

valtech\_



SITECORE



HEMPEL

# What does it take to continuously accelerate within B2B ecommerce?

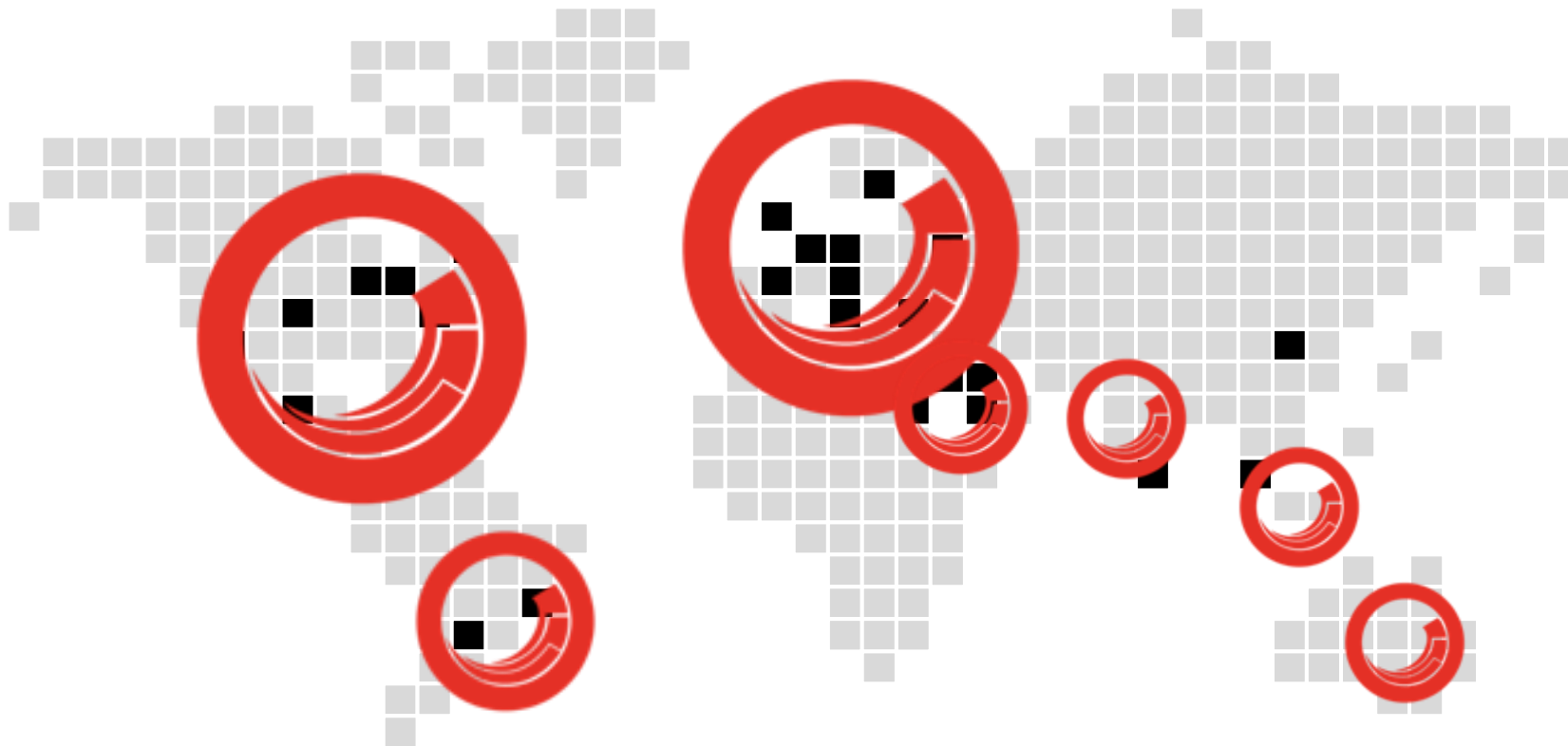
Camilla Travis, VP Marketing, Hempel

Carsten Pingel, VP Commercial Strategy & Excellence, Valtech

Valtech is a

# Sitecore Platinum Enterprise Solutions Provider

<b>20</b> YEARS OF EXPERIENCE	<b>400+</b> SITECORE EXPERIENCED EMPLOYEES	<b>12</b> 2023 SITECORE MVPs
<b>12+</b> SITECORE AWARDS	<b>500+</b> SITECORE IMPLEMENTATIONS	<b>1</b> SITECORE PAC MEMBER



## Valtech has earned all Sitecore Product Specializations

Sitecore Experience Platform  
 Sitecore OrderCloud  
 Sitecore Content Hub  
 Sitecore CDP and Personalize

Argentina. Brazil. Bulgaria. Canada. China. Denmark. France. Germany. India. Mexico. Netherlands. North Macedonia. Poland. Romania. Singapore. Switzerland. Sweden. UAE. UK. Ukraine. USA.

