shopware®

Executive Shortpaper
for Industrial & Manufacturing

Unlocking aftermarket growth

More revenue.
Less operational effort.

How industrial manufacturers digitize spare parts and service operations while strengthening customer relationships.

The aftermarket is becoming a key driver of growth.

Many manufacturers still fail to unlock the full potential of their aftermarket business by digitalizing isolated processes instead of the entire customer journey. The result is often more systems, greater complexity, and little improvement for customers or internal teams.

Common challenges

- ✕ Product data is scattered across multiple systems
- ✕ Spare parts are difficult to identify
- ✕ Sales, service, and commerce teams work with inconsistent data
- ✕ Customers still rely on support for routine tasks
- ✕ Repeat orders require unnecessary manual effort

The outcome

Instead of simplifying operations, businesses introduce additional complexity. The digital channel falls short of its potential and becomes another operational burden rather than a driver of growth.

Customers expect more self-service. Personal expertise remains essential.

Today, customers want to

- Find spare parts
- Check product availability
- Reorder products
- Access documentation
- Track order status
- Download invoices
- Manage approvals

At the same time, they still rely on you for

- Technical consulting
- Product expertise
- Project support
- Tailored quotations
- Service expertise
- Strategic account management

What matters most

Success isn't about choosing between self-service and personal engagement. Leading manufacturers combine both to create a seamless customer experience.

Not every interaction requires a sales representative.

What B2B customers prefer to handle themselves

- Identify spare parts
- Place repeat orders
- Check product availability
- Download documentation
- Track order status
- Manage approvals

Personal engagement still matters

When products become more complex, technical requirements increase, or tailored solutions are needed, direct interaction remains a critical part of a successful customer relationship.

What this means for manufacturers

Customers want less effort, not less personal interaction.

The role of sales is changing.

Today

Too much time is spent on administrative work.

- ✗ Spare parts inquiries
- ✗ Order status requests
- ✗ Standard quotations
- ✗ Repeat orders
- ✗ Approval workflows
- ✗ Manual processes

Tomorrow

More time is available for high-value customer engagement.

- ✓ Technical consulting
- ✓ Customer development
- ✓ Service offerings
- ✓ Cross-selling
- ✓ Project business
- ✓ Strategic account management

How your sales team benefits

Self-service complements your sales organization. Routine tasks become digital, giving sales teams more time for consulting, customer development, and strategic account management, where personal interaction creates the greatest value.

Turn your aftermarket into a competitive advantage.

Modern self-service portals connect customers, sales teams, and backend processes on one unified platform.

With Shopware, you can:

- ✓ Identify spare parts using serial numbers or product-specific attributes
- ✓ Simplify repeat ordering
- ✓ Configure roles, permissions, and approval workflows
- ✓ Connect ERP, product, service, and customer data
- ✓ Integrate dealer and partner networks
- ✓ Automate recurring processes

With Shopware, your aftermarket becomes a scalable commerce platform – bringing self-service, sales, and service together on one single foundation.

Book a conversation