



**OSF** | DIGITAL POLYTECH

**BUILDING THE BRAND'S FIRST  
DIGITAL SHOP WITH A STRONG  
& FLEXIBLE B2B SOLUTION**

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# ABOUT POLYTECH

## POLYTECH

Polytech Health & Aesthetics GmbH manufactures medical supplies and is a leader in breast aesthetics, with a global footprint in over 80 countries. The company offers soft-tissue silicone for skin expanders, body contouring, and breast implants for reconstructive and aesthetic plastic surgery.

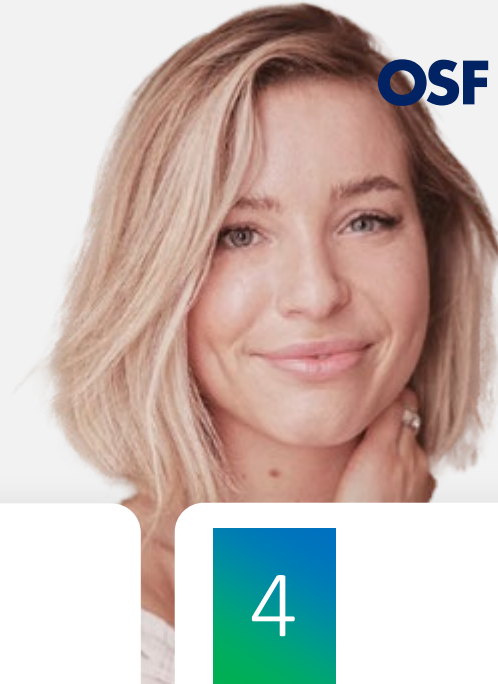
Polytech Health & Aesthetics GmbH operates as a subsidiary of Deutsche Beteiligungs AG, a private equity company that provides access to capital markets. The company invests in domestic medium-sized companies and holds interests in organizations in various industries, mainly based in Germany. However, Polytech Health & Aesthetics serves customers worldwide.



# POLYTECH'S CHALLENGES

Creating the foundation for the digitalization of Polytech

Silicone implants are restricted and highly regulated medical products. Since the implants must stay permanently in the body, they need to be trackable. Polytech's selling process was through medical offices, where doctors ordered implants directly for a patient's use. Polytech wanted a simplified, more direct selling process and needed to make themselves available 24/7 for their customers.



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1

## In need of an online shopping platform

Polytech wanted their customers to order online efficiently and quickly, be aware of product inventory availability, see previous orders, and easily reorder while lowering costs for internal teams.

2

## Requiring a modern, complex B2B solution

Polytech wanted to simplify the purchase process by empowering customers to self-serve, leaving more time for Polytech to focus on a retention strategy.

3

## A digital solution for internal efficiency

Polytech needed to achieve efficiencies and reduction of manual work by deflecting customers from traditional communication channels to online journeys.

4

## Automation and 360° customer view

Polytech wanted to shift from ordering via fax, phone, and email and prepare the company for having a 360° view of each customer to prepare for expansion.

# OSF'S SOLUTION

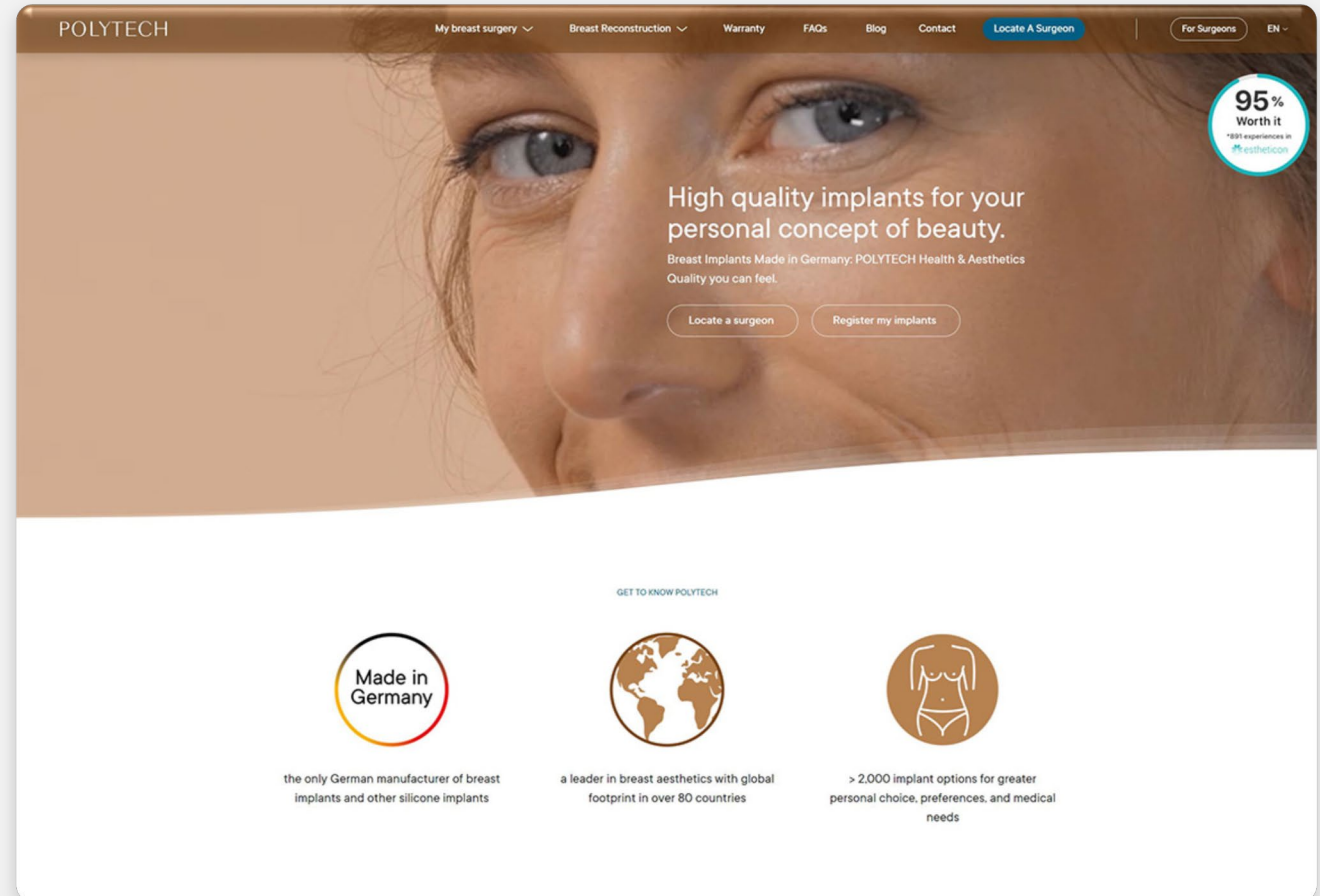
A holistic B2B solution with scalability and quick implementation

