



DynamicWeb®

Digitalizing the Aftermarket Experience





3 ways to start selling spare parts

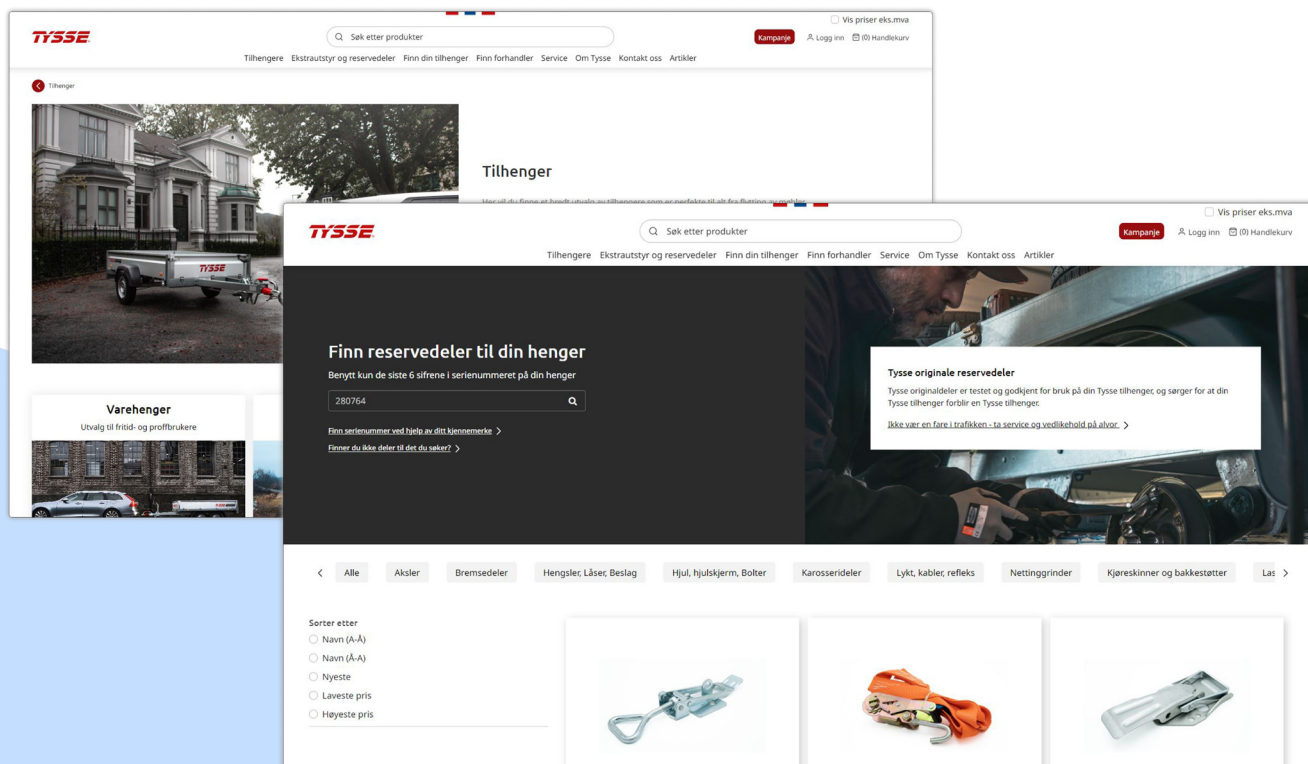
Provide a better customer experience with 24/7 access to spare parts catalogs and support throughout the entire product lifecycle.

Digitalize your customer facing processes

Leverage and optimize existing relationships to your ecosystem of dealers, partners and customers. By introducing new digital sales channels that helps save time and cut costs for you and your customers and generate more revenue.

DynamicWeb identified four solution areas with specific solutions and approaches to succeed digitalizing your customer facing processes as a Manufacturer. This whitepaper focuses on solutions for the Aftermarket.

<p></p> <p>Quoting & Ordering</p> <p>Ordering Portal for easy product ordering, reordering, quoting and product configuration, all in an eCommerce environment.</p>	<p></p> <p>Dealer Portal & Support</p> <p>Dealer Portal to support dealer specific quoting, share product assets/ product information, catalogs and price lists.</p>	<p></p> <p>Aftermarket Portal</p> <p>Spare Parts Portals supporting aftermarket sales, including Spare Parts Kits, catalogs and Personal/BOM based eCommerce experience.</p>	<p></p> <p>Direct to Consumer</p> <p>Enable D2C (Direct-to-Consumer) sales channels, including eCommerce, third-party marketplaces, and own marketplaces.</p>
---	--	--	---

