

New B2B platform brings B2C experience and positions BSH Hausgeräte for continued profitable growth

Capgemini has helped the leading white goods manufacturer to develop a portal that will enable it to build customer intimacy and promote digital interaction. This project is the first step towards achieving the company's wider digital transformation strategy, which will facilitate expansion into new markets.

A manufacturer focused on consumers

BSH Hausgeräte GmbH (also known as BSH Home Appliances) is the world's second-largest home appliance manufacturer. The company was set up as a joint venture by Robert Bosch GmbH (Stuttgart) and Siemens AG (Munich) in 1967 and has belonged exclusively to the Bosch Group since January 2015.

Overview

Customer: BSH Hausgeräte GmbH

Industry: White goods manufacturing

Location: Headquartered in Munich, Germany

Client Challenges / Business Need:

Implement a new B2B portal to support a global user experience programme in pursuit of digital transformation and worldwide expansion.

Solution-at-a-Glance: A new custom portal for dealers and service partners, developed using SAPUI5.

Results:

Faster data entry time, and the ability to measure and track usage

- A 34% increase in monthly turnover via the B2B portal
- A 12% increase in online orders
- A reduction in phone calls and manual back office processing
- State-of-the-art user experience
- A single, simplified journey for order management



As the largest home appliances manufacturer in Europe, we saw the renewal of our order management solution as essential to further strengthening relationships with our B2B customers. We have already witnessed an improved customer experience while gaining more actionable data-driven insights from the roll-outs. The project shows what can be achieved when multiple IT, business and design teams work together. Capgemini brought to the table deep architecture know-how, UI/UX design competency and a profound business understanding, and adopted a highly collaborative approach that was a key success factor for this project."

Joachim Johannes Reichel
CIO, BSH Hausgeräte GmbH

The Collaborative Approach:

BSH and Capgemini worked closely together to ensure alignment between IT and the business. Design Thinking workshops engaged stakeholders from both business and IT, and helped to create momentum.

Capgemini drew on its global capabilities to assemble the right expertise and complete the project within the required timeframe – a testament to its “Power of One” approach.



Capgemini’s collaborative ways of working exposed us to Design Thinking and Agile in the true sense, and helped us get a solution developed faster than expected. Because we were always working towards a clear vision, we were able to overcome a variety of technology, architecture and project challenges.”

Horst Bayer,
Engagement Manager
eTip Project, BSH
Hausgeräte GmbH

With more than 58,000 employees, and operating in around 50 countries globally, BSH provides a wide range of home appliances under 14 brands such as Bosch, Gaggenau, Neff and Siemens to customers worldwide. BSH increased its revenue in 2015 to around €12.6 billion.

BSH makes white goods such as washing machines and refrigerators and also small appliances such as vacuum cleaners, coffee machines, kettles, irons and hairdryers. Although it sells its products to retailers (dealers), it has a strong focus on consumers and on improving their quality of life. It’s very much a “B2B2C” operation, therefore, and one that needs a finger on the pulse of consumers in all its target markets.



The crucial factor in all of BSH’s developments is not what is technically possible, but what offers real personal benefit to the consumer.”

BSH website

The business need: smoother interaction with dealers

BSH already had a B2B platform for interacting with dealers, but this was primarily a conventional order management system.

The company’s ambition is to increase revenue and expand into new markets. To do this it needs to build customer intimacy by offering retailers and service partners a great user experience. It also needs to work closely and collaboratively with customers to find out about these new markets.

Another important aspect was to introduce facilities for running promotions and campaigns successfully, and for identifying any cross- and up-selling potential.

BSH felt that its legacy platform would not be equal to these challenges, and also that there might be performance and security issues as the business grows. It therefore decided to develop a comprehensive and up-to-date B2B portal to support its interactions with the dealers and service partners.

The solution: a brand-new B2B portal

After some preliminary work, BSH asked Capgemini to conduct an architecture review to ensure that the projected new solution would meet the business’s KPIs. Capgemini brought in a team with extensive experience of implementing projects using BSH’s chosen tool SAPUI5. (This is a user interface (UI) development toolkit for HTML5 that simplifies the task of build and deployment on multiple devices.)

Capgemini conducted the review within a tight schedule. It was then asked to execute its own recommendations and complete the development of the new platform.

The result of this collaboration is a new B2B portal solution called eTip, based on SAPUI5 and BSH’s existing SAP solution. It provides improved user experience and a simplified order management journey for consumers.



The use of Agile ways of working on this project helped us get a solution developed faster than we expected – and, even more importantly, to make sure it was the right solution for the business.”

Thomas Pradellok,
Digital B2B Project Lead,
BSH Hausgeräte GmbH

Capgemini’s approach: Agile development with Design Thinking

To help BSH ensure that business and IT were working towards a common goal, Capgemini introduced Design Thinking, an Agile methodology based on a Discover-Define-Design process, using the right **Design Thinking** tools and encouraging collaborative ways of working.