Since Polytech was already a Salesforce Sales Cloud customer, a Salesforce B2B Commerce solution was ideal for speed to market, scalability, and seamless integration within Polytech's existing commerce ecosystem. Features include:

- Custom branded theme.
- Complete multi-category product catalog with product inventory availability indication.
- Custom Quick Order & .CSV Upload components.
- Multi-step and personalized checkout flow with User Profile, Address Management, & Last Orders.
- Static pages.
- Store languages: German & English.
- Store audiences.



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# OSF'S SOLUTION

The new B2B store set the foundation for a digital customer journey.

OSF Digital implemented Salesforce B2B Commerce in just two months, allowing Polytech to quickly achieve numerous operational, financial, strategic, marketing, IT, time-saving, money-saving, and visibility benefits:

- ✓ Provide Polytech customers with robust **self-service capabilities**.
- ✓ Increase **service team** efficiency with the reduction of phone calls, fax, and emails.
- ✓ Leverage **email automation capabilities** to inform and engage customers throughout the entire shopping experience—staying connected across every touchpoint.
- ✓ Free the service team to **focus on meaningful tasks** instead of copying orders from paper to the ERP system, thanks to automation.
- ✓ Offer **more transparency** about previous orders, billing and shipping, and product availability.
- ✓ **Save time and money** due to improved automation at all levels.

# OSF'S SOLUTION

Empowering Polytech to rely on a fully functional B2B-shop

Bringing Polytech's buyers (distributors, doctors, clinics) closer to an enhanced user experience, with an enriched B2B platform that supports English and German languages.

Store login	Homepage	Product list page	Product detail page	Cart	Checkout
<ul style="list-style-type: none"><li>• Account, contact, and user creation</li><li>• Store login implementation</li></ul>	<ul style="list-style-type: none"><li>• User menu</li><li>• Hero banner</li><li>• My lists widget</li><li>• Footer &amp; static pages</li><li>• Global navigation header</li><li>• Category tiles menu</li><li>• Last orders widget</li><li>• CSV upload &amp; quick order components</li></ul>	<ul style="list-style-type: none"><li>• Product list page</li><li>• Product search results page</li><li>• Filters</li><li>• Category navigation</li><li>• Breadcrumbs</li></ul>	<ul style="list-style-type: none"><li>• Product details and custom fields</li><li>• Inventory availability indication</li><li>• Action buttons</li></ul>	<ul style="list-style-type: none"><li>• Product details and custom fields</li><li>• Inventory availability indication</li></ul>	<ul style="list-style-type: none"><li>• 4-step custom checkout process</li><li>• Order confirmation</li><li>• Order summary detail</li><li>• Email confirmation</li></ul>