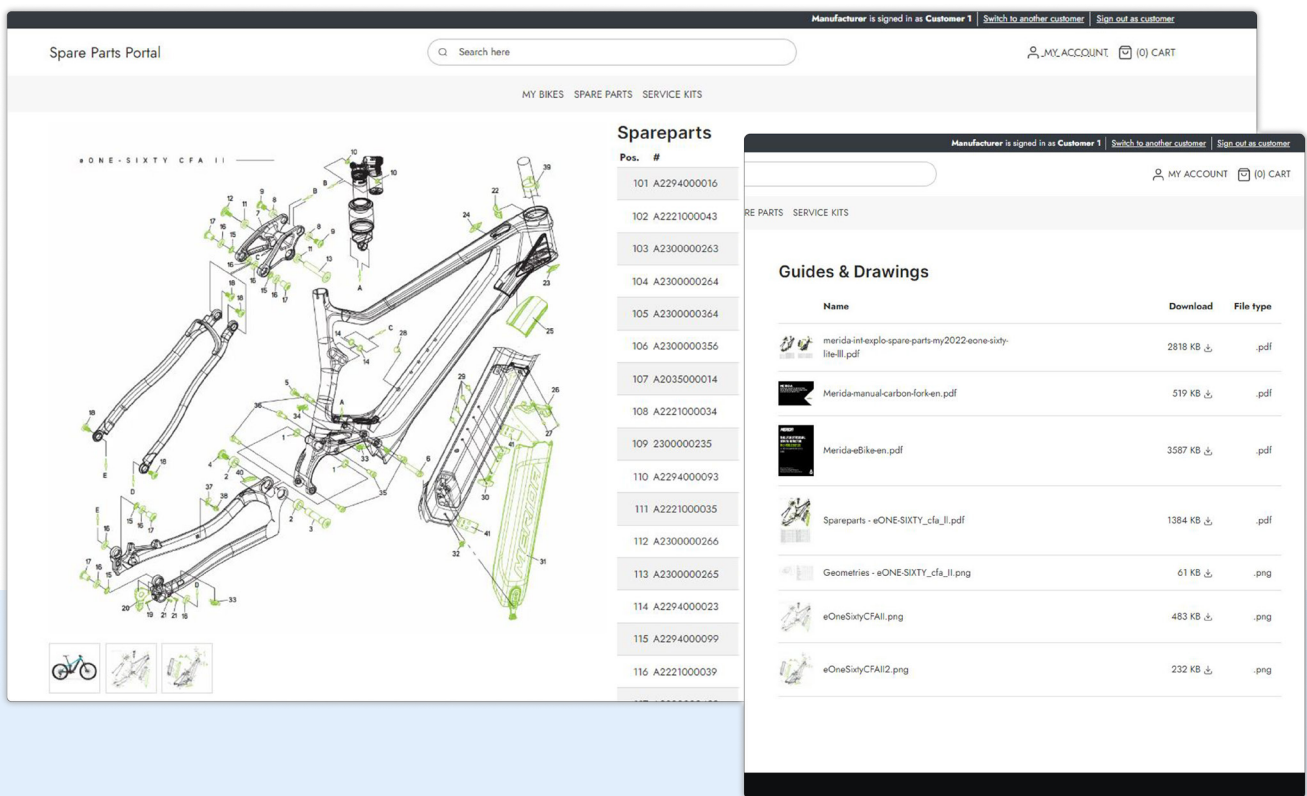


Norwegian trailer manufacturer, Tysse has implemented a dealer- and spare parts portal offering self-service. Integration to MS Dynamics ERP allow dealers to easily order spare parts for the specific product via a BOM-based experience.

Create value and improve customer experiences through self-service Spare Parts Portals

Manufacturers must be able to deliver great customer experiences throughout the entire lifecycle of their products.

A Spare Parts Portal provide customers, dealers, and distributors 24/7 access to spare parts and essential product knowledge such as training materials, product information and service instructions. This helps to reduce order errors, free-up internal resources, reduce downtime and increase revenue, as it allows customers to better plan service and maintenance throughout the entire product lifecycle.



Why implement a DynamicWeb Spare Parts Portal?



