

RÖHM

TRADITIONALLY
INNOVATIVE

Enhancing customer experience through digital innovation

24/7

access to procurement
data, documents, and
tracking

2,900

employees across
Europe, North
America, and Asia

1,000,000+

metric tons of methacrylates
produced annually to serve
key industries



CHALLENGE

- Increasing demand for speed, transparency, and self-service in B2B procurement
- Lack of digital interfaces made it difficult to access key information anytime, anywhere
- Growing supply chain complexity required faster access to shipment status and documents
- Need for more efficient handling of recurring tasks to improve the experience for both customers and internal teams

SOLUTION

- Launch of **RöhmConnect**: a digital self-service customer portal for Bulk Monomers procurement
- Co-developed with Intershop using the Intershop Commerce Platform and integrated with SAP S/4HANA
- Guided by design thinking and based on structured customer feedback and real-world user journeys
- Offers real-time shipment tracking, centralized document access, reordering, and sample requests

ABOUT RÖHM

Röhm is one of the world's leading manufacturers in the field of methacrylate chemistry and supplies customers in fast-growing markets including the automotive, construction, and medical technology industries. We serve a global market with our MERA-CRYL® methacrylates and PMMA molding compounds under the PLEXIGLAS® / ACRYLITE® brand, which we manufacture in our worldwide production network. Our high-quality products offer a wide range of applications – from paints, coatings, car taillights, medical products, aircraft glazing and household appliance displays to road markings.

Around 2,900 employees worldwide play a part in our success. With production and research sites across Europe, North America, and China, we combine regional presence with global expertise and create added value for our customers.

www.roehm.com/en

Meeting customer needs with RöhmConnect

As part of its ongoing commitment to customer-centric innovation, Röhm's Bulk Monomers business unit launched RöhmConnect – a digital B2B customer portal designed to simplify procurement and enhance service transparency. Developed in close collaboration with Intershop, the platform reflects Röhm's proactive approach to digital transformation and its dedication to delivering value through both technology and personal service.

RöhmConnect was developed in direct response to customer feedback gathered through structured surveys and interviews. Customers expressed a clear need for faster access to documentation, real-time shipment visibility, and more autonomy in managing routine tasks. Röhm recognized this as an opportunity to make their customer's work easier and more efficient – especially in areas where digital tools could provide a better experience without compromising the personal service Röhm is known for.



“With RöhmConnect, we turned complex procurement into a seamless, digital experience. Thanks to our collaboration with Intershop and a design thinking approach, we created a platform that truly reflects what our customers and teams need – transparency, speed, and simplicity.”

**Tanja Tschech, Head of Digital Strategy,
RÖHM GmbH**

The opportunity: streamlining service for greater efficiency

While Röhm has long been a trusted partner in the chemical industry, the increasing complexity of the supply chain and expectations presented an opportunity to enhance service delivery. Customers managing procurement with time pressure and logistics challenges needed more intuitive, self-service options to access documents, track shipments, and manage orders.

Röhm saw this not as a shortcoming, but as a chance to evolve its service model – preserving the strengths of personal interaction while introducing digital tools that empower customers and reduce friction in everyday processes.

A collaborative, customer-informed approach

The development of RöhmConnect was guided by a design thinking methodology and grounded in direct customer feedback. Cross-functional teams

from sales, customer service, IT, and digital strategy worked together to map out user journeys and identify key pain points. Structured interviews, onboarding sessions, and surveys confirmed that customers were ready for digital tools that offered speed, clarity, and convenience.

