

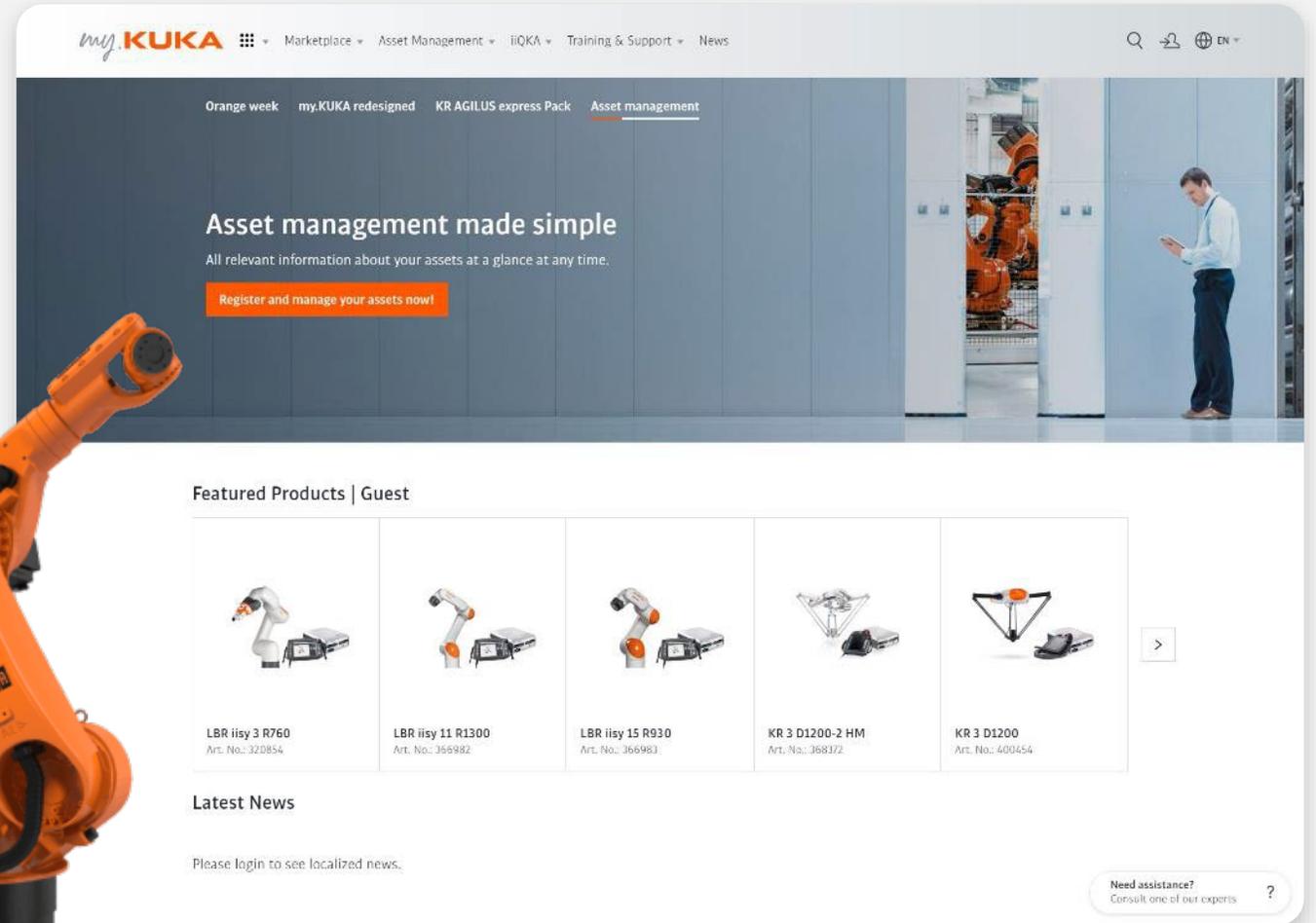
OSF | DIGITAL **KUKA**

EMPOWERING KUKA TO CLOSE THE LOOP ON CUSTOMER 360

ABOUT KUKA AG



KUKA is a German manufacturer of industrial robots and systems for factory automation, and one of the world's leading suppliers of intelligent automation solutions. KUKA's robot and production system applications are used in the automotive, electronics, consumer goods, ecommerce, retail, healthcare, and other general industries.



KUKA'S CHALLENGES

High expectations for global expansion & digital quality

With a B2B shop based on an angular framework and plans to expand globally, KUKA required a new B2B sales funnel with enriched functionalities.



1

Enhanced platform

KUKA needed a digital shop that natively integrated with its Salesforce stack to achieve Customer 360.

2

Data visibility

KUKA wanted transparency for its internal teams to reduce time and effort for enhanced order management.

3

Optimized user experience

The company was invested in delivering the best customer journey by encouraging customers to shop online.

4

Fast to market

The group needed to establish a global presence quickly and make sure that end-users can order faster and easier.

