

Experience with B2C and B2B Online Stores in Multiple Countries

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Mitutoyo Corporation

- Leading supplier of length and production measurement technology
- Over 60,000 products
- More than 80 subsidiaries in > 40 countries, representatives in approx. 60 other countries
- More than 65 M³ solution centers, 17 production sites, 6 research and development laboratories, 12 metrological institutes, 20 calibration laboratories.



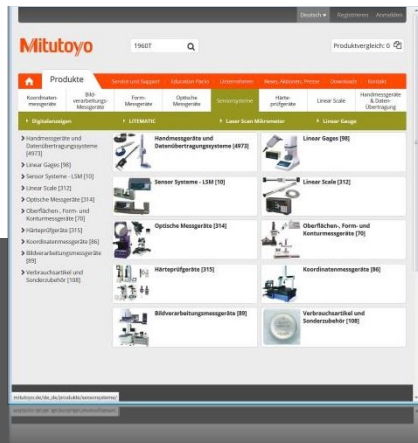
ANTEROS at Mitutoyo Since 2009

PIM

Cross
media

Maintenance of product data + images + translations

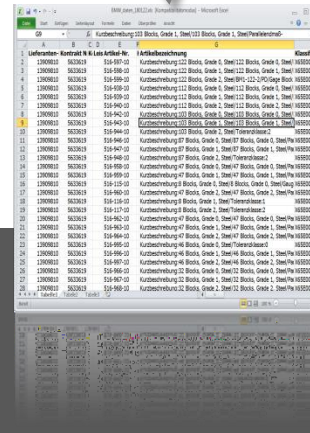
ANTEROS.pim, mam, tsl



Online stores with
SAP connection
ANTEROS.web



Media portal
for dealers
ANTEROS.mp



Diverse exports for
dealers/customers
ANTEROS.imex



Print
catalogs
ANTEROS.print

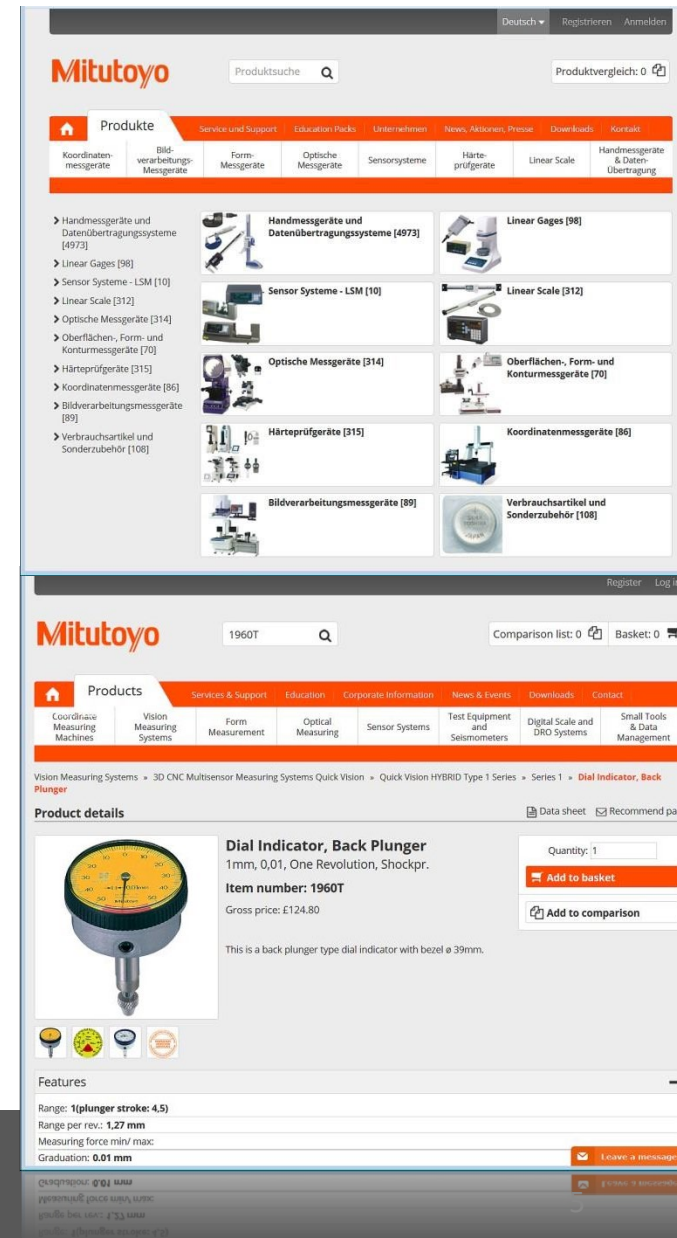
Mitutoyo Product Data as the Basis of the Online Stores