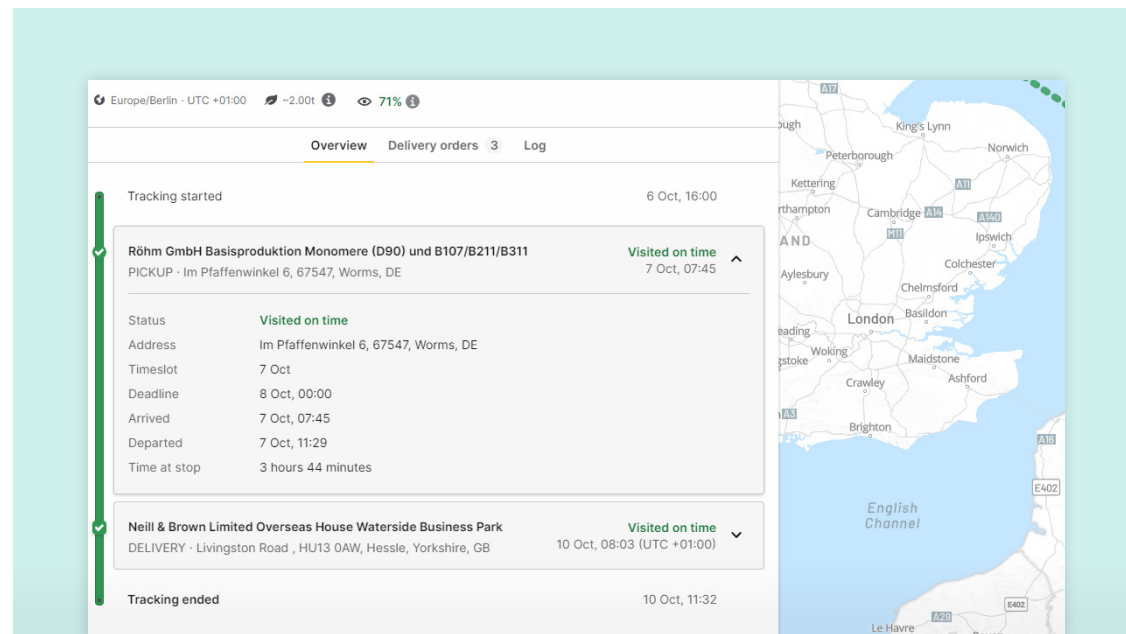
To ensure technical robustness and adaptability, in particular requiring a cloud solution with an interface to SAP S/4 HANA, Röhm selected the Intershop Commerce Platform and partnered directly with Intershop for implementation. This close collaboration enabled agile development and ensured that the platform aligned with both customer needs and internal data flows.

RöhmConnect in action

Now live across Europe for Bulk Monomers customers, RöhmConnect offers:

- **Real-time order tracking** and delivery alerts
- **Centralized access** to documents such as SDS, TDS, invoices, and order confirmations
- **Easy reordering** and sample requests
- **Updates** on relevant supply chain developments

The portal is designed to complement Röhm's multi-channel solution. Sales and customer service teams remain actively involved, with the platform enabling more efficient collaboration and freeing up time for strategic engagement.



Real-time order tracking gives customers full transparency over delivery status and enables proactive planning.

Early results and customer feedback

Initial feedback has been positive. Customers appreciate the portal's intuitive design and the convenience of 24/7 access. Internally, Röhm teams report improved efficiency and better alignment across departments.

“RöhmConnect is a very user-friendly, functional and well-designed portal. All necessary information is easy to find.”

Duygu Arslanog, Sales Director Europe, Nordmann

“The helpful online functionalities enhance our procurement process as the services are available around the clock. I find it more efficient than other portals currently available in the market.”

Jan Hirsch, Senior Strategic Sourcing Manager, Blanco

Looking ahead

Röhm continues to evolve RöhmConnect based on user feedback. Future enhancements will be introduced gradually, with a focus on maintaining the high standards of service and reliability that customers expect. Initiatives such as automated order-to-cash processing, invoice transparency – always guided by the principle of making customer work easier and more effective.

The screenshot displays the RöhmConnect portal interface. At the top, there's a navigation bar with the Röhm logo, a 'Quick Order' button, and a search bar. Below this, the main header shows 'MY RÖHM CONNECT', 'PRODUCTS', and 'DOCUMENTS'. The user is logged in as 'Mustermann, Max' (Muster GmbH Buyer, Price List Approver, Account Admin). The dashboard is divided into several sections:

- MY RÖHM CONNECT:** A sidebar menu with options like 'Purchases', 'Order History', 'Order Templates', 'Price List Approvals', 'Sample Request', 'My Organization', 'My Profile', and 'Logout'.
- Hi, Max Mustermann (Muster GmbH). Welcome Back!**: A welcome message with a brief overview of the portal's functionality.
- RECENT ORDERS OF CURRENT MONTH:** A table showing recent orders with columns for DATE, YOUR ORDER, ORDER QTY, CUSTOMER PO-NUMBER, MATERIAL, and DESIRED DELIVER DATE. The table lists several orders from February 2024.
- ORDER DETAILS:** A detailed view of a specific order (EB000000031) showing the Order No., Date of Order, Order Status, and a list of Order Documents (Order Confirmations, Certificates, Invoices).
- INVOICE ADDRESS:** The address for the order, including the company name, street, and postal code.
- SHIPPING ADDRESS:** The shipping address, including the company name, street, and postal code.

Order history and details provide quick access to past purchases, essential information, and documents.

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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