

SYBIT



Success Story

FANUC Redefines eCommerce

With the FANUC Customer
Platform as a Central Hub
for All Digital Services

FANUC

From legacy systems to seamless customer experience

FANUC's successful path to an innovative customer portal

FANUC, a global leader in intelligent factory automation and robotics, is facing the challenge of future-proofing its existing IT landscape. In this context, the company is pursuing a comprehensive agenda: outdated and fragmented legacy systems are to be replaced by modern, cloud-based and fully integrated applications. The aim is to develop a strategic IT architecture that not only meets the high efficiency and security requirements, but also significantly enhances the digital customer experience. On this basis, FANUC decided to evaluate and implement a modern commerce solution to meet customer requirements in an increasingly competitive environment. After an in-depth consultation phase with SYBIT, both companies embarked on a journey to transform the outdated solution landscape into a fully integrated customer portal for FANUC Europe.



Initial Situation Before the Project

As part of FANUC's new strategic direction, which included aspects such as its vision and mission, the company was looking for the best technology for change and the ideal partner for the design, implementation and rollout.

Specifically, FANUC operated with several isolated systems that were used for customer contact. These included an old e-store, the My FANUC portal for technical documentation and the FANUC Academy for training and education opportunities. These systems were outdated, not cross-process and fragmented, which signifi-

cantly impacted the user experience. Customers often had to switch systems and then log in again and again. The complexity of the operation made it frustrating and difficult to use. The 20-year-old e-store, in particular, lacked a modern user experience.



„Our 20-year-old e-store was once impressive, but long outdated and vulnerable. We knew we had to replace the system to survive in the modern digital world. We have done this in an impressive way. The new FANUC customer portal is part of an overarching digital strategy into which it fits seamlessly.“

Volker Männle, CIO of FANUC Europe

FANUC Europe Corporation



Internationally active electronics and mechanical engineering company



European headquarter in Echternach, Luxembourg, with more than 20 branches in the region



> 2000 employees



€1.1 billion turnover



**Solutions:
SAP Commerce Cloud
SAP Business Technology Platform
Customer Data Cloud**

Motivation and Objectives

FANUC did not just want a simple renewal of the e-store, but to create a comprehensive and future-oriented solution that integrates all previous systems and offers a seamless customer experience.

Objectives and Requirements:



1. Achieve a Leading Position in the Industry's Digital Customer Experience.

2. Development of a Central Customer Portal as a Key Element:

- App concept: Central digital services should be available to customers as apps
- Standardized, user-friendly interface
- Role-based content: Content and functions should be tailored to the respective role of the user

3. Technical Modernization and Preparation for Future Developments:

- Integration of IoT solutions and digital twins
- Further development of automation
- Implementation of organizational changes to better serve local and European requirements

4. New Portal:

- Connection with the existing ERP system
- Compatibility with the future conversion to SAP S/4HANA
- Integration of MyFANUC, training/education portal
- Connection and integration of customer systems

5. Decision in Favor of SAP Commerce Cloud:

- Optimal technological and functional fit of the solution for FANUC's current requirements and future plans
- Optimal integration into the long-term planned system landscape
- Fulfillment of current needs and preparation for future expansions and modernizations
- High security standards

Implementation and KPIs

The project began with a comprehensive evaluation of SYBIT and numerous strategy meetings to define the requirements and objectives. It quickly became clear that simply updating the old system would not be enough. A comprehensive, integrated solution had to be created that would offer a seamless experience to the customer. This gave rise to the idea of a centralised portal that combines all digital services.

Central Components of the Technical Implementation

- **ERP systems:** FANUC was using an old ERP system (non-SAP), which will be replaced by SAP S/4HANA in the future. The challenge was to make the new portal compatible with both the old and the new system. Thanks to its API-based architecture approach, SAP Commerce enabled integration into non-SAP as well as future integration into SAP S/4HANA based on standard interfaces.
- **Performance problems:** The price queries in particular proved to be problematic. The old ERP system was too slow, which led to long waiting times. In order to achieve the short-term goal of increasing performance, necessary ERP price calculations were temporarily transferred to SAP Commerce. In future, SAP S/4HANA pricing will perform the calculation in real time.
- **Delivery terms:** The presentation and selection of delivery options also posed a challenge, as the old ERP system did not support modern shipping options. This logic was also modelled in the new system on a transitional basis.

- **Product images:** Another major issue was the use of outdated product images. During the course of the project, FANUC decided to use a state-of-the-art photo box in the central warehouse in Luxembourg to create new, high-quality images. These images are automatically integrated into the system, which significantly reduces the internal effort required to create and manage the images.

The Basic Architecture

- **SAP Commerce Cloud:** Main interface to the customer.
- **SAP Business Technology Platform (BTP) / SAP Integration Suite:** Link between the Commerce Cloud and the other systems, integration and operation of the various backend systems.
- **SAP Customer Data Cloud:** Authentication and role and authorisation management.

