

CASE STUDY

Transforming Spare Parts Management with AI-Powered B2B eCommerce for a Leading Packaging Machinery Manufacturer

Client Profile

A leading manufacturer of pouching, cartoning, shrink wrapping, and packing systems for food, beverage, personal care, pharmaceutical, chemical, and tobacco industries.



ITHENA's platform has digitized our spare parts operations. By enabling real-time visibility, intelligent part recommendations, and seamless ERP integration, we've increased revenue while significantly reducing service workload and order processing time.

— Vice President, Aftermarket Service Operations

CHALLENGES

The client struggled with:

- Manual spare parts ordering processes causing delays, order inaccuracies, and fulfillment errors.
- Limited real-time visibility into spare parts availability, pricing, and inventory status across locations.
- Revenue leakage due to incorrect part identification and missed cross-sell or upsell opportunities.
- High service team workload driven by repetitive spare parts inquiries and manual coordination.

SOLUTIONS

ITHENA's **B2B eCommerce platform** empowered the client with:

1

Digital Spare Parts Ordering Enablement:

Equipped the OEM with a secure, eCommerce portal that allows its customers to independently search, identify, and purchase spare parts with real-time availability.

2

Comprehensive 360° Parts Visibility:

Enabled BOM visualization, AI-driven Recommended Spare Parts Lists, and dynamic equipment views so users can accurately identify critical spare parts.

3

Seamless ERP Integration:

Connected enterprise systems for real-time inventory, ATP, CTP, cost visibility, and customer-specific pricing to ensure accurate transactions and transparency.

4

24/7 Global Support Framework:

Enabled AI-powered chatbot assistance, automated notifications, structured case logging, and escalation workflows to ensure closed-loop issue management.



marketing@ithena.ai



www.ithena.ai



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

OPPORTUNITY FOR IMPACT

39%

Increase in spare parts revenue

34%

Reduction in service inquiry workload

35%

Decrease in order processing time