

CASE STUDY

A SEED PLATFORM PROVIDING CONNECTIVITY

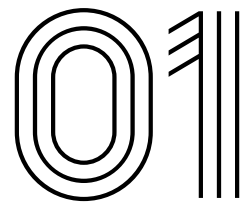
With its new e-commerce portal and customized services, Saatbau Linz is creating stronger relations with customers and traders.

High-quality seed is the source of colorful vegetables, fresh bread, vegetable oils, and more. As a seed producer, Saatbau Linz works tirelessly to optimize the quality and yields of a wide range of varieties and adapt them to environmental conditions. With its new e-commerce platform, the cooperative is now available 24/7 to offer its farmers and distributors a wide range of valuable services. Among other things, these simplify the planning and documentation of purchases. This ensures an outstanding customer experience and strengthens customer loyalty.



Unternehmen:	Saatbau Linz eGen
Branche:	Agriculture
Produkte:	Seeds
Umsatz:	€202 million
Mitarbeiter:	approx. 600
Sitz:	Leonding // Österreich
Projekt:	Implementation of an e-commerce platform based on SAP Commerce Cloud
Projektlaufzeit:	9 Months





Initial Situation

More than 3000 farmers are owners of the Saatbau Linz cooperative. Its headquarters in Leonding are just a stone's throw from the city limits of Linz. Seeds are bred and reproduced there. While the majority of seed production is grown in Austria, Saatbau Linz is also active on an international level. This is not only in the form of seed distribution, but also through production in other countries, such as the Czech Republic, Hungary, Poland, and Slovenia. Altogether, 16 subsidiaries of the cooperative are located throughout Europe.

Saatbau Linz's customers speak a total of 11 languages, including German.

Seed is supplied to farmers via wholesalers and retailers. Distributors temporarily store the seed and deliver it directly to the farms. In some cases, they also buy up the crops.

The foundations for a comprehensive digital strategy had already been laid. The CRM system by SAP has been adapted to the specific needs of Saatbau Linz, and a merchandise management system and several other third-party solutions have been integrated.

Saatbau Linz has already recently expanded its system environment by introducing the SAP Sales Cloud.

Now a new e-commerce platform is to provide farmers with a seamless customer journey.

The objectives: location-independent customer service available 24/7, faster ordering and delivery times, automation and AI-supported processes. These elements all optimize customer proximity and enable direct feedback from farmers.





02

The Project

In multi-level sales, customer proximity is often only given at specific junctures. In terms of the customer journey, this means that the travel guide changes, so to speak. With an e-commerce platform that offers services for both farmers and distributors, Saatbau Linz is now moving closer to all its partners.

Saatbau Linz developed the concept for both online store and service portal together with All for One Customer Experience following the implementation of the CRM system.

The platform is based on SAP Commerce Cloud. The solution was particularly appealing due to the interface to systems already in operation and its individual customization options.

Diverse target groups, including full-time and part-time farmers, conventional and organic farmers, wholesalers, and retailers, have different expectations. In combination with the complex distribution channel, this results in special requirements for the system.

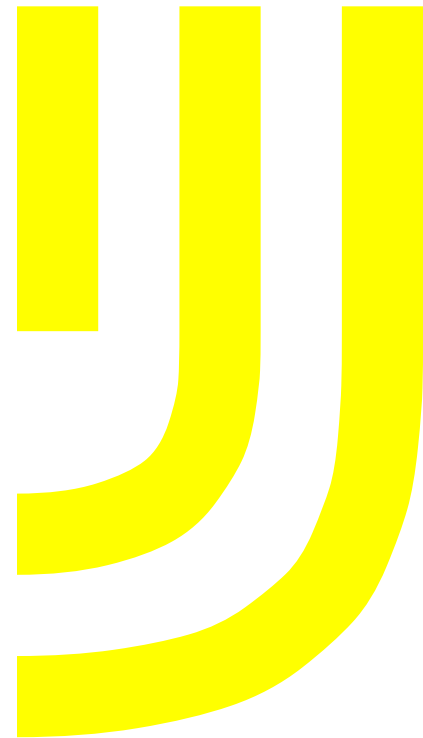
The platform's functions and services were therefore tailored to the individual needs of the different types of users. After all, a successful launch of the seed portal depends on all users being happy to use the system extensively.

The launch of the e-commerce platform took place in Austria. Saatbau Linz is planning to roll it out to other markets.