Improved Customer Experience



Increased Revenue and Profits



Increased Efficiency

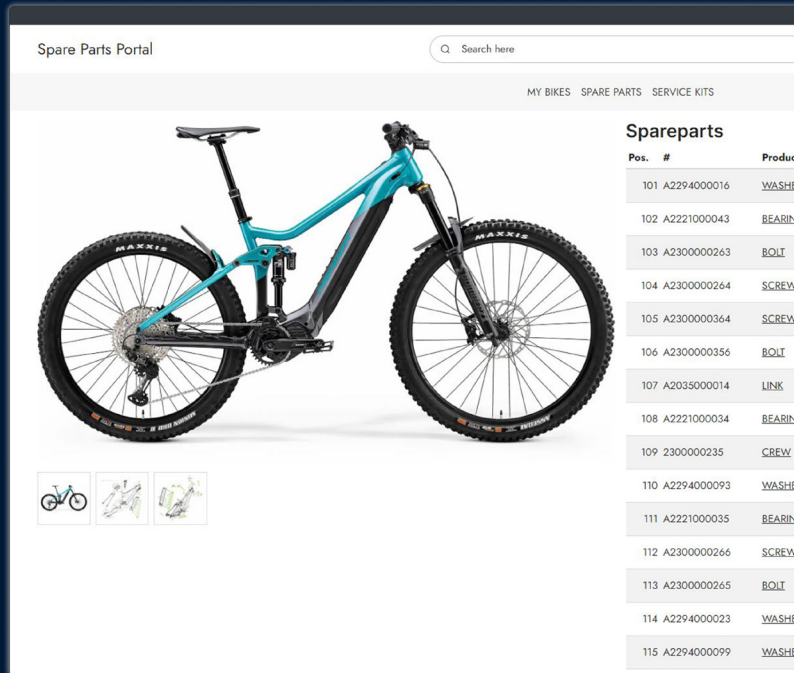


Make Implicit Knowledge Explicit

3 approaches to Spare Parts

Get started with a Spare Parts Portal

Depending on the specific business case and complexity, there are different approaches for how to best digitalize your Spare Parts business. We have identified these three approaches.



Spare Parts Kits Portal	Portal with Full Spare Parts Catalog	Personalized Spare Parts Portal with BOM
Pre-defined spare part kits makes ordering the right parts for e.g. periodical service or maintenance safe and easy and helps save time and cut costs for both seller and buyer.	With full 24/7 access to the full catalog of SKUs, knowledgeable customers can skip the phone call to the manufacturer and order what they need themselves - anytime and anywhere.	With access to customer-specific machinery with corresponding BOMs, service technicians can troubleshoot on their own and order the correct spare parts without involving the manufacturer.
Start small with simple spare part kits supporting customers and dealers.	Support professional buyers with access to hundreds or thousands of SKUs.	Offer the ultimate aftermarket customer experience with the most detailed and customer focused spare parts approach.

Shared benefits:

Improved Customer Experience
24/7 access to spare parts and knowledge lets customers skip annoying and time-consuming steps in the ordering process and enable them to scale faster.

Sustainability
Access to genuine parts enable customers to claim responsibility of the sustainability of their machines by repairing units instead of replacing them, prolonging the product life.

Increased revenue and profits
Increased efficiency and reduced downtime means more reliable production and higher earnings.

Upsell Opportunities
Create upsell opportunities for accessories and related products.

Spare Part Kits Portal

The Spare Part Kits portal help you deliver a great customer experience throughout the entire product life cycle by making it easy to order genuine spare part kits for scheduled service and maintenance. It's an easy approach to get started with digitalizing the aftermarket journey.



Get your share of the profitable aftermarket

A spare parts portal enable you to stay connected with your customers during the entire product lifecycle and tap into the typical very profitable aftermarket, where margins are higher.



Make it easy to buy genuine parts

The Spare Part Kits portal can help ensure that the customer shop or field service team orders and receives the correct original parts in advance of planned maintenance - reducing downtime, travel costs and time spent on the phone.



Get started without a big investment

Spare part kits are often identical across your product line meaning that maybe 100 products can be combined into 10-15 kits, which might be enough to onboard your customers and get started without a big investment.



Upsell and position your company

Use the portal to display relevant accessories and other relevant upsell products. This will help position you for the customers next purchase of a new machine/production line.

The screenshot shows a product page for 'Service Kit 1' with a price of EUR 187,50. The page includes a search bar, navigation links for 'MY BIKES', 'SPARE PARTS', and 'SERVICE KITS', and a list of three images: a crankset, a cassette, and a chain. Below the images is a table of 'Spareparts' with columns for position, product number, product name, quantity, stock status, price, and quantity.

