



WÜRTH BUSINESS SERVICES

JOURNAL

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FOREWORD

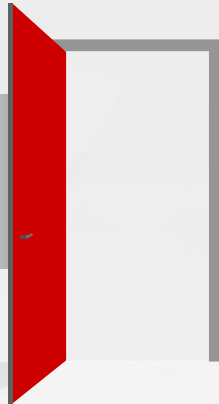
Dear Colleagues,

Thanking you,
Your WBS Team

#WEMAKEITEASY

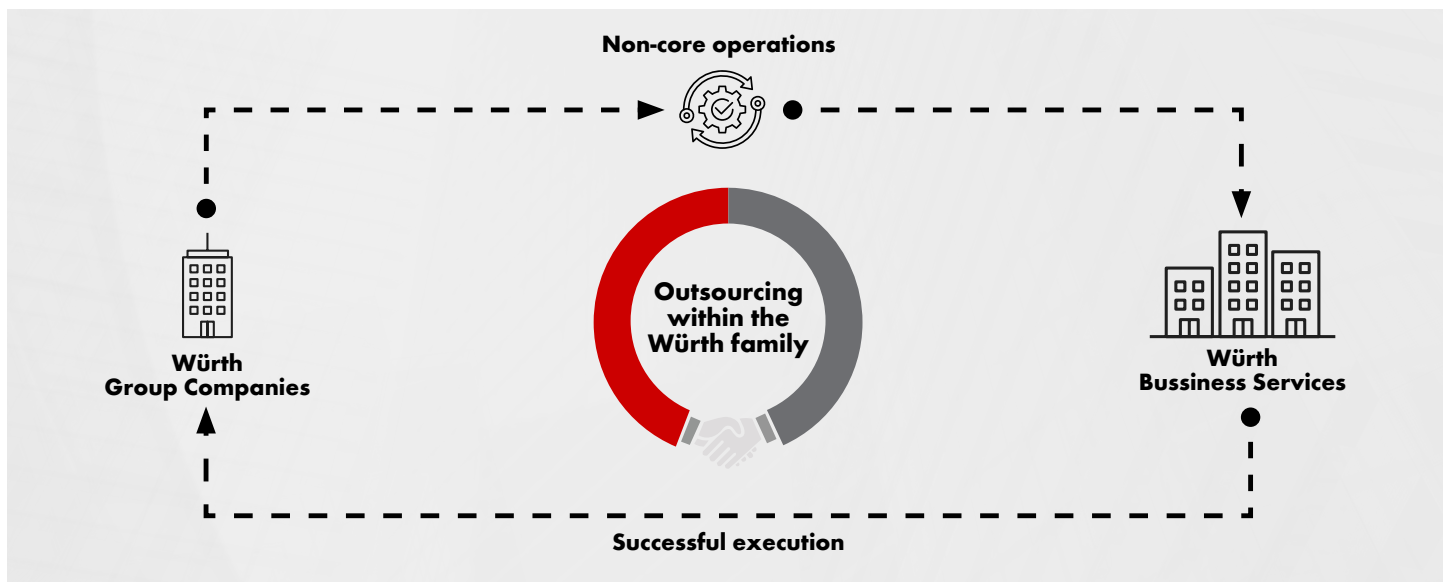
ABOUT WÜRTH BUSINESS SERVICES

WBS IS THE DOOR TO OPEN



Würth Business Service (WBS) is a shared service provider within the Würth Group. We execute non-core tasks for different departments such as Finance, Logistics, Product Article Master, Sales Operations, Purchasing and others. Operating from India, WBS allows you to focus on your core business operations and save time & costs.

CONCEPT OF OUTSOURCING



OUR VALUES



Mutual Trust

Open communication and transparency.



Reliability

Streamlined and consistent support to rely on.



Accountability

Ownership of our support and execution.



Quality

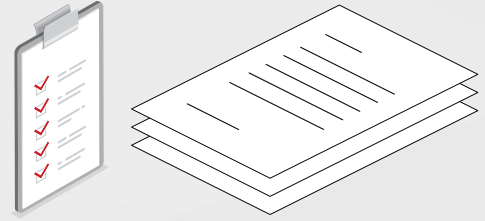
Strict adherence to high-quality standards.

CONNECT WITH US

Get our comprehensive support now and optimize your business operations. Kindly get in touch with us:

✉ contact-wbs@wuerth-industrie.com

PRODUCT ARTICLE MASTER



TRANSCODING

Determining the Würth article number based on the attributes and article description is essential to prepare a quote for customers. For this purpose, the Product Article Master Team at Würth Business Services executes the Transcoding task. Based on the article descriptions, specifications or attributes provided by you in Request for Quotation (RFQ), we identify the Würth articles from the Enterprise Resource Planning (ERP) system or webshop and note down the Würth article number. Furthermore, we check if the similar

articles already exist in the ERP system, if standard articles do not match the attributes mentioned in RFQs. We prepare a report in which we mention Würth article numbers or provide similar articles based on RFQs or article attributes sent by you. This process provides a holistic view of the articles in a single platform, and is essential to avoid the creation of duplicate articles. This process also makes it easier for your customers to place orders with the correct Würth article number.

