

A photograph showing two men in a factory setting. They are wearing high-visibility safety vests (one yellow, one orange) and are looking at a tablet computer together. The background shows industrial equipment and a yellow safety railing.

Digital Platform for a leading supplier of solutions in the manufacturing sector

Reference Case

With the conception and the implementation of a new, digital and innovative platform mimacom creates an environment that automates and integrates the clients' processes (e-commerce, self-service, after-sales services) during the whole customer journey. The integration of several backend systems including SAP R/3 and CRM is also a promising enabler for an extension with IoT.

PROJECT DETAILS

Industry: Manufacturing

Team: 20 members including Project Manager, Frontend Architects, Backend Architects, Digital Consultants, Requirements Engineers, Scrum Master, Business Analysts, SAP Architects, Software Engineer and other Specialists

Users: > 600 globally

Development Period: 2017 – ongoing

PRODUCTS / TECHNOLOGIES

Liferay DXP

Angular 5

Spring 5

Elasticsearch

SAP Hybris

The manufacturing sector is constantly challenged by a changing market environment towards automatization, digitalization and data analytics resulting in a need of digital platforms including e-commerce solutions and concepts of customer engagement to provide an end-to-end cover of the customer journey.

With the aim to improve process methodologies and to remain world market leader within services, customer lifecycle management and support, our customer needed a solution to replace the legacy e-commerce system by a digital platform covering functions like self-service, spare parts management (including e-commerce and after-sales) and client interaction by means of project rooms.

Within only one year, mimacom provided a new digital platform based on Liferay DXP which is integrated in the clients' peripheral systems to optimize the end-to-end customer lifecycle:

- » Agile conception
- » MVP driven development of a digital platform based on Liferay DXP
- » Integration with SAP CRM and SAP R3
- » Headless realization of e-commerce with SAP Hybris
- » Seamless user interface based on Angular 5 to support a unified reactive user journey
- » Enabler for promising IoT driver as a future scenario

A photograph of a man in a dark suit and light-colored shirt, smiling and looking towards the camera. He is holding a tablet computer in his hands. The background is a blurred industrial setting.

By fulfilling customers' wishes and needs, the implementation of a digital platform leads to a higher customer satisfaction on the one hand and, on the other hand to a basis for new business models as well as an IoT driver. Furthermore, the customer can expand its market leadership from products also to digital platforms.