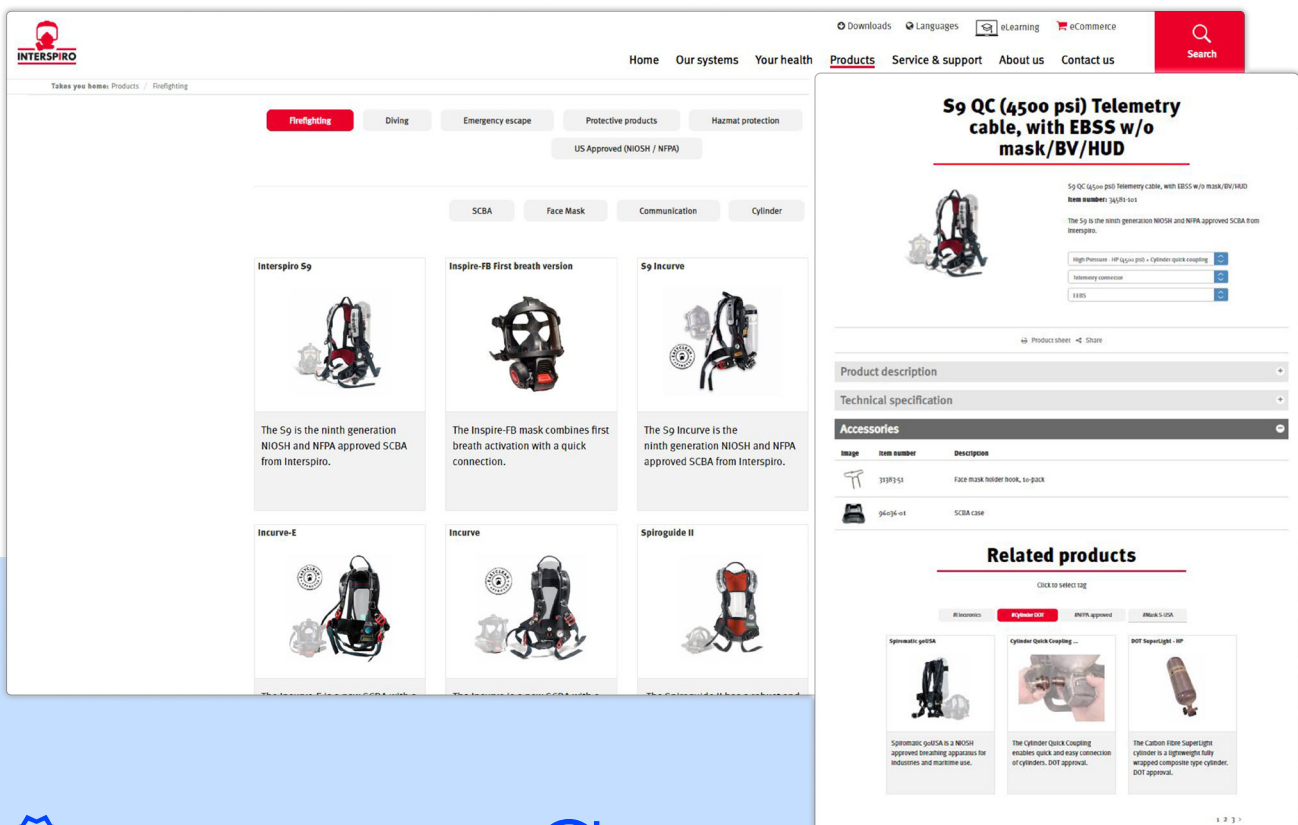
Pos.	#	Product	Quantity	Stock	Price	Qty
1	A2035000014	LINK	2	In stock	EUR 36,25	0
2	A2143000097	BLIND PLUG	4	In stock	EUR 62,50	0
3	A2143000125	BUTTON ON/OFF	1	In stock	EUR 62,50	0

Example of a Spare Parts Kit page with easy overview and simple eCommerce features. The page can also include various product information such as product manuals, videos etc.

The Spare Parts Portal plays a key role in this extreme and heavily regulated industry



Interspiro develops premium respiratory protection and equipment for diving, firefighting, emergency escape and rescue operations. The company’s Spare Parts Portal offers a standout service to the diverse group of professionals that rely on critical 24/7 access to genuine spare parts in heavily regulated global industry.



Certified spare parts kits

The Spare Parts Portal enable Interspiro to better support customers within heavily regulated industries with high demand for OEM- and certified parts, strict maintenance requirements and time-critical service intervals.



From analog to digital customer support

The transition from manual to digital order handling has empowered customers like firefighters and police officers to conveniently place orders 24/7, addressing their immediate needs for spare parts or extra masks.



Global and scalable business model

With the spare parts portal, Interspiro is positioned to scale and service its global base of customers. Another benefit is that customers now have product descriptions, technical specifications, user and service manuals at their disposal 24/7 across the globe.



Easy reorder of 'my parts'

As the spare parts portal is connected to Interspiro’s ERP, reordering is also made easy since a complete overview of previous orders are displayed for the customers with the possibility to re-order.

Portal with Full Spare Parts Catalog

The Full Spare Parts Catalog with ERP integration makes it easy to order and re-order already purchased spare parts for maintenance or to re-stock. Knowledgeable customers and field-services employees will be able to service themselves and find the right part 24/7 — streamlining the spare parts ordering processes.



Get your share of the profitable aftermarket

A Spare Parts Catalog enable you to stay connected with your customers during the entire product lifecycle and tap into the very profitable aftermarket, where margins typically are higher.



Fewer routine calls to customer service

Scale with fewer resources and optimize the ordering processes. The spare parts portal is connected to the ERP, so re-ordering is easy as customers have a complete overview of previous ERP orders ready for re-order in the spare parts portal.