# Sharing B2B industry experience

*Selected Valtech clients with focus on transformation of business*

  
THE LINDE GROUP

 Crop Science



VANDERLANDE

 **BASF**  
We create chemistry

**TOPSOE**

  
Feel the Drive

Westcon  Comstor





GRUNDFOS 

**Vestas**<sup>®</sup>

CRODA

ARLANXEO  
Performance Elastomers

Nouryon  
Your partner in essential chemistry



 DSM

**VELUX**<sup>®</sup>

Digital transformation in B2B is accelerating due to the increasing demands of customers

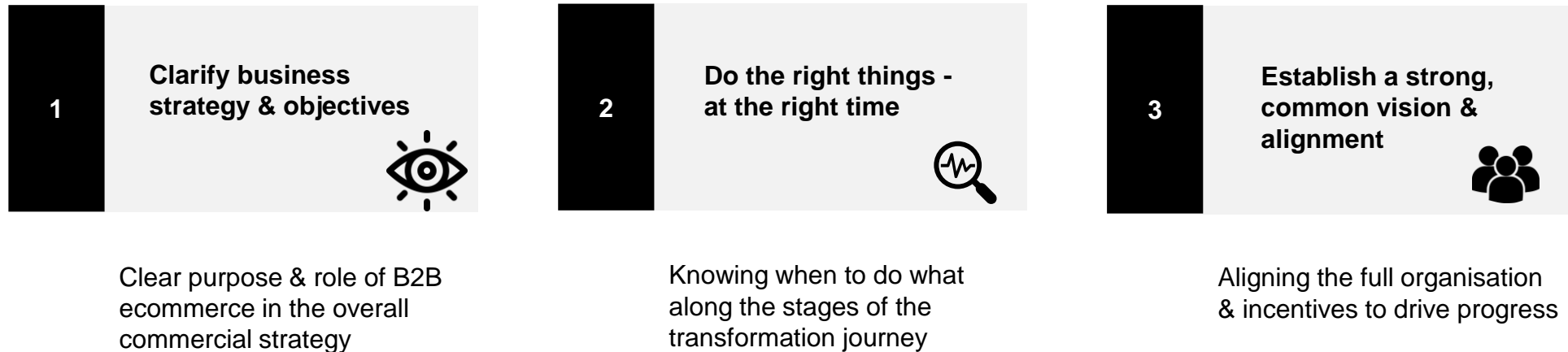
Companies transform the way they sell and deliver products and services

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# The current battleground for B2B manufacturers is heating up

- / Shifting buying behaviour
- / Increased global competition, commodization and price competition
- / Market places taking a larger role
- / Distributors increasingly competing for customers and slicing OEM margins
- / OEMs are launching D2C channels & participating in a gold rush for 1st party data

