

# CASE STUDY

## INNOVATIONS IN SPARE PARTS AND MACHINE MANAGEMENT

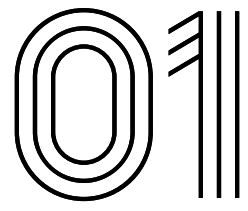
Lindauer DORNIER's customer portal provides users with fast search for the right spare part and access to useful & smart self-services.

Inventiveness and commitment to quality have been fundamental to the continued success of Lindauer DORNIER GmbH. This is not only true for the high-quality and long-lasting weaving and specialized machines. The family-owned company also creates innovations and sets remarkable standards in customer service. The myDoX® customer portal gives users access to valuable services that are designed to make their everyday work more efficient and convenient. Especially the advanced spare parts ordering system provides considerable advantages.

# DORNIER

Lindauer DORNIER GmbH

<b>Company:</b>	Lindauer DORNIER GmbH
<b>Industry:</b>	Mechanical and plant engineering
<b>Products:</b>	Weaving machines // film stretching lines // composite systems // specialized machines
<b>Revenue:</b>	€370 million
<b>Employees:</b>	approx. 1,000
<b>Headquarters:</b>	Lindau am Bodensee // Germany
<b>Project:</b>	Implementation of the DORNIER myDoX® customer portal based on SAP Commerce
<b>Project duration:</b>	7 month to go-live, continuous development thereafter



## Initial Situation

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Lindauer DORNIER GmbH is an internationally operating machinery and plant manufacturer with approximately 1,000 employees. Founded in 1950 by Peter Dornier, son of aviation pioneer Claude Dornier, the family-owned company is one of the world's industry technology leaders with its product lines of weaving machines, specialized, and composite systems.

**Weaving machines made by DORNIER meet all the requirements of modern fabric production: flexible and considerate use of material, exceptional variety of materials and patterns, total functional reliability, fault-free fabric and short downtimes.**

Using the company's rapier and air-jet weaving machines, textile manufacturers produce fabrics for clothing, home textiles and technical textiles such as airbags, state-of-the-art filter and shading fabrics.





For more than 65 years, DORNIER roving weaving machines have set the standard in the processing of high-performance fibers such as carbon, glass, and aramid.

In addition, DORNIER is the market leader in the engineering and production of film stretching lines for the manufacture of ultra-thin plastic films. These films are used, for instance, for packaging food, pharmaceutical and care products; they can also be utilized for solar cells, lithium-ion batteries, semiconductors, capacitors and smartphone displays.