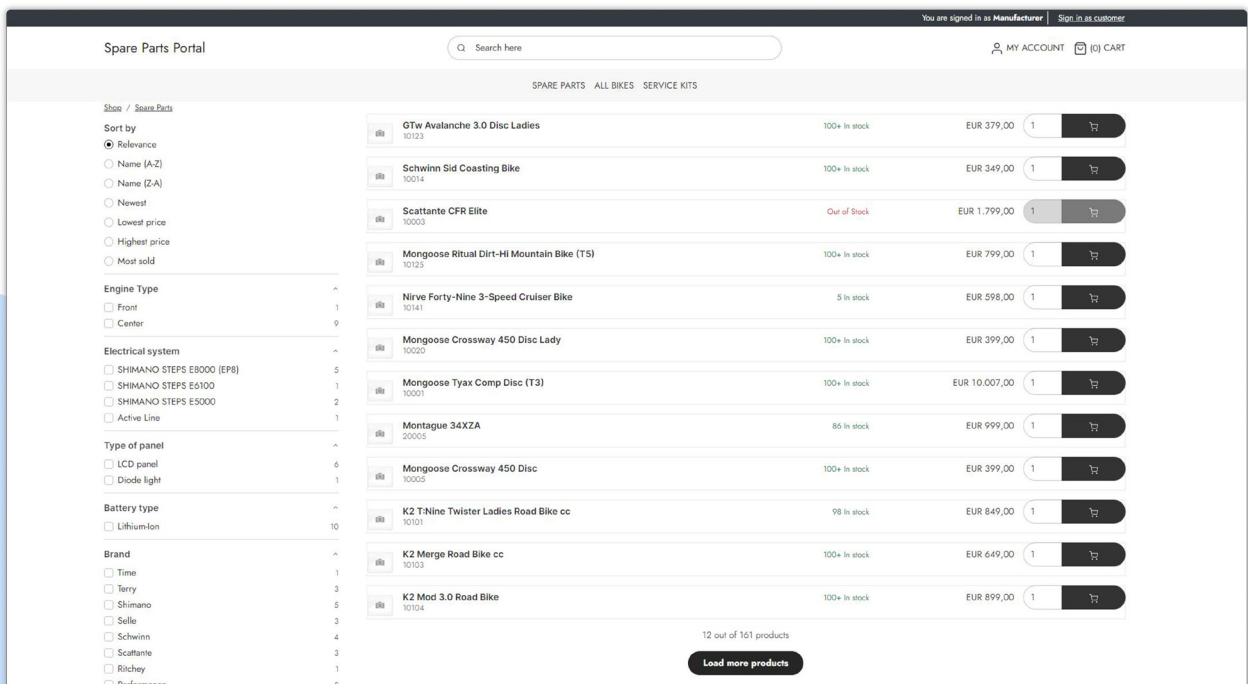
Streamline ordering process for genuine parts

The Spare Parts Catalog ensure that knowledgeable customers or field service teams can easily order the correct original parts for maintenance and re-stocking - reducing downtime, travel and time spent on the phone.



Share stock level and take orders 24/7

Besides offering a great customer experience, the Spare Parts Catalog lets you share stock levels directly from your ERP, so your customers know what you have in stock and when you can deliver the parts.



Example of a Spare Parts Catalog with easy overview, stock levels and a quick 'sort by' menu for easy navigation. The items can easily be enriched with product manuals, videos etc.



Dealer portal with Spare Parts Catalog to optimize the ordering process

Subaru Norway, an automotive import company, provides dealers and customers with an online Spare Parts Catalog as an essential tool to streamline aftermarket processes. This catalog allows dealers to access stock levels, obtain accurate delivery times, and navigate complex shipping costs within Norway.

The screenshot shows the Subaru dealer portal interface. At the top, there is a search bar with the text "Søk i produkter" and a magnifying glass icon. To the right, it displays the order deadline: "Bestillingsfrist flyfrakt 13.10.2020, 13:00 4d 11 52m" and a button for "Levering: Første fraktfrie Standard handlekurv". The main navigation bar includes "HJEM", "TILBEHØR", "DELEBESTILLING", "TJENESTER OG SUPPORT", and "VELG HANDLEKURV". The product category is "IMPREZA: 47" with a sorting option set to "Standard". A sidebar on the left lists vehicle models: XV, FORESTER, OUTBACK, LEVORG, IMPREZA (with sub-option 2018), and BRZ. The main content area displays a list of spare parts for the IMPREZA: 47, including:

