



**OSF** | DIGITAL



**STEMMER**  
IMAGING

# MODERNIZING STEMMER IMAGING'S ECOMMERCE FOR GLOBAL EXPANSION

# ABOUT STEMMER IMAGING

STEMMER IMAGING is a leading international systems house for machine vision technology. They offer an extensive commercial range of products and services for industrial and non-industrial applications.

For over 35 years, they have supported customers for a leading role in markets across Europe and meanwhile also in North and Latin America.



# STEMMER IMAGING'S CHALLENGES

Wanted to elevate its commerce ecosystem for international growth

With a powerful tech stack including Sales Cloud, Marketing Cloud Account Engagement, CMS (Content Management System), B2B Commerce, and Experience Clouds, STEMMER IMAGING was already familiar with Salesforce solutions' robust capabilities.

With disconnected systems and no commerce functionality, STEMMER IMAGING needed an assessment and plan to support an international commerce strategy.

The company collaborated with another partner to implement its new platform on Salesforce Commerce Cloud but could not achieve the desired outcomes.

The company was looking to address the following **goals and business challenges**:

1

## Enhanced website

Needed a new website with commerce functionality and logins for clients with improved self-service functionality.

2

## Future-proof tool

Made the strategic decision to base its website functionality on Salesforce CRM and an enhanced CMS.

3

## Connected PIM

A customized Salesforce backend data structure did not allow for efficient data synchronization or intuitive product browsing.

4

## Global CMS

Needed an international approach to Salesforce CMS with multi-language translation management.

# OSF'S SOLUTION

A detailed roadmap for a modern, global commerce system

OSF Digital audited and assessed STEMMER IMAGING's system architecture and developed a roadmap for elevating its digital commerce.

1

## Audit

Analyzed existing data structure implementation:

- Customization versus standard Salesforce components.
- Backend versus frontend customization.
- Requirement analysis for product catalog presentation and data synchronization.

2

## Website enhancements

OSF Digital substantially improved STEMMER IMAGING's website built on Salesforce Commerce Cloud, leveraging:

- Salesforce Experience Cloud.
- Salesforce Content Management System.

3

## Redesign

Integrated the website with Salesforce B2B Commerce to allow for a new setup:

- Cleaned up the backend.
- Implemented a new data structure (from variants to standard products and extended categories approach).
- Enabled efficient product data synchronization.
- Set the base for new features.

4

## Migration to LWR and an enhanced CMS

With the migration to LWR (Lightning Web Runtime) and an enhanced CMS, OSF provided STEMMER IMAGING a state-of-the-art ecommerce solution, offering better website performance and improved translation handling.

5

## New features

Introduced new features and capabilities:

- Made all products live (220 product families, 5,000 products).
- Enabled customer login with price information.
- Shopping Cart with Request for Quote functionality fully integrated into Salesforce.
- Product finder to easily discover products.

# OSF'S SOLUTION

## Homepage



# OSF'S SOLUTION

## Product family detail page

The screenshot shows the product page for the Alvim CSI-2 camera. At the top, there is a navigation bar with the Stemmer Imaging logo and links for 'What's new', 'Products', 'Solutions', 'Services', and 'Company'. Below the navigation, the product title 'Alvim CSI-2 - Allied Vision' is displayed, followed by a brief description: 'Reinventing the embedded vision camera. The Allied Vision Alvim series is an innovative embedded camera platform that addresses the limitations associated with current cameras for embedded applications and offers system designers a previously unknown level of freedom.' A 'Show Products' button is located below the description.

The main content area features a product image of the camera on the left and a 'Features' section on the right. The features listed are:

- Sensor: CMOS sensors from 0.5 to 21 megapixels
- Features: powered by ALVIM technology, designed for embedded vision with ARM board compatibility
- Lens mount: C-, S-, and CS-mount option
- Interface: 4-lane MIP CSI-2 interface with D-PHY up to 6 Gbit/s, USB3 Vision compliant USB 3.1 Gen 1 interface
- Miscellaneous: single PCB design, bare board and front housing options

Below the features, there is a filter section with dropdown menus for 'Spectral sensitivity', 'Lens mount', 'Resolution (MP)', 'Frame rate (FPS)', 'Interface', and 'Interface configuration'. A 'Clear All Filters' button and a 'Show more filters' button are also present.