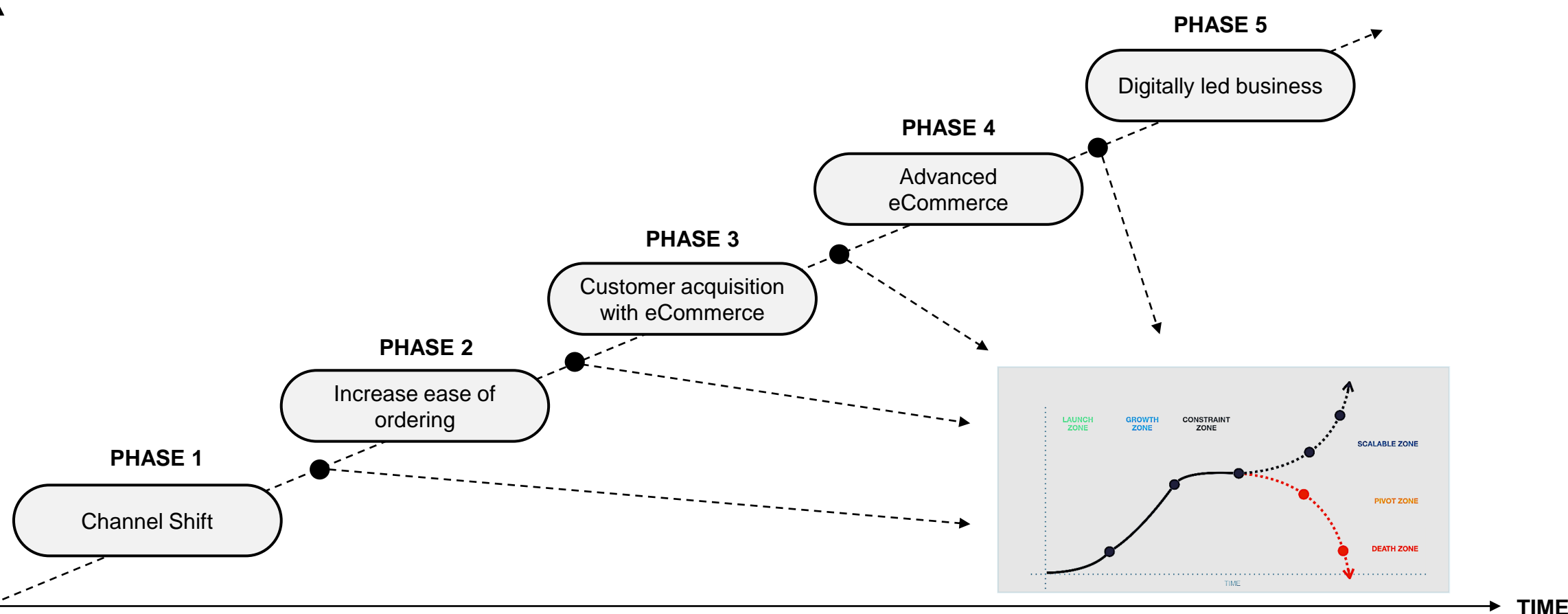
# Strategic accelerators of B2B ecommerce