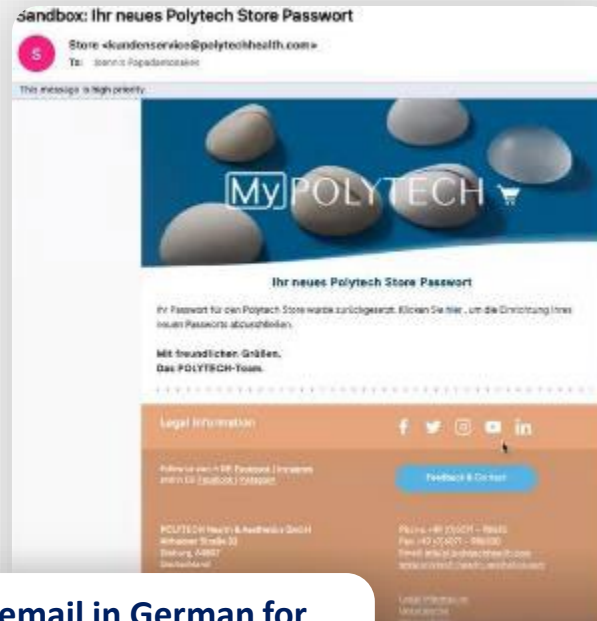


# OSF'S SOLUTION

Appealing to all audiences with easy and friendly navigation

Polytech's distributor functionalities provide easy navigation with a friendly, dynamic, connected approach—and a smart B2B app.

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Branded email in German for direct customers (clinics & doctors).



Homepage in German

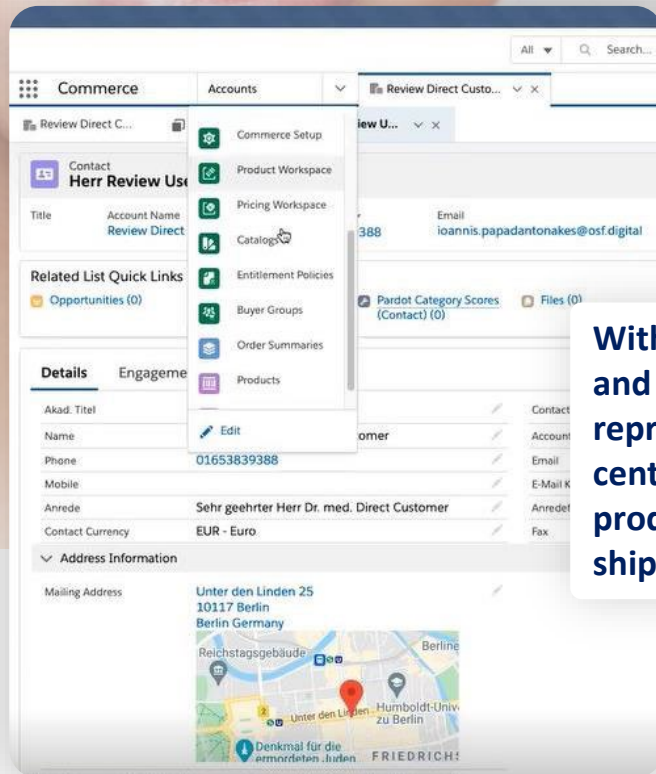


# OSF'S SOLUTION

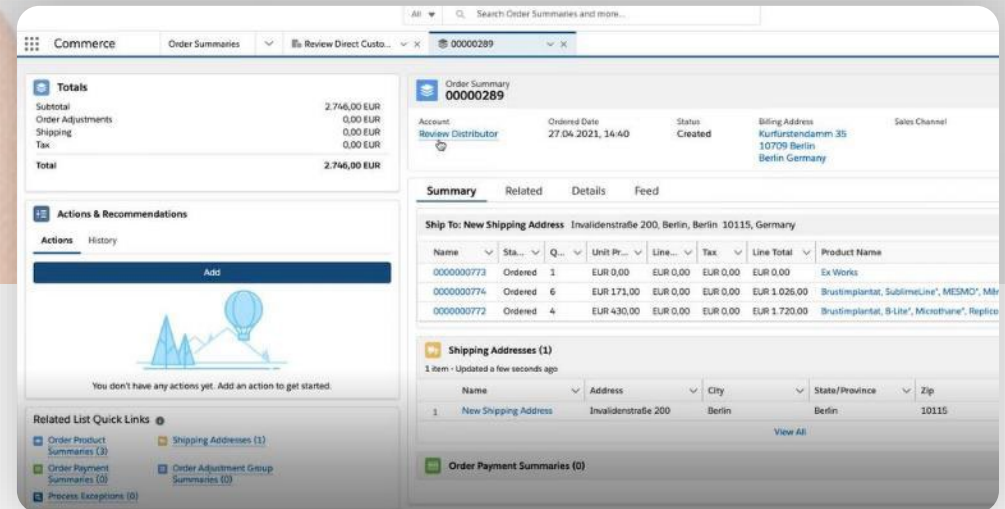
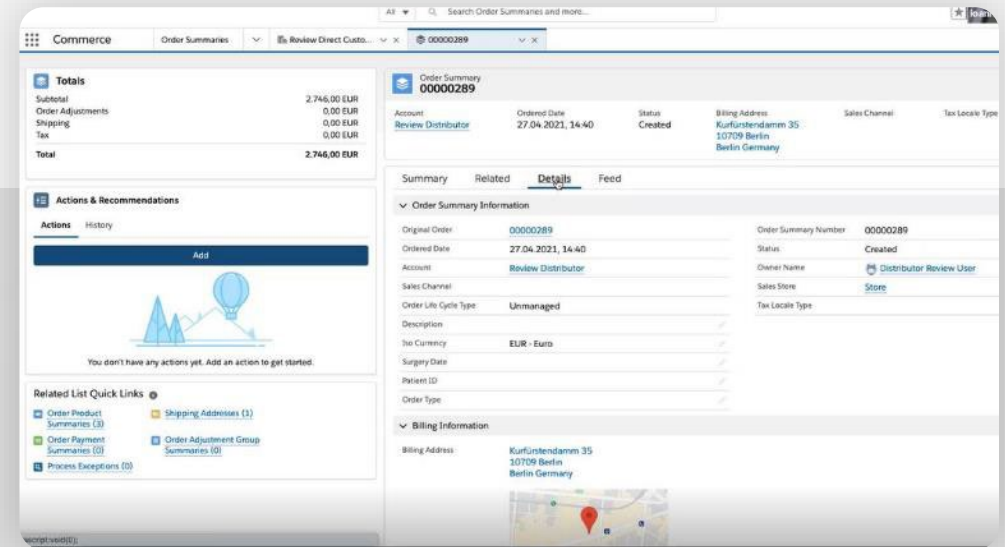
Shopping made easy for distributors