The main product list is a table with 10 rows and 10 columns. The columns are: Product Name, Spectral sensitivity, Resolution (MP), Frame rate (FPS), Lens mount, Interface, Interface configuration, Sensor model, and Manufacturer. The products listed are:

Product Name	Spectral sensitivity	Resolution (MP)	Frame rate (FPS)	Lens mount	Interface	Interface configuration	Sensor model	Manufacturer
AV ALVIM 1800C-050C-00	Colour	0.5	10	None	MIP CSI-2	MIP CSI-2 V11	Python 480	Allied Vision
AV ALVIM 1800C-050C-00-C	Colour	0.5	10	C-Mount	MIP CSI-2	MIP CSI-2 V11	Python 480	Allied Vision
AV ALVIM 1800C-050C-00-CS	Colour	0.5	10	CS-Mount	MIP CSI-2	MIP CSI-2 V11	Python 480	Allied Vision
AV ALVIM 1800C-050C-00-S	Colour	0.5	10	S-Mount	MIP CSI-2	MIP CSI-2 V11	Python 480	Allied Vision
AV ALVIM 1800C-050H-00	Monochrome	0.5	10	None	MIP CSI-2	MIP CSI-2 V11	Python 480	Allied Vision
AV ALVIM 1800C-050H-00-C	Monochrome	0.5	10	C-Mount	MIP CSI-2	MIP CSI-2 V11	Python 480	Allied Vision
AV ALVIM 1800C-050H-00-CS	Monochrome	0.5	10	CS-Mount	MIP CSI-2	MIP CSI-2 V11	Python 480	Allied Vision
AV ALVIM 1800C-050H-00-S	Monochrome	0.5	10	S-Mount	MIP CSI-2	MIP CSI-2 V11	Python 480	Allied Vision
AV ALVIM 1800C-120C-00	Colour	12	12	None	MIP CSI-2	MIP CSI-2 V11	ARM5SCS	Allied Vision
AV ALVIM 1800C-120C-00-C	Colour	12	12	C-Mount	MIP CSI-2	MIP CSI-2 V11	ARM5SCS	Allied Vision

At the bottom of the table, there is a '10 of 10 products' indicator, a 'Show more' button, and a 'Show Filter' button.

The footer contains a navigation menu with categories: PRODUCTS (Company, Online, Summation, Image acquisition, Software, Codes, PCs, Vision Systems), SOLUTIONS (Products, Applications), SERVICES (Support, Returns & Repairs), and COMPANY (About STEMMER IMAGING, Investor Relations, Sustainability, Career). There is also a 'Subscribe to our Newsletter' button, a 'Contact us' button, and social media icons for YouTube, LinkedIn, and Facebook. The footer also includes 'Data Privacy', 'Imprint', and 'MEMBER OF PRIMEPLUS'.

# OSF'S SOLUTION

Optimizing search with a user-friendly and intuitive Product Finder

Previously, products were available in different variants, making the catalog very complex.

Variants made it hard for users to find the right product, leading to a non-intuitive product selection.

Finding products on the website was challenging, as it involved selecting all filters to get a result.

**OSF simplified the unnecessary variant complexity in the data model by moving from variants to a standard-product approach for intuitive product selection.**

With the new Product Finder, OSF streamlined product search and findability, increasing the website's usability, customer satisfaction, and page visits.

- Customers can filter only relevant attributes to find specific products.
- Simple navigation and dynamic filters.
- Expanded filter options for precise search results.
- Dynamic and comprehensive product overviews.
- Easy access to clear and detailed information about individual products and product families.



# OSF'S SOLUTION

## Product Finder

Home > Product Finder

Navigation: Cameras, Optics, Illumination, Software, Acquisition, Cables, Computers, Accessories, Services

Filters:

- Area scan cameras
- Line scan cameras**
- 3D cameras
- Smart cameras

Filter values:

- Spectral sensitivity: Colour
- Horizontal res. (Px): 512 to 39764
- Max. line freq. (kHz): 10 to 400
- Lens mount: Please select
- Interface: Please select
- Scan type: Line

60 products

Product Name	Spectral sensitivity	Horizontal res. (Px)	Max. line freq. (kHz)	Lens mount	Interface	Scan type	Pixel size (µm)	Manufacturer
DALSA LINEA LA-CC-04K058	Colour	4096	48	M12 x 1, Nikon F-Mount	CameraLL	Line	70µ	Teledyne DALSA
DALSA LINEA LA-CC-08K058	Colour	8192	48	Nikon F-Mount, M12 x 0.75	CameraLL	Line	70µ	Teledyne DALSA
DALSA LINEA LA-GC-02K058	Colour	2048	26	M12 x 1, C-Mount, Nikon F-Mount	Gigabit Ethernet	Line	70µ	Teledyne DALSA
DALSA LINEA LA-GC-04K058	Colour	4096	13	M12 x 1, Nikon F-Mount	Gigabit Ethernet	Line	30µ	Teledyne DALSA
DALSA LINEA LITE L2-GC-02K028-00-A	Colour	2048	25	M12 x 1	Gigabit Ethernet	Line	14	Teledyne DALSA
DALSA LINEA LITE L2-GC-04K028-00-A	Colour	4096	12.5	M12 x 1	Gigabit Ethernet	Line	7	Teledyne DALSA
DALSA LINEA ML-FC-08K07N	Colour, NIR	8192	70	M58 x 0.75	CameraLL, HS	Line	5	Teledyne DALSA
DALSA LINEA ML-FC-08K10T	Colour	8192	90	M58 x 0.75	CameraLL, HS	Line	5	Teledyne DALSA
DALSA LINEA ML-FC-16K10T	Colour	16384	25	M90 x 1	CameraLL, HS	Line	5	Teledyne DALSA
DALSA LINEA ML-FC-16K14T	Colour	16384	16.1	M90 x 1	CameraLL, HS	Line	5	Teledyne DALSA