OSF'S SOLUTION

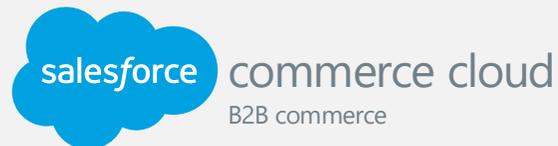
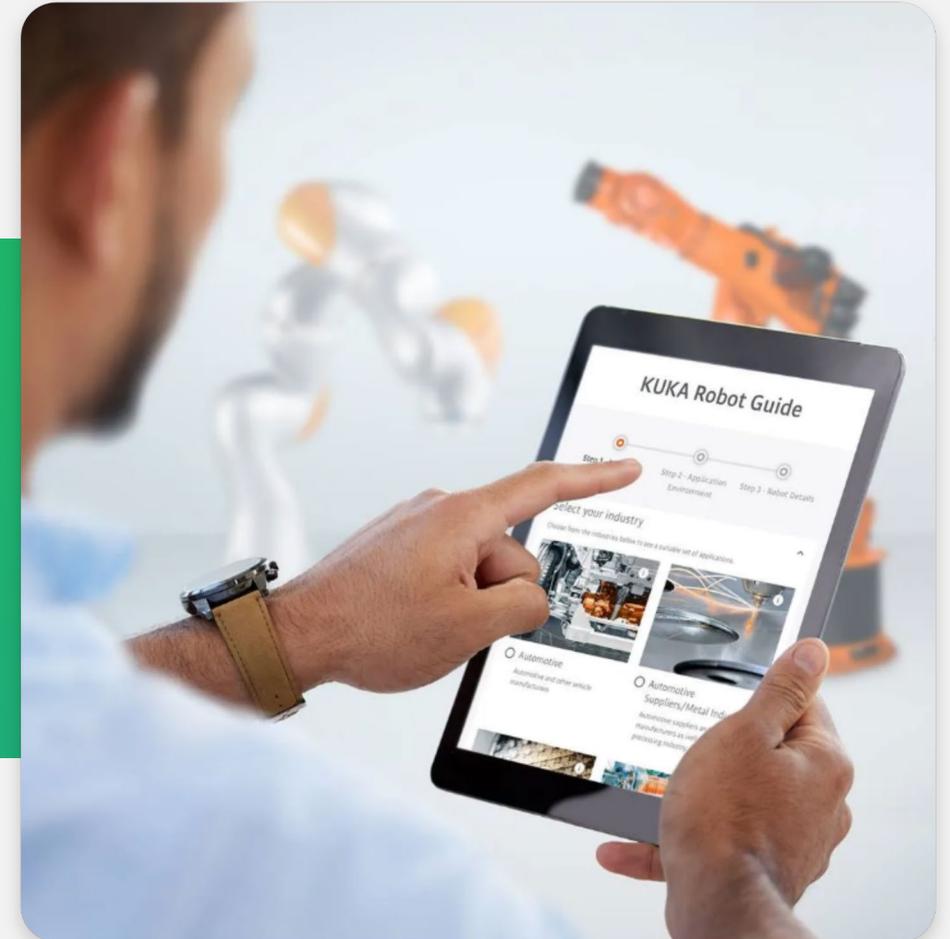
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An enhanced, easier-to-navigate ecommerce solution

KUKA wanted to offer its clients a high-quality, smooth, and seamless purchase experience, while focusing on achieving Customer 360. KUKA needed a robust, flexible platform to make robots and spare parts available for ordering online. Salesforce Commerce B2B Cloud was the perfect fit.

We replatformed KUKA for an aggressive global rollout. KUKA gained a fully-functional B2B shop that can be easily replicated and with functionalities that make ordering fast and seamless:

- Parts finder
- Quick Add to Cart and Split Orders
- Easier online shopping for robot products and other items
- Complex configuration for offline purchases



OSF'S SOLUTION

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Closing the loop to achieve Customer 360

KUKA was a heavy Salesforce user, with the my.KUKA portal on Experience, Sales, and Marketing Clouds, but needed a B2B shop integrated with its tech stack.



KUKA trusted that **Salesforce Commerce B2B Cloud** was the best solution to natively integrate and gain **Customer 360**.

We implemented Salesforce Commerce B2B Cloud Lightning to help KUKA go to market fast with its B2B shop.

We supported KUKA's internal IT teams in integrating Salesforce Commerce B2B Cloud with the ERP and the client portal to optimize the purchase process. We redesigned the my.KUKA portal on Experience Cloud and are offering Salesforce Marketing Cloud support.

KUKA's new platform sets a foundation that could also benefit from a Marketplace implementation in the future.

OSF'S SOLUTION

Innovating the industry with a state-of-the-art Quick Configurator

We customized KUKA's Quick Configurator to support the easy ordering of spare parts and fully configure robots online.

We custom-developed a Quick Configurator for robots, which allows users to build the setup they need. The Configurator was designed to integrate with KUKA's external Configurator, CMS, PIM, and their SAP-ERP system, connecting the existing technology to build a fully customized configurator on Lightning B2B.

- ✓ Connecting the KUKA Configurator to the manufacturer's brand-new marketplace via API.
- ✓ Custom Product Listing Page with additional functionality (advanced filter).
- ✓ Developed an omni-search that returns products and defined Salesforce objects (such as orders and cases) in the search results.
- ✓ Built the base for a custom promotion engine to support more complex use cases and KUKA-specific business logic.
- ✓ Enhanced the data model to support sub-orders (all with declarative tools).

The ERP software designed for large enterprises supports KUKA in gaining end-to-end visibility of the database.



