

CASE STUDY | LORD CORPORATION

SAP B2B eCommerce: fast, agile and customer-focused

How LORD Corporation re-platformed from an on-premise SAP Internet Sales Application to our cloud-based solution without missing a single milestone. →

ABOUT LORD CORPORATION



LORD Corporation is a diversified technology and manufacturing company that transforms innovative ideas into long-term value for its customers, employees, and shareholders. For 95 years, LORD has developed highly reliable adhesives, coatings, motion management devices, and sensing technologies that significantly reduce risk and improve product performance in industries such as aerospace, automotive, oil & gas, and industrial. With world headquarters in Cary, N.C., and regional headquarters in Hong Kong and Geneva, Switzerland, LORD spans the globe with nearly 3,100 employees across 26 countries, and operates 10 R&D centers and 16 major business hubs. LORD team members collaborate with customers every day to provide innovative solutions – solutions that move every person in the world. To learn more about how LORD's innovative solutions make an impact, visit www.lord.com/innovating-together/around-the-world.

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Background

LORD Corporation needed to re-platform a 10-year-old SAP solution that was being sunset thanks to SAP's hybris acquisition. →



LORD Corporation needed to re-platform a 10-year-old SAP solution that was being sunset thanks to SAP's hybrid acquisition.

“WHEN WE STARTED LOOKING FOR A NEW SAP ECOMMERCE SOLUTION, we had a few factors to contend with. First, we knew that our version of SAP Internet Sales Application wouldn't be supported after 2015. Second, we knew we didn't want to lose any functionality that our customers were used to. And third, as we started to dig into the issue, we realized if we didn't migrate off Internet Sales, it would impact our ability to upgrade our ECC 6.0 environment,” said Jane Mascia, Senior Staff Business Analyst with LORD Corporation.

“At a minimum, we had to replicate the features we already had. We couldn't go backwards and we couldn't waste any time,” Mascia said.

LORD needed to move fast to provide their customers a new online ordering system before the existing one sunsetted.

In late 2015, Mascia was part of the search team responsible for evaluating and selecting a new eCommerce solution. “It had been over 10 years since the last time we looked and we knew the landscape had changed quite a bit since then. We were open to see what the market offered now. So, we turned to Gartner, Forrester and Google to explore our choices.”

"Our old system was on-premise. Moving forward, we knew we wanted a cloud-based solution." "We also had a wish list of new features from our customers. For example, several wanted the ability to upload CSV files for bulk ordering," Mascia said. "Mobile access and the ability for distributors and account managers to process simple orders via the web was important as well."

"But, beyond our basic search criteria, we had a bigger priority. We wanted to find a vendor and solution that would let us keep everything in SAP. In other words, we didn't want to recreate data and business rules on our eCommerce website. Our motto is, 'If you can do it in SAP, that's where it should stay'. We wanted our website to be a reflection of our SAP system, not a recreation of it. And, we wanted a vendor that shared our philosophy."

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JANE MASCIA

Senior Business Systems Analyst
LORD Corporation

section 2

Why LORD Selected Corevist

According to Mascia, all signs began to point to Corevist early in the selection process. →



For more than half a century, LORD has been developing and manufacturing high-performance adhesive products, like OEM-approved automotive assembly and repair adhesives.

INITIALLY, we considered hybris and several other solutions recommended by Gartner and Forrester, but all of them were overkill for what we needed,” Mascia added. “Plus most of the options we found would have required significant website customizations to mimic, or duplicate, what we had already built in SAP.” All of the other solutions we reviewed required a huge dollar investment and more than a year to implement. We just couldn’t see the ROI with those other vendors. The projects were too long, too complex and too expensive.”

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“Corevist aligned with us on several different levels. Their SAP integration philosophy matched ours. They had the feature set and implementation time frame we needed. And, their sales people were easier to work with than the other vendors we evaluated,” Mascia said.

Supporting Complex Contract-Based Pricing and Discounts

Like many large manufacturers, LORD offers special contract-based pricing and discounts to specific customers. That means LORD's distributors are required to adhere to special prices when selling to those customers.

Prior to working with Corevist, LORD managed special pricing using the quotation feature in SAP. It was an unorthodox use of SAP quotations and resulted in multiple time-consuming, manual processes for LORD'S customer service representatives.