Polytech can now support doctors and clinics to order faster. The purchase process was designed to flow easily and seamlessly.

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With the help of the B2B app, Polytech and their customers (doctors, clinic representatives) gain transparency and centralized data over their orders, products, catalog, personal information, shipping, and address.



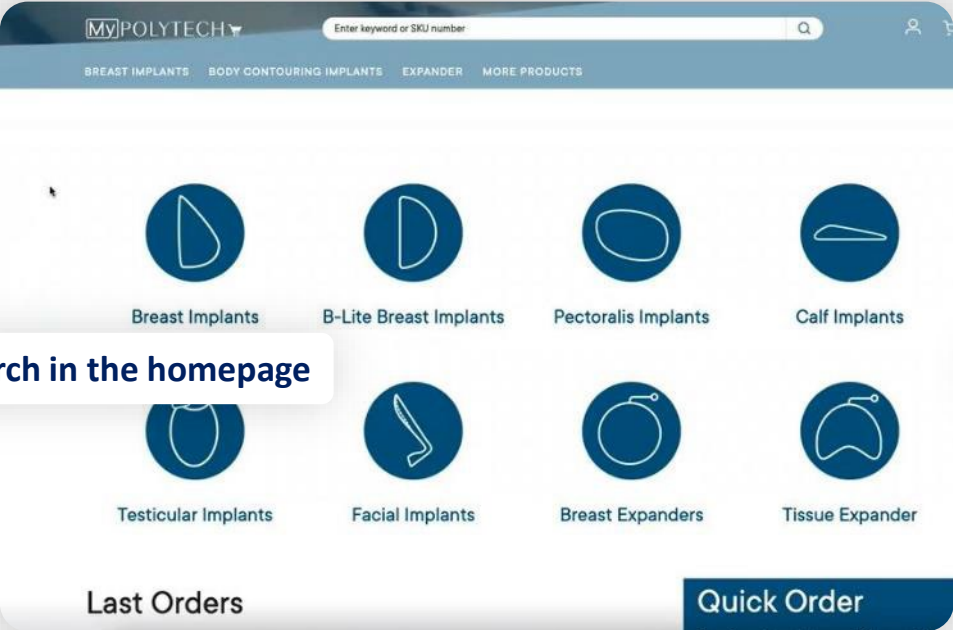
# OSF'S SOLUTION

Helping Polytech distributors rely on a complex search functionality

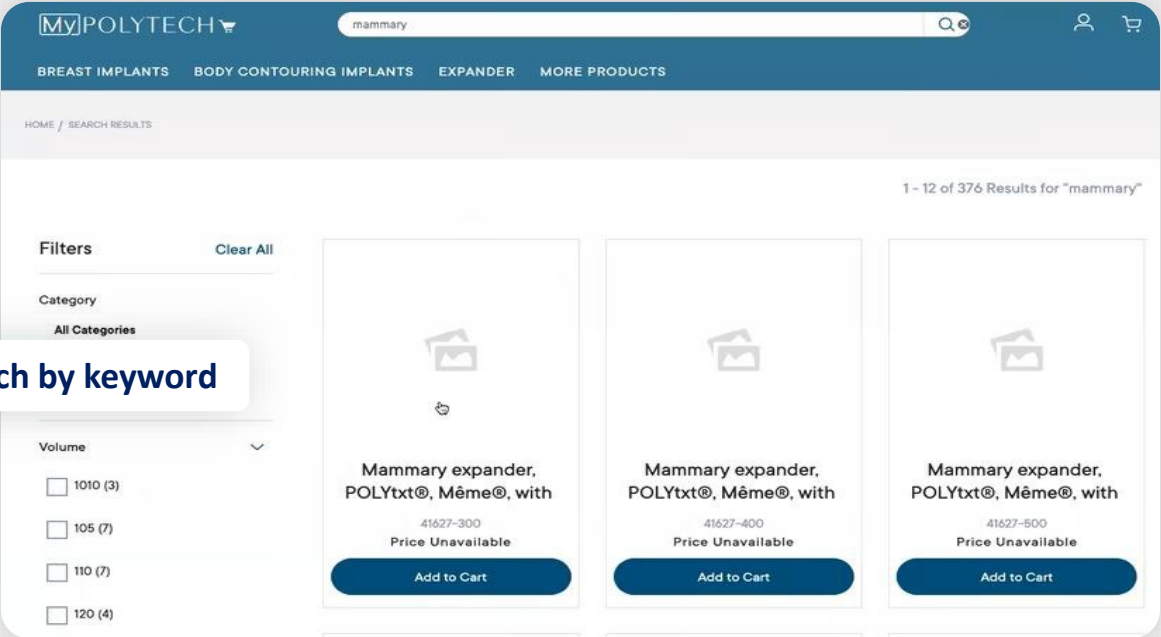
Distributors can search for implants by category on the homepage, on the header menu, by keyword, or by the product code, for a complete shopping journey.



