

## Entry Pitch Deck

**Providing Support for Thermomix Advisors from the Cloud: Vorwerk and SAP Commerce Cloud**

**Vorwerk SE & Co. KG**

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Consumer Products

PUBLIC



# Company information

## COMPANY NAME:

Vorwerk SE & Co. KG

## HEADQUARTERS:

Wuppertal, Germany

## INDUSTRY:

Consumer products

## WEBSITE:

<https://www.vorwerk-group.com>

## NUMBER OF EMPLOYEES:

9,000+

Vorwerk is the #1 direct sales company in Europe and the world-leading direct seller of high-quality household appliances. Vorwerk's core business encompasses both the production and sale of the Thermomix® kitchen appliance and the Kobold vacuum cleaner. As a direct sales company, Vorwerk always seeks direct contact with its customers. In doing so, the advisors are always at the center of our activities.

Vorwerk has been inspiring people all over the world for more than 140 years! Innovative strength, the courage to change, and above all passion have made the company what it is today.

# Thermomix and eCommerce with SAP Commerce Cloud

Vorwerk SE & Co. KG



## CHALLENGE:

- Vorwerk is the #1 direct sales company in Europe. 100,000 advisors worldwide demo Thermomix kitchen appliances and Kobold vacuum cleaners to prospective customers.
- The company enabled online sales in a way that continued the use of advisors. Built on an on-prem solution, the system was susceptible to critical (P1) issues and scheduled and unscheduled downtime.
- Vorwerk needed to move to a cloud solution that could support the growth of the business, increase customer and advisor satisfaction, eliminate downtime, and allow the IT department to focus less on maintenance and more on value creation.
- Finally, all activities are always focused on providing the best possible support for the advisors.

## SOLUTION:

Setting up a future-proof and seamlessly scalable platform while integrating into a broader IT landscape:

- Vorwerk migrated to SAP Commerce Cloud, integrated with SAP Customer Data Cloud, SAP Integration Suite and its API management service, SAP S/4HANA Cloud Private Edition, and SAP Business ByDesign.
- Also included are integrations to Vorwerk's content management system, payment service providers, and IT support and cybersecurity service providers

## OUTCOME:

- The project fused digital and direct selling models, bridging personal advisory and digital convenience, and establishing a scalable, future-proof digital commerce foundation. This approach highlights how traditional models can leverage up-to-date technology to drive growth and meet evolving customer needs.
- Previously, platform updates required extensive coordination and risked downtime. Now, SAP Commerce Cloud ensures continuous innovation without disruption.
- Before the migration, significant resources were devoted to maintaining infrastructure. Post-migration, maintenance requirements have been reduced, allowing teams to focus on value-adding activities in support of Vorwerk's core mission.

# 75%

Reduction in number of Priority One (P1) urgent e-commerce issues for IT resolution

# 4x

Increase in deployment speeds

# 15%

Increase in page views due to omnichannel implementation

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**With zero downtime and a fully internal execution, our cloud migration was more than a technical upgrade—it unlocked agility, reduced maintenance, and strengthened security.**

**By integrating SAP Commerce Cloud, we’ve built a scalable and future-proof digital commerce experience. Our omnichannel approach empowers direct-selling advisors, connecting personal consultation with digital convenience to provide the best possible support for the advisor.**

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Heidi Immer  
Domain Lead Sales

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# Challenges

## GLOBAL CHALLENGES

In a rapidly changing world, Vorwerk evolves to meet growing customer expectations by complementing its advisor-driven model with robust, future-proof online sales capabilities:

- Vorwerk focuses on building direct connections with its customers and the 100,000 advisors who act as brand ambassadors. In a time when sales often feel impersonal and transactional, Vorwerk emphasizes the social and emotional aspects of its 140-year-old direct sales approach and aims to enhance it.
- The support of advisors through the online selling approach was also hastened by the difficulties faced by the direct selling model due to COVID-19. Vorwerk needed an e-commerce platform that was adaptable enough to sustain the involvement of advisors in the online sales process for Thermomix kitchen appliances and Kobold vacuum cleaners.