During the course of this project, LORD asked Corevist to customize the eCommerce website to automate the SAP quotations process. Instead, we stepped back and asked more questions. Once we fully understood the requirement, we were able to help LORD re-engineer this business process in SAP.

We advised LORD to use standard SAP pricing conditions instead of quotations to manage special pricing.

Now, distributors can select special pricing for certain customers right from the website. No more quotations, no more order holds, no more CSR headaches.

Corevist wasn't afraid to push back when we asked for a website customization. At every turn, they encouraged us keep our business rules and processes in SAP, where they belong.

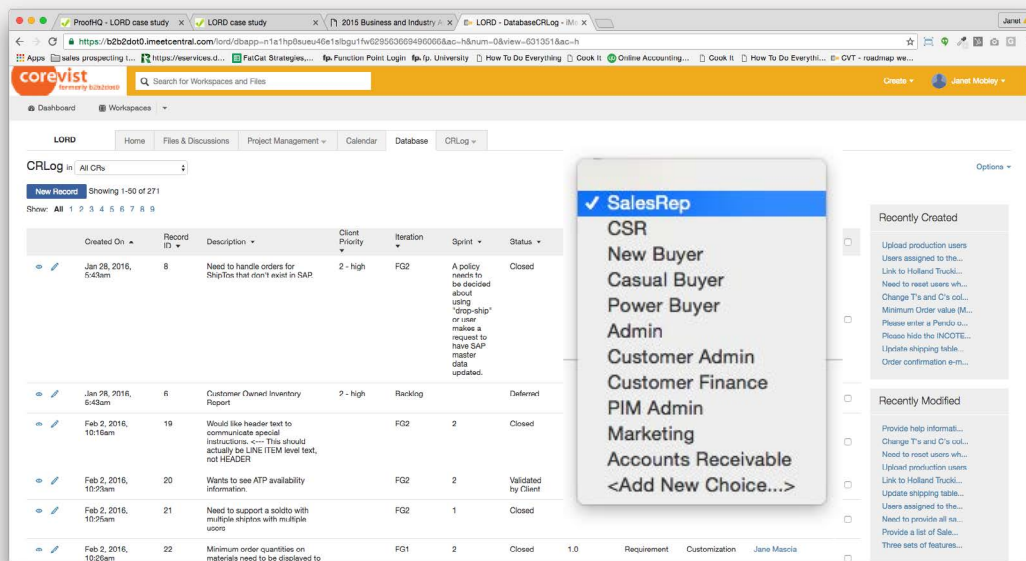


RACHEL RICH

Customer Service and Technical Support Manager
LORD Corporation

An Agile Implementation

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During the 3 monthly implementation period for LORD, more than 275 change requests were documented from 5 different focus groups. Each request was categorized using a system of labels that were meaningful to LORD. One category ranked the value of the request using labels like “new functionality”, “existing functionality” or “recruits new users.” Another category organized changes by user personas, using labels like “CSR”, “New Buyer” or “PIM Admin”

Together, the Corevist team and the LORD team used these labels to rank and sort the changes that needed to be completed before the next focus group testing session.

“COREVIST’S IMPLEMENTATION PROCESS IS A VERY ITERATIVE, customer focused and extremely effective.

Their agile methodology helped us stay on track and meet every single deadline,” said Rachel Rich, Customer Service and Technical Support Manager with LORD.

Mascia agreed. “I’ve been through a lot of these kinds of projects during my career and I thought this one was managed quite well. We kicked off with a 2-day discovery workshop where we reviewed our new site with real data in it because Corevist had already connected to our SAP system. Then a short time later, we held our first focus group.”

“The real advantage of Corevist’s method is that they configured things so we could be hands-on as soon as possible. That meant we weren’t dealing with fake data. Instead, we interacted with real data right from the beginning.”

From Rich's perspective, the focus groups were key to the project's success. "Over the course of this project, we held three focus groups with our internal staff and then two more with a select group of customers. Our early groups included several LORD staff members that manage daily customer interactions. Their participation allowed us to give the Corevist team a lot of input and feedback before we ever showed anything to our customers."

"Later, when we opened the focus groups and testing up to customers, we deliberately picked ones who were heavy users of our existing system. We also looked for people who were key stakeholders at their companies," Rich said.