Search by code (SKU)



Search in the homepage



Search by keyword

# OSF'S SOLUTION

Helping Polytech distributors rely on a complex search functionality

Distributors can search for implants by category on the homepage, on the header menu, by keyword, or by the product code.

This screenshot shows the 'Quick Order' interface. It features a search bar with the text 'mammary' and a dropdown menu showing product suggestions with SKUs like '41627-800' and '40627-300'. Below the search bar are three input fields for SKUs: '40627-300', '15725-105', and 'Enter SKU', each with a quantity selector set to '1'. There are buttons for 'Home' and 'Add To Cart', and an 'Upload CSV File' button. A 'Download Template' link is also visible. The interface is dark blue with white text.

**Quick Order**  
Do you know what product you need? You can quickly order from here.

mammary

41627-800  
Mammary expan...

40627-300  
Mammary expan...

40627-400  
Mammary expan...

40627-500

Upload CSV File

Choose a CSV file from your machine that contains two columns for SKU and Quantity. You can use our template.

Download Template

**Quick Order**  
Do you know what product you need? You can quickly order from here.

40627-300 1

15725-105 1

Enter SKU 1

Home Add To Cart

or

Upload CSV File

Choose a CSV file from your machine that contains two columns for SKU and Quantity. You can use our template.

Quick order functionality

This screenshot shows the homepage of the MyPOLYTECH website. The header includes the logo, a search bar with the text 'Enter keyword or SKU number', and navigation links for 'BREAST IMPLANTS', 'BODY CONTOURING IMPLANTS', 'EXPANDER', and 'MORE PRODUCTS'. Below the header are four category buttons: 'Testicular Implants', 'Facial Implants', 'Breast Expanders', and 'Tissue Expander'. The main content area features a 'Last Orders' table with columns for Home, SKU, Quantity, Date, Status, and Price. A 'Quick Order' sidebar is visible on the right side of the page.

MyPOLYTECH

Enter keyword or SKU number

BREAST IMPLANTS BODY CONTOURING IMPLANTS EXPANDER MORE PRODUCTS

Testicular Implants Facial Implants Breast Expanders Tissue Expander

**Last Orders**

Home	SKU	Quantity	Date	Status	Price
	00000119	6543	13.04.2021, 13:30	Created	EUR 307,91
	00000118	12134516	13.04.2021, 13:08	Created	EUR 225,83
	00000117	4567777	12.04.2021, 20:41	Created	EUR 307,91
	00000116		12.04.2021, 20:00	Created	EUR 335,99
	00000115		11.04.2021, 20:58	Created	EUR 2.235,71

**Quick Order**  
Do you know what product you need? You can quickly order from here.

Enter SKU 1

Add To Cart

or

Upload CSV File

Choose a CSV file from your machine that contains two columns for SKU and Quantity. You can use our template.

Distributors can order quickly and smartly. They can repeat past orders and always rely on the Quick Order functionality. They can search by keyword and by product code (SKU).

# OSF'S SOLUTION

Ordering made easy for distributors

Polytech can now support distributors to order faster. The purchase process was designed to flow easily and seamlessly.

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Distributors can order by generating a template with a downloaded CSV file, completing it with product codes and uploading it back to the app.

If the CSV file contains errors (e.g., duplicate product code or incorrect code), the customer receives a support message.

The screenshot shows a web application interface with three tabs: 'Testicular Implants', 'Facial Implants', and 'Breast Expanders'. Below the tabs is a file explorer window showing the 'Downloads' folder. The file explorer lists several CSV files, with 'template.csv' selected. To the right of the file explorer is a 'Quick Order' form with a text input field for 'Enter SKU', a quantity selector set to '1', and buttons for 'Add To Cart', 'Upload CSV File', and 'Download Template'. Below the form is a message: 'Choose a CSV file from your machine that contains two columns for SKU and Quantity. You can use our template.'

The screenshot shows a 'Last Orders' table with columns for SKU, Name, Date, Status, and Price. An 'Upload failed' error message is overlaid on the table, stating: 'All rows should have 2 columns (row 1)'. The error message also includes a 'Home' button and a close button (X).

