

The Atlas Copco logo is displayed in a blue, italicized serif font, centered between two horizontal blue bars.

Cutting-edge B2B e-commerce for a global leader

18

months for the first pilot shop

50+

countries where the platform has been rolled out in 17 languages, and for 5 brands

250,000

SKU's in the online product assortment



CHALLENGE

- Operating fragmented B2B e-commerce platforms across multiple regions led to inconsistent customer experiences and operational inefficiencies
- Lacking standardization in regional platforms made it impossible to implement a cohesive global e-commerce strategy
- Handling over 250,000 SKUs, including spare parts for legacy products, required catalog complexity and product discoverability
- Managing a high volume of orders across different markets with varied systems and user interfaces increased operational costs and reduced scalability

SOLUTION

- Enabling the integration of all regional platforms into a single, scalable global solution, Intershop's cloud-based e-commerce platform unified operations
- Supporting advanced B2B features like custom catalogs and pricing, the flexible architecture improved customer personalization and operational efficiency
- Centralizing the PIM system allowed efficient handling of the extensive product catalog, ensuring accurate, up-to-date information across all channels
- Streamlining order management across multiple regions was achieved through seamless integration with existing ERP, CRM, and other enterprise systems

ABOUT ATLAS COPCO

Atlas Copco Industrial Technique designs, manufactures and markets high quality industrial power tools, assembly solutions, quality assurance products, as well as software and services. They aim to deliver an innovative and extensive product portfolio to meet customer demands. As an industry leader, Atlas Copco Industrial Technique is committed to the highest reliability, ergonomics and durability to avoid downtime, minimize risk for operators and improve production quality. They serve customers in various sectors such as automotive, energy, aerospace and many more in light and heavy industries.

www.atlascopco.com

Founded over 150 years ago, Atlas Copco Industrial Technique is today one of the world's leading industrial assembly solutions brands. With over 3 billion euros of revenue across its six divisions, this Swedish company has successfully become a global powerhouse for industrial solutions, with a presence in more than 150 countries and many thousand employees. Atlas Copco's top tech solutions for critical industrial needs include industrial power tools, automation solutions, advanced quality assurance, and machine vision solutions, among many others.

However, 150 years of history as an industry leader would mean little if the brand is not ready to tackle the challenges and changes the future always brings. And in this increasingly online-driven world, B2B companies transitioning from off- to online gain a competitive advantage. That's why Atlas Copco Industrial Technique Business Area decided to improve its B2B e-commerce for its divisions and upgrade its online platform to move from being a laggard to a leader in the competitive B2B online scenario.

To achieve these goals, they chose B2B e-commerce specialist Intershop and implementation partner Valtech. Thomas Areskoug, VP of Digital Sales & Marketing at Atlas Copco Industrial Technique shares how this iconic brand tackled the challenges they faced, what goals they were aiming for, the lessons learned, and the results of their partnership with Intershop.

From lagging to leading with Intershop as a partner

In 2019, Atlas Copco realized its Industrial Technique division had multiple digital initiatives and solutions already running. However, it was lagging in its digital transformation compared with the rest of the industry. Also, this 'spontaneous ecosystem' of widely varied digital solutions prevented Atlas Copco from actually implementing a standard B2B e-commerce experience.

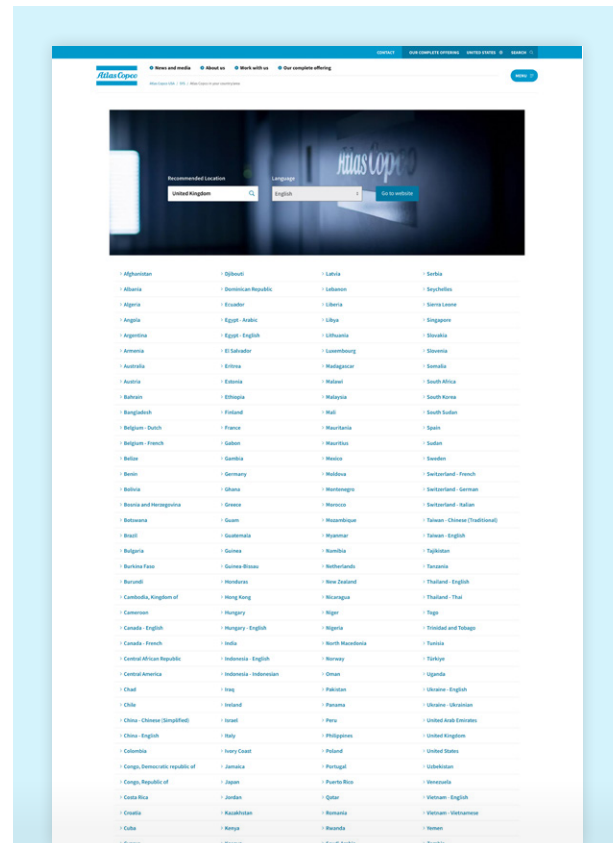
To address that issue, Atlas Copco hired Thomas Areskoug as Vice President for Digital Sales and Marketing to transform it from a laggard to a global digital leader.

But the challenge was complex. The company had multiple B2B online platforms, which were local developments with limited connections to surrounding systems like ERP and the global ordering platform lacked basic features such as pictures and descriptions. This lack of standardization and the obscure nature of some regional B2B platforms made running a global strategy nearly impossible.

On top of all that, Atlas Copco's centennial presence in the market means that the amount of brands and products the company handles daily, is far above the industry average. The Industrial Technique division needed to handle over 400,000 SKUs efficiently. As many of their older products are still functional - a testament to their quality - and

customers from all over the world shop with Atlas Copco for spare parts for these older models.

