

**OSF** DIGITAL

**KASTAŞ**

# A FULL-FEATURED WEBSITE REVAMP FOR KASTAS' B2B CUSTOMERS

OSF Digital – KASTAS Case Study

# ABOUT KASTAS



Kastas is a leading manufacturer and supplier of sealing technologies. The company produces advanced sealing elements for fluid power and various specific applications.

The company established seal-link.com as a B2B sales portal that offers its customers a comprehensive, yet easy to use digital experience throughout the whole order process.

Using seal-link.com, Kastás offers a wide range of products from 7 warehouses in Turkey and Germany. The site is designed for use by original equipment manufacturers, distribution partners, dealers and MRO customers from 80 countries throughout the world.

# CHALLENGES

*Need for enhanced ecommerce capabilities*

## LIMITED FUNCTIONALITY

Kastas' initial B2B site was built on Salesforce Community Cloud which was being used as an ecommerce portal. This integration of the platform lacked the ability to provide the company with the complete functionality that they required to engage in ecommerce activities.

## LACK OF RESPONSIVE

The design of the Seal-link website was not responsive or user-friendly. It was desktop-oriented and lacked the flexibility to conform to mobile devices.

## INEFFECTIVE ERP

Kastas' existing ERP system on seal-link.com wasn't versatile enough and didn't meet the company's needs. Kastas was looking to have SAP integrated with its B2B commerce portal.

# OSF'S SOLUTION

*A complete website revamp*



## RESPONSIVE DESIGN

OSF Digital took an in-depth approach to the redesign of seal-link.com.

All of Kastas' B2B commerce portal's pages were upgraded to be more responsive including:

- home page,
- product detail page,
- category landing page,
- shopping cart,
- checkout page,
- My Account, and
- static pages.

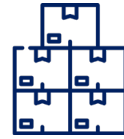
# OSF'S SOLUTION

*Robust ERP functionality*



## SAP INTEGRATION

OSF Digital performed an implementation of SAP and integrated it with Kastis' Salesforce Community Cloud-based commerce website to enable the following:



Checking price and stock availability for order line items in real time



Placing an order and writing the order to the SAP system with order line item details



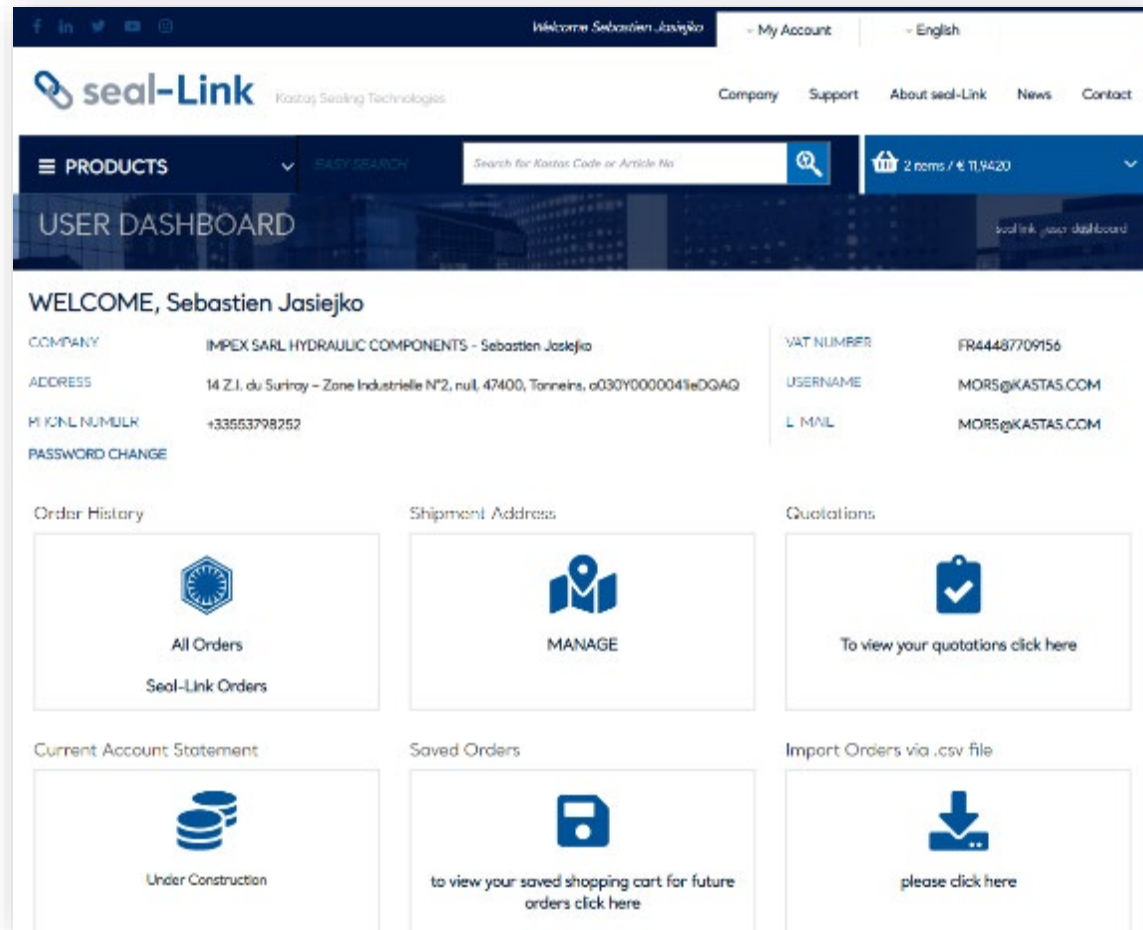
Retrieving and viewing the customer's order history from SAP data