SKU	Name	Date	Status	Price
0000019	444	11/04/2021, 11:30	Checked	€28,3070
0000018	1104856			
0000082	496727			
0000016	1104201, 2020	Checked		€18,3369
0000015	1104201, 2020	Checked		€18,23171

# OSF'S SOLUTION

Supporting Polytech in deploying user-friendly functionalities

Easy ordering is completed by a complex yet simple-to-use cart functionality (complex when it comes to features, simple when it comes to usability).

**Cart (14)**

SORT BY: Newest to Oldest

**Cart Total**  
Total: 2.900,00 €  
Proceed To Checkout

**Item 1:** Mammary implant, SublimeLine®, MESMO®, Mème®, Low Projection  
SKU: 15724-330, Volume: 330, Projection: LOW, Price per unit: 230,00 €  
Quantity: 4, Total: 920,00 €

**Item 2:** Mammary implant, SublimeLine®, MESMO®, Mème®, Moderate Projection  
SKU: 15725-195, Volume: 195, Projection: MODERAT, Price per unit: 198,00 €  
Quantity: 10, Total: 1.980,00 €

The customer can select the desired payment method, the shipment address, and the date.

- Multi-step and personalized checkout flow:**
- In-flow shipping address creation
  - Tax calculation
  - Other custom components

**My Order: 00000289**

Details

Ordered Date:	27.4.2021, 14:40
Account:	Review Distributor
PO Number:	PO987908744

Ship To: Invalid

Delivery Method: Ex Worl  
Desired Delivery Date: 05  
Delivery Instructions: UP

Totals

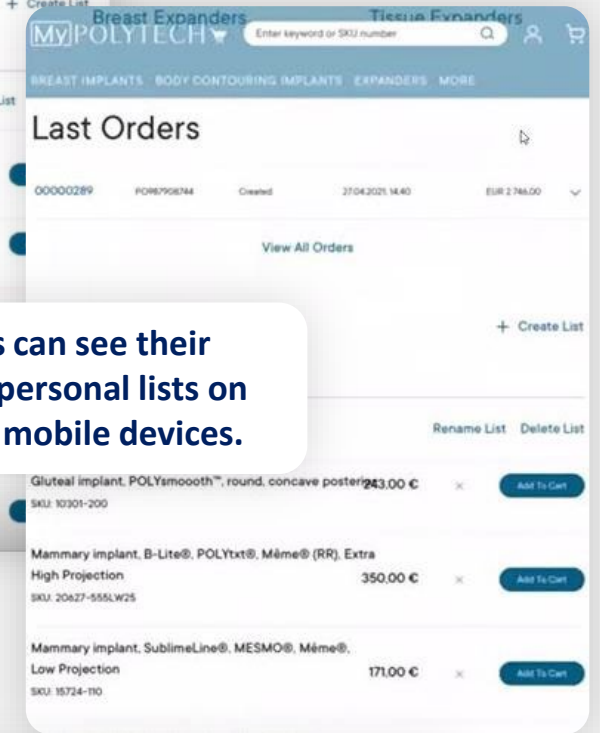
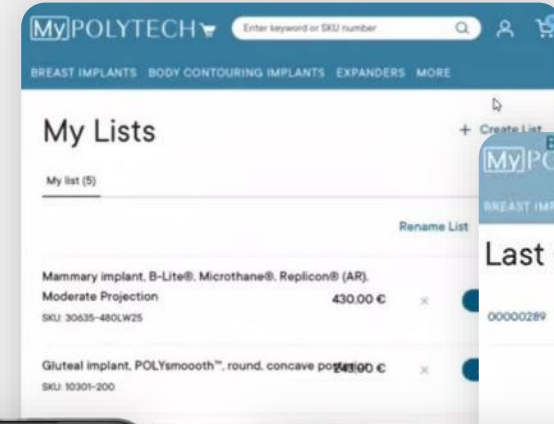
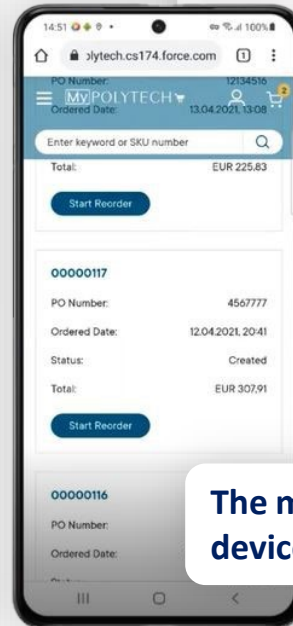
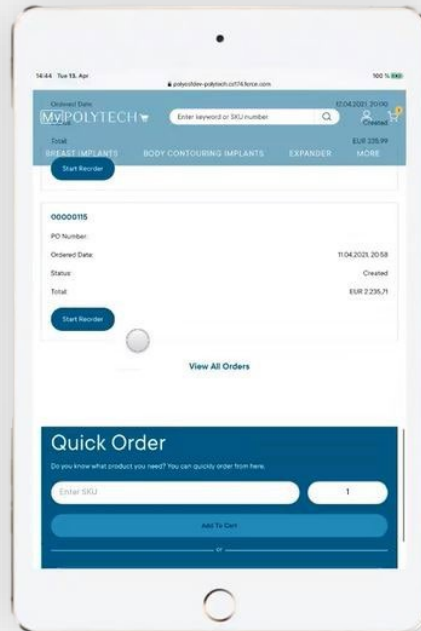
Subtotal:	2.746,00 €
Shipping:	0,00 €
Tax:	0,00 €
Total:	2.746,00 €

# OSF'S SOLUTION

Responsive design for better UX

After OSF Digital's implementation, Polytech can meet distributors where they are, even on their tablets and mobile devices. Customers can rely on the same complex features with a responsive design.

