



# How an online parts catalogue helped business value soar

## Why Satair needed an e-commerce spares presence

Faced with an increasingly digital world, along with market pressure from competitors, Satair needed to innovate to maintain their position as the market leader. They had to create a one-stop-shop for their customers. With other e-commerce leaders looking to enter into the parts arena, speed to market was critical. Any solution was required to support their global airline customers and private aircraft owners.

## How marketplace functionality created a one-stop-shop for parts

By creating a platform which included marketplace functionality, Satair were able to dramatically increase their digital catalogue without incurring excessive costs. The e-commerce side of their site allows customers to order any parts needed. By using a software-as-a-service model, Satair can fully leverage their existing logistics infrastructure, allowing them to get critical parts to grounded planes as fast as possible.

## What an e-commerce spare parts portal meant for airlines

The ability to search, select and ship critical parts quickly to airlines around the world has allowed Satair to retain its market lead. With their e-commerce site, they can add tangible value to their customers by reducing costs and improving time-to-market in time-critical situations.

**SATAIR**

**'By using an agile approach, we can go to market quickly with our e-commerce site.** We're able to roll out new functionality all the time, ensuring our customers always have access to the best service.'

Bjarke Mads Sejersen, Head of Digital

Challenge

**Why Satair needed an e-commerce spares presence**

**In an extremely competitive market, Satair realized that they needed to embrace a fully digital business model. Customers today have become increasingly digital, changing the way that they expect to interact with companies.**

With their customers demanding a more streamlined and efficient ordering process, the aircraft parts supplier had to find new ways of working.

Global marketplace providers were beginning to dip their toes into the aircraft spares market and Satair had to go to market quickly with a solution. To keep their business flying high it was essential that they become a one-stop-shop for aircraft parts and engineers, but without the massive capital outlay required to buy and stock all necessary parts. They also required a solution that could service all their clients, from global airlines to small aircraft enthusiasts.

Each aircraft is made up of thousands of parts, which are stocked and stored in warehouses around the globe. Any solution implemented needed to quickly locate the right part and leverage the existing logistics and warehousing infrastructure, ensuring that the required parts and engineers are in the right place at the right time. This speedy service is vital to their industry, where an Aircraft On Ground (AOG) can cost carriers millions daily.

Solution

**How marketplace functionality created a one-stop-shop for parts**

**To effectively serve their corporate airlines customers, while ensuring that the smaller private aircraft owners were not neglected, a digital parts catalogue was created.**

The new digital catalogue for aircraft parts has the marketplace functionality that bigger consumer online sites boast, as well as an e-commerce platform. SAP Commerce Cloud was chosen as the e-commerce platform due to the rich B2B e-commerce functionality and its ability to integrate into their existing ERP systems.

Marketplace functionality was incorporated through Mirakl, allowing them to increase their product offering from the millions of parts they stock, to over five times more parts. As their suppliers carry the additional stock items until a purchase is made, Satair was able to massively increase its catalogue without an additional capital outlay. The marketplace platform is a software-as-a-service solution that allows Satair to easily onboard the aircraft parts suppliers.

Outcome

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**Airlines lose money every minute one of their aircrafts is grounded. Getting those vital spares to an AOG in the shortest possible time frame could see airlines saving millions. Satair's AOG business is time critical.**

They're able to help their customers save money by ensuring grounded planes take to the skies quickly. The digital catalogue allows them to find any part they may require and also streamlines the fulfillment process. Satair provides an instant overview of global warehouses and real-time available inventory levels per location.

It provides the functionality to keep their business-as-usual clients serviced through their marketplace platform. Their new solution has allowed them to consolidate their position as the market leader.

With the sales side of their business taken care of, their team is free to concentrate on innovating. They can look for new ways to provide business value, not only for themselves, but their clients too. For example, with sophisticated algorithms, they can help their clients schedule preventative maintenance more effectively. This ensures aircraft are always flying smoothly, helping their customers reduce risks and costs.



**Which technologies?**

- SAP Commerce Cloud
- Mirakl

**Which services?**

- Consulting
- Managed services
- Enterprise Application

**Which partners?**

- SAP
- Mirakl