Part Name	Price	Stock Status	Quantity	Action
Air Filter Green XV/IMP 18MY og Forester 20MY SEDNFL9000	kr 568,00	Lagerstatus: 9	1	Shopping Cart
Bagasjeromsdeiler 18MY (Ikke Hybrid) F555EFL000	kr 2 782,00	Lagerstatus: 2	1	Shopping Cart
Bagasjeromsmatte dyp - IKKE Hybrid J501EFL100	kr 1 708,00	Lagerstatus: 1	1	Shopping Cart
Bagasjeromsmatte lav XV- IMPREZA 18 (Ikke Hybrid) J501EFL000	kr 712,00	Lagerstatus: 4	1	Shopping Cart
Bakfanger beskyttelse folie 18MY Impreza SEZNFL2000	kr 551,00	Lagerstatus: 144	1	Shopping Cart
Beskyttelse dørhåndtak, 2 stk SEZNF22000	kr 153,60	Lagerstatus: 0 Forventet levering: 01.01.0001	1	Shopping Cart
Beskyttelse for bakseterygg - IKKE Hybrid J501EFL200	kr 780,00	Lagerstatus: 0 Forventet levering: 01.01.0001	1	Shopping Cart
Beskyttelseskeppe E101EAJ500	kr 738,00	Lagerstatus: 0 Forventet levering: 01.01.0001	1	Shopping Cart
Center Console tray	kr 572,00		1	Shopping Cart



Customer specific products and prices
Dealers and workshops have individual profiles and logins in order to access customer-specific prices and products. The solution also ensures correct calculations on shipping costs.



Easy reorder
As the solution is integrated to Subaru Norway's ERP system, dealers and workshops can easily access previous orders and invoices to reorder the items they need to stock.



Increased order efficiency
With customer specific products and pricing and 24/7 self-service, the B2B portal has increased order efficiency, reduced errors and ensures parts arrive at the right time.



Easy training
With the dealer portal as a single point-of-contact, it is now easier for Subaru Norway to educate its dealers to be more knowledgeable and efficient through essential product information, training videos etc.

Personalized Spare Parts Portal with full access to BOM

With full access to customers individual machines with corresponding BOM, this approach offers the ultimate customer experience in Spare Parts eCommerce. The BOM can either be published as a classic product list or presented as exploded view technical drawings, that your customers can purchase directly from.



Get your share of the profitable aftermarket

A personalized portal will enable you to stay connected with your customers during the entire product lifecycle and tap into the very profitable aftermarket while scaling your business more streamlined and with less resources.



Share knowledge with your customers

Share relevant information, e.g. manuals, technical documentation, service instruction videos so your customers are better equipped to operate the machine and make the necessary maintenance.



The ultimate customer experience

Make it easy to find the right part, by giving customers access to their specific machines or equipment, with e.g. exploded view drawings and corresponding BOMs to simplify the spare parts ordering process.



Fewer routine calls to customer service

Explicit knowledge is essential for an effective spare parts portal. The implementation process helps most businesses make implicit knowledge explicit, reduce reliance on key individuals and it allows customer service to dedicate their time to onboarding customers rather than dealing with repetitive emails.

The screenshot displays a user interface for a Spare Parts Portal. At the top, it shows the user is signed in as 'Customer 1' and provides navigation options like 'Switch to another customer' and 'Sign out as customer'. Below the navigation bar, there's a search bar and a 'MY ACCOUNT' link. The main content area is divided into sections: 'MY BIKES', 'SPARE PARTS', and 'SERVICE KITS'. The 'SPARE PARTS' section features an exploded view technical drawing of a bicycle fork assembly, labeled 'eONE-SIXTY CFA II'. To the right of the drawing is a table of spare parts:

Pos.	#
101	A2294000016
102	A2221000043
103	A2300000263
104	A2300000264
105	A2300000364
106	A2300000356
107	A2035000014
108	A2221000034
109	2300000235
110	A2294000093
111	A2221000035
112	A2300000266
113	A2300000265
114	A2294000023
115	A2294000099
116	A2221000039