- Many articles in PIM:
> **60,000 products**, almost **1,000 product families**
- **14 languages** maintained in PIM: almost all European languages, including Russian
- Many technical parameters:
almost **1.500 parameter definitions** in PIM
- Many images in PIM: > **10.000 photos**, almost all assigned to product families for multiple variants
- **Videos**: as video file in PIM or Youtube ID
- **Many product relationships** for cross-selling: 8 relationship types in PIM, e.g. for standard and special accessories and consumables



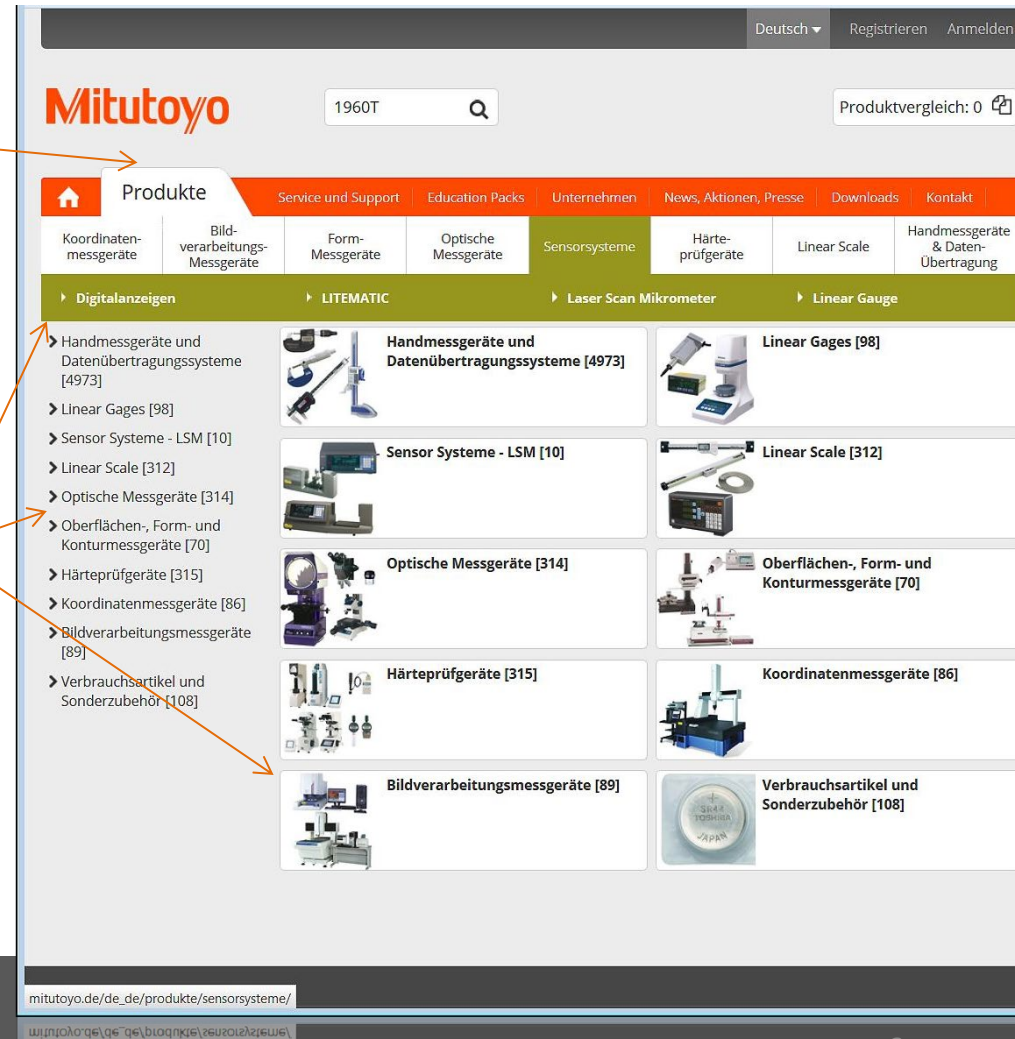
Online Stores for Mitutoyo Europe

- Each national company has its own online shop
- **B2B** online shops for all countries:
 - Replacement of old ERP online store; therefore many users at go-live of ANTEROS online store
 - Customer data from SAP via interface
 - Logged-in customers can see availability, customer price, delivery date from SAP and order transfer to SAP
 - Partial orders also possible
- **B2C** online store for Great Britain (UK): pricing and orders also available for non-customers and without login
- In other countries: without registration only product display, only RRP, no ordering



Online Store Navigation

- Online store fully integrated in the website: all product categories as submenu in products (integrated with CMS)
- Very deep category tree for the wide range of products (partly depth 4)
- Navigation in different ways: left as tree, right with picture and above as submenus; so that everyone can find their way to the products



Online Store Product Display

- Important data at top
- Multiple photos, clickable