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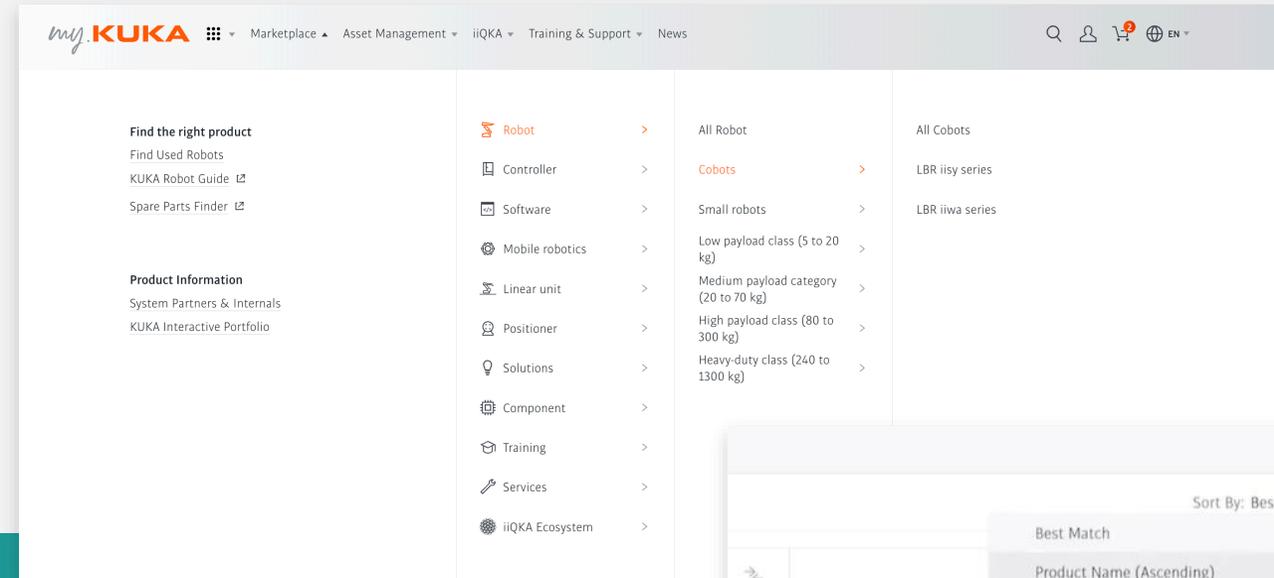


OSF'S SOLUTION

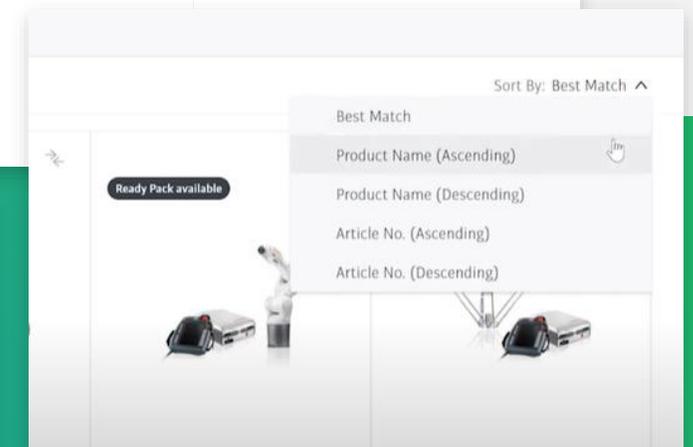
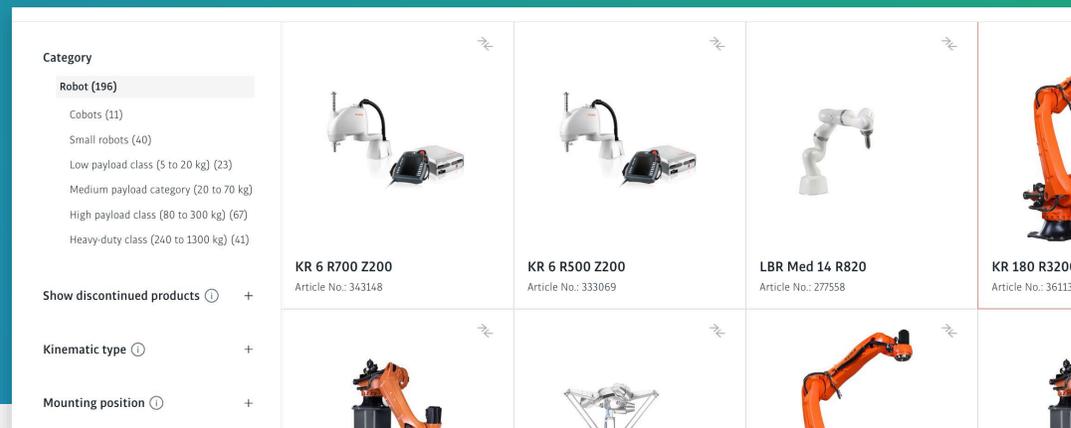
KUKA's customers can completely configure robots and order online

Our work innovated the industry!

In the past, ordering was done via the sales team, by phone or email, and only spare parts could be purchased in the online shop. Now, KUKA clients can buy a robot that they configure online, while searching for the desired functionalities.



The my.KUKA Marketplace provides an overview of all the products and services offered online. Customers can buy robots and spare parts, browse technical data, manage licenses, or order software in a user-friendly interface.