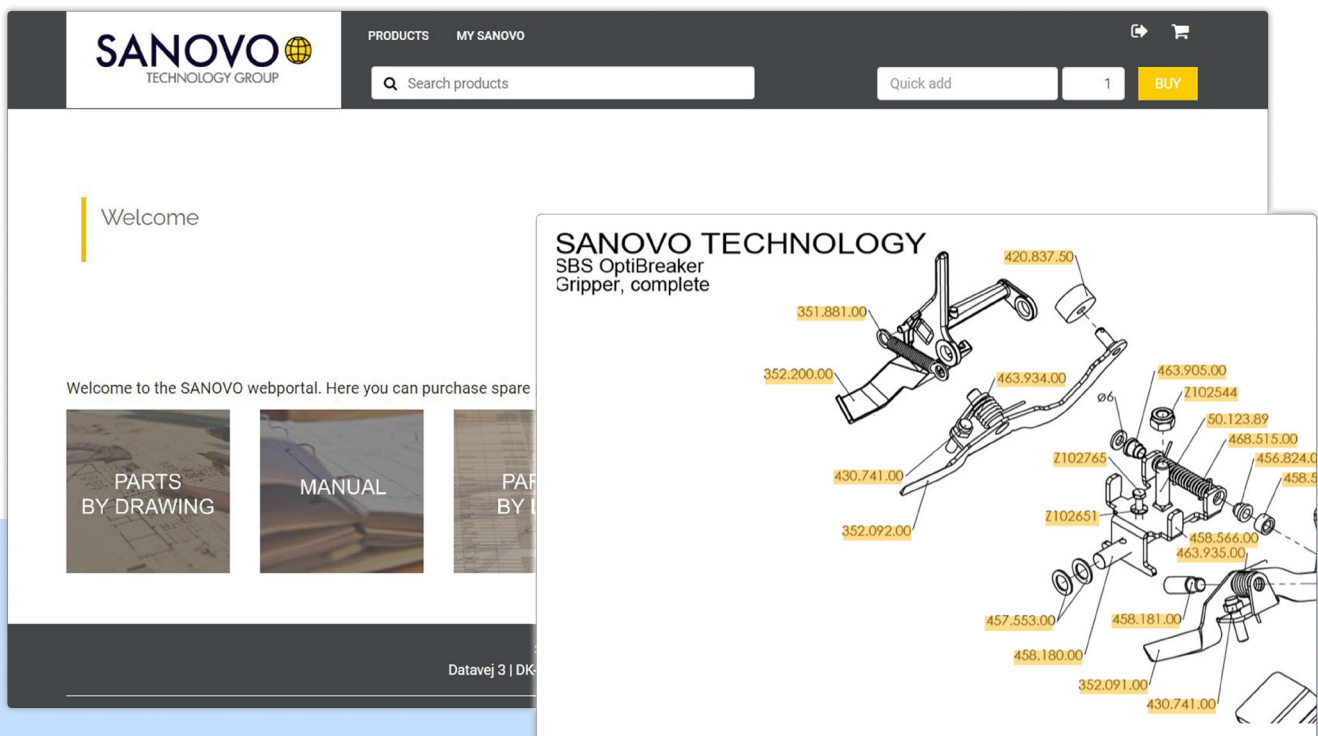
Below the parts list is a 'Guides & Drawings' section with a table of documents:

Name	Download	File type
merida-int-explo-spare-parts-my2022-eone-sixty-line-ll.pdf	2818 KB	.pdf
Merida-manual-carbon-fork-en.pdf	519 KB	.pdf
Merida-eBike-en.pdf	3587 KB	.pdf
Spareparts - eONE-SIXTY_cfa_II.pdf	1384 KB	.pdf
Geometries - eONE-SIXTY_cfa_II.png	61 KB	.png
eOneSixtyCFAll.png	483 KB	.png
eOneSixtyCFAll2.png	232 KB	.png

Implementing a personalized portal is often a big project for many organizations as BOM data, technical drawings etc. might not be good enough to publish for all machines. A rule of thumb is to start small with a limited number of customers/machines and scale from there.

Supporting global customers with spare parts for complex production units with a personalized approach

SANOVO is the world's largest supplier of equipment and state-of-the-art production units for the egg industry. The company uses a Personalized Spare Parts Portal to support customers with finding the right spare parts through a shopping experience based on the exploded view drawings that can be individual for each production unit.



More ways to buy

Sanovo enable customers to search and purchase parts either through assisted search, by drawings or by parts lists or reorder parts based on previous order history. The portal also features a 'Quick add' function.



Efficient and time-saving self-service

With exploded view drawings, technicians can easily troubleshoot and identify the specific spare part needed to repair their production unit. No need to contact account manager or customer service.



Enriched spare parts list

Sanovo has enriched individual spare parts with images, drawings and supporting information in small pop-ups making it easier to identify the specific part.



Many companies, inventories and ERPs

SANOVO is a global company with several inventories and ERP-systems. This means that even simple tasks, like finding where the part is in stock and at what price, can be challenging. The portal helps SANOVO streamline its customer facing processes to make it easy to purchase parts.

Composable Commerce Suite

Much more than a Spare Parts Portal

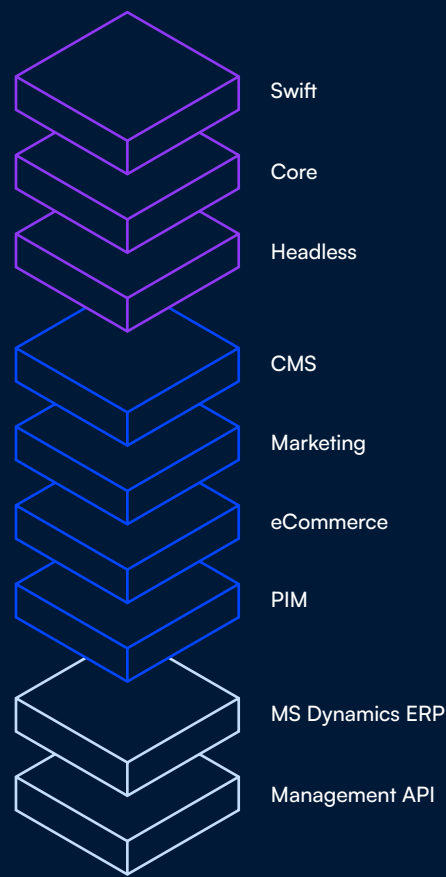
Think beyond the spare parts portal and unleash your full potential with the DynamicWeb Composable Commerce Suite.