- Data in different blocks, expandable and collapsible
- Parameters divided into "Specifications" and "Dimensions" (with drawing)
- Assets (product brochures, manuals, software) available for download on product level
- Videos embedded in video block

Mitutoyo Produktsuche Produktvergleich: 0

Produkte Service und Support Education Packs Unternehmen News, Aktionen, Presse Downloads Kontakt

Koordinatenmessgeräte Bildverarbeitungs-Messgeräte Form-Messgeräte Optische Messgeräte Sensorsysteme Härteprüfgeräte Linear Scale Handmessgeräte & Daten-Übertragung

QuantuMike » Serie 293 » **MDE-25MJ QuantuMike**

Produktdetails Datenblatt Seite empfehlen

MDE-25MJ QuantuMike
Bugelmeßschraube
Artikelnummer: 293-140-30
UVP: 302,00 €* In den Produktvergleich

Bügelmeßschraube mit 2 mm Spindelsteigung, d.h. 4 x so schnelle Bewegung bezogen auf konventionelle Meßschrauben mit 0,5 mm Spindelsteigung.
Die DIGIMATIC Bügelmeßschraube QuantuMike IP65 bietet Ihnen folgende Vorteile:

- Die Doppelfunktion der Ratsche an der Trommel und Schnelltrieb ermöglicht einfache Bedienung mit einer Hand oder Meßständer.
- Schnellere Messung durch Verwendung einer größeren Gewindesteigung (2mm)
- Enorme Zeitersparnis beim Messen gegenüber Standard Bügelmeßschrauben
- Genauigkeit $\pm 1 \mu\text{m}$ (bis 75 mm) (ohne Quantisierungsfehler)
- Schutzart IP65

Spezifikationen

Abmessungen

L: 0 mm
a: 9 mm
b: 25 mm

Varianten

Zubehör

Videos

Mitutoyo - QuantuMike

B2B Online Stores: Login

- Customer data imported from SAP (customer number, billing and shipping addresses)
- One master user per customer, who can create additional online store users for the company

