SYBIT



Success Story

From B2B to B2C: New Webshop Brings More Life to Living Spaces and Air

eCommerce Platform with
PIM and Online Configurator

SIEGENIA®
brings spaces to life

The Company

The SIEGENIA GROUP is already marketing the products that will make our living spaces more comfortable, healthier, and safer in the future.

Whether it's window, door, and comfort systems, smart home applications, ventilation technology, or burglary protection – SIEGENIA drives innovation to holistically enhance the modern home. SIEGENIA's customers are as diverse as its product range: Between the hardware specialist and the end users lie numerous touchpoints with business partners such as fabricators, dealers, specialist companies, and architects. SIEGENIA set out to digitally redesign the customer journey for each target group while optimizing internal business processes. This was successfully achieved by developing a new eCommerce platform based on SAP Commerce in collaboration with partner SYBIT. The result was far more than just increased webshop revenue.



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The Project

Starting Point
SIEGENIA operates in a highly competitive market with significant price pressure. The company offers a broad product portfolio for modern window, door, and comfort systems, such as room ventilators and window actuators, and follows a multi-tiered distribution model – from hardware dealers and fabricators (e.g., window manufacturers or carpenters) to the end users of the finished elements. Even before the project, the processes from order to delivery were fundamentally digitalized. There was an existing webshop for spare parts and an additional shop for ventilators. Configurable products, however, were ordered via PDF forms, which then made their way to production through the sales department. The problem: there was no integrated concept, no end-to-end digital flow of processes.

Internally, there was also no central database for product information. The consequences were efficiency losses, slower processes, a higher error rate, and a suboptimal customer experience. This led to the desire for an integrated shop system fully connected to SAP – one that would display all relevant information and individualized pricing for customers, including digital configuration and ordering capabilities. The product that kicked off this initiative was quickly identified: the COMFORT UNIT. It includes all components of a complex lift-and-slide door system, from the fittings and control elements to a custom-made threshold. In other words, a classic, highly customized SIEGENIA product that was to achieve a new level of ordering convenience through digital configurability.

The strategic development of a digital sales platform for the COMFORT UNIT was the first step in a comprehensive eCommerce project.

Rollout of the Platform to International Subsidiaries:

Step 1: Development of a webshop along the customer journey, divided into B2B and B2C

- Digital platform for the sales of the COMFORT UNIT
- Replacement of the existing spare parts shop of SASS (SIEGENIA-AUBI Sicherheits-Service GmbH)
- Development of a webshop for ventilation technology
- Extension of the B2B shop to a B2C shop

Step 2: Development of a Product Information Management system (PIM) → 'Product Base' →

SIEGENIA-AUBI KG



Window Construction / Technology



Headquarters: Wilnsdorf-Niederdielfen



2,800 employees



Solutions Implemented:
SAP Commerce

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Project Objectives

Markus Bade, CBDO of SIEGENIA-AUBI KG, had a clear vision for the project from the start, but he was also fully aware of the challenges: *‚It truly is a major challenge for a dynamic industrial company to gather all the necessary product information digitally and to capture ongoing changes in real time. And ultimately, to communicate all of this clearly both internally and externally. It's about aligning sales processes — offers, payment terms, payment deadlines, etc. — under one umbrella. There are already significant differences between regular B2B business and B2C. The same goes for international operations. We had to map interfaces between countries, connect different markets. And above all: move away from email communication and manual tasks that come afterward — bringing an order fully into the system. That means seamlessly transferring the relevant information from the customer, through our sales units, into the factories. And then handling the commercial side just as digitally. At the end of the day, customers still need to receive the information they're used to — like when their order will arrive. Those functionalities also have to be included, and ongoing adjustments are needed to keep up with constantly changing requirements. There's no real end point — only customer satisfaction matters.'*

To Achieve an Optimal Customer Experience, SIEGENIA Defined Three Fundamental Goals:

1. Digitalization and automation of order and purchasing processes
   → **nationally / internationally**
2. Improvement of customer services along the customer journey
   → **webshop**
3. Digitalization of the product portfolio (PIM)
   → **Product Base**



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The Project in Detail – Part 1

The Comfort Unit

The focus in the first phase of the project was: To build a digital platform for the sales of the COMFORT UNIT, both nationally and internationally.

