

# RATIONAL AG



## Case Study

### The mise en place for device configuration

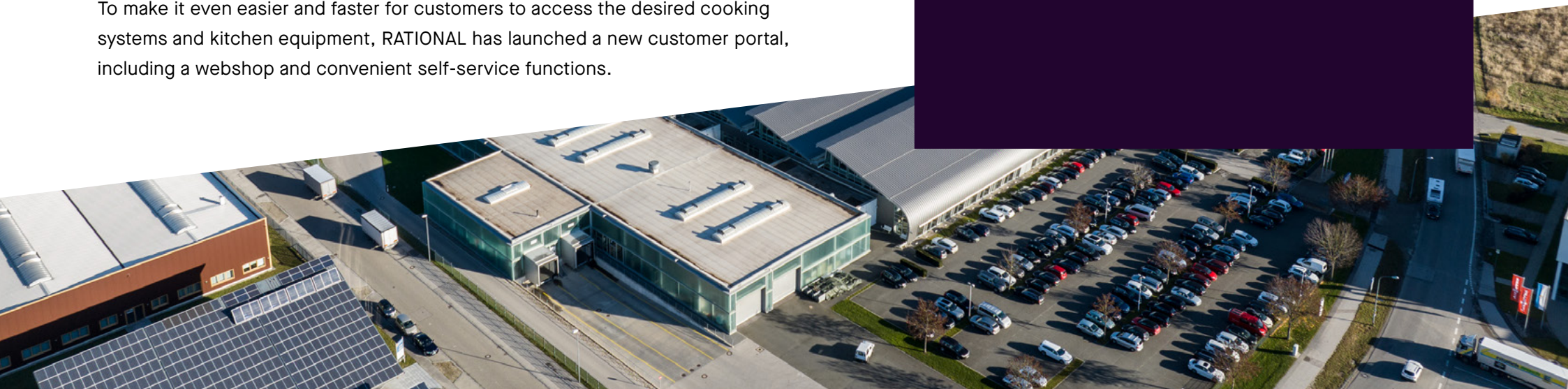
**More usability for culinary excellence: in the new RATIONAL customer portal, tailoring cooking systems to individual needs has never been easier.**

Food often tastes a little better when eaten out. Why? Because professional equipment ensures the best results, even when the head chef is not present. Intelligent cooking systems and kitchen appliances deliver more than just heat – they create the ideal conditions for perfect results. RATIONAL combi-steamers automatically adjust climate and cooking time depending on core temperature, load size, and desired level of browning. This ensures consistently excellent outcomes: from crackling roast pork with juicy meat to croissants with a crisp crust and airy crumb. It is therefore no surprise that RATIONAL appliances are used in professional kitchens worldwide, holding a global market share of over 50 percent.

To make it even easier and faster for customers to access the desired cooking systems and kitchen equipment, RATIONAL has launched a new customer portal, including a webshop and convenient self-service functions.



|                         |                                                                    |
|-------------------------|--------------------------------------------------------------------|
| <b>Company</b>          | RATIONAL AG                                                        |
| <b>Industry</b>         | large-scale kitchen technology                                     |
| <b>Products</b>         | Kitchen equipment //<br>Cooking systems //<br>Digital solutions    |
| <b>Revenue</b>          | approx 1.2 billion (2024)                                          |
| <b>Employees</b>        | approx. 2.800 worldwide                                            |
| <b>Headquarters</b>     | Landsberg am Lech // Germany                                       |
| <b>Project</b>          | Implementation of a customer<br>portal based on SAP Commerce Cloud |
| <b>Project Duration</b> | 28 months                                                          |



## The initial situation

In recent years, RATIONAL has experienced rapid growth. While the company initially started with just 18 employees, it now has around 2,800 employees. These are distributed across 32 subsidiaries worldwide.

Internationally, the company is therefore very well positioned. Devices such as the Combi-Steamer and iVario can be operated in a total of 59 languages. In addition, with more than 1.5 million units in the market and over 180 million meals served per day, RATIONAL supplies countless people with culinary excellence.

Its strong global market share of around 50 percent is not only attributed to its innovative equipment and digital solutions.

The sales and service teams also make a significant contribution to the company's success. Part of the business was handled via the "old" webshop, which had served the company well for 15 years – however, over time it had become somewhat outdated.

A new solution was primarily intended to enable simple and fast configuration of devices, provide comprehensive product information, and at the same time suggest useful complementary products.

RATIONAL ultimately decided to replace the old webshop with a customer portal offering additional functionalities.





## The Project

RATIONAL approached the new customer portal with ambitious plans and thorough preparation. Potential challenges became apparent early on. Foremost among them was the need to retain the complex configuration logic and transfer it into the new webshop. For this, RATIONAL brought the expertise of All for One into the team.

