

CASE STUDY

Boosting Efficiency with B2B eCommerce and Asset Performance Management

Client Profile

The largest U.S. bakery equipment manufacturer aimed for lean manufacturing to streamline processes, eliminate waste, and boost efficiency.



B2B eCommerce & iSERV increased the client's **profitability** and elevated its customer **satisfaction score**.



 marketing@ithena.ai

 www.ithena.ai

 4470 Cox Rd, #275
Glen Allen, VA 23060, USA

CHALLENGES



The client faced challenges related to:

- Lack of real-time asset visibility caused unexpected downtime and failures
- Inaccessibility to critical maintenance parts lists, causing delayed response times
- Inefficient spare parts planning and ordering processes resulted in increased equipment downtime and revenue loss
- Limited access to order details, hindered the ability to predict deliveries
- Inadequate service assistance, reduced end-customer satisfaction, and diminished brand loyalty

SOLUTIONS



ITHENA implemented **B2B eCommerce** and **iSERV** solution featuring:

1

End-to-end E-commerce

A seamless ordering process for machinery and spare parts, featuring 3D/2D equipment model views and a tracking system accessible through a web application

2

Performance Monitoring

Enabled real-time monitoring of equipment parameters, aiding performance monitoring and predictive maintenance

3

System Integration

Connectivity with Microsoft Dynamics 365 and all leading finance ERP modules to manage inventory, orders, and bills of materials (BOM)

4

BOM Visualization

Enabled viewing and selecting both orderable and non-orderable spare parts, along with detailed prices, specifications, availability, locations, and images

BENEFITS



27%

Increase in revenue from parts sales

17%

Boost in machines uptime

21%

Faster order dispatch

23%

Increase in customer satisfaction