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Distributors can see their orders and personal lists on tablets and mobile devices.

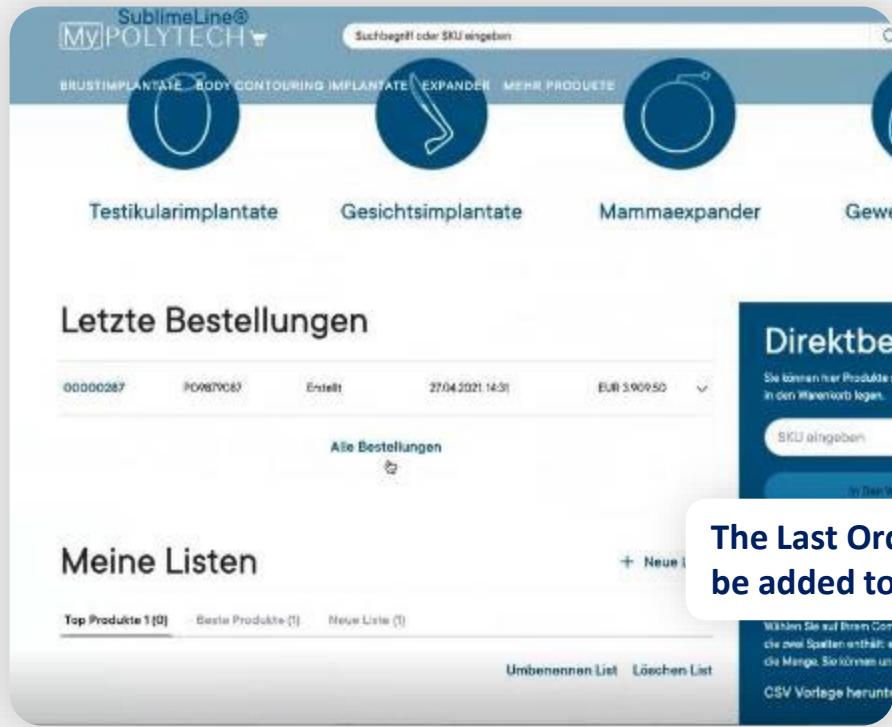
The menu adapts to the screen size of the mobile device for better UX navigation.

