

JOST Umeå Counters Grey Market Dominance with Signifikant's E-Commerce Solution

JOST Umeå (formerly Ålö), a leading agricultural machinery manufacturer, faced challenges from the grey market, impacting their spare part sales and customer trust. To combat this, JOST Umeå partnered with Signifikant to develop a reliable web-based spare parts platform for both customers and internal staff. The collaboration led to the transition from outdated PDF catalogues to a dynamic e-catalogue system, significantly enhancing data accuracy and accessibility. Further on in the collaboration with Signifikant, a user-friendly B2B e-commerce platform was developed and parts ordering became coherent and manual processes were reduced.

The results were impressive, with 32% of spare parts sales in Europe now conducted through the online portal alone and improved website engagement. Real-time updates on product availability and pricing, integrated through API with their ERP system, further streamlined the ordering process. As a result, JOST Umeå experienced reduced phone inquiries, faster product lead times, and improved customer satisfaction.



About JOST Umeå

Founded in 1949 in Umeå, Sweden, JOST Umeå (formerly known as Ålö) is one of the leading manufacturers of agricultural machinery worldwide. Specialising in high-calibre front loaders marketed under its renowned brands, Quicke and Trima, the company offers a diverse product line covering front loaders, implements, and control systems.

In 2020, JOST's acquisition of Ålö further solidified its stature as a provider of innovative agricultural solutions. Following the acquisition, Ålö underwent a name change. As of June 28, 2024, the company is officially known as JOST Umeå, reflecting its integration into the JOST group while maintaining its connection to its Swedish roots.

The issue at hand

JOST Umeå's mission is to deliver value through superior products. In pursuit of this mission, JOST Umeå identified several challenges to address.

The company faced two major challenges over time. Initially, their reliance on traditional PDF spare parts catalogues led to data quality issues and cumbersome updates, causing delays in providing accurate information to end-users. This issue impeded the company's ability to efficiently serve its customers and maintain a competitive edge in the market.

More recently, a major concern emerged with the infiltration of the grey market, diverting a considerable portion of their aftersales.

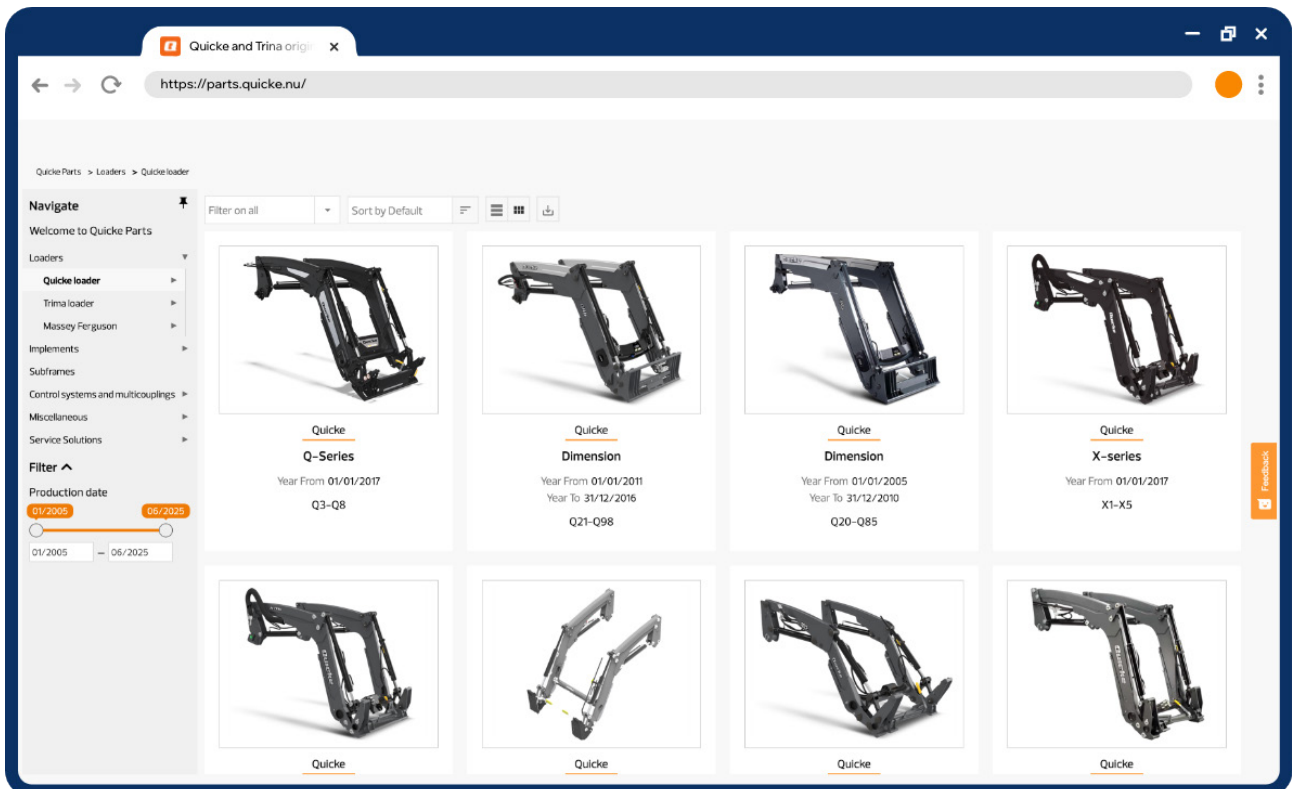
The company's analyses revealed that although their original parts substantially surpassed pirated ones in quality, customers faced difficulty discerning authenticity on these platforms. This was particularly due to the efficient e-commerce platforms employed by the illicit sellers.