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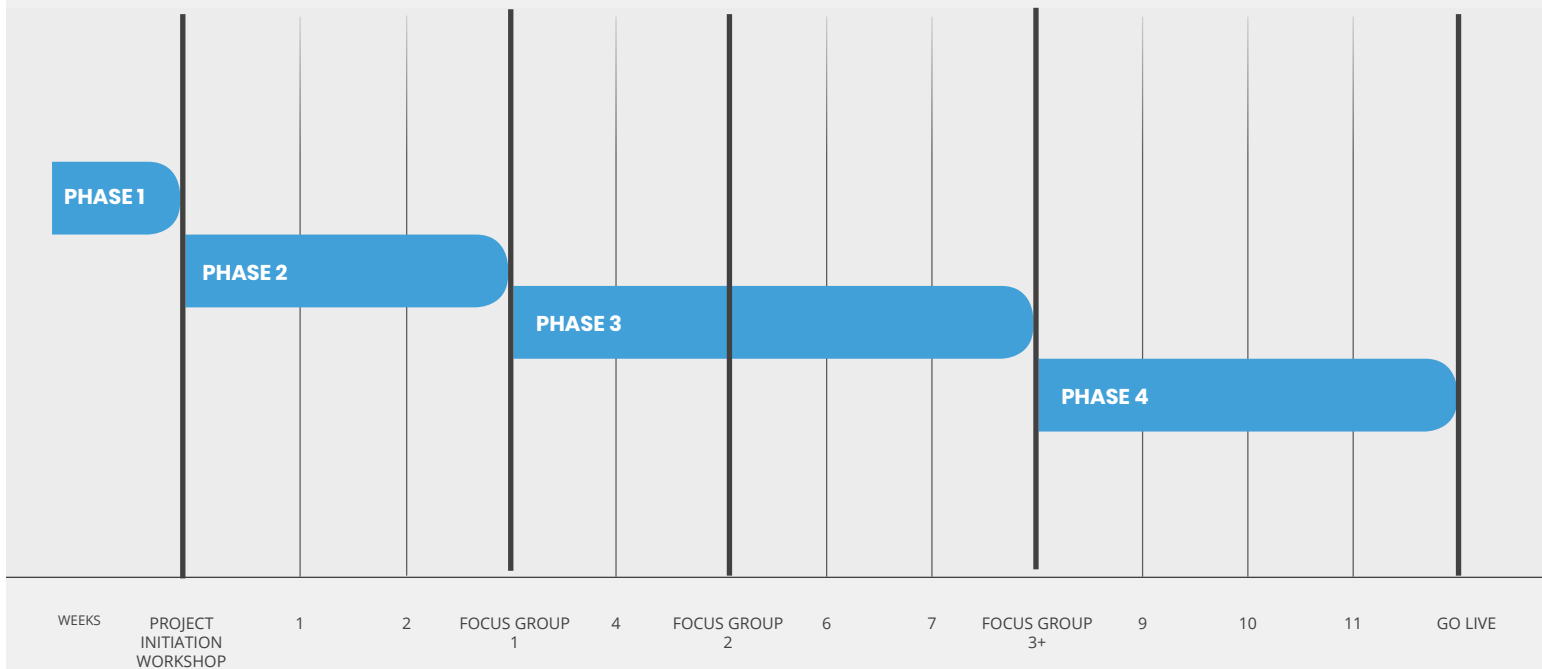
Each focus group was structured the same way. Corevist would ask participants, 'Why can't this go into production today?' Their answers were compiled into list of change requests and documented and categorized in Corevist's online collaboration portal.

"The process was much more effective than if they had gone off and programmed for four months only to show us something that wasn't right," Rich said.

Mascia added "The whole thing was organized in a way that really helped us concentrate on our priorities. We were easily able to distinguish between what would be nice to have verses what we needed to have."

Corevist's Agile Implementation Methodology

Corevist uses an Agile Implementation Methodology that results in a remarkably short project time line. Often, these fixed-price, fixed-time projects can go live in as little as 90 days. The number of Focus Groups and total length of client testing period can vary from client to client.



PHASE 1

Within 48 hours of gaining VPN access, we have a working demo connected to our clients' real-time SAP data. Then, we schedule a 2-Day Project Initiation Workshop, where we review the site together with clients to gather a list of modifications that need to be made prior to the first Focus Group.

PHASE 2

Between the workshop and the first Focus Group, we make configuration changes and customizations that were documented at the kickoff. The time between project start and the first Focus Group is often as short as two weeks.

