Capgemini

EXLTUBE

Operational Excellence in B2B eCommerce

Capgemini enables EXLTUBE to enhance orders, efficiencies, and profits

EXLTUBE, a subsidiary of SPS Companies, Inc., embodies operational excellence. Its mechanical and structural tubing and standard and specialty pipe products are used to manufacture some of the world's toughest machinery and support awe-inspiring architecture.

Founded in 1981, EXLTUBE has always looked for ways to optimize its business while remaining steadfast in its commitment to deliver excellence to its construction, manufacturing, oil and gas, and other industrial customers. One of these optimizations includes embracing a digital commerce strategy to better serve its customers and improve operational efficiency. EXLTUBE engaged Capgemini as a trusted partner to create a revolutionary digital presence that would transform its business.

HIGHLIGHTS

Capgemini Services

- Solution Consulting
- Experience Design
- Commerce Implementations
- Application Hosting and Support

Commerce Platform

- SAP Commerce for B2B

Key Integrations

- OpenText

CHALLENGE

Today's B2B buyers are increasingly turning to digital to research products before engaging a sales person. After all, B2B buyers are B2C buyers in their personal lives, so they expect simple and seamless purchasing experiences that are accessible any time and on any device.

Prior to the company establishing an eCommerce presence, EXLTUBE faced several challenges with its sales and ordering process, given the complex nature of its business. The customer-facing sales experience was long and cumbersome. Called-in orders often took more than an hour to process, and entry was further limited by Customer Service Representative (CSR) availability. CSRs required lengthy systems training on the order entry process, sometimes taking months to complete. EXLTUBE needed to get new CSRs up to speed and ready to receive orders in a much faster timeframe.

When fulfilling large, industrial orders, load optimization can be the difference between profit and loss. If a delivery is too small, transport costs are unsustainable. Too large, and the delivery can't be transported in one load. Optimizing the profitability of every delivery was also a priority.

EXLTUBE saw a clear opportunity to leverage digital to better serve its customers, while improving operational efficiency. The company embarked upon a journey of digital transformation with the goal of building a best-in-class digital commerce experience for its diverse array of customers.

SOLUTION

Capgemini worked with EXLTUBE to develop a digital strategy that takes into consideration the unique needs of the business. The Capgemini digital strategy and experience design teams mapped out a new buying experience from the ground up – one that enables EXLTUBE customers to clearly identify the products that fit their needs and place orders from any device.

The new, fully customized eCommerce site was built on the SAP Commerce for B2B platform. Operationally, the order-entry interface is now consistent across channels, giving CSRs the capability to enter orders and enabling them to quickly handle customer order issues. This consistency and familiarity has the potential to simplify training exercises, saving EXLTUBE time and money.

Capgemini built a customized load builder that enables customers to pick and place the parts they need while optimizing delivery sizes. This tool leverages product data, available inventory, production schedules, and logistics rules to maximize efficiency, giving EXLTUBE a competitive edge in the market.

EXLTUBE also leverages Capgemini's hosting capabilities to ensure industry-leading performance and uptime, and to eliminate the operational burden of managing site infrastructure.

OUTCOME

Through close collaboration and proven best practices, Capgemini moved EXLTUBE into the B2B eCommerce arena, and positive results have followed. Since establishing an eCommerce channel, 21% of all orders now come from the site, as well as 80% of revenue from new on-boarded customers.

Operationally, the load builder functionality has driven a marked increase in efficiency, and the simplified order-entry and management interface has the potential to revolutionize CSR

> "We needed a partner with the experience and expertise to tailor complex solutions to our unique business requirements. From the start, Capgemini has been that trusted partner."

Justin Moldrup
Business Systems Manager, EXLTUBE

processes. For example, more than 9,000 documents were downloaded in 2017. Previously, these would have required a phone call with a CSR, but now, customers are able to access what they need in a fraction of the time.

Since launch, Capgemini migrated EXLTUBE from to a newer version of SAP Commerce on budget, in just nine weeks. This complex upgrade enables EXLTUBE to deliver more personalized customer experiences and improve processes around promotions and quotes.

RESULTS

80% of On-Boarded Customer Revenue

31% of On-Boarded Customer Tons

9,000 Document Downloads

18.3% of All Tons

21% of Total Orders

LOOKING FORWARD

To maintain its momentum, EXLTUBE has retained Capgemini as its go-to partner for digital commerce. Capgemini continues to provide hosting services to ensure the company's digital experience is live and secure. Capgemini is also facilitating large integration projects with enterprise information leaders such as OpenText.
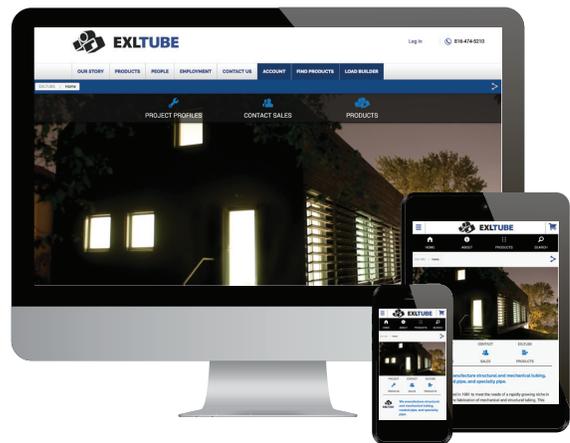
About
Capgemini

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion (about $15.6 billion USD at 2018 average rate).

Learn more about us at

www.capgemini.com

People matter, results count.