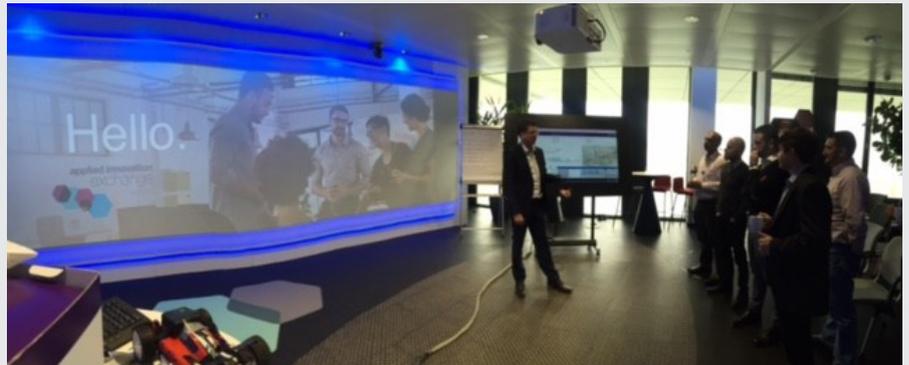


The project was characterised by multiple iterations, each in a three-week window, in which the team used interactive methods such as user shadowing, user interviews, storyboarding, user journeys, smart canvas and rapid prototyping. This enabled the team to produce a fully functional prototype, which then went through three iterations of review and testing before going live.



Adopting the Design Thinking approach within Capgemini’s Applied Innovation Exchange gave us a great way to collaborate and communicate globally. Design Thinking also helped us ensure that we accurately identified, and fulfilled, our real need: a single portal that can act as a one-stop shop for retailers.”

Anke Lindemman,
Project lead B2B eBusiness
Customer Service



Capgemini’s **Applied Innovation Exchange (AIE)** in Munich provided an ideal space for Design Thinking activities. Facilities like smart boards, video conferencing, creative wall and live streaming enabled seamless participation by BSH and Capgemini people across the globe. The AIE was also used to present the results of each iteration to BSH senior management and gather their feedback.

To measure usability, the team integrated **Adobe Analytics** with SAPUI5. In this way it became easy to capture and analyse data such as the number of page visits, frequency of visits and percentage of orders completed.

Sogeti, Capgemini Group’s specialist testing arm, provided tools and services to help with activities such as performance and load testing, to ensure that the solution would scale up globally.

Results

The result is a highly innovative portal that can handle a large volume of interactions with excellent performance against all KPIs. It has a simplified IT architecture and can be accessed via a wide range of mobile devices.

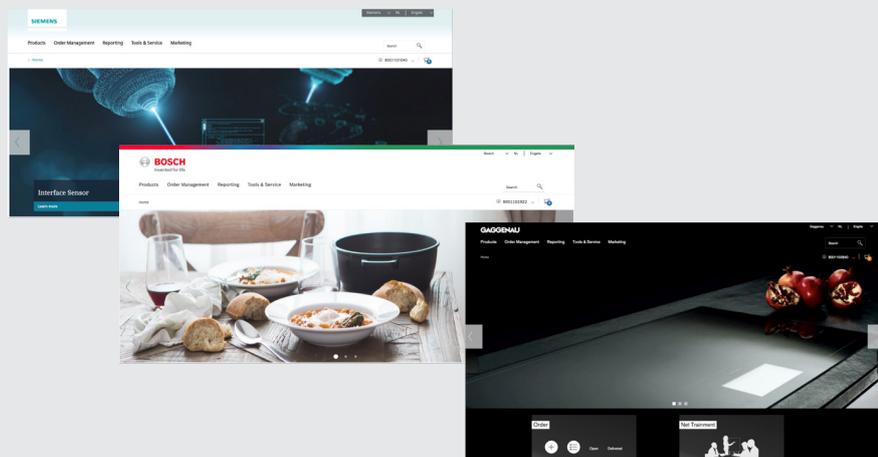
The portal enables retailers to offer a better customer experience to consumers on the shop floor. It also makes use of analytics platforms including Adobe Analytics to gain valuable insights about customers.

The solution was developed on time and within a modest budget, thanks to the approach taken and to Capgemini's expertise in SAPUI5 and SAP. The portal has successfully gone live in the Netherlands and is now being rolled out into the remaining 20+ countries.

In the Netherlands, the solution is already providing:

- Faster data entry time, and the ability to measure and track usage
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BSH views this as a strategically important digitalisation project in the B2B area. The next step, which Capgemini is also helping with, is a repair management solution, which again will be rolled out to more than 20 countries.



Capgemini's experience in applying innovative technologies and approaches to complex challenges gave us the confidence to undertake this project, and the business benefits we're seeing certainly justify that confidence."

Matthias Frenzel,
Head of Digital B2B, BSH Hausgeräte GmbH

For more information on this project, please contact:

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With more than 190,000 people, Capgemini is present in over 40 countries and celebrates its 50th Anniversary year in 2017. A global leader in consulting, technology and outsourcing services, the Group reported 2016 global revenues of EUR 12.5 billion. Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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About BSH Hausgeräte GmbH

With annual sales of around €13.1 billion in 2016 and more than 58,000 employees, BSH Hausgeräte GmbH is one of the global leaders in the home appliance sector. BSH manufactures at around 40 factories, operates over 80 companies and has a presence in around 50 countries. BSH is a company of the Bosch Group.

Learn more about us at:
www.bsh-group.com