PHASE 3

At every Focus Group we ask, "Why can't this go live today?" Every time we ask, we uncover a list of reasons. Those reasons become the Change Request Log in our online collaboration portal. We repeat this process, with additional Focus Groups as needed.

PHASE 4

Client Testing, occurs concurrently with later rounds of customizations and typically takes 3-5 weeks.

section 4

A Novel QA Approach

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LORD works in collaboration with the dynamic needs of the Oil and Gas Industry to help increase the value and durability of products in the most challenging environments.

“WE LEARNED AN IMPORTANT LESSON ABOUT OUR QUALITY ASSURANCE SYSTEM (QAS) DURING THIS PROJECT.” Mascia said. “Our test environment was a bit older than I would have preferred. But, updating it is complicated and time consuming.”

Mascia continued, “As a result, there were several issues during testing that didn’t bubble up to the top that probably should have. I realize that you’re always going to miss a few things during QA. But, if we had invested the time up front to refresh our QAS system, I think our testing would have been more productive.”

The Corevist team recognized the limitations of LORD’s test environment and suggested a new approach for one final QA pass. Instead of rolling the new site out to all customers, Corevist suggested that LORD ask a small group of customers to send their orders directly to CSRs for manual entry.

“When the system went live, we didn’t roll it out to everyone,” Rich said. “Instead, we manually entered orders from 8 customers for about 4 weeks.”

“Those last weeks prior to the full launch were so helpful. What began as a final test turned out to be fantastic training for our CSR team. We were able to see and use the system from our customers’ perspective. I’m not sure you could ever simulate that kind of experience in a test environment,” Rich said.

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section 5

The Results

Just a few weeks after launching, LORD was processing over \$1.2M per week through its new SAP integrated eCommerce site. →



LORD manufactures products for the Agricultural, Construction/Forestry, Material Handling and Mining Industries that help improve operator comfort and safety, increase uptime, maximize productivity and reduce total cost.

JUST A FEW WEEKS AFTER LAUNCHING, LORD was processing over \$1.2M per week through its new SAP integrated eCommerce site.

Rachel Rich, Customer Service and Technical Support Manager, says the response to the new site has been great and she expects the volume of online sales to grow as more distributors adopt the site.

Rich said, "Overall, we've gotten really positive feedback. Our customers say it's easy to use and they really appreciate some of the new features, like the ability to bulk upload orders with a CSV file. In fact, bulk upload has been such a big hit that now customers who refused to use the old site are placing big stocking orders on the new site because they can use the CSV upload feature."

"The bulk upload feature also helps us support intercompany sales. We have regional locations that run an SBO system and not ECC 6. Those users can now extract from their SBO system and place a bulk order over the web, which is a big improvement over the way they placed orders before."

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"Our sales team uses the site to order samples and they like the iPhone compatibility," Rich added.

Mascia said she appreciates the efficiency gains the new site has delivered. "This new system lets us manage and add users through the website. That's been a big win for us. It allows us to respond to customers much faster."

"In our old system, all user accounts were done through SAP. That meant either our Basis team or our SAP security team had set up new customers. Now that's all managed through the website. It's been a big productivity booster for us to be able to let our business side administer new accounts."

When asked for any parting words of wisdom Mascia said, "I would recommend Corevist without a doubt. They took the time to listen to us, answer our questions and understand our requirements."

Popular Integrations

Corevist's innovation model follows the complex and evolving B2B eCommerce needs of our clients. When they bring us new requirements, we either add new functionality to our core application or integrate with 3rd parties to offer services like address validation, freight tracking, PCI compliance and tax calculations. FullStory is just one an example of the integrations that come standard with the Corevist platform.

FullStory is web-based software that lets you rewind your customer sessions like a DVR. With it, you can play back what happened and gain empathy for your users in a way that charts and graphs could never provide. You can also troubleshoot customer issues by co-browsing with them as they navigate your site in real time, without the need to download any plugins or extras. For more information, go to www.fullstory.com

fullstory

From a customer service perspective, I love that FullStory is part of the Corevist solution. I just ask when the customer had a problem and play their online session. It's like watching a screencast. I can see exactly what they did. Overall, it allows me to be much more customer focused.



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Want to learn more?

Find out how Corevist Commerce
can help companies like yours.

GET A DEMO



At Corevist, we help companies like yours every day. Through close relationships with partners like Magento and SAP, we help our B2B clients achieve the ecommerce solution they need today – and we help them prepare for the future.

Get in touch with us today to learn more.

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