The screenshot displays the Mitutoyo B2B online store interface. At the top, there's a navigation bar with 'Europe', 'Register', and 'Log in' links. Below this is a search bar and a main menu with categories like 'Products', 'Services & Support', 'Education Packs', and 'Corporate Information'. A 'Login' modal is open on the right, showing fields for 'User name/Customer number' (900044) and 'Password' (masked with dots), with 'Log in' and 'Register' buttons. Below the modal, a 'Forgot your password?' link is visible. The main content area shows the 'My account' section with user details: User name (900044), Customer number (0000900044), Name (Bilginoglu Endüstri), Company (Bilginoglu Endüstri), Street (2824 Sokak No:26), Zip code (35110), City (Izmir), Country (TR), Discount Group (Bulk buyer), and Payment Terms (2% disc. 14 days, 30 days net). Below this is a 'Change password' section with fields for 'Password *' and 'Confirm password *', and a 'Change password' button. At the bottom, the 'Manage user profiles of company' section allows managing user profiles, showing a table with columns for 'User name', 'Name', and 'Email address'.

	User name	Name	Email address
	SUB-MARKUS	Subuser Subuser Markus	m.bauer@mitutoyo.eu
	hornkamp	Markus Hornkamp	markus.hornkamp@incony.de

B2B Online Stores: Order History

– Lists all orders of the company from all users

– Search/filter by:

- Own orders (if more than one user)
- Orders in which a certain product is included
- Order name
- Order period

CDU S.C.P.A. Order History User Account Management English Italy Log out

Mitutoyo 368-765 1,962.55 € (10) Comparison list (0)

Prodotti Servizi Educational Mitutoyo Corporation Eventi & Novità Downloads Contatti

Macchine di misura a coordinate Macchine di misura ottiche Strumenti per la misura della forma Strumenti di misura ottici Micrometri Laser Scan e Linear Gauges Strumenti per misure di durezza Linear Scale e visualizzatori di quote Strumenti da banco e gestione dati

Order History

Start date: Jan 23, 2018
Item number:
Internal order reference:

Date	Order number	Internal order reference	Order state
Jan 25, 2018 2:58 PM	0000040822	r	Not delivered
Feb 7, 2018 10:46 AM	0000041022	test	Completed
Feb 7, 2018 2:11 PM	0000041028	test	Not delivered
Feb 7, 2018 2:28 PM	0000041029	Test calibrazione mu	Not delivered
Feb 7, 2018 3:24 PM	0000041039	dshj	Not delivered
Feb 14, 2018 3:34 PM	0000041090	Test calibrazione mu	Partially delivered

B2B Online Stores: Order via Shopping Cart

- Logged in customers see list price, their price and company discount in %
- Customer price determined from SAP with customer no. + item no.; via web service; very fast

The screenshot displays the Mitutoyo B2B online store interface. The top navigation bar includes links for 'Quick Order', 'Order History', 'User Account Management', 'Europe', and 'Log out'. The main header features the Mitutoyo logo, a search bar with the text '1960T', and a shopping cart icon showing '1,125.00 € (10)' and a 'Comparison list (0)' link.

The 'Products' section is active, showing a list of categories: Coordinate Measuring Machines, Vision Measuring Systems, Form Measurement, Optical Measuring, Sensor Systems, Hardness Testing Machines, Digital Scale and DRO Systems, and Small Tools & Data Management. The 'Small Tools & Data Management' category is selected, leading to a page titled 'Series 368'.

The product details for 'Dial Indicator, Back Plunger' (Item number: 1960T) are shown. The product image is a dial indicator with a yellow face and black markings. The description states: 'This is a back plunger type dial indicator with bezel ø 39mm.' The price information is as follows:

- Discount: 38 %
- Your Price: **83.70 €***
- Suggested retail price: 135.00 €*

The quantity is set to 10, and there is an 'Add to basket' button. Below the product details, there are expandable sections for 'Features', 'Dimensions', 'Variants', and 'Accessories'. To the right of the product details, there is a list of related products, including '3-Point Internal Micro. Holtest, Economy' (12-16mm and 16-20mm ranges) and '3-Point Internal Micro. Holtest, Economy' (12-16mm and 16-20mm ranges).