## BUSINESS CHALLENGES

Inconsistent service delivery, complex advisor interactions, and resource-heavy on-premise systems hindered innovation and scalability:

- Vorwerk needed a more scalable e-commerce solution with a future-proof architecture that would facilitate faster innovation.
- The online business was vulnerable to downtime. There were frequent P1s (high-priority issues for IT resolution), plus downtime required for frequent upgrades, and other scheduled and un-scheduled maintenance.
- IT was heavily engaged in non-core business activities such as infrastructure management, frequent upgrades of the on-premise commerce platform, and vendor management. These tasks demanded significant operational effort and incurred high costs, diverting IT's attention away from value-creating projects that could benefit Vorwerk's employees, advisors, and customers.

# Objectives

## PROJECT OBJECTIVES

Supporting Vorwerk's diverse markets, the goals included fostering innovation, stabilizing systems, integrating omnichannel sales, and enhancing resource management to boost efficiency and customer satisfaction:

- Seamless migration to SAP Commerce Cloud and its integrations to SAP Customer Data Cloud and other SAP and third-party solutions
- Uninterrupted service and stable performance for customers, and a high-performance commerce solution for Vorwerk's seven B2C market teams
- IT shift from infrastructure management to enabling business growth by eliminating manual upgrades, infrastructure campaign preparations, and maintenance efforts
- Operational cost reduction through lower infrastructure maintenance effort and costs

## WHY SAP

SAP is a long-standing strategic partner and was chosen for its robust integration capabilities and strategic fit with Vorwerk's existing infrastructure.

The decision to adopt SAP Commerce Cloud was influenced by its ability to support scalable, efficient e-commerce operations for both B2B and B2C, and seamless integration with other SAP solutions in use, such as SAP Customer Data Cloud.

# Project or use case



## OVERALL USE CASE

Vorwerk migrated its e-commerce platforms from on-premise systems to SAP Commerce Cloud, launching projects for both B2C and B2B. The IT department championed this move to a future-proof, scalable architecture. The decision was crucial for ensuring stable operations that could support market demands and sales initiatives while reducing IT's time and costs.

The B2C initiative integrated digital commerce with traditional direct selling to create a seamless omnichannel experience that solidified Vorwerk's position as a champion of the direct selling model. The project took eight months from start to finish, completed with SAP's support the resources of Vorwerk's IT team.



## USE OF ARTIFICIAL INTELLIGENCE IN THE PROJECT

This project established a foundation for leveraging AI capabilities to enhance user experiences through personalized recommendations, significantly boosting customer satisfaction and engagement—initiatives already in the planning stages.

# Benefits and outcomes 1 of 2

## BUSINESS OR SOCIAL

- **Omnichannel integration increased visits by 15%:** Vorwerk's team can now effectively scale omnichannel growth, enhancing customer engagement and facilitating business expansion.
- **Robust commerce platform for growth:** The platform supports growing sales of Thermomix and Kobold, with advisors playing a key role and campaigns running without system stress.
- **Deployment speed improved by 4X:.** With SAP Commerce Cloud, Vorwerk embraces an ambitious release cycle, offering continuous innovation without downtime risks.
- **Seamless operations:** The zero-impact migration ensured uninterrupted operations, feature development, and online campaigns, eliminating "priority one" disruptions and scheduled downtimes that previously affected online sales and campaigns.

## IT\*

The migration improved operational agility, reducing the manual management burden and enabling IT to focus on strategic business objectives:

- Vorwerk's IT team successfully led a seamless migration of all environments, with SAP's guidance and without partner assistance, ensuring zero downtime or business disruption.
- Freed from infrastructure management, IT now focuses on scaling omnichannel growth, enhancing customer engagement, and expanding business. Deployments are quicker and more reliable, no more urgent "priority one" system issues for IT to resolve.
- IT now has high confidence in the platform during campaign launches, such as for a new Thermomix, eliminating the previous panic associated with marketing initiatives.



# Benefits and outcomes 2 of 2



## PEOPLE RELATED: PERSONAL PERSPECTIVE

The project has reinforced Vorwerk's competitive position, improving employee productivity and customer interactions. Advisors benefit from a robust digital platform that enhances their sales capabilities:

- Anyone who is familiar with Thermomix kitchen appliances or Kobold vacuum cleaners understands the wonderful, acclaimed social and emotional engagement that is part of the in-person showcasing of the product's capabilities.
- Vorwerk's 100,000 advisors continue to be the face of the company worldwide for prospects and customers, when they are supported through online activities. The migration to SAP Commerce Cloud means that their distinctive advisory role in the purchase process for Thermomix kitchen appliances and Kobold vacuum cleaners is enhanced and continues without interruption.