With all the features you need in one solution, you can build and run a unified Commerce platform that enables you to scale your business and provide the best possible customer experiences across multiple channels and languages.

Front-End

Commerce Suite

Integration & Accelerators



DynamicWeb offers everything you need to build a **successful and scalable** eCommerce solution.



CMS, eCommerce, PIM and Marketing in one interface **reduces complexity** and **lowers total cost of ownership**.



Faster and less risky implementation with **pre-built connectors** to Microsoft ERP like D365 F&O, BC, NAV and AX.



Host multiple brands, or different shops and languages all from one single DynamicWeb solution and **simplify back-office tasks**.



API-first application supporting **headless implementation** and separation of front-end and back-end through APIs.



Enable customers & dealers to do business when and where they want through **Self-service Customer & Dealer Portals**.

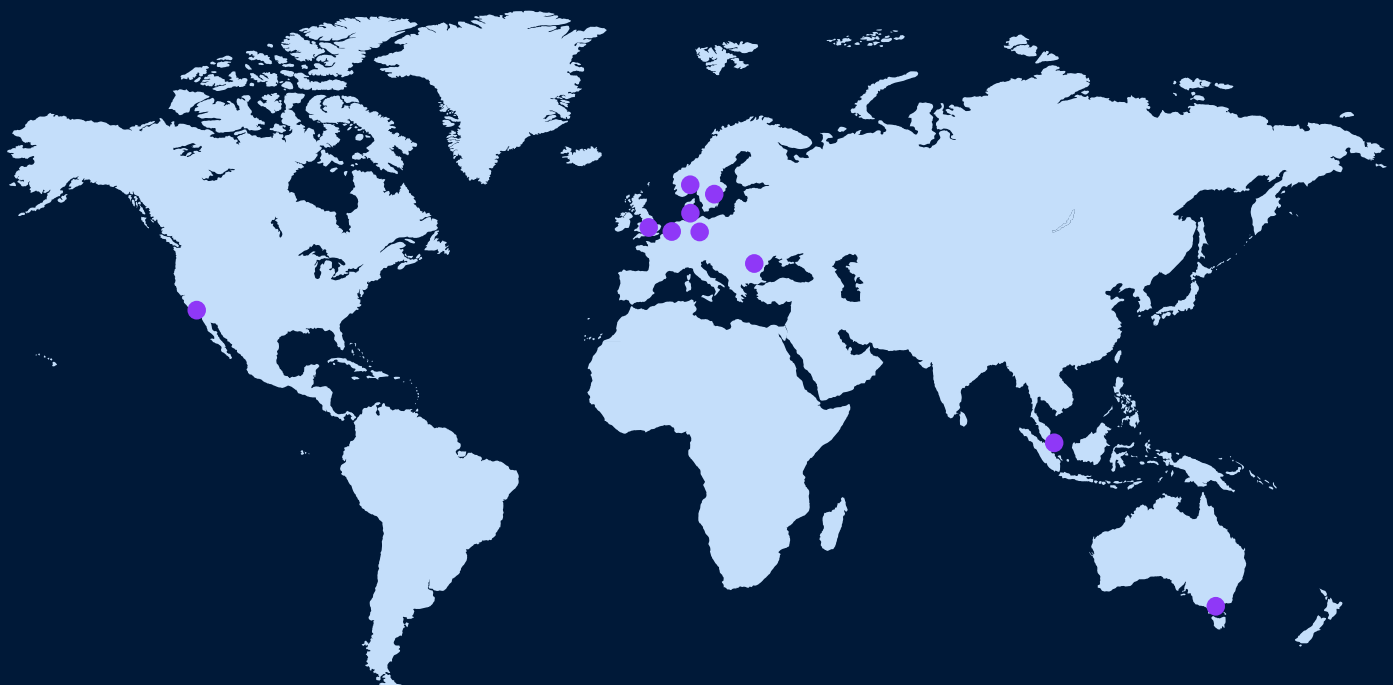


CMS and eCommerce are the power couple to support branded commerce and let you run **B2B, B2C & D2C in just one solution**.

Organization

A global company with local presence

Having a local presence in our main markets is a top priority to us as it gives us a deeper understanding and closer connection to our customers and partners, enabling us to deliver the best possible solutions and support.



● Local DynamicWeb Office

DynamicWeb Partners

300+ skilled and certified partners

Our certified partner network is ready to help you build the solution you are dreaming of and help you reach your eCommerce goals.

Find a partner near you at dynamicweb.com/partners