

## BAYER AG USES UHLMANN E-COMMERCE TO IMPLEMENT DIGITAL PURCHASING PROCESSES

“ The **B2B integration with Uhlmann** is an important milestone and will enable new, timely processes in terms of the procurement of spare parts. We are very pleased to have a partner in Uhlmann who is making developments at both product and process level while maintaining a future-focused approach.



Dieter Pfeifer, Category Manager for Equipment & PCT, EMEA, Bayer AG



### THE CHALLENGES

- Users to benefit from a simplified ordering process for spare parts
- Increased service and transparency for Bayer employees

### THE SOLUTION

- Bayer's ordering system, SmartBuy, and Uhlmann's E-Commerce were integrated
- Users can now order spare parts via SmartBuy within Uhlmann E-Commerce

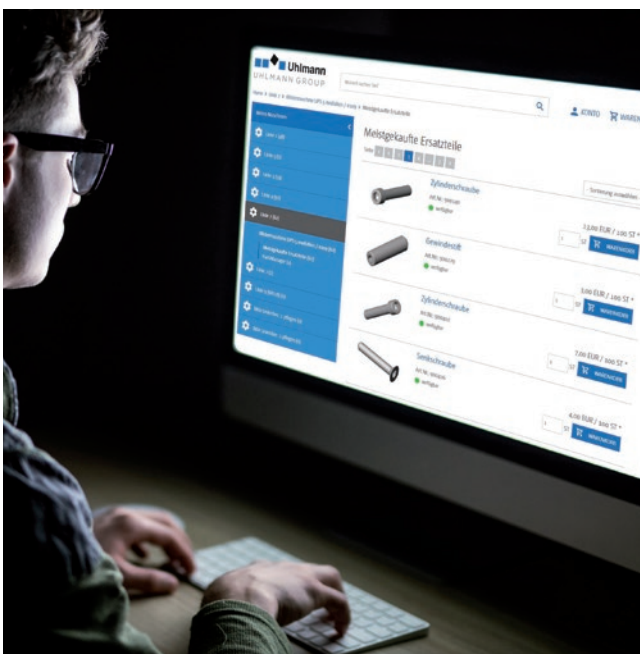
### THE RESULTS

- **Less** manual input
- **Reduced** error rates
- **Simple, time-saving** processes for users at Bayer
- **Immediate display** of prices and delivery times



**Bayer AG** is a life science company with core competencies in the fields of health care and agriculture. The Bayer Group has Pharmaceuticals, Consumer Health and Crop Science divisions. In the Pharmaceuticals segment, Bayer focuses on prescription products, particularly in the fields of cardiovascular and women's health alongside specialist oncology, hematology and ophthalmology treatments.

## MULTIMEDIA WEBSHOP FOR MORE THAN 100,000 SPARE PARTS



“ By integrating all the Uhlmann E-commerce functions, we have created an excellent customer experience and a high level of transparency – and that’s what makes good service. In general, customers are increasingly asking for B2B integrations like these and

we intend to be at the forefront of this. With this in mind, we were happy to accept our customer’s challenge and successfully implemented the first link with Bayer.



Christoph Werz, Manager Business Development

WOULD YOU LIKE TO  
LEARN MORE ABOUT  
UHLMANN E-COMMERCE?

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Seven days a week, 24 hours a day, spare parts can be ordered quickly and easily via the internet – in German, English, French and Spanish. If desired, the PartsManager spare parts catalog can also be integrated into the customer system for extended parts identification via exploded drawings.

### BENEFITS:

- Convenient and intuitive use thanks to several simple ways of identifying parts
- Real-time availability information and up-to-date pricing
- Shipment traceable

ALL ABOUT UHLMANN  
E-COMMERCE