Together, they set out to build a webshop that delivers an excellent user experience and outstanding performance. In addition, the new platform was expected to provide all the conveniences customers are accustomed to from B2C webshops.

When selecting the appropriate solution, the existing system landscape played a key role. The SAP Business Suite S/4HANA already formed the digital foundation. Accordingly, SAP Commerce Cloud was the most suitable option for the customer portal.

The API-based integration of SAP S/4HANA with SAP Commerce Cloud was implemented via the SAP Integration Suite. For managing product variants and pricing logic, SAP Variant Configuration and Pricing was deliberately chosen – a more modern solution that provides a future-proof foundation for additional use cases.

During the planning phase, all international subsidiaries as well as the Order-to-Cash, Sales, Spare Parts Dispatch, Product Development, Shipping, and Technical Service departments were involved at an early stage. This ensured that regional specifics were taken into account and that the shop was optimally aligned with the requirements of the entire organisation.

With this project, RATIONAL ultimately created a modern e-commerce platform featuring optimised configuration, improved performance, and a more intuitive user experience.



## People

”We started with processes that worked very well for a small company. However, as we grew, we reached a point where we also needed to significantly increase efficiency in our internal sales operations. And of course, that is only possible if you provide partners with a platform where they can find all the relevant information needed for their orders. That is exactly what we have now achieved.“

Max von Armansperg,  
Head of E-Commerce Solutions,  
RATIONAL AG





## The Results

The new portal offers customers a significantly improved user experience. In the shop, customers can select preconfigured devices and categories that serve as a starting point for individual customisation.

In addition, configuration options are intelligently adapted to local requirements. Depending on the region, certain options are hidden, for example due to different power grids or regulatory requirements that demand alternative specifications.

The configuration process itself runs without loading times for users – prices and delivery times are displayed instantly once a variant is selected. Customers can then complete the order in the usual way: add the configured device to the shopping cart and proceed to checkout.

Modern design and intuitive navigation also make the system easy to use. The enhanced search function reliably finds relevant products even with incomplete search terms. In addition, customers looking for suitable accessories for their equipment can use filters to access presorted selections.

Particularly convenient are the self-service options: customers have access to their order history, invoices, and data sheets – all without needing to contact customer service. The entire document flow is mapped directly from SAP S/4HANA within the portal.

Furthermore, integrated data analytics provide RATIONAL with insights into sales figures and customer behaviour, offering an ideal foundation for the long-term optimisation of the customer portal.

Overall, the new customer portal significantly improves the customer experience through intuitive usability, fast configuration, and comprehensive self-service options, thereby creating a solid basis for sustainable business growth. For RATIONAL, the customer portal represents an important milestone in its digital transformation journey and is therefore much more than just a webshop.

**60-70 %**  
**Webshop Quote**





## More specific

### + Fast and easy configuration

In the portal, customers can independently configure the required devices. Technically, only plausible combinations can be created, ensuring valid product configurations at all times.

### + Transparent prices and delivery times

Individual prices and delivery times for configurable products are displayed instantly. This creates full transparency and supports faster decision-making.

### + Regional Specifics

Whether customers are ordering from the USA, Japan, or Brazil – the customer portal reflects regional requirements and configuration options.

### + Enhanced search function

The search allows customers to find the desired products using different terms and partial inputs, including desired features, functions, and product numbers.

### + Self-Services in the portal

The customer portal provides access to a wide range of self-services. Customers can view their orders and invoices or download manuals directly.

### + Strong Performance

The optimised interface ensures smooth navigation and faster product display. Thanks to short loading times, configured products can now be added to the cart in no time.

# Useful hints

## 01 The biggest challenges

- Migrating the existing LO-VC variant configurations to SAP Variant Configuration and Pricing was a complex task. At the same time, new configuration logics had to be implemented to enable extended functionality.
- Implementation across 12 languages and numerous countries required flexible configuration management. Differences in power grids, measurement systems, legal requirements, and regional regulations made it necessary to selectively show or hide configuration options depending on the market, without compromising the user experience.



# Useful hints

## 02 Key lessons learned

- Involve all relevant departments, business units, and subsidiaries from the very beginning. This helps identify requirements early and improves acceptance both within the organisation and among customers.
- Specialist partners bring external expertise into the team. This significantly accelerates implementation and helps avoid common pitfalls.

## 03 Key success factors

- A well-thought-out and intuitive design is crucial for customer and internal user adoption. Investments in UX design and usability testing lead to higher satisfaction and reduced support effort.
- Leveraging SAP standard capabilities instead of building everything from scratch reduces complexity, simplifies maintenance, and enables faster updates.



# Contact

## Contact Person

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