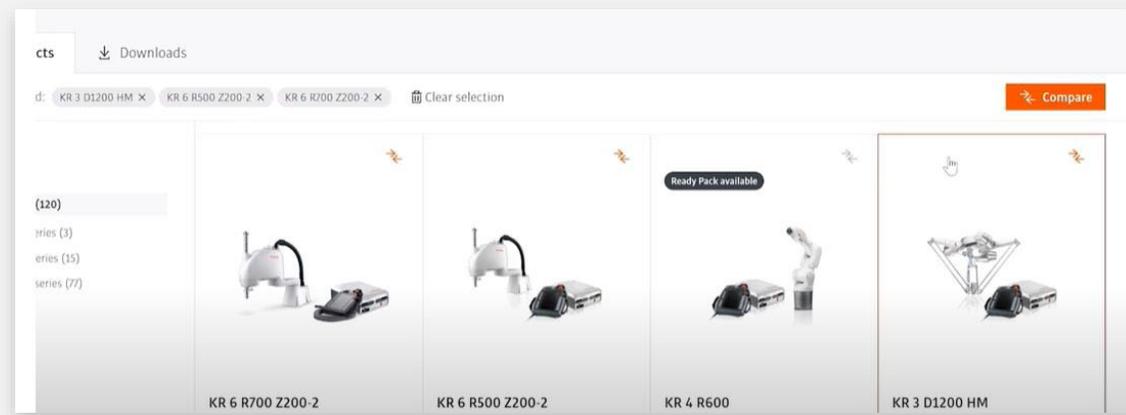
More detailed information is available for registered customers

OSF'S SOLUTION

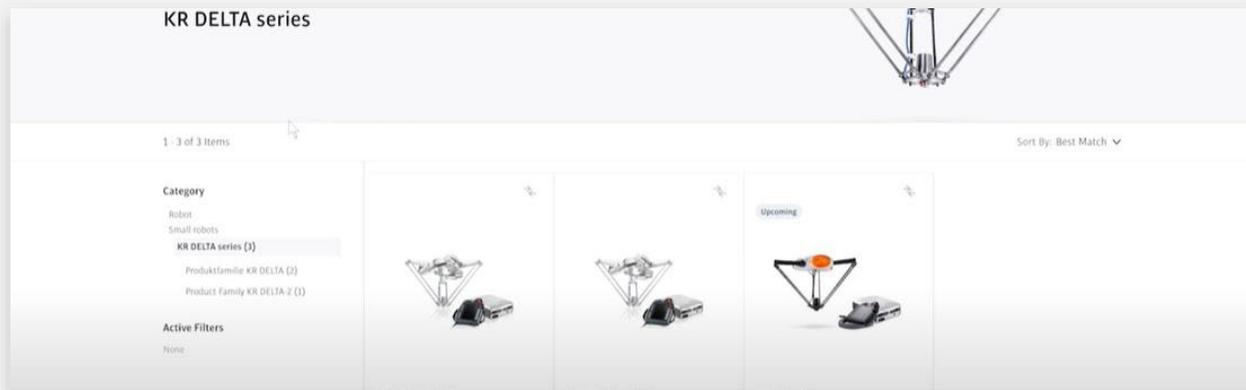
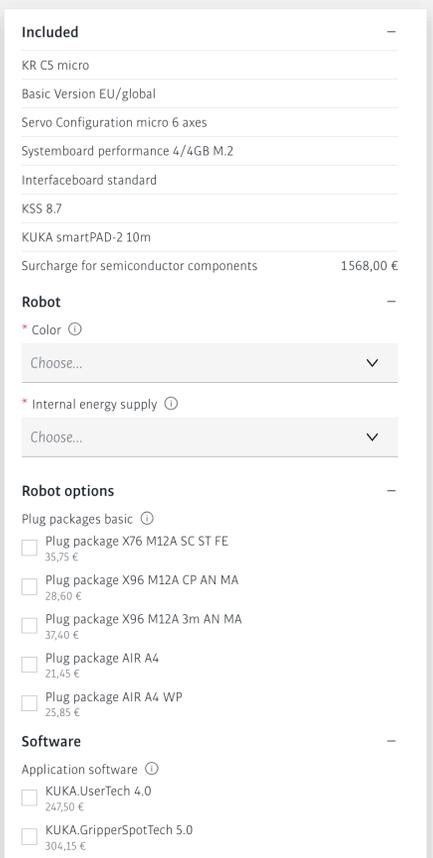
Helping KUKA's users compare components to make better decisions

KUKA's clients can make better-informed purchase decisions by leveraging additional documentation available for each product subcategory.

my.KUKA combines various e-services to offer customers access to the products they need. Customers can always access information and individual support for their robot applications. Search can be refined by categories, subcategories, and filters.



Responsive design for mobile devices.



The customer can select up to 4 robots and compare them before making an informed choice.

OSF'S SOLUTION

One step ahead of customer needs

The new B2B shop offers seamless navigation and effortless ordering. The integration of the systems contributes to a better customer experience and simplifies processes for the team.

Next to the Products tab (which includes all the pictures and information needed), the Download tab provides the customer with matching documentation for the product category or the relevant product, depending on the applied filter.

Home / Robot / Small robots / KR SCARA series



Active
KR 6 R500 Z200-2
Article No: 385393

Description

High-performance SCARA robots ensure maximum efficiency and safe production. Robots with a payload capacity of 6 kg with 500 mm reach and -200 mm / 0 mm Z-stroke.

- 500 mm
- 6 kg
- Floor

Robot configuration contains products to some of which your account is not entitled.