9 MONTHS

TO GO-LIVE

PEOPLE



WE WERE LOOKING FOR A HIGHLY AGILE SYSTEM. WE WERE ALREADY FAMILIAR WITH ALL FOR ONE CUSTOMER EXPERIENCE. TOGETHER WE HAD SUCCESSFULLY IMPLEMENTED OUR CRM. THAT'S WHEN WE STARTED TALKING ABOUT SAP COMMERCE CLOUD. IT MET OUR REQUIREMENTS, WE KNOW THE INTERFACES, ALL SYSTEMS ARE FULLY COMPATIBLE WITH EACH OTHER. ALSO, WE KNOW THE PARTNER, AND THE PARTNER KNOWS US. EVERYTHING WAS A PERFECT FIT.

EVELYN PFEFFER, DIGITAL MARKETING PROJECTS, SAATBAU LINZ



03

Results

The new e-commerce platform Sesam24 is open to farmers and distributors at all times. Customers can thus place their orders even on a Sunday, directly while planning the sowing season. They are immediately informed about availability, prices, and delivery times. All varieties are available in the store and detailed product data enables the best purchasing decisions.

Using a drop-down menu, growers select preferred retailers based on their own criteria and close their deals in minutes by going through the platform. When customers order via the corn butler, Saatbau Linz takes care of the delivery of the goods. With the new online store, this service has been extended to other seed varieties.

Distributors are not left out either. At any time, they have access to all delivery bills, order history and documents. Yet another advantage: the optimized data overview is an excellent basis for drawing up projections for the coming years.

Saatbau Linz can also learn a lot from incoming orders. Which seeds are grown particularly frequently and in which regions? Are there any trends emerging compared to the previous year? Evaluations provide answers to these questions and allow the seed company to respond quickly and specifically to any developments.

The company also draws valuable conclusions based on direct feedback from farmers through its e-commerce platform. This also ensures that customers consistently receive high-quality seed.

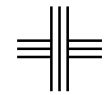
An encouraging conclusion is that the seed portal connects Saatbau Linz, farmers and distributors and brings greater flexibility and planning capability to this high-risk and vital industry.

20,000+

USERS

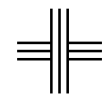


MORE SPECIFIC



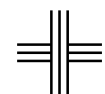
CUSTOMER JOURNEY

The new e-commerce platform allows Saatbau Linz to be involved in the entire customer journey and to provide its customers with valuable services and information.



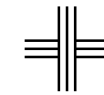
ORDERING & INFORMATION

Farmers and distributors receive all relevant information on products, availability, and prices prior to placing their order.



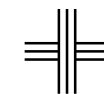
CUSTOMER PROXIMITY & LOYALTY

Placing orders, viewing status, checking reports – customers and distributors decide which actions they want to take and when. The platform is always accessible.



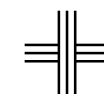
OPTIMIZED PLANNING

Which varieties are in demand and where is it declining? Through automated analyses, Saatbau Linz remains up to date and can react more quickly to changes.



SEAMLESS INTEGRATION

The e-commerce platform is connected to all other systems such as CRM, ERP, and merchandise management via SAP Commerce Cloud. Data exchange runs seamlessly.



BROAD ACCEPTABILITY

Distributors, farmers and Saatbau Linz – all partners in the value chain benefit equally from the new platform and the great customer experience.



USEFUL HINTS

01 MAJOR CHALLENGES:

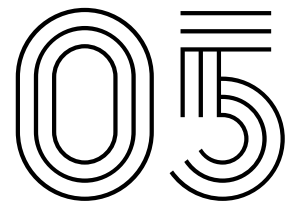
- Designing the customer journey within the multi-level sales process
 - Connecting online store and platform activity
-

02 MOST IMPORTANT LESSONS:

- Specific requirements call for flexible solutions
 - Many digitization processes can be implemented gradually with a target-oriented and robust approach
-

03 KEY FACTORS FOR SUCCESS:

- Fast decision-making through efficient communication channels
- Agile digital strategy with well-defined priorities



Contacts

ALL VOR ONE CUSTOMER EXPERIENCE

Kaiserswerther Straße 115
D-40880 Ratingen

Johannes Preiß
Director Sales

T +43 316 42 410 054 31
johannes.preiss@all-for-one.com

SAATBAU LINZ eGEN

Schirmerstraße 19
AUT-4060 Leonding, Österreich

Evelyn Pfeffer
Digital Marketing Projects