B2B Online Stores: Shopping Cart

- Products with list price, customer price and company discount
- Availability indicated by traffic light
- Expected delivery date
- Customer price, availability and delivery date from SAP via web service
- Calibration as additional service, additional price is calculated (order quantity, net total)

Bilginoglu Endüstri Quick Order Order History User Account Management Europe Log out

Mitutoyo 1960T 21,150.00 € (110) Comparison list (0)

Products Services & Support Education Packs Corporate Information News & Events Downloads Contact

Coordinate Measuring Machines Vision Measuring Systems Form Measurement Optical Measuring Sensor Systems Hardness Testing Machines Digital Scale and DRO Systems Small Tools & Data Management

Small Tool Instruments and Data Management » Inside Measuring Instruments » Inside Micrometer » Economy Holtest » Series 368

Basket

Proceed to Checkout

Picture	Product	Suggested retail price	Discount	Quantity	Net price
	1960T Dial Indicator, Back Plunger <input type="checkbox"/> New Accredited Calibration (288.00 €*) <input type="checkbox"/> New Proprietary Calibration (160.00 €*) <input type="checkbox"/> New Calibration (160.00 €*) Estimated delivery date: Feb 26, 2018, Quantity: 10	135.00€*	38 %	10	837.00 €*
	368-765 3-Point Internal Micro. Holtest, Economy <input type="checkbox"/> New Calibration (1,800.00 €*) Estimated delivery date: Aug 6, 2018, Quantity: 100	323.00€*	38 %	100	20,025.00 €*
Net price					21,150.00 €*

Proceed to Checkout

B2B Online Stores: Partial Orders

- For Italian online store partial orders are possible

Carrello della spesa

[Procedere al "check out"](#)






  

Figura	Prodotto	Prezzo di listino	Sconto	Quantità	Prezzo netto
	1960T 1960T <input type="checkbox"/> Cert. Accredia sul Nuovo (64,68 €) <input type="checkbox"/> Calibrazione sul Nuovo (Generico) (11,02 €)  Per informazioni sulla disponibilità dei prodotti, Vi preghiamo di contattare la rete commerciale Mitutoyo.	135,00€	38,00%	<input type="text" value="10"/>	82,03 €
Prezzo netto					82,03 €

[Procedere al "check out"](#)








  

Figura	Prodotto	Prezzo di listino	Sconto	Quantità	Prezzo netto
	1960T 1960T <input type="checkbox"/> Cert. Accredia sul Nuovo (582,12 €) <input type="checkbox"/> Calibrazione sul Nuovo (Generico) (99,22 €) <input type="checkbox"/> Cert. Accredia sul Nuovo (323,40 €) <input type="checkbox"/> Calibrazione sul Nuovo (Generico) (55,12 €)	135,00€	38,00%	<input type="text" value="10"/>	820,27 €
Prezzo netto					820,27 €

[Procedere al "check out"](#)

Quantità:
Data di consegna: 2018-02-23 

Quantità:
Data di consegna: 2018-04-02 



B2B Online Stores: Quickorder

- For customers who know part numbers for their order
- Order list can be created very quickly
- Customer price, availability and delivery date is displayed directly

Bilginoglu Endüstri Quick Order Order History User Account Management Europe Log out

Mitutoyo Product Search 0.00 (0) Comparison list (0)

Products Services & Support Education Packs Corporate Information News & Events Downloads Contact

Coordinate Measuring Machines Vision Measuring Systems Form Measurement Optical Measuring Sensor Systems Hardness Testing Machines Digital Scale and DRO Systems Small Tools & Data Management

Quick Order

Internal order number: * Feb 23, 2018

Delivery address: Bilginoglu Endüstri 2824 Sokak No:26 35110 Izmir Turkey

BUY NOW

Item number:	Name:	Quantity:	Estimated delivery date:	Net price per unit:	Net price:
<input type="text"/> 1960T	Dial Indicator, Back Plunger	<input type="text"/> 1	<input checked="" type="checkbox"/> Feb 26, 2018	83.70 €* [*]	83.70 €* [*]
<input type="text"/>		<input type="text"/>	<input type="checkbox"/>		
Total:					83.70 €* [*]