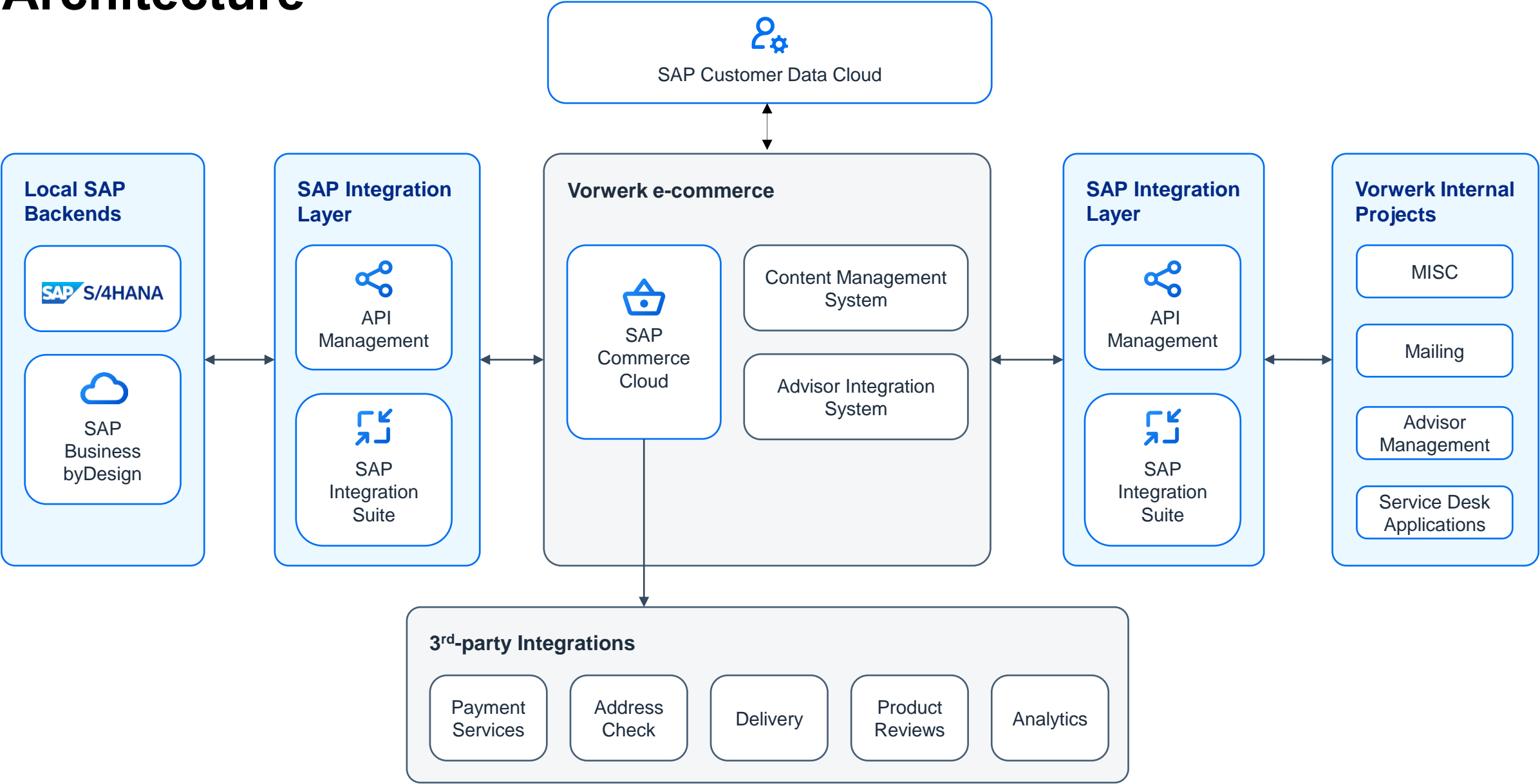
**Thanks to our teams' relentless efforts, this migration aligns our platform with current and future business needs. With faster deployment, reduced dependencies, and improved usability, we can focus on delivering core features that boost customer engagement and growth. Our omnichannel strategy integrates direct-selling advisors into the online experience, making shopping more accessible and engaging than ever.**