Key Problems

- Outdated PDF catalogues.
- Grey market dominance.
- Absence of an e-commerce platform for aftersales.

What was done

The goal was straightforward: to make it easier for customers (both OEMs and end users) to find and order the right spare parts.



To address these challenges, the company implemented a holistic approach. First, in 2008, with the assistance of Signifikant, they transitioned from PDF catalogues to an e-catalogue system to enhance data quality and streamline spare parts updates. This process involved importing detailed product data, digitizing parts information and organizing lifters by serial number.

A web viewer was also introduced to provide end-users with access to the latest product information. At the same time, an internal editorial system enabled editors to manage and update the data efficiently.

Building on this digital foundation, JOST Umeå later launched a business-to-business aftermarket portal in 2020, again with Signifikant's assistance.

This move aimed to optimize the product search and checkout process. They decided to store machine card information in a dedicated "Asset Database," which served as a navigation point to the spare parts catalogue, enabling precise access to relevant parts. This improved tracking of each machine's evolution, enhancing lifecycle management and customer service.

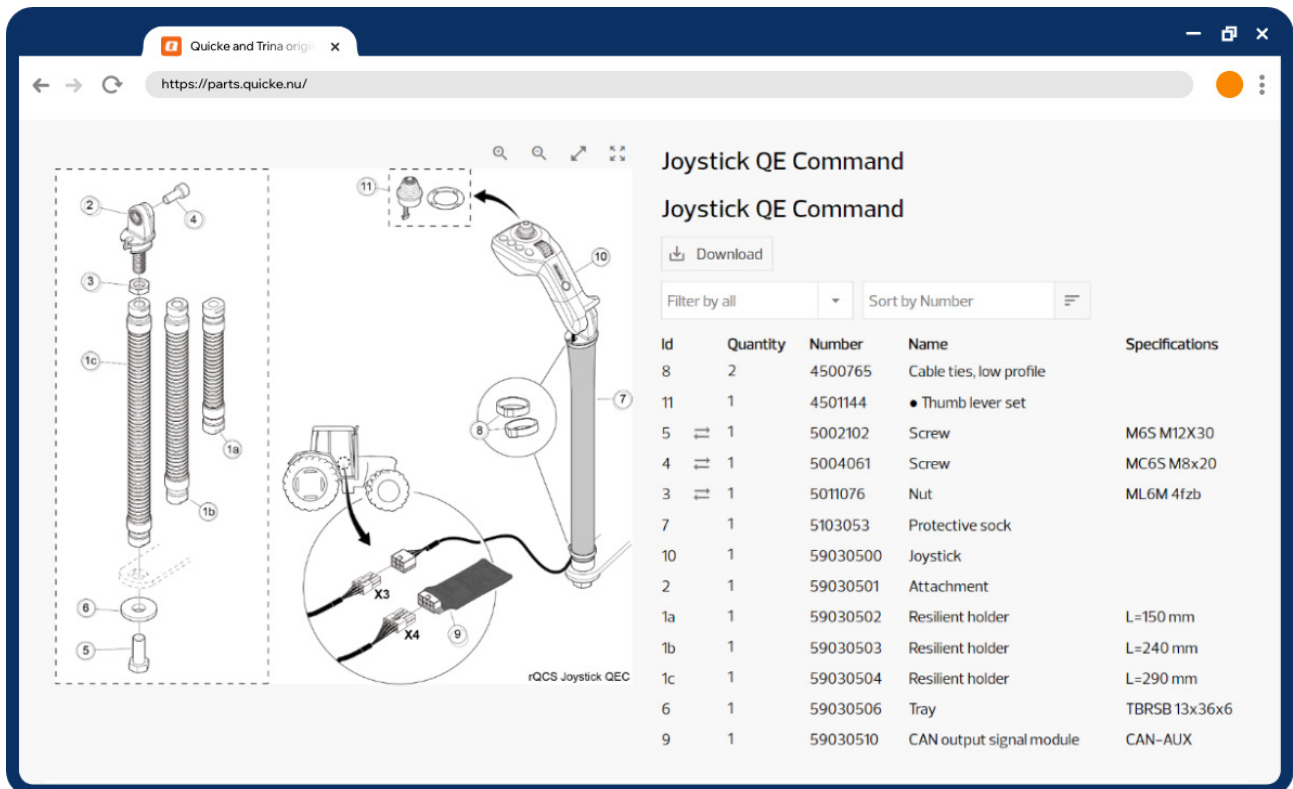
The after effect

The transition to a systematic e-catalogue substantially improved data quality and streamlined the updating of BOMs and publishing of spare parts information. It provided dealers and end-customers with on-demand access to spare parts information and service instructions through a mobile-friendly web viewer.

The scalable solution effectively accommodated the expanding volume of products and documentation, minimizing the need for extra manual work.