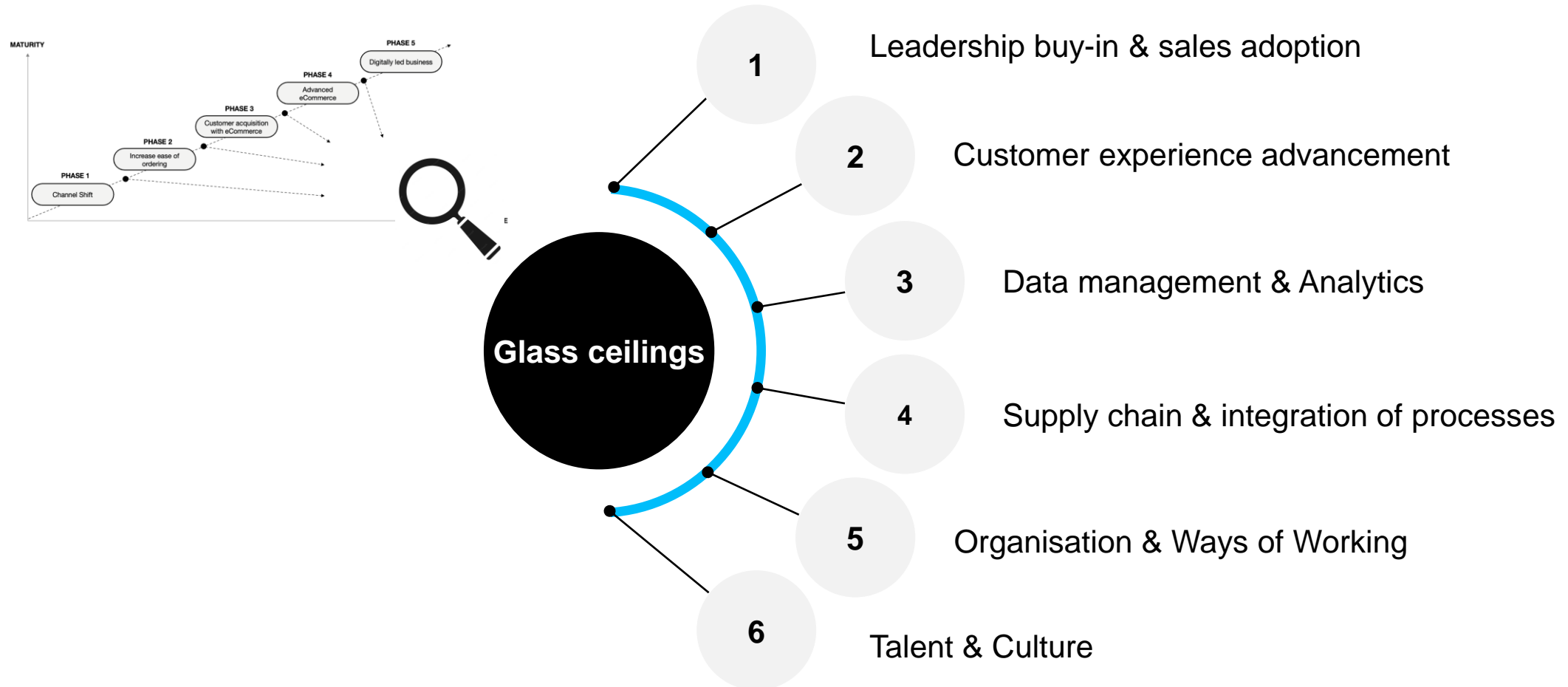


# Phases & glass ceilings on the B2B journey

MATURITY



# The glass ceilings – how to tackle them?





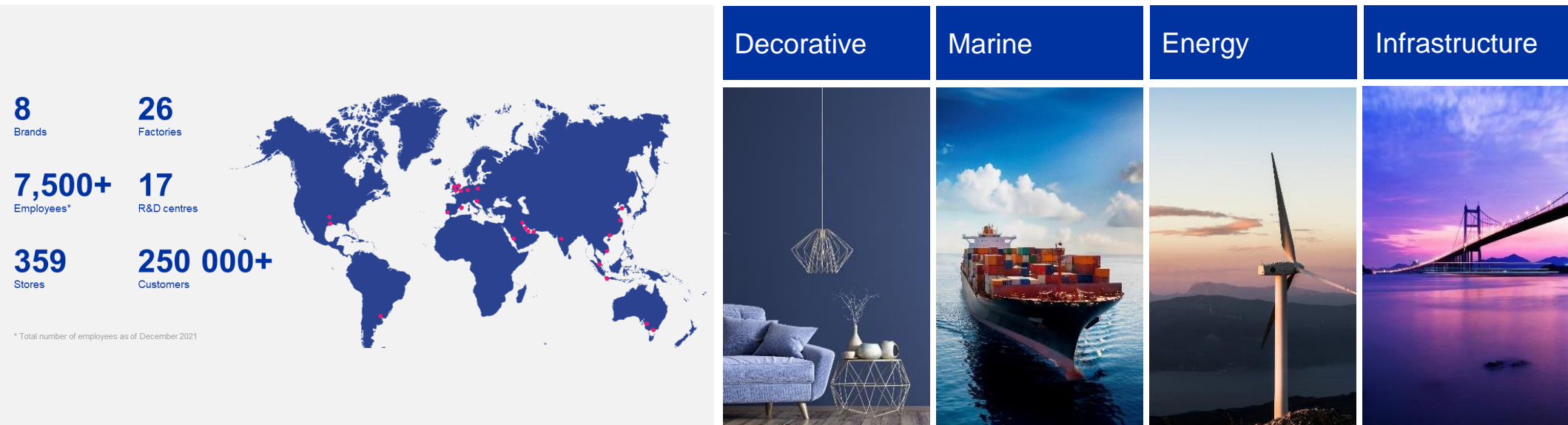
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# Key questions in B2B manufacturing

- / How to respond to the changing behaviour resulting in new demands from customers?
- / What is actually the purpose of B2B ecommerce?
- / Where to focus? How to start the journey – or move on?
- / How to organise in the right way?

# Hempel's business & segments

HEMPEL is a global company with a high focus on being a **trusted partner**, understanding our customers needs and finding best solutions to help them achieve their goals



\* Total number of employees as of December 2021



**HEMPEL**

Trust is earned

**THANK YOU**