

### The Project

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As part of their digital transformation, Stiegmeyer introduced SAP's commerce platform and developed it into a customer portal. The first step was a spare parts shop, which was combined with an advice system in the form of a chatbot. Gradually, more and more service processes have been modelled and integrated.

With the implementation of SAP Commerce Cloud, Stiegmeyer has embarked on a path that leads away from company-specific applications towards further standardization and a more homogeneous IT environment. This applies to processes as well as master data. As a result, customers as well as employees are able to access and see the same data. Building on a previous project, a knowledge database for field service technicians, new classes of documents were created for this purpose. The database also contains technical data. More than 50 field service technicians are on the road in Germany. The respective technician can access all the product information that is currently relevant to him or her by logging in using his or her authorisation role. Customers select their product, find their bed as they ordered it, see an exploded view and can easily find the right spare part.

In order to do this, B4B integrated the Equipment Viewer as an extension to SAP Commerce Cloud. It provides 2D exploded views of each product assembled at the customer's site. Only the components that are installed in the respective bed are displayed. Modelled individually for the customer, various image formats or navigation mechanisms can be integrated. As a medical product, each bed with each component variant has its own identification number (PID). In the SAP system, this is the typical equipment master record. The unique assignment ensures that only the correct, matching component can be ordered. All information is stored in the portal, but depending on login and authorisation roles, only what is currently needed is displayed.

At the customer's site, a technician can use the PID number to call up the Equipment Viewer with technical information and installation instruction videos for the specific product. This support also works reliably offline, including identification and ordering of spare parts. After all, there is often no Wi-Fi available at the service location in clinics and nursing homes. It also simplifies the training of new Stiegemeyer employees and reduces the amount of training required at head office.

Adaptation for different languages is possible, as is control via a chatbot. The chatbot is set up with a question-and-answer structure and can also explain the customer and service portal including the shop. Employees in clinics and nursing homes can interact with the bot and receive exactly the information that has been released for them. In the final development stage of the chatbot, customers will not ask their questions first, but will rather receive preset suggestions for relevant topics to start with.

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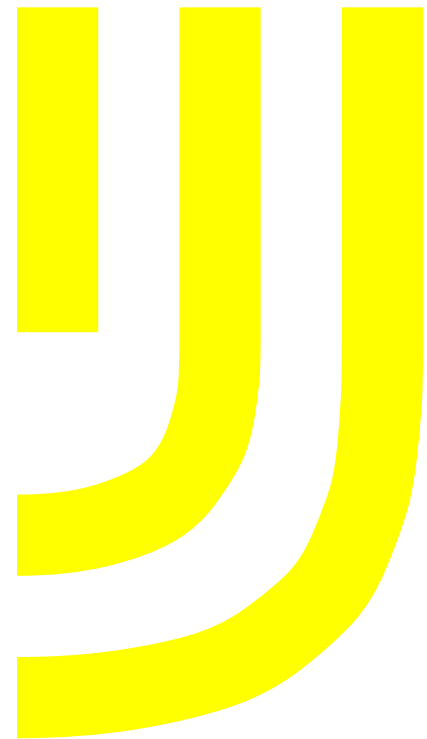
**“WE HAD THE PERFECT STARTING POINT AT STIEGELMEYER FOR SAP COMMERCE CLOUD. AS WITH THE EQUIPMENT VIEWER, WE CAN ADD FURTHER PRODUCTS TO THE SAP PLATFORM EXACTLY AS REQUIRED.”**

Peter Detsch, Senior Project Manager B4B Solutions GmbH

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# PEOPLE



**HAVING A 360-DEGREE VIEW OF THE CUSTOMER IS CRUCIAL FOR US. THE CUSTOMER IS ABLE TO FULLY ENGAGE WITH STIEGELMEYER. WE WERE ABLE TO PERFECTLY IMPLEMENT THIS STEP INTO THE FUTURE WITH B4B.**

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ANDREAS HELD // HEAD OF SERVICE // STIEGELMEYER GMBH & CO.KG



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## Results

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All information relevant to customers is bundled in the customer and service portal, from orders to delivery notes and invoices to shipment tracking. This means that all customer enquiries can be answered at any time and consolidated in a single place. This 360-degree view gives a complete view of Stieglmeyer's interactions with the customer and vice versa. This includes all customer orders, irrespective of the ordering route, every deployment of service technicians at the customer's site and all stocks and equipment that the customer has in use or has used in the past. All this is bundled in the customer and service portal with the Equipment Viewer.

