



## Boost in Online Orders Leads to Aftermarket Revenue Gains for Atlas Copco

Atlas Copco

### The Customer

Atlas Copco Construction (ACC) is a world-leading manufacturer of construction equipment. ACC manages 116 locations in the U.S., which is its largest single market. The revenues of ACC's parent company, Atlas Copco, surpassed \$12 billion in 2015.

Atlas Copco has been in business for more than 140 years. It has sales offices in 90 countries (ranging from the U.S. to South Africa, and from Bolivia to China), and a distributor network covering 90 more. To efficiently serve its geographically dispersed customer base, ACC needed a standardized online portal for ordering parts and supplies.

### The Problem

For capital equipment sellers like Atlas Copco, service and technical support become a key point of interaction between companies and their customers after the original equipment sale. The quality of this interaction often determines whether a customer remains a long-term, loyal customer. And the quality of a company's support documentation can have a great effect on the manufacturer-customer relationship.

One route to increase aftermarket sales and lower internal costs is to upgrade technology used to manage service and sell replacement parts. If equipment manufacturers could make

buying aftermarket parts as easy as buying from Amazon, they would sell more high-margin parts and maintenance services. But traditional, printed parts catalogs delay the ordering process and are impossible to keep up to date.

"Printed parts books are obsolete the moment they are printed," noted Wouter Van Praag, Vice President of Technical Support & Operations at ACC.

Mr. Van Praag was pointing out something that every manufacturer and equipment owner knows. Printed parts manuals become less and less relevant and useful with time. The static information offered by printed documentation was no longer good enough for a major global player like ACC.

### The Need for a Solution

Parent company Atlas Copco has a company-wide mandate to pursue innovation that leads to sustainable productivity. With that directive in mind, the Construction Technique division recognized that their parts lookup and ordering system needed an overhaul. It was no longer acceptable for customers to place orders for outdated parts and tools, or for the publishing process to require months to update and produce parts books.

"We wanted to go to a live environment," said Van Praag.

ACC needed a solution that would deliver updated versions

of documents to their network immediately. The company wanted a dynamic system, which would not only display current inventory levels, but also provide customers with information regarding how products should be used.

The goal was to make speed and accuracy a competitive differentiator, with product updates, technical information, and pricing available to end users as close to real-time as possible.




## The Decision Process

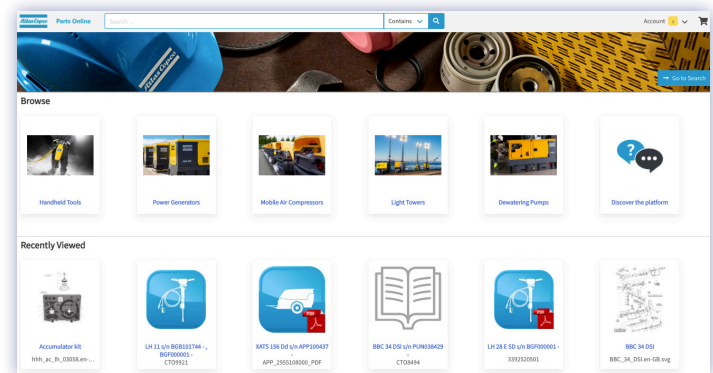
Atlas Copco Construction decided it needed a modern technical document management solution to achieve these objectives. As they analyzed the documentation requirements of their four equipment divisions, the company started looking for the right technical solution.

Eventually, ACC narrowed a field of 10 competitors down to two. Neither of these two companies offered an off-the-shelf package that was a perfect fit for ACC's business model. In the end, ACC selected Documoto because their business needs were closely aligned with the software's development roadmap.

"Documoto showed us they would build what we wanted," said Van Praag. "It was evident from the beginning that they were willing to invest in the project, while the others were more in the harvesting phase. Documoto was a product we could grow with."

### Atlas Copco Construction's Needs

-  **Offer customers real-time part and information updates**
-  **Provide customers a comprehensive parts lookup and search platform**
-  **Administer an eCommerce platform with shopping cart and ERP integration**
-  **Produce a multilingual site for parts ordering**



ACC's final decision turned on one critical function: ACC's staff and customers were impressed by the search functionality in Documoto. The Documoto software demonstration immediately won over an influential group of high-performing dealers seeking to increase parts sales. This helped overcome ACC's initial apprehensions and marshaled internal support, leading to executive buy-in.

## The Implementation

Atlas Copco designed a multi-phase project to implement Documoto at eight separate publishing centers, with stakeholders from every impacted business unit involved in the process.

Implementation was time critical, and the technical team faced strict deadlines. Atlas Copco staff, along with Documoto Professional Services, delivered on schedule.

"My manager wanted me to deliver now. It was easy to work with Documoto staff, even though the time plan was really short," said Marie Sjöstrand, Technical Documentation Manager for Atlas Copco. "We managed it in time because they put in a lot of extra hours."

During the implementation phase, ACC discovered that it had much more technical content than originally thought. Connecting Documoto to ACC's existing enterprise systems revealed a storehouse of information that wasn't previously accessible.

The Documoto Professional Services team handled the document format conversions, and delivered an error-free database as the foundation of ACC's new platform. The shopping



cart built into Documoto enabled more robust online parts ordering. Atlas Copco branded the new online shop as *Parts Online*, a portal for dealers and equipment owners to easily access and order parts anytime, anywhere.