Retrieving and viewing a customer's financial information from SAP data

# OSF'S SOLUTION

Enhancing the user experience



## MY ACCOUNT

OSF Digital added new features to the 'My Account' section of the site:

- simplified account management through a user-friendly control panel;
- provided customers with a quick overview of their order history and personal financial history. They can now retrieve this data by choosing a specific timeframe.

# OSF'S SOLUTION

Enhancing the user experience

The screenshot displays the Seal-Link checkout interface. At the top, there's a navigation bar with social media icons, a welcome message for 'Sebastien Jasiejko', and links for 'My Account' and 'English'. Below this is the 'seal-Link' logo and 'Kastak Sealing Technologies' name, along with a search bar and a cart icon showing '2 items / € 11,9420'. The main content area is titled 'USER' and 'seal link - user - checkout'. It is divided into three steps: 'STEP 1 - CART', 'STEP 2 - SHIPPING', and 'STEP 3 - PAYMENT METHOD'. Step 1 shows a table of items in the cart with columns for item number, product name, price, quantity, total amount, and stock status. A 'CART DETAIL' box on the right shows a 'TOTAL' of € 11.942,000. Below the cart table are fields for 'YOUR ORDER NUMBER' and 'YOUR MESSAGE'. At the bottom, there are 'Continue Shopping' and 'Place Order' buttons.

#	PRODUCT	PRICE	QUANTITY	TOTAL AMOUNT	STOCK/EST. DISPATCH TIME
1	K518 32X24X15,5 PISTON SEAL 10021620	EUR 0,7630	10	EUR 7,6300	IN STOCK
2	K59 40X32X3,25 NBR-PNEUPISTON SEAL 10022151	EUR 0,3080	14	EUR 4,3120	STOKTA MEVCUT
SUBTOTAL		€ 11,9420			

## CHECKOUT

OSF Digital simplified and shortened the checkout process to enable Seal-Link's customers to complete their purchase in one step.

OSF extended the range of capabilities at the checkout to include:

- a partial shipment checkbox;
- the ability to add a new shipping address.

# OSF'S SOLUTION

*Enhancing the user experience*

## SHOPPING CART

The improved shopping cart functionality now enables Seal-Link's customers to:

- add their saved order to their cart and get a stock update from SAP;
- place an order by uploading an Excel file with a list of items instead of ordering items one by one;
- export their shopping cart to PDF;
- limit the cart total value for credit card payments.

The screenshot displays the seal-Link website interface. At the top, there are social media icons, a navigation bar with 'Log-In', 'Register', and '- English', and a search bar. The main header features the 'seal-Link' logo and the tagline 'Kastay Sealing Technologies'. Below this, there is a 'PRODUCTS' menu and a search bar with the placeholder text 'Search for Kastay Code or Article No'. A shopping cart icon in the top right corner shows '2 items / € 0.0000'. A dropdown menu from the cart icon lists two items: 'K702 10X14,9X2,2 ROD SEAL/ 10024899 5 qty' and 'K14 10 A V RING A TYPE/ 20000190 1 qty', with a 'VIEW CART' button below. The main content area features the 'seal-Link' logo and the tagline 'shortcut to Sealing elements'. Below this are three icons: 'Easy Search', 'Stock Check', and 'Time Efficiency'. A central image shows several blue and black O-rings. The 'KASTAS' logo is visible in the bottom right corner. At the bottom, there is a section titled 'SHORTCUT TO SEALING ELEMENTS' with a brief description: 'seal-Link provides a one-stop shop for Kastay customers to search for the products they need, check stock availability, place orders, retrieve product documentation, and track their order history all within one seamless digital experience.'



# RESULTS

## *A modern ecommerce site*

With OSF Digital's support, Kastan now have:



A fully responsive B2B commerce portal that leverages Salesforce Community Cloud and seamlessly integrates with their ERP system.



The company expects to see an increase in sales and number of customers visiting [seal-link.com](http://seal-link.com) as a result of the work performed by OSF.

# TESTIMONIAL

## Our Work Through The Eyes Of Our Clients

*Seal-link.com, one of the most important sales development projects of Kastan, was launched with the goal of providing an impeccable customer experience through a feature-rich and reliable platform. With Salesforce Community Cloud acting as a B2B sales portal, we were empowered to deliver a complete customer supply chain experience. In such an ambitious project with challenging requirements and extensive SAP integration, having a reliable partner company is the most critical success factor. OSF embraced the project with a complete understanding of our goals, and we have enjoyed working as one team. We appreciate the attitude, professionalism, and experience of OSF Digital's experts who helped us to reach all our project objectives within the established timeframe.*

**| BIRCAN ATILGAN ,**

Vice President & Executive Board Member  
Kastan Sealing Technologies

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THANK YOU

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