Following the implementation of the e-commerce platform, 32% of JOST Umeå's total spare parts sales in Europe are now conducted through their online B2B parts portal, resulting in higher website engagement sessions in 2023. Inaccurate parts orders sharply decreased, granting OEMs, dealers, and machine users timely access to pertinent details about their equipment.

Another major advancement was the improved presentation of price and availability details, facilitated by solid API integration.





Signifikant is a great partner for us in developing our aftersales business. During the years of our partnership, I have experienced the Signifikant team as easy to collaborate with and they are very committed to ensure a high customer satisfaction.

Emma Larsson
Online Solutions & Aftermarket

Users could now refine products by serial number, colour, and production year and view real-time updates on availability and pricing, all based on information retrieved from the Movex (ERP system).

Furthermore, the seamless integration of the e-commerce solution with JOST Umeå's existing Magento platform allowed users to easily complete their purchase once selections were finalised and added to the picklist.

This digitisation of Ålö's aftersales operations allowed them to:

- Notably, reduce the number of phone calls from 60 per day to 40 per day due to the comprehensive display of spare part availability within the catalogue.
- Manage increased product data and technical documentation for over 40000 - 50000 parts without extra manual effort.
- Improve the end-user experience with an intuitive interface.

About Signifikant

Signifikant is a Swedish independent software and consultancy company specialising in Aftermarket solutions and support for the manufacturing industry, with a focus on Product and Services Information Management (PIM). Signifikant offers tailored solutions and services that enable companies to implement efficient and appropriate Aftermarket processes, ensuring top-quality support for their products, systems, and services.