„Thanks to the new FANUC customer portal, we have taken a decisive step towards our goal of being a leader in the digital customer experience in the factory automation industry. Our new digital offering fits perfectly into our corporate strategy and our SAP CX partner SYBIT has made a significant contribution to this: Comprehensive CX know-how, technical expertise and excellent project management and monitoring. However, we were particularly impressed by how well SYBIT understood our business and our specific challenges. All of this ultimately made the project a success.’

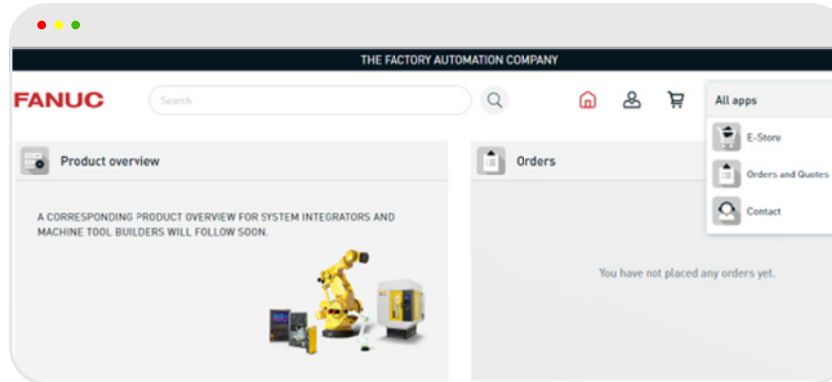
Volker Männle, CIO of FANUC Europe

Highlight: The AppConcept

FANUC wanted to design the new portal as more than just a simple user interface. The so-called AppConcept was a central element of the portal solution.

Customers should be able to access a variety of apps that all offer a standardised look and feel. The customer logs in once and sees a variety of apps that vary depending on the customer profile and size of the company. These apps include the e-store, a product registration app and an app for managing the machine fleet.

The AppConcept enables FANUC to react flexibly to future developments. New IoT solutions or other digital services can be easily integrated and offered to customers as apps in the portal. This vision of a seamless and flexible platform was crucial for the long-term success of the project.



„With the new portal, we have not just made another update – we have realised the vision of a seamless, user-friendly customer experience that will catapult us to the forefront of digital innovation in our industry.’

Marco Röhm, European Expert Customer Portal at FANUC Europe

Goals Achieved

The FANUC Customer Portal went live for more than 20 companies in five months and includes 100,000 spare parts in the shop. The portal has enabled FANUC to achieve significant improvements in customer service and digital interaction with its customers:

- Future-proof system thanks to end-to-end integrated processes
- High business impact thanks to scalable customer interaction platform with numerous self-services
- Room for new business models
- Seamless integration of new apps and IoT solutions in the portal
- Reduced complexity and improved user-friendliness
- Personalised content
- High-quality product images
- Flexibility, expandability and future-proofing thanks to the AppConcept [see screenshot]

Outlook

FANUC plans to continue its successful transformation. In line with the AppConcept, additional apps will be offered as services in the portal:

- **Expanded service offerings:** In future, customers will be able to access maintenance and services directly via the portal, which will increase efficiency and transparency.
- **Product configurator:** The product configurator, which has already been implemented, will be expanded in the future to allow robots and production lines to be customised and technically validated.
- **SAP S/4HANA integration:** The switch from legacy ERP to SAP S/4HANA will further improve the flexibility and performance of the IT infrastructure and open up new opportunities for digitalisation. Seamless integration with SAP Commerce Cloud allows the entire SAP platform to provide completely new transparency regarding customer data.
- **Cross-selling and upselling potential:** Customers can use digital offers along the entire lifecycle of their machines, which opens up additional sales potential.
- **Service management and SAP CPQ:** By integrating SAP Field Service Management and SAP CPQ, service cases can be managed more efficiently and additional added value can be created for customers.

With this project, FANUC has not only optimised current customer interaction, but also laid the foundation for future digital innovations. With the new portal, the company is ideally equipped to meet the growing demands and expectations of its customers and continue to act as a pioneer in the industry.

Partnership with SYBIT

On its journey, FANUC found SYBIT to be the ideal partner in the digital consultancy. SYBIT understood FANUC's vision and actively supported them in all phases, from consulting to implementation. Together, they developed a portal that not only covers the current needs of the company and its customers, but is also future-proof and flexibly expandable.



A Portal to the Future

The project was a complete success.

Based on a thoroughly agile way of working, which ensured a highly transparent approach, efficient coordination processes and also aspects such as rapid prototyping, FANUC and SYBIT managed to put more than 20 companies live within a very short time and significantly improve the customer experience. The new portal offers a seamless, user-friendly interface and is ready for future enhancements. FANUC has thus taken an important step towards digital transformation and is well prepared for the challenges ahead.



„We have found the perfect partner for our digital journey in SYBIT. They not only understood our vision, but also shaped it with us. Their advice and implementation were always realistic, goal-oriented and created real added value. This way of working gave us a feeling of security and trust. What impressed us most was the consistent implementation in terms of time, budget and quality, so that we were able to successfully complete the project even before the officially planned timeline.“

Rolf Urban, Head of Service Sales Coordination Europe at FANUC Europe



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



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step together!**

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