+ Add new item **Delete all items**

☐ I accept the Terms and conditions

BUY NOW

B2B Online Stores: Order via EXCEL Upload

- For customers who enter orders in their ERP but do not have an EDI connection to our SAP -> order export via EXCEL and upload in the online store
- Combination of EXCEL + shopping cart is possible

The screenshot displays the Mitutoyo B2B online store interface. At the top, the header includes the company name 'Bilginoglu Endüstri', navigation links for 'Quick Order', 'Order History', 'User Account Management', 'Europe', and 'Log out'. The main header features the Mitutoyo logo, a 'Product Search' bar, and a shopping cart icon showing '0.00 (0)' items. A red circle highlights the shopping cart icon and a 'Comparison list (0)' link. Below the header, a sidebar on the left contains a 'Products' section with a home icon and a 'Quick Order' section with fields for 'Internal order number: *' and 'Delivery address:'. The main content area is titled 'Please select an Excel (.xls; .xlsx) or CSV file (.txt; .csv; .tab):' and includes a 'Durchsuchen...' button. Below this, there are checkboxes for 'Reset shopping cart prior to importing:' and 'The first line contains labels; ignore them:', and input fields for 'Number of the column with the article number:' (set to 1) and 'Number of the column with the quantity:' (set to 2). A dropdown menu for 'Separation characters (relevant for *.csv files):' is set to 'Semicolon'. A 'Start import' button is at the bottom of the form. A red arrow points from the 'Durchsuchen...' button to the shopping cart icon.

UK B2C Online Store

- UK previously had an open Magento online store (B2C)
- Now switching to ANTEROS:
 - Use of PIM data from Mitutoyo Europe
 - > significant time saved
 - UK-specific assortments can be entered in PIM (publication)
- Display of UK list prices without login
- Further B2C functions like live chat

The screenshot displays the Mitutoyo website interface. At the top, there's a navigation bar with links like 'Register', 'Log in', 'Comparison list: 0', and 'Basket: 0'. Below this is a search bar containing '1960T'. The main navigation menu includes 'Products', 'Services & Support', 'Education', 'Corporate Information', 'News & Events', 'Downloads', and 'Contact'. A sub-menu under 'Products' lists various measurement categories: 'Coordinate Measuring Machines', 'Vision Measuring Systems', 'Form Measurement', 'Optical Measuring', 'Sensor Systems', 'Test Equipment and Seismometers', 'Digital Scale and DRO Systems', and 'Small Tools & Data Management'.

The breadcrumb trail indicates the product path: 'Vision Measuring Systems » 3D CNC Multisensor Measuring Systems Quick Vision » Quick Vision HYBRID Type 1 Series » Series 1 » Dial Indicator, Back Plunger'.

The product details section features a large image of the 'Dial Indicator, Back Plunger' (Item number: 1960T) with a yellow dial and a black plunger. The price is listed as 'Gross price: £124.80'. A description states: 'This is a back plunger type dial indicator with bezel ø 39mm.' To the right of the product image, there's a 'Quantity' input field set to '1', an 'Add to basket' button, and an 'Add to comparison' button.

