

Case Study



VOLLMER WERKE Maschinenfabrik GmbH



Case Study

More customer focus with unparalleled precision

The new, feature-rich customer portal is just the beginning of VOLLMER's sophisticated digital strategy.

Precisely sharpened tools are a fundamental prerequisite for straight edges, clean drill holes, and smooth surfaces. This is exactly where the grinding, erosion, and laser machines from VOLLMER WERKE Maschinenfabrik GmbH excel. They ensure that saw blades, drills, and milling cutters deliver precise results.

Customers value not only the precision and quality of the machines—the personal support and strong sense of partnership are equally appreciated. The same goes for the new customer portal. On the platform, the *VPortal*, customers gain access to a wide range of services, as well as the ability to make their own production environments more intelligent.



Company	VOLLMER WERKE Maschinenfabrik GmbH
Industry	Mechanical engineering
Products	Grinding and EDM machines for tool manufacturing
Employees	approx. 800
Headquarters	Biberach an der Riß // Deutschland
Project	Introduction and expansion of the customer portal based on SAP Commerce Cloud
Project duration	ongoing

The initial situation

Industry 4.0 (and even 5.0), smart factories, and IoT – the innovative concepts in mechanical engineering are highly promising. To ensure that these future visions of intelligent factories, self-organizing production environments, and digital twins soon become reality, VOLLMER is systematically implementing its digital strategy.

With the introduction of the *VPortal* based on SAP Commerce Cloud, a central hub for further innovative developments is already in place. To ensure that the foundation for future initiatives remains solid in the long term, the company took a particularly careful approach during implementation.

VOLLMER has a strong international presence. Of its 20 subsidiaries, a total of 16 are located abroad. Some of these are acquisitions that each brought their own or different ERP systems and solutions. As a result, the system landscape is highly diverse.

The number of machines and spare parts should not be underestimated either. These highly specialised machines consist of thousands of individual components. In addition, VOLLMER not only provides spare parts for current models, but also for older machine generations.

Last but not least, the customer base is remarkably diverse. From solo entrepreneurs in sharpening services to globally operating tool manufacturers, a wide range of customer profiles with individual needs and requirements is represented.

In short, there were several factors that had to be taken into account during the planning and implementation of the portal. This is precisely what makes the successful realisation so exciting.

The Project

VOLLMER implemented the customer portal together with All for One Group. The two partners had already successfully delivered IT projects in the past, so continued collaboration was a natural step for both sides.

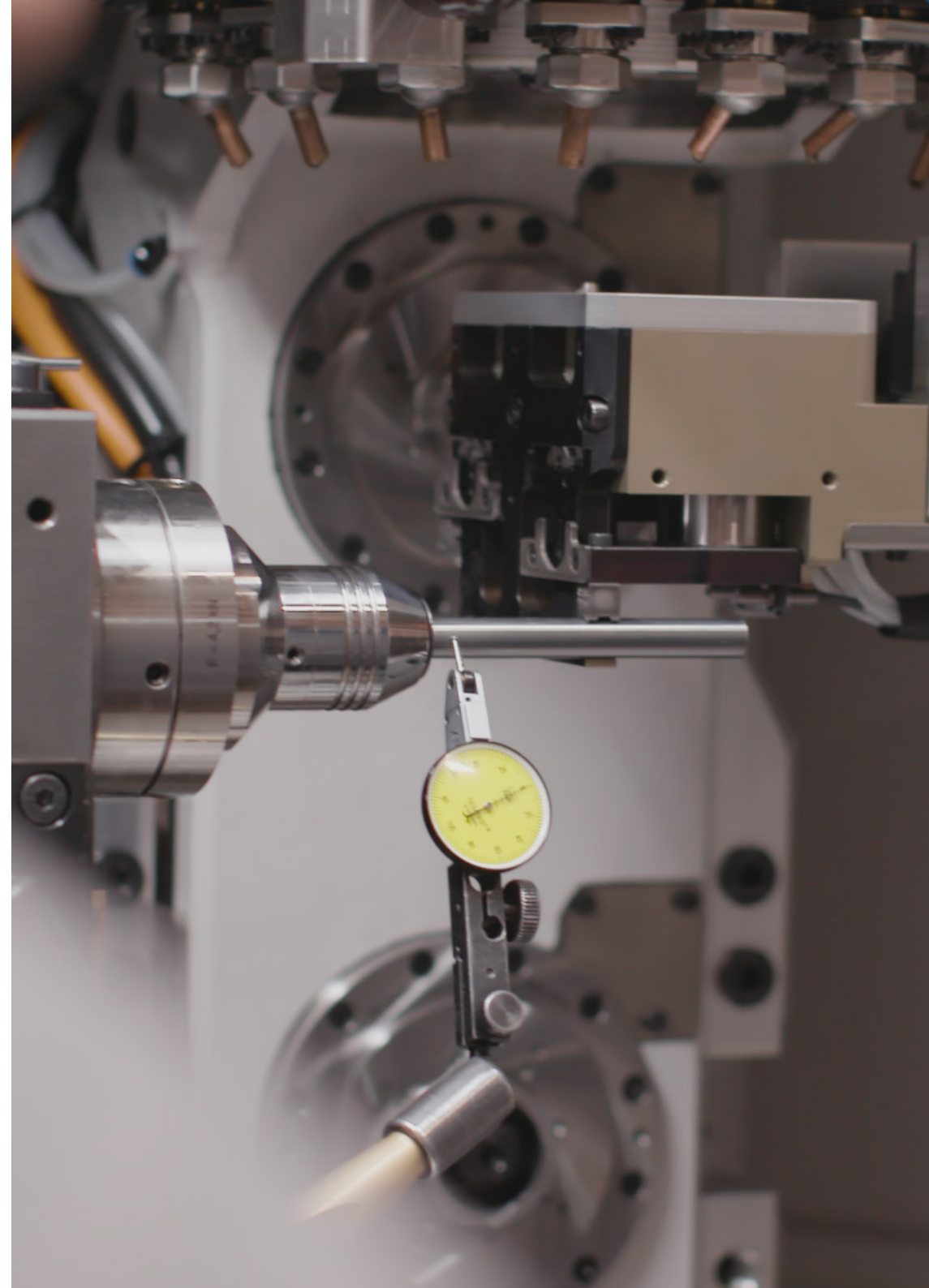
In addition, the right solution for the new customer portal was identified quickly. For VOLLMER, SAP Commerce Cloud was the logical choice to complement its SAP-centric system landscape.