Your Price
€16,500.00

Product Manager

Small robots

Products Downloads

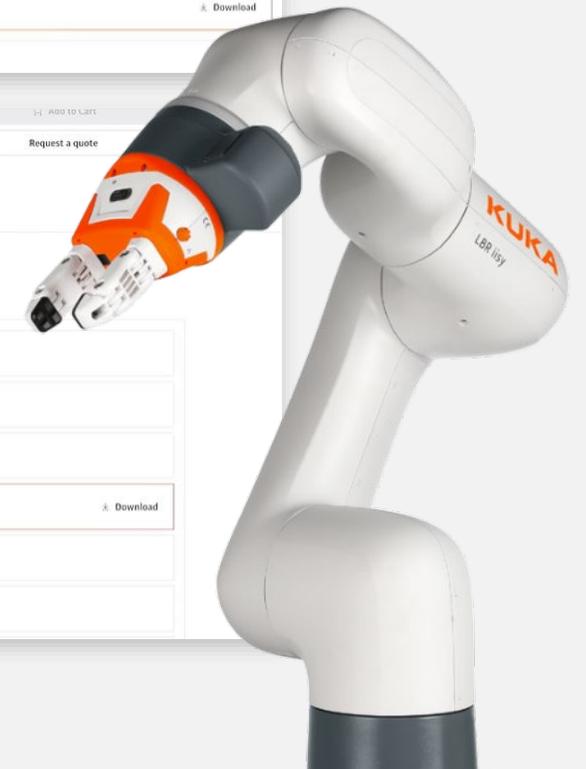
| | | | |
|----------|---|----------------------------|----------|
| All | 1 | KUKA_Refurbished_Robots_EN | Download |
| Brochure | 1 | | |

Details Downloads Technical Documentation Spare parts Recommended Services

Download

| | | | |
|---------------|---|-------------------------------|--|
| All | 9 | | |
| Sales Webinar | 2 | NPI October 21 - KR SCARA 2 | |
| CAD file | 4 | KR_SCARA_KR_6_RS00_Z200-2_V01 | |
| Data sheet | 1 | | |
| Specification | 1 | KR_SCARA_KR_6_RS00_Z200-2_V01 | |
| Others | 1 | | |

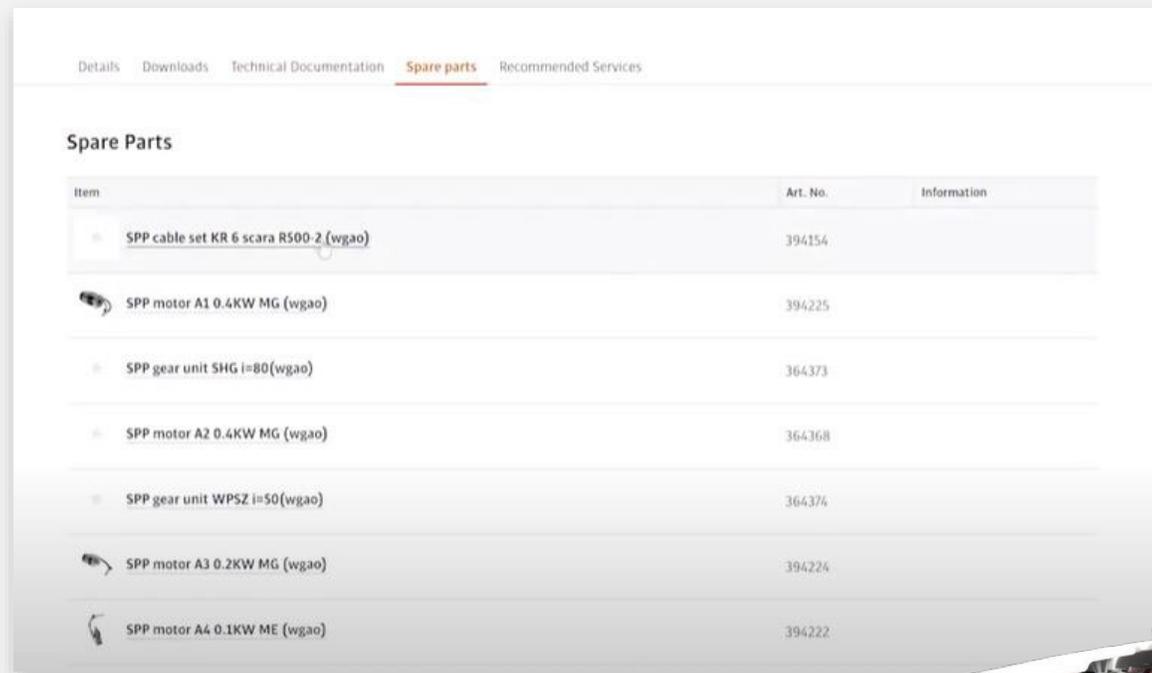
| | | | |
|--|--|-------------------------------|----------|
| | | KR 6 R500 Z200-2 | Download |
| | | KR SCARA-2 | |
| | | KR_SCARA_KR_6_RS00_Z200-2_V01 | |