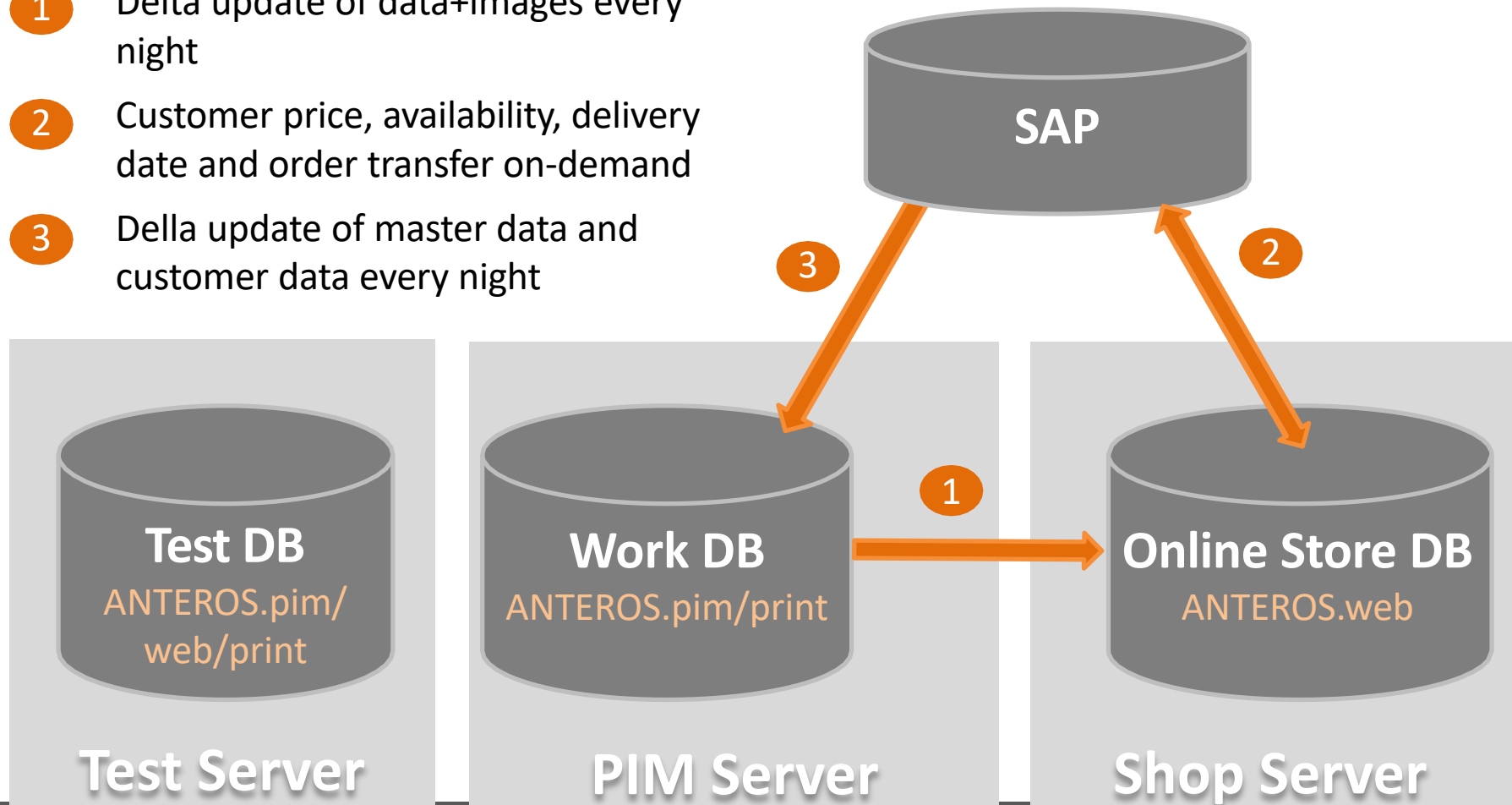
The 'Features' section lists the following specifications:

- Range: **1(plunger stroke: 4,5)**
- Range per rev.: **1,27 mm**
- Measuring force min/ max:
- Graduation: **0.01 mm**

At the bottom right, there is a 'Leave a message' button.

Interfaces Between PIM, Online Store and SAP

- 1 Delta update of data+images every night
- 2 Customer price, availability, delivery date and order transfer on-demand
- 3 Delta update of master data and customer data every night



Summary

- **New ANTEROS online store was very well received by customers!**
 - Efficient search in the many products
 - Very structured and high-quality technical display of our product data
 - Cross-selling via product relationships
 - For B2B: display of customer prices and availability
 - Even partial orders possible
 - Good product search and display also for not logged in users (without prices)
- **Online store and PIM fully integrated in ANTEROS, runs very smoothly**
very efficient PIM maintenance of the large amount of data
- **Support from ANTEROS team was super**
(with SAP interface, always new adjustments,...)



Outlook

- **Other countries:** after Europe now
 - USA
 - Canada
- **PIM:** Input of America-specific products and texts
- **Online stores** with connection to their ERP IFS and some specific adjustments