From a technical perspective, it was also important that the solution could adequately support the complex machinery and extensive range of spare parts, while offering the necessary flexibility to map the company's individual processes.

For media and spare parts management, VOLLMER opted for the CXplore solutions Media Management and Equipment Viewer. Both add-ons were developed for SAP Commerce Cloud and therefore offer seamless integration – both into the Commerce Cloud and into SAP ERP.

It was also essential that the *VPortal* serves as a central access point. For VOLLMER, this not only means mapping business processes, but also integrating digital products so they can be accessed and managed through the portal.

Due to the sometimes diverse system landscapes of the subsidiary companies, connecting the portal to third-party ERPs and in-house developments presented the development teams with several challenges. Today, all business units are connected to the bilingual *VPortal*.



People

“We chose All for One because their way of working fits us very well. From the very beginning, we collaborated on an equal footing. What was especially valuable for us was the project approach, which I would describe as hybrid project management: on the one hand, we had a clearly defined timeline that we were able to stick to; on the other hand, we worked in an agile way within the project. This allowed us to develop the portal step by step together and continuously expand it. This combination of structure and flexibility was a key success factor for our project.”

Manuel Löffler, Head of Digital Products, VOLLMER WERKE





The Results

With the *VPortal*, VOLLMER has created a well-designed interface between the physical and the digital world.

Through the platform, customers gain access to a clear management interface for their systems and all relevant machine data. Technical documents, operating manuals, and other essential documentation are centrally organised in the integrated Media Management and are accessible at any time.

When searching for suitable spare parts, users are supported by structured parts lists and interactive 3D visualisations. This enables customers to precisely locate, identify, and order components online. The careful preparation of the data also ensures that reverse engineering based on the visualisations is not possible.

Thanks to autonomous user administration, customers can independently define which of their employees are, for example, allowed to identify spare parts and who is ultimately authorised to place orders. This gives customers full control over access rights within their organisation and the ability to adjust user permissions for their employees at any time. If required, multi-level approval workflows can also be set up.

For questions, technical issues, or service requests, the integrated ticketing system provides a direct communication channel within the portal. This efficient approach significantly reduces response times and ensures transparent tracking of all support requests. As a result, technicians can also quickly access all relevant machine information.

The introduction of the *VPortal* therefore marks an important milestone in VOLLMER's comprehensive digital transformation strategy. Through the systematic further development of its digital infrastructure, VOLLMER is creating the technical foundation for modern sharpening and manufacturing processes for its customers.





More specific

+ Central point of access

Through the *VPortal*, customers gain 24/7 central access to spare parts, service offerings, and machine documentation.

+ Simplified spare parts identification

Clear 3D visualisations and parts lists enable easy and precise identification and ordering of spare parts.

+ Intelligent ticketing system

Service requests can be processed more efficiently and quickly. This streamlines processes and reduces response times.

+ Enhanced media management

Technical documentation, videos, and images are easy to find and tailored to the machines in use.

+ Training and learning materials

The *VPortal* provides access to training and educational content that customers and employees can use at any time.

+ Bilingual interface

The platform offers multilingual user interfaces and content to optimally serve an international customer base.

Useful hints

01 The biggest challenges

- At VOLLMER's headquarters in Biberach, the system landscape is largely based on SAP. However, among the 20 subsidiaries, there are several acquisitions that use different ERP systems. Connecting the portal to these locations on an ongoing basis is therefore more complex. In this context, the expertise of All for One has been particularly valuable.
- The highly specialised machines consist of thousands of individual components. Accurately mapping these complex structures within the *VPortal*, especially for 3D navigation and spare parts identification, was technically demanding and required custom developments beyond the standard functionalities of SAP Commerce Cloud. The Equipment Viewer and Media Management were specifically designed for such use cases.



Useful hints

02 Key lessons learned

- Involve customers and internal stakeholders from the very beginning to understand their needs and build acceptance.
- Ensure data quality and integration by making sure that displayed data is up to date, accurate, and consolidated from all relevant systems.
- For large-scale projects of this kind, it is particularly effective to proceed step by step, achieve incremental successes, and continuously build a solid and future-proof foundation.

03 Key success factors

- A decisive success factor was the consistent use of SAP standard functionalities to ensure a stable solution that is easy to maintain and update in the long term.
- A thorough analysis of actual user requirements is essential in order to tailor the solution precisely to the needs of customers and employees.



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