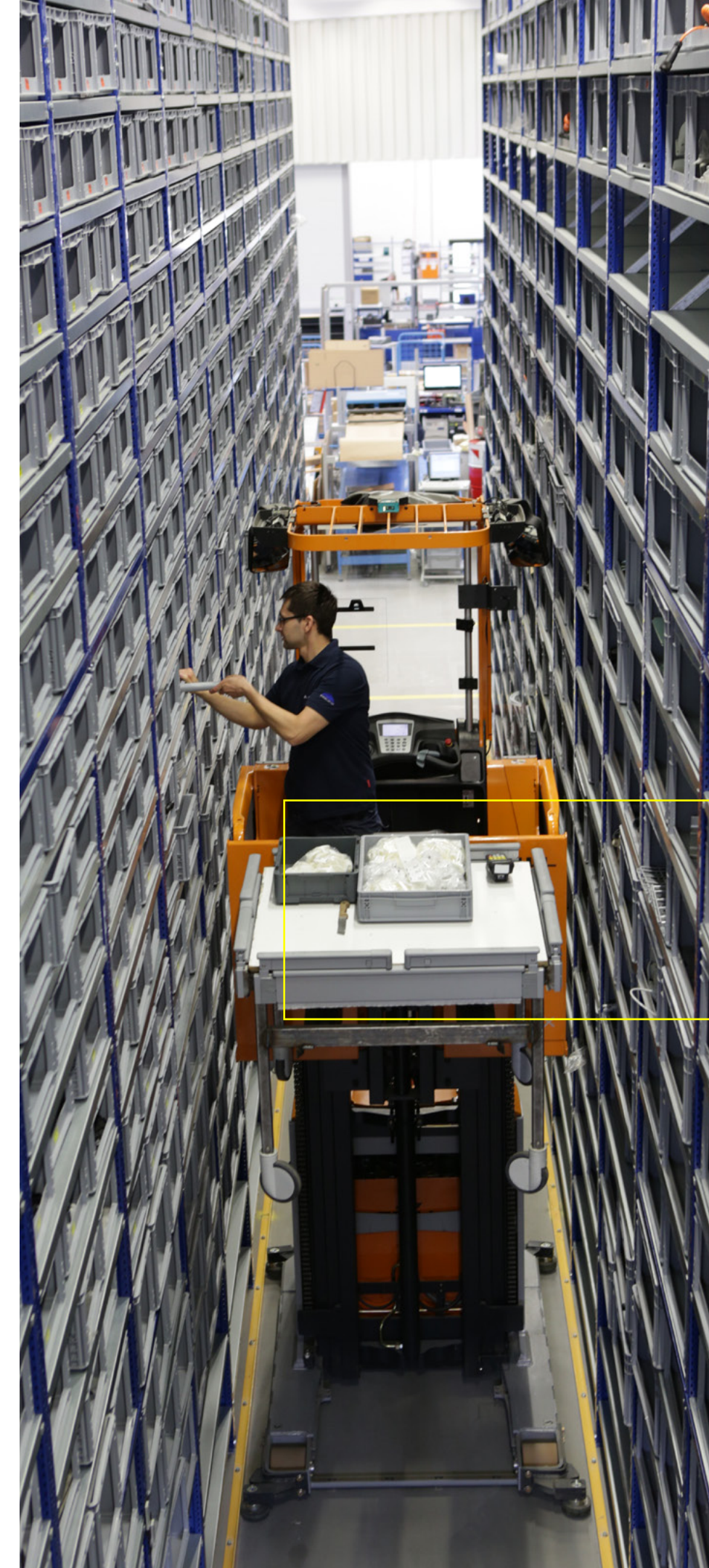
Due to the long service life of the products of up to 25 years, records are also transparent for new personnel at the customer's site: What was purchased and when? Which service was used when? What spare parts are available? Stieglmeyer's largest production plant in Poland is also integrated into the SAP processes, which greatly simplifies the exchange of data.

A uniform process environment in the Stieglmeyer Group provides a great deal of added value for the company. Stieglmeyer's goal is to move to completely paperless processes by creating interfaces to the SAP systems of major operators and linking customers' digital processes with the processes at the company.

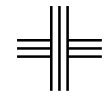
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**THE DIGITAL PORTAL SIMPLIFIES COOPERATION WITH CUSTOMERS. IT PROMOTES THE COMPANY'S INTERNATIONAL GROWTH STRATEGY AND ALSO SUPPORTS PARTNERS WITHOUT SAP.**

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# MORE SPECIFIC

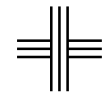


## ORDERING OF SPARE PARTS

### **Bundling of all information in the portal using Equipment Viewer**

Each bed at the customer's site with customised components is assigned a unique identification number. This rules out the possibility of ordering incorrect parts.

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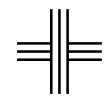


## SELF-SERVICE

### **A 360-degree customer view provides transparency of all processes for customers**

Independent of channel, time or means of interaction with the customer, all information on the specific product and its components are available in a comprehensible and easily accessible form.

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## INTERNAL PROCESSES

### **External 360-degree view matches the internal view**

Information on customers, components, spare parts and service is made available and used across departments and locations, such as field service, office staff and sales.



# USEFUL HINTS

## 01 MAJOR CHALLENGES:

- Complex products with a high degree of customization
  - Guaranteeing long service life and a high availability of spare parts for customers
  - Creating a 360-degree customer view
  - Adapting digital processes to established, analogue processes
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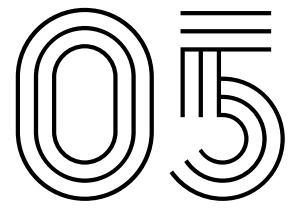
## 02 MOST IMPORTANT LESSONS:

- Creating a uniform database by also including international locations
  - A project of this complexity requires a vision that has to be constantly communicated.
  - Focus should not be on time and money, but on benefits and added value for the users.
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## 03 KEY FACTORS FOR SUCCESS:

- Good conditions for the use of SAP Commerce Cloud
- Close coordination between company and implementation partner with an eye on future requirements
- Clear joint approach by head of management, specialist department and IT management
- Very good and intensive collaboration of Stieglmeyer project team and B4B Solutions project management according to an agile project approach. All ideas such as the chatbot could be realized.





## Contacts

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