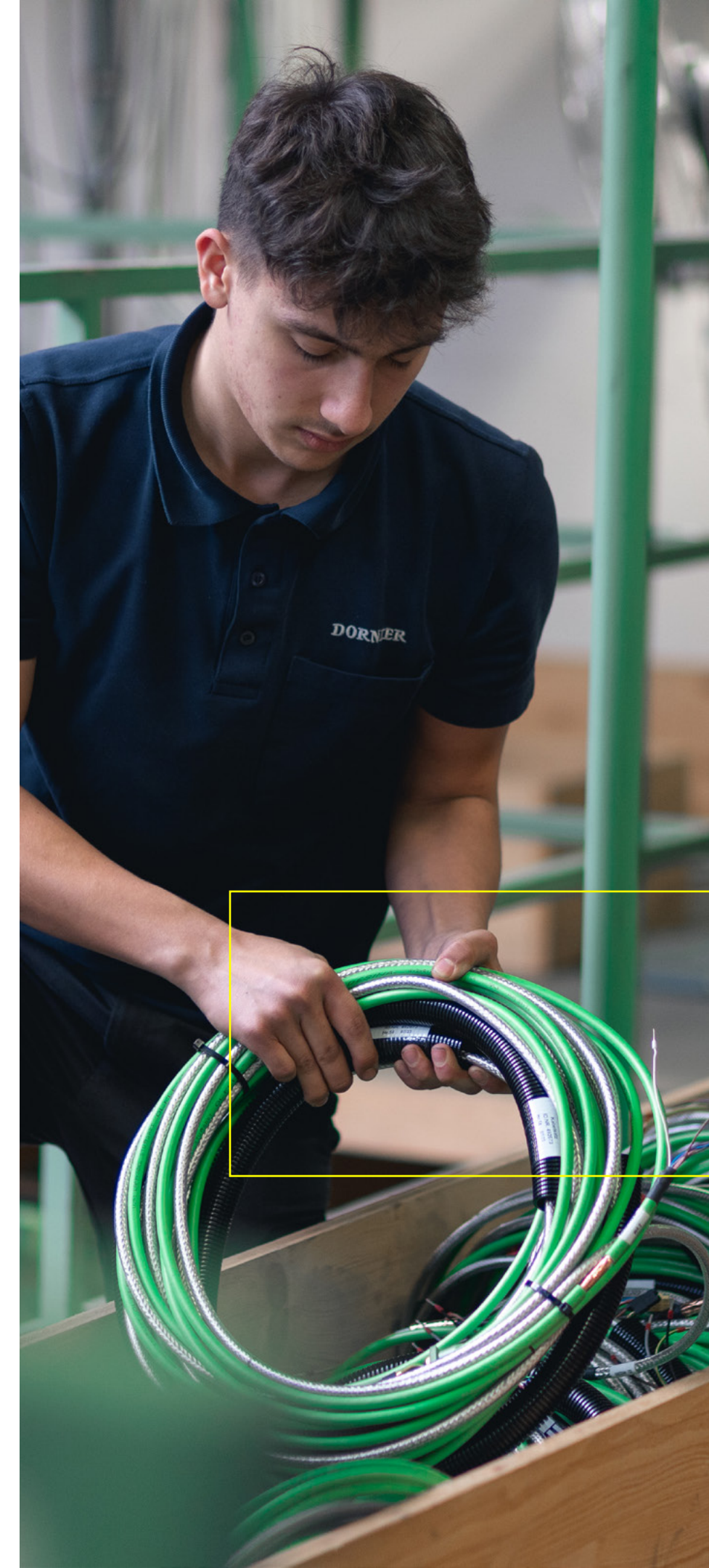
**All DORNIER machines and systems are manufactured at the production sites in Lindau and Esseratsweiler. The share of exports amounts to over 90 percent.**

Besides providing reliable machines, it is above all the service that creates added value. In addition to consulting and support, DORNIER also takes over assembly, commissioning, maintenance, and modernization of machinery for its customers.

However, due to growing technical requirements and increasing customer demands, in-house developed e-commerce systems are reaching their limits. This is also due to the huge volume of data.

**Almost 300,000 original parts for machines and plants built since 1966 can be ordered worldwide.**

To continue to deliver outstanding service and meet increasing customer requirements, DORNIER has already largely updated its system environment. SAP ERP replaced an independently developed solution that had served the company well for many years. Now both the online store and spare parts ordering are to be optimized as well.







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### The Project

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DORNIER started the Customer Experience project immediately following the ERP changeover. In addition to modernizing spare parts ordering, a customer portal is to take service to the next level. In line with the new ERP, the company opted for SAP Commerce as the underlying system. Especially data management and integration options were decisive factors.

**All for One Customer Experience provided support during implementation.**

Optimizing spare parts ordering had top priority. All associated processes were to be made more efficient, for customers and employees alike. However, there was no suitable solution available on the market that met the demanding, specialized requirements.

**Therefore, in cooperation with All for One Group's CX specialists, DORNIER simply developed the respective add-on itself. It is known as Equipment Viewer.**

It provides customers with an overview of spare parts for more than 50,000 machines. To ensure fast performance of both customer portal and ordering system, much of the data is stored in the ERP and only accessed when required. This not only ensures fast spare parts ordering with short loading times. Swift navigation is possible throughout the entire portal. The front end is provided by SAP Accelerator.

**The Equipment Viewer is definitely the centerpiece of the customer portal, but by no means its only highlight.**

The portal provides customers with an overview of all their DORNIER machines and elaborate relations create valuable cross-selling potentials. Even the name is promising. The portal was named myDoX® in reference to the innovative Dornier Do X airliner.



# PEOPLE

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WE HAVE BEEN LOOKING FOR A PARTNER FOR A LONG TIME. THE EXPERTS AT ALL FOR ONE CUSTOMER EXPERIENCE WERE THE ONLY ONES WHO SAID THEY COULD IMPLEMENT OUR IDEAS. WITHIN A FEW DAYS THEY SHOWED US A COMPELLING DEMO. INDEED, THAT WAS SUCH A WOW EXPERIENCE, IT WAS THE VERY BEGINNING OF THE PROJECT!