OSF'S SOLUTION

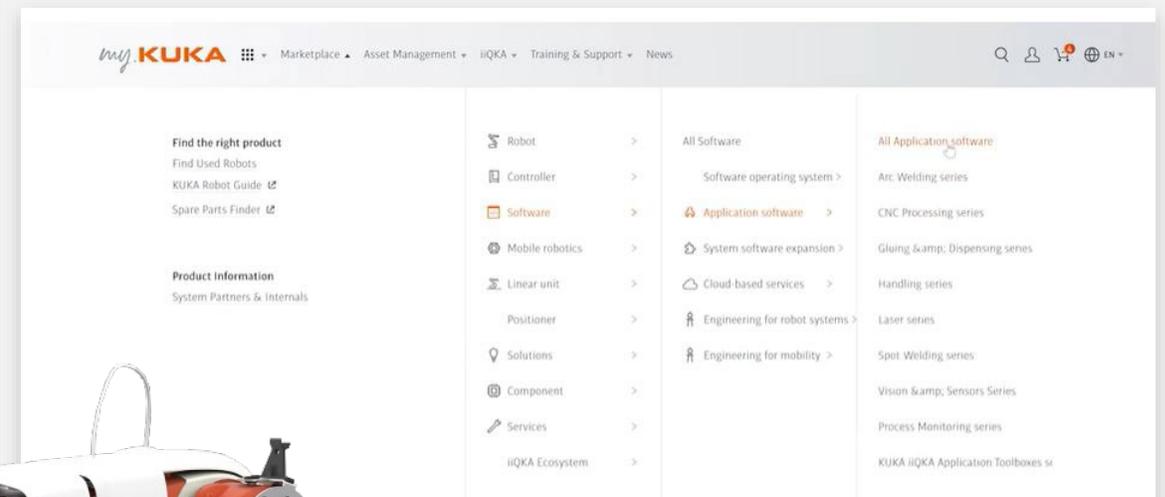
A full, robust B2B shop with everything in one place

An integrated Spare Parts tab helps customers find components and spare parts for their robot of choice. In the same platform, users can also order software and other items that KUKA provides.



| Item | Art. No. | Information |
|--|----------|-------------|
|  SPP cable set KR 6 scara R500-2 (wgao) | 394154 | |
|  SPP motor A1 0.4KW MG (wgao) | 394225 | |
|  SPP gear unit SHG i=80(wgao) | 364373 | |
|  SPP motor A2 0.4KW MG (wgao) | 364368 | |
|  SPP gear unit WPSZ i=50(wgao) | 364376 | |
|  SPP motor A3 0.2KW MG (wgao) | 394226 | |
|  SPP motor A4 0.1KW ME (wgao) | 394222 | |

The search process is similar for all KUKA products and services.



OSF'S SOLUTION

Creating a new sales funnel available for ordering

KUKA's customers and internal teams can now leverage Salesforce B2B Commerce Lightning capabilities: responsive design, fast-to-market, ordering made simple with needed functionalities, and connected and visible data.

Meeting customers where they are, even on their mobile devices.

Easy checkout

Ordering can be done by CSV file.

Cart (2) Sort By: Date Added - Newest First

| Item | Quantity | Price |
|---|----------|----------------|
| KR 6 R700-2 Article No. 290000 | 1 | 26711,70 € |
| Options / Accessories | | |
| RAL9016 Traffic white II (310521) | | Free of charge |
| Cable set INT 0835T0700 AIR CTR GIG* (288617) | | 315,70 € |
| KR CS micro (12400970) | | Free of charge |
| KUKA smartPAD cable reel Article No. 338583 | 1 | 1024,10 € |

Cart total: Subtotal 27735,80 €, Estimated shipping 0,00 €, Estimated total 27735,80 €

Buttons: Checkout, Request a quote, Clear Cart

Your Cart (4) + Quick add

Search: 290000999

Item: KR 6 R700-2, 290000999

Message: Requires configuration - can't be added to cart

Buttons: Upload CSV File, CSV Template

Shipment and payment options are clearly stated.

Express Pack Variant (preconfigured) 26711,70 €

Express Pack Variant (preconfigured)

- KR CS micro
- Basic Version EU/global
- Servo Configuration micro 6 axes
- Systemboard performance 4/4GB M.2
- Interfaceboard standard
- KSS 8.7
- KUKA smartPAD-2 10m
- Surcharge for semiconductor components 1568,00 €
- Cable set INT 0835T0700 AIR CTR GIG* 315,70 €
- RAL9016 Traffic white II
- Wiring diagram layout (KUKA) / IEC
- Rated supply voltage 230 V to 240 V
- Device connection cable 3m CEE 7
- CONFIGURATION Parallel-Safety
- 24 V UPS battery pack
- Cable 1m CON UPS
- KUKA GripperSpotTech 5.0 304,15 €
- Cable set 4m CON
- Plug package X74 M12X CP ST MA 35,75 €
- Plug package X94 2xM12X 3m AN MA 63,25 €
- Plug package X41 M12A 3m AN MA 37,40 €
- Plug package Valve pneumatic 21,45 €
- Machine frame mounting (standard) 66,00 €

Your Price: 26711,70 €

Quantity: 1

Made to order Delivery within 2 weeks

Buttons: Add to Cart, Request a quote

Payment

Payment method: NET Terms

Order summary: Subtotal €90,148.35, Total excl. VAT €90,148.35

Buttons: Continue to shipping, Back to details

Purchase order information: Upload Files or drag files



OSF'S SOLUTION

Relying on connected data and full visibility, internally and externally

KUKA's customers can make well-informed decisions, by accessing the KUKA knowledge database for extra detailed and comprehensive information.



In the Technical Documentation section, customers can choose the Xpert Full option or the Xpert Basic option, with various data, based on their budget. This option is available for logged-in users.