**Niklaus Gerber**

Vice President, Digital Unit, Vorwerk



# Architecture



# Deployment details 1 of 3

## SAP TECHNOLOGIES USED

	SAP Offerings	DEPLOYMENT STATUS LIVE Proof of Concept	SAP Business AI SCENARIO (if applicable)	CONTRIBUTION TO PROJECT
1	SAP Commerce Cloud	LIVE		The webshop platform which serves the tailored checkout experience that finalized the omnichannel experience
2	SAP Customer Data Cloud	LIVE		Takes over the Consent + Guest and Login Part for User authorization, selling history and supports guest checkout
3	SAP S/4HANA Cloud Private Edition	LIVE		Process the orders towards fulfillment for local markets and covers the regular ERP functionalities
4	SAP Business byDesign	LIVE		Process the orders towards fulfillment for local markets and covers the regular ERP functionalities
5				

## DEPLOYMENT STATUS:

Live

## DEPLOYMENT COUNTRY:

DE, FR, ES, PL, PT, IT, UK, IR, AT

## DATE:

November 2023

## NUMBER OF END USERS:

4.6M

## TRANSACTION VOLUME:

Transactions in 2024: 1.04 M

Views in 2024: 111.25 M

# Deployment details 2 of 3

The following SAP Business Technology Platform (SAP BTP) solutions are part of the project:

	TECHNOLOGY	SAP BTP SOLUTION	CONTRIBUTION TO PROJECT
1	Application Development and Automation	SAP Build	SAP BTP supports the custom-built applications for VORyou and VORleads, which empowers the company’s advisors in their daily business tasks across the sales cycle.
2	Extended Planning and Analysis		
3	Data and Analytics		
4	Integration	SAP Integration Suite and its API management service	Overall middleware that makes sure the data is being transported correctly towards the local backends and towards SAP Customer Data Cloud
5	Artificial Intelligence		

\*For partners only

\*LICENSED THROUGH THE SAP BUILD/TECH ADOPTION PROGRAM:

\*LISTED ON SAP STORE:

\*MONETIZED (SOLD TO YOUR CUSTOMERS):

\*CO-INNOVATION WITH SAP:

\*NUMBER OF CUSTOMERS USING THE SOLUTION/APP:

# Deployment details 3 of 3

The following offerings from SAP services or application packages were utilized during the implementation or deployment phase.

	SAP SERVICE OR APPLICATION PACKAGE	CONTRIBUTION TO THE PROJECT
1	SAP Expert Services – Commerce Cloud	Performance Health Checks & Go-Live support by SAP experienced Commerce Consultants
2	Holiday Season Readiness Program – to support Vorwerk in the Holiday season 2023 / 2024	Ensuring Vorwerk was proper prepared for additional website traffic on Black Friday, Cyber Monday and Christmas season
3		
4		
5		

## Other Packages


☐ SAP DISCOVERY CENTER MISSION:

# Additional information


Vorwerk is transforming its eCommerce capabilities with SAP. The company is also digitally transforming its direct sales operations by developing custom apps on SAP Business Technology Platform (BTP) for tasks like order entry and leads management. Using SAP Integration Suite, Vorwerk seamlessly connects these apps to SAP and third-party systems, achieving greater efficiency.

Check out the SAP customer success story from November 2024 to learn more about Vorwerk's success in expanding its business with online advisors using the SAP Business Technology Platform.


[Vorwerk: Speeding the Person-to-Person Sales Cycle by Digitalizing Direct Selling Processes to Optimize the Customer Experience](#)



[/ About SAP / Customer Stories](#)  
Vorwerk: Speeding the person-to-person sales cycle by digitalizing direct selling...



Vorwerk: Transforming the person-to-person sales experience by digitalizing direct selling processes



### Explore Vorwerk's recipe for success

The world's leading direct seller of premium household appliances, the Vorwerk Group is known for its Thermomix® kitchen appliance and Kobold cleaning systems. When innovating a digital direct sales solution, Vorwerk chose SAP Business Technology Platform (SAP BTP) to develop custom apps and used SAP Integration Suite to connect to back-end systems from SAP and third parties.

Industry	Region	Company Size
Retail	Wuppertal, Germany	9,394 employees

100%

use of digitalized order entry and signature in selected countries.

85%

of sales done digitally in 2023, up from 1% in 2018.