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FLORIAN STRÖSSENREUTHER // DIVISION MANAGER DOCUMENTATION AND CUSTOMER PORTAL // LINDAUER DORNIER



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## Results

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DORNIER's myDoX® customer portal focuses on the people! Especially the ordering system and in-depth self-services shape the customer experience.

**A total of about 800 companies and 2500 users are registered in the portal.**

The machine view offers customers a useful overview of their own machinery. From here, they have access to relevant media. Among other things, users have the option of printing out a QR code that can be attached to the respective machine. By scanning it, a wealth of information is available on site. Speaking of: without any restrictions, the portal can also be used via mobile devices.

**However, it is much more exciting to see how users can find the right spare parts from 50,000 pieces of equipment and more than 150 million parts list items.**

By searching the entire inventory of parts, users who know exactly what they need can immediately find the right spare part. For other users, the machine view offers the ideal starting point. A combination of both search functions is also available. 2D visualizations, parts list structures and positions are used to quickly navigate to the relevant target. Another useful feature when ordering from the machine view is that a note is made at checkout and upon delivery as to what the part is intended for. If users are looking for a part that is no longer in production, they can use the article view to immediately find available alternatives for the corresponding sales area.

**In addition, different authorization profiles enable seamless workflows across different divisions.**







50,000+  
EQUIPMENTS

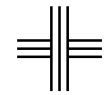
2,500+  
USER

Technical staff can create a shopping cart with the parts they need and add a note if required. Purchasing then approves the shopping cart and submits the order. A later delivery on the desired date or partial deliveries are easily possible. A separate shopping cart is available for selected customers for return deliveries. Technicians can also be granted limited access to request offers only. In addition, users can be prevented from viewing quotations, orders, invoices, and prices.

**Self-services that customers are accustomed to from excellent portals also ensure an outstanding customer experience.**

These include order history, invoice viewing and options for exporting necessary data. Not without reason does Lindauer DORNIER say service adds value®.

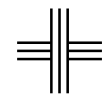
# MORE SPECIFIC



## EQUIPMENT VIEWER

The Equipment Viewer provides customers an overview of all machines and parts at a glance. Easier ordering of spare parts creates a positive experience and increases customer loyalty.

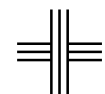
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## MORE TRANSPARENCY

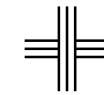
Order status, availability, expected delivery date, digital machine information and order history provide transparency and simplify workflows for customers.

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## OPTIMIZED WORKFLOWS

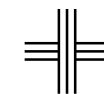
Customer employees can collaborate efficiently via the portal. This is ensured by practical authorization profiles, streamlined workflows, and notes. The OCI interface, which can be used free of charge, enables integration into ERP purchasing processes.



## HIGH FLEXIBILITY

Customer demands are constantly growing. The SAP Commerce-based portal is both flexible and scalable. New ideas such as an IoT dashboard can also be added later.

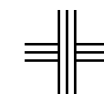
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## INCREASED EFFICIENCY

Thanks to the customer portal, processes run more efficiently for both the customer and DORNIER. This builds customer loyalty and creates competitive advantages.

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## IMPROVED PERFORMANCE

SAP Commerce only retrieves data that is queried. This means that even parts lists with 100,000 items can be loaded within no time at all.





# USEFUL HINTS

## 01 MAJOR CHALLENGES:

- Designing the portal without any plug-ins.
  - Balancing usability, performance, and volumes of data.
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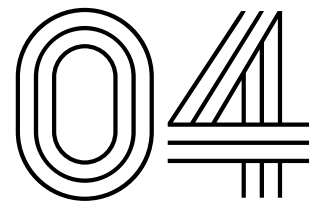
## 02 MOST IMPORTANT LESSONS:

- It is better to start with only a few initial pilot users and gradually increase the amount.
  - It pays off to go your own way and develop add-ons yourself if necessary.
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## 03 KEY FACTORS FOR SUCCESS:

- A strong implementation partner who supports your own ideas and ideas for realization.
- Selecting a scalable solution with economical data storage and integration options.





## Contacts

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### **ALL FOR ONE CUSTOMER EXPERIENCE**

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