That's why Atlas Copco decided to find a B2B e-commerce solution that could be implemented globally, that was futureproofed, easy to use for the customer that needed to navigate through an ocean of products and parts, and that could allow them to standardize processes and increase the overall efficiency of their B2B sales operation. Their choice? Of course, Intershop.



Designed for B2B and built for the future

As Thomas Areskoug explains, the main reason for choosing Intershop was its functionalities and Intershop's specialization in B2B e-commerce. This is crucial when considering that the amount of functionalities required for a B2B e-commerce platform is considerably larger than the ones needed for B2C.

In any successful B2B e-commerce operation, you need many more functionalities, such as special price requests and customer approval flows. These are simple but essential functionalities in B2B that are not present in other e-commerce solutions.

Of course, Atlas Copco, as a leading B2B brand, knew precisely what it was searching for, and in their comparison, Intershop was the most complete B2B e-commerce platform. The result? Now, Atlas Copco B2B e-commerce is a future-proof solution that is independent of local or regional developments, can be re-deployed almost instantaneously if anything should happen, and will allow Atlas Copco to evolve and improve its e-commerce solution without constantly re-doing and restarting almost from zero.

Moreover, the headless, cloud-based environment provided by Intershop allows for modularity and a composable approach to e-commerce, which Atlas Copco has been able to exploit to develop a best-

of-breed strategy, allowing them to fine-tune their e-commerce solutions and their entire B2B digital ecosystem.

Finally, working with Intershop was also a happy experience for Thomas: "One of the good things about working with Intershop is that they offered us total support from day one. We knew that for Intershop, we were a top priority, which is extremely valuable and something we could not expect from other players". As Atlas Copco felt throughout the entire process, Intershop was their partner and ally and was always there to support them and advise them on achieving the best results possible.

Atlas Copco wanted standardization, efficiency, and a better customer experience

With five globally established brands, global presence, local language requirements implementing a new future proof e-commerce solution was an extremely complex operation.

Henceforth, implementing and rolling out its dedicated B2B e-commerce ecosystem - CRM, e-commerce, customer experience management, etc - was an odyssey-like project that lasted three full years. During that time, as Thomas explains, their main goal was to achieve a standardized e-commerce solution, improve the efficiency of the B2B operation, and provide a better customer experience for their clients. And they did so. But it was no bed of roses.

As Thomas recalls they had to battle with local developments of obscure nature, with different B2B e-commerce solutions that had been self-made years ago in different ways across different countries.

Moreover, Atlas Copco Industrial Technique's vision was to retain its rightful place as an industry leader by pioneering in markets such as the Brazilian, Indian, and even Chinese markets, which are traditionally extremely complex markets for European B2B brands.

Self-service to offer a better customer experience

Currently, Atlas Copco Industrial Technique is handling close to 30% of its global B2B orders via its e-commerce solution. They have implemented their e-commerce and the entire team is comprised of only ten employees. Furthermore, although Atlas Copco's digital environment is not entirely built on Intershop, all the other components, software, and solutions are perfectly integrated with Intershop due to Intershop's ease of integration and compatibility.

This has allowed Atlas Copco to retain a high degree of flexibility in implementing their digital B2B channels, thus keeping or improving bits and parts of each regional team according to their market's specific needs.

Finally, although there is still a lot of room for improvement, Atlas Copco has also been able to provide its customers with a better interface and product discovery experience. Under Intershop, customers are now able to place their orders more accurately, something fundamental in B2B where large orders - with high prices - should never go wrong.

This new approach fosters the idea of self-service, which, at the end of the day, is precisely what every B2B client is shopping for: the capability of navigating the products of your B2B purveyor comfortably, choosing the precise parts or types of equipment you need, see the compatibility of those components and all its information, and place the order at your own pace.

"A great deal of loyalty can be driven by the purchase experience. But to do so, you need to offer your clients the right place to start their product discovery journey, and for this, you need to sort their data on previous purchases and interactions. Intershop has proven extremely efficient in working on this aspect and connecting it with our marketing solutions", said Thomas Areskoug, VP of Digital Sales & Marketing for Atlas Copco Industrial Technique.

Under the self-service approach, Atlas Copco not only provides a better, more efficient customer ex-

perience but also creates a more efficient system, as it allows Atlas Copco's own sales representatives to add far more value and time with their customers, providing expertise where it is truly needed. This approach is part of Atlas Copco's vision of doubling the revenue of each salesperson, to retain their leadership position in the global market.

By futureproofing its e-commerce B2B ecosystem with an Intershop cloud-based and composable approach, Atlas Copco is securing its position as an industry leader, increasing its efficiency, improving its customer's experience and product discovery journey, and above all, securing the future of a global brand with over 150 years of successful history.

"We would easily recommend Intershop to any brand searching for a B2B e-commerce solution. It's very stable and specifically designed for B2B sales. That reliability, alongside the ease of use, is one of the reasons why we chose Intershop."

**Thomas Areskoug, VP of Digital Sales & Marketing,
for Atlas Copco Industrial Technique**

ABOUT INTERSHOP

Always nearby



Intershop is the engine that drives digital commerce. Our powerful B2B e-commerce platform enables the world's leading manufacturers and wholesalers to transform their business and increase revenue in a digital-first world.

Our cloud-based solutions give you an essential foundation for digital success, plus the flexibility to deliver

unique experiences and quickly react to changing needs. With a global presence and extensive partner network, we support your success every step of the way—creating opportunities to scale, innovate, and gain a competitive edge.

Intershop is built to boost your business. Discover what we can do at www.intershop.com.

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www.intershop.com/en/locations
info@intershop.com