



KOMATSU

Heavy equipment leader optimizes mobile commerce

Customers can search and purchase the right parts from large, complex catalogue

Industry: Manufacturing • Founded: 1965 • Employees: 3,000
Headquarters: Sydney, Australia • my.komatsu.com.au

Bulldozers, backhoes, excavators, and more: A subsidiary of the Japanese firm Komatsu, Komatsu Australia Pty Ltd. is a leader in the technology behind state-of-the-art earthmoving, mining, construction, and utility equipment across Australia, New Zealand, and New Caledonia.

The Challenge

Buying or renting a piece of equipment from Komatsu is not an emotional decision. It's a business-driven one, and customers need everything about the experience to run seamlessly. One unavailable part can slow an entire construction or mining project.

Komatsu dealt with the product-ordering process in several ways. The largest customers use an electronic data interface between their enterprise resource planning applications and Komatsu's enterprise resource planning (ERP) system. In addition, some credit-account holders had access to online ordering via SharePoint. However, that system lacked searchability and mobile access and could not take credit card payments. Few customers used it, leading to lost sales.

The top 1% of Komatsu Australia customers generate 80% of revenues. These large customers receive regular in-person sales calls. Komatsu wanted a better way to serve what it calls the "long tail customers" – the 99% that generate 20% of sales. The company aimed to create a mobile-optimized self-service portal making it easy to find and purchase products from a catalog of 450,000 parts. This not only would increase sales and customer satisfaction, but also internal efficiencies.

"Many Komatsu parts are complex or technical in nature," said Todd Connolly, General Manager of Construction Solutions for Komatsu Australia. "We wanted to make selecting the right part easy, and to make the end-to-end search and purchase process intuitive, fast, and transparent."

450,000

Parts available online

90%

Faster transactions

11%

Increase in new users

// Leveraging Sitecore, we're making life easier for our customers."

– Todd Connolly, *General Manager of Construction Solutions, Komatsu Australia Pty Ltd.*

The Sitecore Solution

Komatsu engaged Sitecore partner Empired to support a customer-centric digital transformation.

"We wanted this to be about the user experience, and not just an IT project," Connolly said. "We felt Empired could provide both the best technical solution and user-experience design."

The team began with a deep dive to fully understand customer needs – leveraging the parent company's Japanese concept of "gemba," meaning the place where value is created, including direct customer interaction. Empired also supported Komatsu's first use of Agile development to implement the solution, which included new payment, fraud detection, and freight exchange systems.

Komatsu chose Sitecore – including Sitecore Experience Platform (XP), Sitecore Experience Database (xDB), and Sitecore Experience Commerce (XC) modules – because of the software's ease of integration with key business applications, including Microsoft Dynamics AS and a data mart for Internet of Things (IoT) telemetry tracking of deployed machinery.

"Since Microsoft had invested in co-developing a Sitecore connector, we felt that provided the most robust solution for us," Connolly said. "We're also impressed with Sitecore's flexibility, which enables us to enhance our solution progressively as our online presence expands."

The Outcome

Today when Australian or New Zealand customers log onto Komatsu's Sitecore portal, they can search through the extensive parts catalog, see availability and pricing, add their selections to the cart, and complete transactions.

"Customers can search by keyword, by commodity group, or by uploading an order list. They can even search visually when they don't know what the part number is, switching seamlessly between search methodologies," Connolly said. "They can pay by credit card online, see when the part will be delivered, and get updates by phone or email."

What's more, 11% of users are new customers. An unexpected benefit is that, because of the portal's speed, ease, and mobile optimization, Komatsu's own sales staff uses it on the road to research parts and availability.

Next, Komatsu aims to enable smart commerce by strengthening the Sitecore link with IoT data collected via satellite from telemetry-enabled machines.

"Rich machine information combined with the transactional system will keep the equipment running at peak efficiency," Connolly said. "Leveraging Sitecore, we're making life easier for our customers."



Success Snapshot

- Sitecore® Experience Platform™ (XP 8.2)
- Sitecore® Experience Database™ (xDB)
- Sitecore Commerce
- Integrations
 - Microsoft Dynamics AS 2012
 - Fat Zebra payment
 - RedACI fraud detection
 - Freight Exchange
 - Enterprise Service Bus
 - Online Parts Book
 - Microsoft SQL data mart for machine telemetry
- Improve service to "long tail" smaller customers
- Streamline searches and transactions
- Increase sales, reach new customers
- Make Komatsu easy to do business with



Sitecore Silver Implementation Partner

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