Successful global implementation requires not only accurate

***The Documoto platform—with its easily-navigated interface translated into 14 languages—allows customers speaking a variety of languages to quickly get the parts that they need.***

documentation to support after-sales service, but an interface that users can easily comprehend. The Documoto platform—with its easily-navigated interface translated into 14 languages—allows customers speaking a variety of languages to quickly get the parts that they need.

## Documoto in Action

Implementing a new information system for a large equipment manufacturer is a complex process, but Documoto quickly engaged ACC's customers by simplifying parts identification and ordering. Documoto strengthened the bond between ACC and its customers by incorporating parts catalogs and a shopping cart into the *Parts Online* portal.

"When everything looks uniform, you are simplifying a lot for the rental companies," said Van Praag. "Documoto gives us the ability

to add a shop that they all go to, and that gives us a big benefit."

The focus on the customer is essential for Atlas Copco Construction.

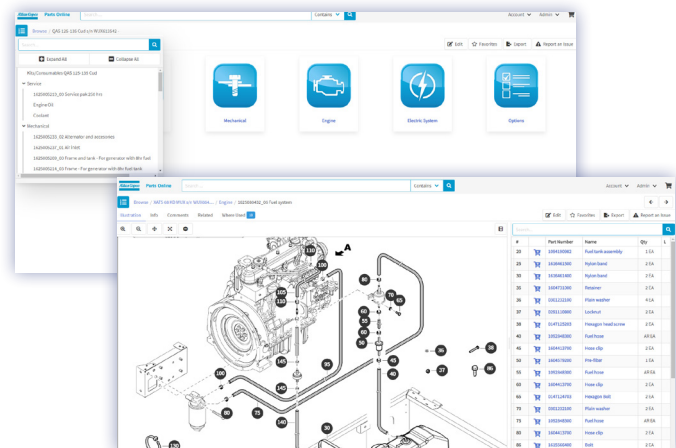
An additional benefit of the Documoto implementation involves improved tracking and reporting. Marie Sjöstrand noted that ACC now has tools to track and create monthly reports on the total number of user accounts that have been created, volume of user logins, and user activity within the portal. This candid insight into buying behavior provides valuable data that can be applied to strategic and tactical business decisions.

## The Results

Since implementing Documoto and the *Parts Online* portal, ACC's online parts sales have increased by 64%, largely due to enthusiastic adoption by the company's largest dealers.

"With just having the new possibility, we've been able to increase online sales from 25 to 41% of all orders," said Van Praag. "We're pushing to reach 60%. We have a lot of efficiency gains, so we can upsell online, release capacity from our admin section, and convert to active marketing."

More orders usually mean more work for administration staff and warehouse personnel. However, thanks to Documoto, ACC actually saw a 50% to 60% decline in the administrative workload—despite the increase in online orders.





And while online orders have displaced some in-person and phone orders, Atlas Copco believes that total revenues have increased due to the greater ease of access and improved searchability afforded by the online portal. In fact, Adrian Ridge, President of ACC's Construction Technique Services, attributes the benefits of Documoto to a 4% gain in aftermarket revenues, a significant number for a company that sells \$100s of millions worth of parts and supplies every year.

ACC's publication editors have also enjoyed gains in efficiency, with less redundant content to process and edit. They have been able to shift their focus to other projects, such as creating instruction books. By freeing up employees to work on more consumer-facing and value-adding services, ACC has joined the satisfied companies that are saving time and money via Documoto.

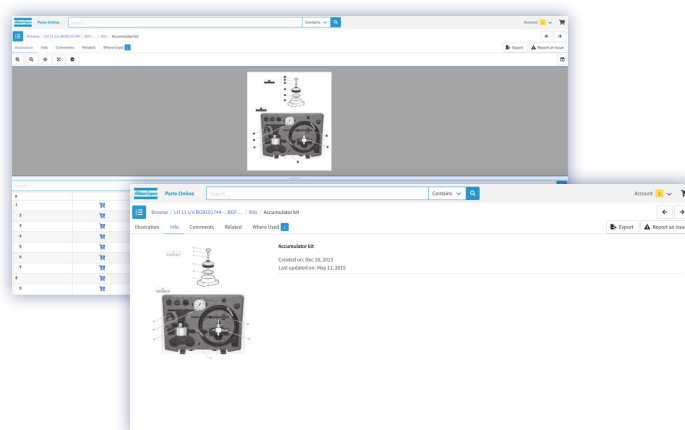
The final test of any enterprise application is whether a customer is happy enough to recommend it. "I actually recommend it a lot internally in our other business areas," said Sjöstrand. "Documoto's people are very good listeners, who really want to help and do the work. The company itself is young, modern, and forward-thinking."

Documoto helped Atlas Copco Construction provide its customers online access to documentation and parts for their equipment. In return, those customers helped ACC realize its ultimate goal: profitable aftermarket parts sales.



## Summary of Benefits

- ✓ Updated parts info is distributed to customers in real-time
- ✓ 64% increase in online sales
- ✓ Overall revenues from parts increased by 4%
- ✓ Order processing time reduced by 50-60%



## About Documoto

Documoto is a SaaS digital publishing platform and interactive content management system for equipment manufacturers and asset-intensive industries. Our solutions help businesses overcome complex equipment and fleet management challenges.

## Interested in Learning More?

Visit us at [documoto.com](http://documoto.com) or call 303-957-2822