The main sub-goals included:

- Revenue and profit growth
- Cost transparency
- Increased customer satisfaction
- A platform for future eCommerce scenarios

Feature highlights of the new solution:

- Multi-level sales process: Mapping of fabricator, dealer, and manufacturer relationships within a seamless, digital workflow
- Online configuration



Before: Order via PDF form



After: Online configuration and ordering

The Benefits of the New Platform for the Comfort Unit

Fabricators can now independently and accurately configure the desired Comfort Unit. After the order is placed, the process runs fully automatically through the platform into the ERP system. From there, production, shipping, and invoicing are triggered. The process is entirely automated, requiring no manual intervention from SIEGENIA employees.

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The Project in Detail – Part 2

Consolidation of All Shop Activities

The second main focus of the project was to transform the two separate B2B applications for ventilation and repair services into a unified webshop for both business customers (B2B) and end customers (B2C).

Key sub-goals included:

- Creating a foundation for a unified SIEGENIA platform, consolidating all activities under one roof
- Implementation of the shop for ventilation and hardware technology
- Self-registration for both B2B and B2C customers
- Online ordering of the entire SIEGENIA product portfolio
- Growth of the end-customer business
- Automatic creation of new customer accounts (debtors)
- Duplicate check during B2B user registration
- Extensions for back office functions, order history, etc.

Feature highlights of the new webshop:

- Multilingual support
- Visually assisted spare parts search
- Online payment processing
- 360° product images
- Automated registration process with debtor creation and duplicate check
- Guides for user-led product search
- Vouchers and promotions
- Reorganization of processes for the end-customer business
- Specifically for Switzerland: Dedicated shop with geo-blocking while still using the central product data base
- Guest checkout

The Benefits of the New Platform

More new customers have already been acquired, and the overall number of orders has increased significantly – thanks to improved internationalization, especially from abroad. And all of this has been achieved without additional personnel costs. By automating the order processes, the sales team has been relieved, and the freed-up capacity has been successfully redirected toward new markets and products.

The Project in Detail – Part 3

Development of the Product Base

During the course of the project, it was decided that PIM (Product Information Management) would become its own dedicated area within the platform, in order to create a central product information hub for both customers and employees.

Key sub-goals included:

- Improving data quality and ensuring the availability of all relevant information in one place
- Standardizing the data foundation across all product groups
- Providing additional self-services for business customers

Feature highlights of the new PIM system:

- 360° product view (internal and external)
- Document download center
- BMECAT / CSV product catalog download

The Benefits of the New Product Base:

Comprehensive product research capabilities for customers, prospects, partners, suppliers, and internal employees.

The Project Timeline

2018

Development of the eCommerce Platform: COMFORT UNIT

2019

Go-live of the COMFORT UNIT
Launch of B2B / B2C for AERO and SASS

Countries:
Austria, Slovakia,
Czech Republic, Luxembourg

2020

Go-live AERO / SASS
Go-live Switzerland

Countries:
Poland, Lithuania, Latvia,
Liechtenstein, Switzerland

2021

Replacement of the payment service provider
Launch of Product Base
(Product Information Management System – PIM: MVP)

Countries:
Netherlands, Belgium, Italy, Greece
In preparation: France, United Kingdom

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9 Questions for ...

Richard Schäfer, eCommerce Manager

Mr. Schäfer, which target groups is your eCommerce platform aimed at?
The majority of our customers are business customers – meaning the B2B segment. And that's also the main focus of our eCommerce platform. Here, we present our wide range of products, some of which are configurable and can be ordered that way. That said, we also serve end customers, and this segment is growing and becoming increasingly important to us. Our new shop also pursues the goal of reaching even more end customers with our offerings around room comfort and smart home solutions.

What does the platform offer for that?
We now have a central point of access for our customers that is fully unified across all product areas of the SIEGENIA GROUP. What do we offer in decentralized ventilation? What smart home products do we have? Everything is now available online for customers – 24 hours a day, seven days a week. Besides informing our customers, the most important thing for us is to enable them to purchase suitable products online, pay conveniently, and receive their orders quickly. Our platform will continue to grow. It is the Single Point of Truth for product data. We want customers to be able to easily discover products they weren't specifically looking for – so that even small 'aha' moments happen.

Is the platform set up internationally?
In principle, the webshop is available EU-wide for private customers. We deliver to most EU countries. For business customers, we are currently active in 14 countries with six languages – and growing steadily. In the coming years, we will push to make the platform accessible EU-wide for all business customers. The number of supported languages will also increase. We typically offer nine standard languages. It's very important to us that our local subsidiaries are integrated. That means orders placed through the eCommerce platform are routed to the appropriate local office – in the local language and, where applicable, with country-specific products and payment options.