Details Downloads **Technical Documentation** Spare parts Recommended Services

Get access to detailed technical documentations with KUKA Xpert

A digital knowledge database for all KUKA products, accessible at any time and from anywhere: KUKA Xpert offers comprehensive technical information especially for service technicians, planners, programmers, operators, and commissioning engineers.

[Learn more about KUKA Xpert](#)

| | KUKA Xpert Full or try 30 days for free | KUKA Xpert Basic Continue with Xpert Basic |
|--------------------------------------|--|---|
| Product Information | ✓ | ✓ |
| b2b_TabContent_ProductNews | ✓ | ✓ |
| b2b_TabContent_Datasheets | ✓ | ✓ |
| b2b_TabContent_DownloadsofCode | ✓ | ✗ |
| b2b_TabContent_ProductInformation | ✓ | ✓ |
| b2b_TabContent_SparePartsInformation | ✓ | ✓ |
| b2b_TabContent_SolutionDatabase | ✓ | ✗ |

Get access to detailed technical documentations with KUKA Xpert

A digital knowledge database for all KUKA products, accessible at any time and from anywhere: KUKA Xpert offers comprehensive technical information especially for service technicians, planners, programmers, operators, and commissioning engineers.

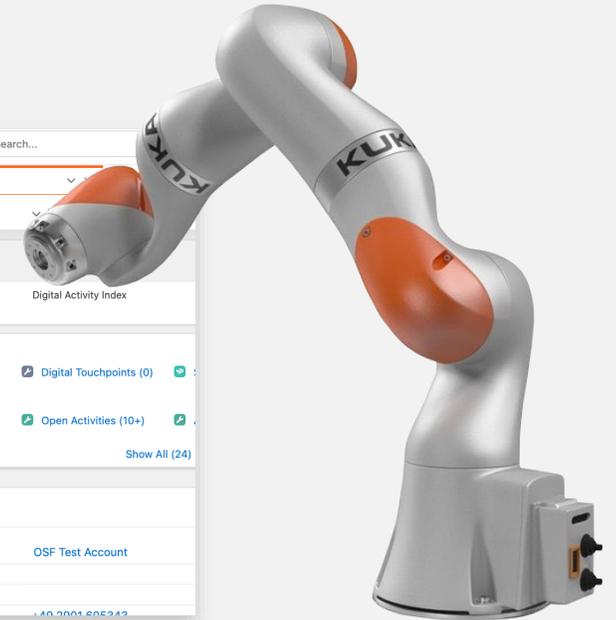
[Learn more about KUKA Xpert](#)

| | KUKA Xpert Full or try 30 days for free | KUKA Xpert Basic Continue with Xpert Basic |
|--|--|---|
|--|--|---|

OSF'S SOLUTION

More efficiency for internal teams to better support customers

KUKA's teams now have a 360-degree view of data and connected information with full transparency and visibility throughout the purchase process.



Totals

| | |
|----------|-----|
| Subtotal | EUR |
| Shipping | EUR |
| Tax | EUR |
| Total | EUR |

Order Summary O-00001221

Account: OSF Test Account | Created Date: 10/11/2022 01:00 | Status: Pending | Billing Address: Mühlenstraße 60, 10269 Berlin, Germany

Summary | **Details** | **Feed**

Order Summary Information

| | | | |
|----------------------|-------------------------------------|----------------|------------------|
| Order Summary Number | O-00001221 | Ordered Date | 10/11/2022 01:00 |
| Original Order | O-00001221 | Status | Pending |
| PO Number | O-00001221 | Owner Name | myKUKA |
| Account | OSF Test Account | Sales Item | Cart |
| Description | OSF Test Account | Original Cart | Cart |
| Type | Internal | Inc Currency | EUR - Euro |
| Mixed Order | <input checked="" type="checkbox"/> | Payment method | NET Terms |

Details

Sold To: OSF Test Account | Receiver Name: Max Doe | Billing Address: Mühlenstraße 60, 10269 Berlin, Germany

Shipping Information

Ship To: OSF Test Account | Shipping Street: Mühlenstraße 60

Order O-00001221

Order Process Status: Pending | Order Order: € | Order Start Date: 10/11/2022 | Order Amount excl. Tax: | Shipping Speed: Standard

Order Products (10+)

| Product and Solution | Article Number | CUID | Unit Price | Quantity | Subtotal | Adjustment Percentage |
|----------------------|----------------|-----------|---------------|----------|----------|-----------------------|
| | 29000999 | OL_Best_1 | EUR 29.025,22 | 1,00 | | |
| | 288807 | OL_Best_1 | EUR 6,00 | 1,00 | | |
| | 12400877 | OL_Best_1 | EUR 6,00 | 1,00 | | |
| | 12400876 | OL_Best_1 | EUR 6.402,00 | 1,00 | | |
| | 12400875 | OL_Best_1 | EUR 117,00 | 1,00 | | |
| | 12400874 | OL_Best_1 | EUR 6,00 | 1,00 | | |
| | 305443 | OL_Best_1 | EUR 26,00 | 1,00 | | |
| | 305743 | OL_Best_1 | EUR 6,00 | 1,00 | | |
| | 396749 | OL_Best_1 | EUR 6,00 | 1,00 | | |
| | 396750 | OL_Best_1 | EUR 6,00 | 1,00 | | |

Order Shipments (1)

| Order Shipment Name | Status | Estimated Delivery Start Date | Estimated Delivery End Date |
|---------------------|---------|-------------------------------|-----------------------------|
| Shipment 1 | Pending | 26.11.2022 | 26.11.2022 |

Commerce | Order Summaries | myKUKA | myKUKA Buyer Gro...

