



More than an automotive supplier

How ESA is revolutionizing the automotive industry as a B2B service allrounder



500,000+
Items



371.3 million CHF
of revenue in 2018



20,000+
Customers



580
Employees

Starting point

- ◆ The old system reached its limits with new customer demands
- ◆ ESA was no longer able to keep pace with market development or individual customizations
- ◆ Standard software was out of the question due to a lack of flexibility → ESA replaced the entire shop system with Spryker

The aims of migrating to Spryker

- ◆ Around 70 percent of ESA sales are transacted via the E-shop → most important sales channel
- ◆ Focus of migrating to the Spryker Commerce OS on a better customer focus and an optimized customer journey → increased sales and an improved range, thereby increasing customer satisfaction
- ◆ Decrease the purchase cancellation rate
- ◆ Improve the tracking of user behavior

A system that adapts to individual customer requirements

- ◆ Multilayered demands because its complex supply → attributes that must be factored into data, storage and delivery processes (product availability, variable prices, discount rules, locations etc.)
- ◆ ESA wanted to unite all these processes and attributes into one system
- ◆ The modular architecture of Spryker makes it possible to adapt and adjust all these attributes
- ◆ Spryker's Glue API was used to implement external interfaces
- ◆ Important for ESA: no more compromises with the Spryker Commerce OS – for example, when it comes to connecting new touchpoints such as language assistants and IoT

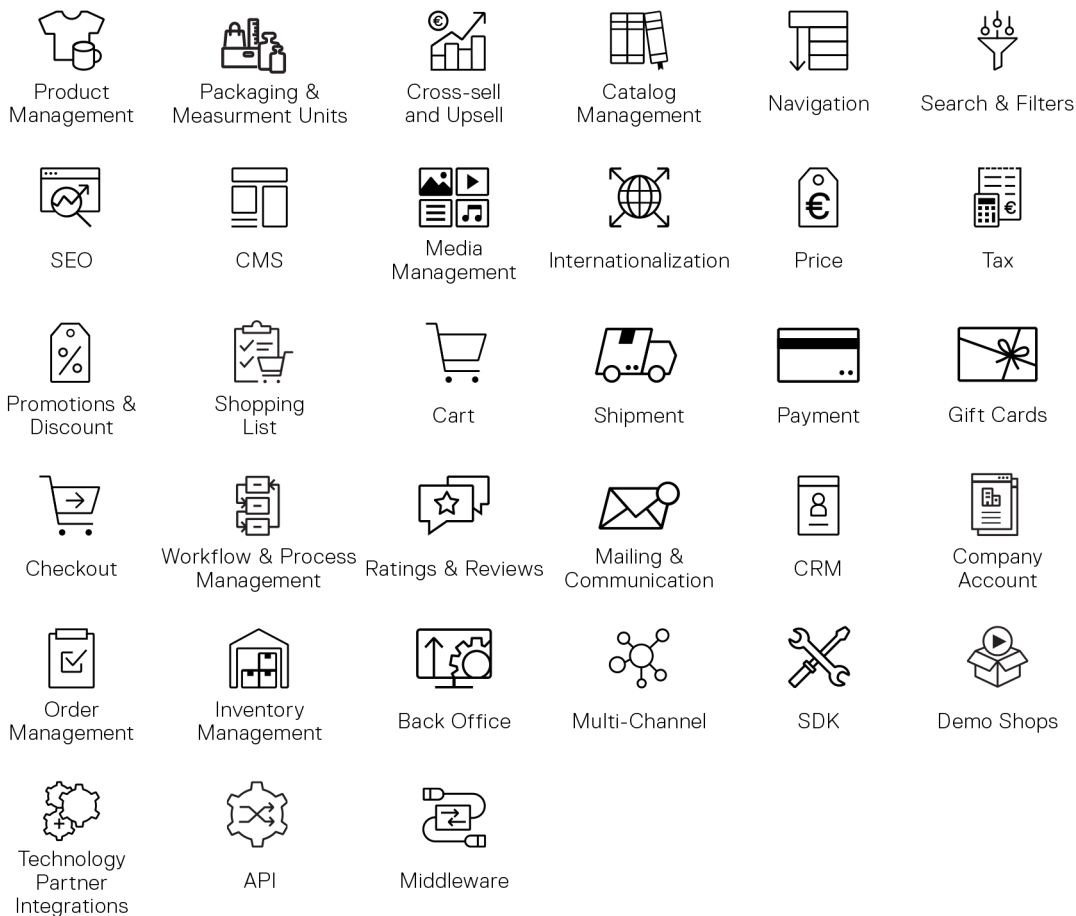


Our primary aim was to use the latest technology to become quicker: quicker on the market, quicker in experimenting.”- Gérard Georges, Division Manager Marketing & Business Development ESA

With the Spryker Commerce OS, ESA has the flexibility to drive forward development itself and to ensure that it has the freedom to decide the direction the platform should go. Positive results from the migration are already evident. There have not been any down days since its launch, which was often crucial on the old shop system with current seasonal order volumes.

The Spryker B2B Suite as a basis

The scope of the relaunch extended beyond just the shop being renewed and also included the connection of numerous interfaces. And for that reason, the Spryker B2B Suite serves as a solid foundation because it safeguards modularity and flexibility. Each SAP, PIM, or marketing automation system that ESA works with was connected to the Spryker Commerce OS. With Spryker, ESA internally retains the option of establishing connections at any time with front-end devices such as native apps, IoT, bots and voice assistants, in order to react quickly to new customer demands.



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