# OSF'S SOLUTION

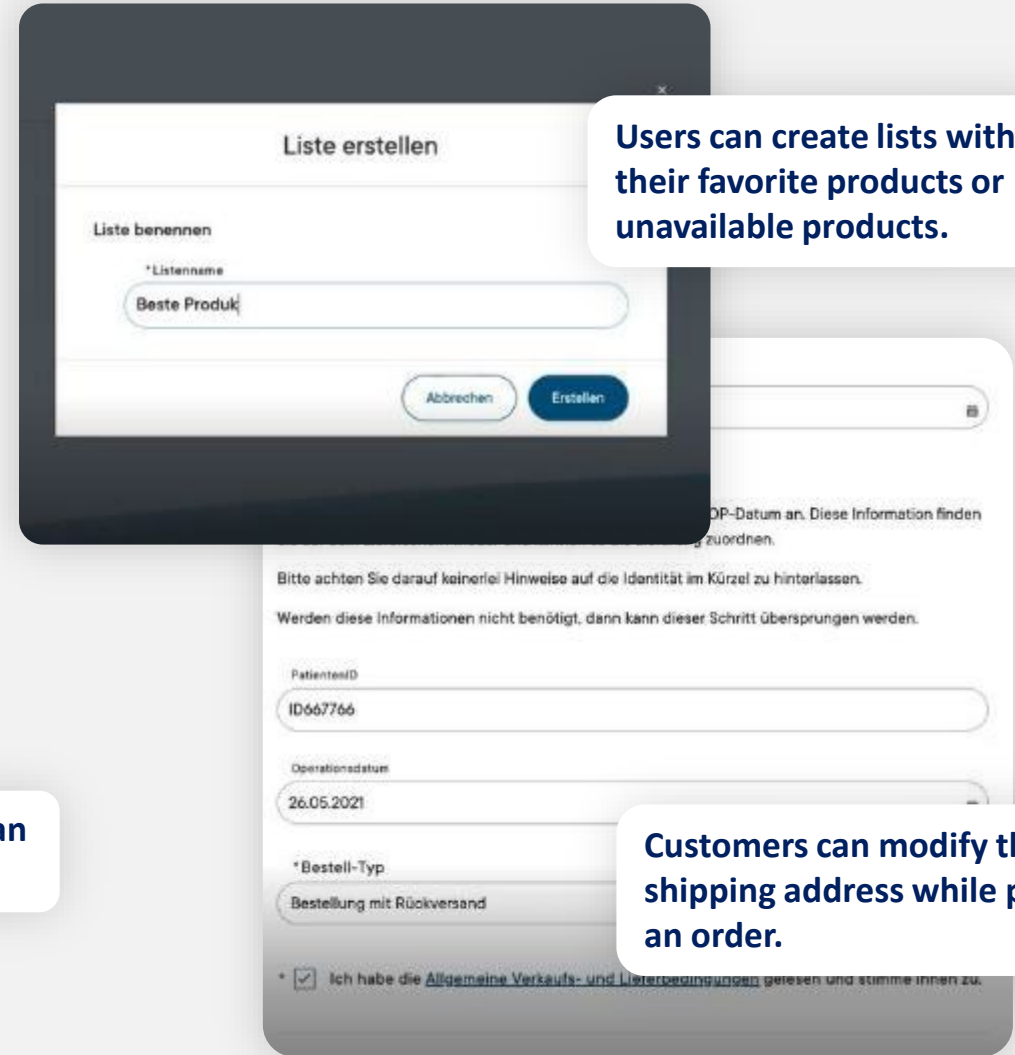
Enhanced UX/UI for direct customers

From creating lists with favorite products to changing an address or any other personal information, the end user is always satisfied.

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The Last Order component can be added to the Homepage.



Users can create lists with their favorite products or unavailable products.

Customers can modify the shipping address while placing an order.

# OSF'S SOLUTION

Making sure the end user gets what they need

Polytech can now rely on a complex, robust, flexible, and seamless platform with enriched functionalities. The customer has many features to help select the products they need.

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Selecting product details to find needed implants faster and easier.

Customers can pay by invoice payment made easy with the purchase order number.

## Testikularimplantat Glattwandig gefüllt mit Silikongel mit Nadelführung

SKU: 10100-027

Nicht verfügbar

Preis: 130,00 €

1

In Den Warenkorb

If a product is not available, the customer can add it to a list with a click of a button and be notified when the product is back in stock.

## Payment

Step 4 of 4

Payment method

Invoice

Billing address

\* Address

Kurfürstendamm 35, 10709 Berlin, Germany

PO234230  
PO239898hkj  
PO9879087  
PO98987

Order Now

The screenshot shows the Polytech website interface. At the top, there is a search bar with the text 'Suchbegriff oder SKU eingeben' and a shopping cart icon. Below the search bar, there are navigation links for 'ANTATE', 'BODY CONTOURING IMPLANTATE', 'EXPANDER', and 'MEHR'. The main content area is divided into two columns. The left column shows a list of categories: 'Expander', 'Mammaexpander (37)', and 'Gewebeexpander (40)'. Below this, there are two dropdown menus: 'Volumen' with options '200 (9)' and '300 (11)', and 'Basis' with options 'Oblong Base (6)', 'Round Base (19)', and 'Short Base (12)'. At the bottom of the left column, there is another dropdown menu 'Basis Stil' with options 'Anatomical Projection (30)' and 'Central Projection (7)'. The right column shows two product cards. The top card is for 'Mammaexpander, POLYtxt®, Mème®, mit' with SKU '40627-300' and price '283,50 €'. The bottom card is for 'Mammaexpander, POLYtxt®, Replicon®, mit' with SKU '40637-200' and price '283,50 €'. Both cards have an 'In den Warenkorb' button.

# RESULTS

Better UX: simplifying the purchase process

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## **Polytech's initial complicated ordering process became so simple!**

With Polytech's new B2B Commerce solution, doctors can order 24/7 and are no longer bound to business hours. Customers worldwide have a better experience.

# RESULTS

One step further toward digital transformation with a scalable platform

**The company is getting closer to its future goal: having a 360° view of each customer. This helps Polytech become more customer-centric, improve loyalty, and scale business growth.**

## **24/7: INCREASED SALES**

Customers worldwide can order whenever they want much more easily. They are no longer bound to German business hours.

## **ACHIEVING SUCCESS**

The company is ready for growth, an improved customer experience, reduced costs, and flexibility to plan for tomorrow.

## **BOOSTED INTERNAL EFFICIENCY**

Human, time, and financial resources can be invested elsewhere in the company.

## **IMPROVED CUSTOMER JOURNEY**

Customers engage better with the brand and are more informed throughout the entire shopping experience.

# TESTIMONIAL

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Our work through the eyes of our clients

“Due to the nature of our business, trust and safety are crucial. Doctors need our products in their offices to test, touch, and show to clients, so they needed to order specific implants, pay for them, and send the tracking info to us after implantation. We wanted a more relaxed, simple, flexible approach for our customers and a more efficient process for us. The B2B Commerce solution that OSF Digital integrated does exactly that—24/7, with a heightened user experience and reduced costs and effort for us. We’re looking forward to future collaborations to boost self-service for the customer and grow our business.”

MICHAEL COORS

Head of the IT Department, Polytech



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**THANK YOU!**

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