OSF|DIGITAL

STEMMER IMAGING

MODERNIZING STEMMER IMAGING'S ECOMMERCE FOR GLOBAL EXPANSION

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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

STEMMER IMAGING'S CHALLENGES

Wanted to elevate its commerce ecosystem for international growth

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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.

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

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

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

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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 detail page

OSF'S SOLUTION
Product family detail page

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OSF'S SOLUTION

Optimizing search with a user-friendly and intuitive Product Finder

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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

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.

AllAi Productivity

NEXT STEPS

Ongoing partnership for continued evolution

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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.**

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

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.

Highly reduced manual efforts for product data integration and synchronization.

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

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

Tripled website usage.

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

TESTIMONIAL

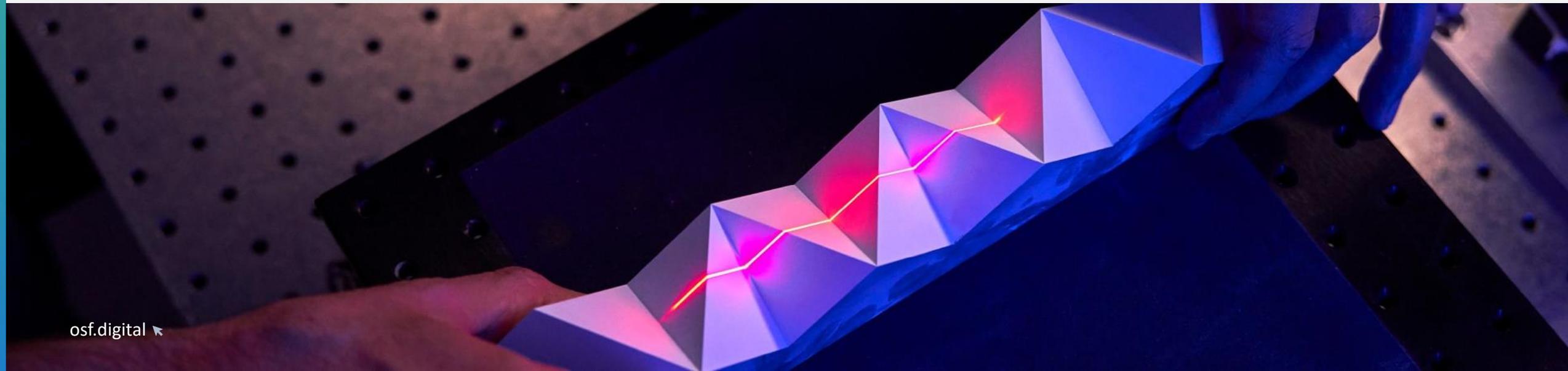## Our work through the eyes of our clients

OSF DIGITAL

"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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