10 of 60 products

Buttons: Show more, Show Filter

Footer:

- PRODUCTS: Cameras, Optics, Illumination, Image acquisition, Software, Cables, PCs, Vision Systems
- SOLUTIONS: Markets, Applications
- SERVICES: Support, Returns & Repairs
- COMPANY: About STEMMER IMAGING, Investor Relations, Sustainability, Career

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# OSF'S SOLUTION

Innovation and efficiency through OSF's AllAi Productivity platform

OSF Digital developed the **AllAi Productivity platform** to deliver higher-quality projects faster while keeping data secure and lowering risks for our clients.

**With a suite of Ai tools, AllAi enhances human capabilities, helping professionals working on Salesforce projects increase efficiency to get to market more quickly.**



The OSF team used the **AllAi platform** for this project to write test cases and acceptance criteria, create user stories, and perform code reviews.

**AllAi Chat** helped with translations, improving communication between the English and German-speaking teams.

The **AllAi Productivity** platform increased the project's efficiency and lowered costs by reducing the time to market.

# NEXT STEPS

Ongoing partnership for continued evolution

The partnership between OSF Digital and STEMMER IMAGING continues to progress with the goal of scaling the current platform to achieve the following objectives:

Drive more  
**self-service capabilities.**

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Investigate the feasibility of the  
usage of **Salesforce Einstein.**

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Research for improving **customer activity**  
**transparency.**

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# RESULTS

## Improved customer interaction with STEMMER IMAGING

STEMMER IMAGING has greatly improved its website, making it easier for customers to interact with the company.

This enhancement has yielded **substantial benefits**, including:

Fully blown **product catalog** with versatile search and filter capabilities.

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**Highly reduced manual efforts** for product data integration and synchronization.

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Decreased sales efforts thanks to **customer self-service capabilities** and a fully integrated Request for Quote process.

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A Request for Quote **conversion rate of 38%**.

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**Tripled** website usage.

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**Optimized** newsletter registration process, working smoothly and reliably from any device.

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# TESTIMONIAL

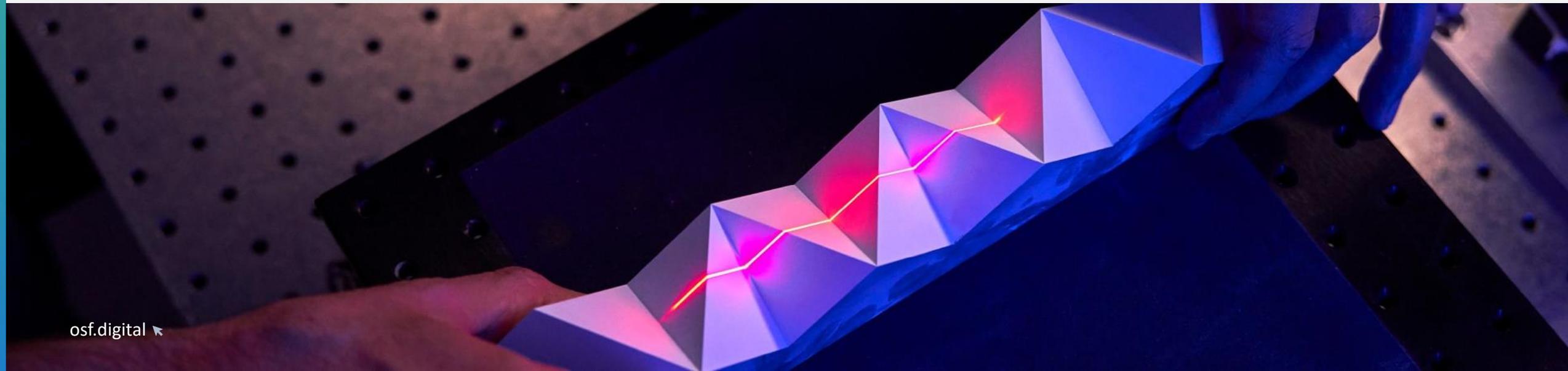
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Our work through the eyes of our clients

OSF Digital's Salesforce Commerce Cloud expertise and proficiency in multi-cloud implementation align with our goal of finding a comprehensive solution with a single partner. The new website project streamlines processes and improves business efficiency. Customers easily log in, search for products, and request quotes. Migrating to LWR helps our marketing team with an improved translation workflow and greater webpage visibility. With LWR, we can leverage Salesforce updates without technical debt. Enhanced digital services and an optimized storefront provide a competitive advantage. The OSF team's agility consistently finds quick solutions to project challenges. Working together, we can overcome any problems that arise.

DANIELE COSENTINO

Director Marketing, STEMMER IMAGING



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**THANK YOU!**

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