Contact Mr. Jon Doe

Account Name: OSF Test Account

Phone (2) | Case Escalation | Activity Index: High Interaction | Digital Activity Index

Related List Quick

- Opportunities (1)
- Files (0)
- Orders (1)
- Account Plan Contacts (0)
- Serialized License Assets (10+)
- Field Histories (7)
- Serialized License Assets (Previous Contact) (0)
- Contact History (10+)
- Digital Touchpoints (0)
- Open Activities (10+)

Details

| | | |
|-----------------|--------------|------------------|
| Contact ID | Account Name | OSF Test Account |
| Academic Degree | Reports To | |
| Name | Email | |
| Alternate Name | Phone | +49 3001 605212 |

Promotion 3% on category "component"

Details | Qualifiers | Discounts | Translation

Promotion Details

| | | | |
|--------------------|----------------------------|-----------------|--------------------------|
| Name | 3% on category "component" | Active | <input type="checkbox"/> |
| Display Name | 3% on category "component" | Priority Number | 1 |
| Qualifier Criteria | All | | |

Schedule

| | | | |
|----------------|------------------|--------------|------------------|
| Start Datetime | 30.08.2022 12:00 | End Datetime | 30.09.2022 12:00 |
|----------------|------------------|--------------|------------------|

OSF'S SOLUTION

Taking KUKA one step further toward their goals

OSF found a way for KUKA to market all its products, allowing customers to configure, become informed, and order everything online. Through our work, KUKA is empowered for digital expansion and full visibility with Customer-360.

KUKA was impressed by our innovative and industry-focused approach to commerce, specifically our OSF Manufacturing Accelerator and our portfolio of pre-built modules for B2B commerce that help manufacturing brands overcome challenges in our world's rapidly changing digital environment. As our partnership expands, KUKA proudly displays the result of our work together.



RESULTS

Customers find it easier to discover the world of KUKA to find what they need

Everything in one place, more clarity while navigating and searching, an enriched easy-to-navigate design, and expanded functions:

Multi-cloud, multi-country robust, scalable solution

360-degree view of data and connected information

Smoother client journey

Reduced IT complexity due to the seamlessly integrated Salesforce platform

60 country, 16 language rollout

Increased customer satisfaction and retention, leading to better ROI

Improved internal efficiency for the sales team due to self-service features

New sales funnel to support business growth

Solid basis to add partners to a marketplace environment

TESTIMONIAL

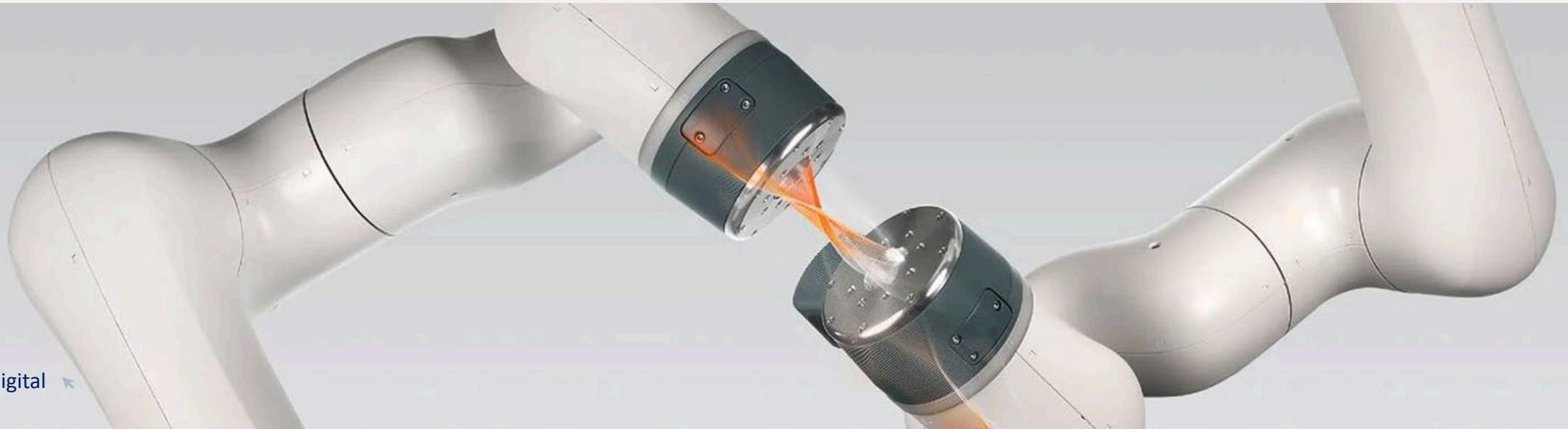
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Our work through the eyes of our clients

“The relaunch of our my.KUKA Marketplace portal with an attractive new look and added functions offers easier navigation, simplified access to information, and improved performance, supporting our goals of digital expansion and closing the loop for Customer 360. We have optimized technical performance to deliver everything in one place, from robots to spare parts, software, and documentation. We can offer our customers better service and the opportunity to self-serve, while asset management can focus on enriching customer experience even more. The new design and improved navigation of my.KUKA simplifies the user experience for our customers, from problem-solving or simply browsing the Marketplace—moving through our customer portal is even more fun now.”

CHRISTIAN SCHÖN

Product Owner B2B Commerce, KUKA



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KUKA

THANK YOU!