What's the current status – how is the shop being received?
Since we started in 2018, webshop sales have increased significantly every year. We expect continued strong growth. Most orders still come in through what you might call analog channels. That doesn't mean they're manually entered – it's digital, but it goes through processors and dealers before reaching us. At this point, the webshop still accounts for a relatively small portion of total orders. But that will change – especially with forward-looking products like configurable items, which are still partly ordered via PDF forms. That's not a smart process – for us or for the customer. We want to change that with our platform and systematically digitize these paths to make ordering much simpler.

What was the situation like before the project?
Basically, before the project started, SIEGENIA had two completely separate webshops – one for spare parts and one for ventilation. Our overarching goal was to merge these shops and integrate them tightly into the SIEGENIA system landscape. This way, when customers place orders, the process is fully automated without triggering manual steps. Another major topic – which we've only just started addressing – was ordering via PDF. We want to eliminate that and provide everything to the customer online: whether the product is available in the selected configuration, whether the configuration is consistent, and what the exact price is. Fully individualized.

How did you proceed with the project?
We started by replacing the old webshops and simply bringing online what was already available. But over the past two or three years, we've added many products that weren't previously available online. The way we can now add products to the webshop has also become much simpler and faster. We can now quickly decide, 'Do we want this spare part in the webshop tomorrow or not?' That allows the platform to grow on the product side day by day.

What solution are you using?
Technically, we use SAP Commerce. It's fully integrated into our systems. The base of the webshop is still SAP ERP, and we're very tightly connected – especially when it comes to configurable products. Of course, during the initial phase, we also considered other commerce systems – that should be said in fairness. But in fact, one of the main factors was our desire to have a strong connection to SAP ERP. For us, it's crucial that the systems communicate closely with one another. →

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We also believe that variant configuration works significantly better in SAP Commerce. That was a clear advantage and one of the key reasons why we chose this system. Another very important aspect was PIM – the fact that SAP Commerce includes a built-in Product Information Management system.

What benefits do the solutions and processes offer?
All the solutions are fundamentally networked. This means that customers can independently access all relevant product information through a single platform – technical specifications, installation instructions, user manuals, and more. And in certain areas, like spare parts, they can purchase items directly. If something is broken, for example, customers can technically identify the correct replacement part themselves and order it right away. Our business customers especially benefit from the ability to configure and order online. It's also extremely valuable for our employees to now have a central, comprehensive product database available at all times – whether out of personal interest or because a customer is calling with a question. This relieves a great deal of pressure, as there's no longer a need to gather information from multiple systems and sources.

How important was the collaboration with an external partner, and how did it go?
We started the project with SYBIT in 2018. This was essentially new territory for us – we had never run a project using agile methodology before. That was a challenge and made working with an external partner essential. The project lasted four years – four years in which we were truly able to solve everything together. Even the external obstacles we faced were overcome – for example, we had to change our Payment Service Provider mid-project. That was a major issue for us. But through our collaboration with SYBIT, we always found a way forward and were able to resolve those challenges together – without ever losing focus. We were also able to stick to the key parameters – timelines and budget – that we had set at the beginning. That, I believe, is something quite special. This whole project stands out because of how smoothly it ran.

Conclusion

SIEGENIA and SYBIT successfully completed a highly ambitious eCommerce project – on time and within budget. The cornerstones of this success were close collaboration, an agile approach, strong motivation, and deep digital expertise. *‚So, did we really get the most out of it?'* reflects Markus Bade. *'I think we can already say: we have an excellent solution. We've created a strong foundation for our future direction and a higher, more refined customer focus. And we've learned a great deal along the way.'*



‚Our strengths lie in our closeness to the market and our customers. With the digitalization of order processing and the elimination of error-prone routine tasks, we can now dedicate even more attention to our customers. With the solution developed together with SYBIT, we not only implemented an eCommerce platform but also introduced a PIM system based on SAP Commerce. This enables us to ensure a high level of quality assurance and significantly enhance our performance.'

Markus Bade, Head of Strategic Business Development and Product Management, SIEGENIA

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We Create CX Champions.

500+
customers

350+
employees

100 %
customer-centric

No.1
in CX across Europe

Top 10
IT employer

25+
years of experience



Let's Take the Next Step Together!

+49 7732 9508-2000

sales@sybit.de

Sybit GmbH
St.-Johannis-Str. 1-5
78315 Radolfzell
www.sybit.de

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