PRODUCT HIERARCHY MAINTENANCE

Assigning the articles to the correct hierarchical levels is important to help customers make informed purchasing decisions. The correctly assigned articles also make it easier to determine the product family. The Product Article Master Team at Würth Business Services executes the Product Hierarchy Maintenance task by assigning the articles to the correct Würth Group product hierarchy. We receive a list of customized articles without a product hierarchy from you. Based

on the article descriptions and norms such as DIN EN ISO 9001, we update and assign the articles to the correct hierarchical levels in the ERP system. We also provide a specific name to those articles that have a dummy name and assign them to its product family group. We help you in ensuring data accuracy and maintain data in an organized way. This will also help your customers make informed decisions with correct hierarchical levels.

BENEFITS OF PARTNERING WITH WBS

- ✓ Timely support in data maintenance and update
- ✓ Accuracy in data entry, maintenance and reporting
- ✓ Help your customer make articles easy to navigate
- ✓ Flexible process execution as per individual setup



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Leverage our experience and support in different processes related to Product Article Master Department and maintain article data efficiently. Kindly get in touch with our representative.

BUSINESS SUPPORT



LEAD SEARCH

Knowing the Right Point of Contact (RPC) in an organization or industry helps pitch your products and services and raise the possibility of sales. These RPCs are nothing but your leads or potential customers, and having official contact information can help you pitch and convert them into new customers. The Business Support Team at Würth Business Services helps in Lead Search task. In this process, we understand your requirements related to industry segments, services & products, geographies and the RPCs. Based on the specific requirements, we decide the Lead Search

methodologies, tools and databases such as LinkedIn, company websites, official journals, statistics websites, product pages and others. Then we search the relevant leads that closely match your requirements and put efforts in finding the RPCs to whom you can contact and improve the possibility of sales conversation. We share the details about RPCs, including designation, email IDs, contact number, LinkedIn ID and others as requested by you. This way, you can create personalized approaches to connect and enhance conversion rates with meaningful connections.

COMPANY ANALYSIS

Knowing competitive positioning and devising strategies for growth accordingly is a smart business decision. Furthermore, possessing a detailed analysis of the current trends and market share can help in making informed decisions to get competitive edge. The Business Support Team at Würth Business Services carries out the Company Analysis task, in which provide different types of analysis, such as competitor analysis, industry analysis and vendor analysis. We conduct an extensive analysis of various aspects,

including strengths and weaknesses of competitor companies, industry trends, market dynamics and regulatory environments. Additionally, we carry out an in-depth research into the company's financials by analyzing key metrics, such as revenue, profit and cash flow. We also evaluate the company's customer base and geographic reach. For assisting you in every way possible, we provide valuable insights about companies in different sectors and help you in making strategic decisions.

BENEFITS OF PARTNERING WITH WBS

-  Improve the sales conversion rate by connecting with relevant RPCs
-  Manage risks and devise growth strategies based on competitive landscape
-  Assistance in achieving growth through strategic decision-making
-  Flexible process execution as per individual setup



Anushree Pradhan

Senior Team Lead – Business Support
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Leverage our experience and expertise in different processes related to Business Support Department and take data-driven strategic decisions. Kindly get in touch with our representative.

PURCHASING



PRICE CONDITION REVIEW

To save costs in procuring articles, the first step is to review the current price conditions. This review helps in making informed and data-driven decisions. The Purchasing Team at Würth Business Services executes the Price Condition Review task to determine the difference between the current prices and the old prices. Our team compares the old prices with the new prices of different articles and notes down the variations in weighted average based on the validity

date. Once we receive an email from the suppliers about price update, we evaluate the price difference. We calculate the total increase in spending with new prices by reviewing thoroughly. The next step involves informing buyers about the updates so that they can negotiate with suppliers using a professional approach. This way, you can save costs as buyers, on your behalf, can negotiate and lower the prices through clever negotiation strategies.

OVERDUE ORDERS REMINDERS

Sending reminders to suppliers about undelivered or overdue orders takes a step ahead to procuring articles as soon as possible. The Purchasing Team at Würth Business Services executes the Overdue Orders Reminders task to send reminders to suppliers for orders that are overdue. We check the delivery date in the Order Confirmation document or the Enterprise Resource Planning (ERP) system. If the expected delivery date is passed, we communicate with suppliers to determine the current shipping or

order status. If suppliers have already shipped the order, we communicate with the logistics provider, avail the update on the delivery and update the status in the ERP system. We carry out the sending reminders task to bridge the gap between you and supplier or logistics provider. This way, you can focus on core operations while we execute non-core tasks such as tracking and sending reminders to avoid further delays in the receipt of overdue orders.

BENEFITS OF PARTNERING WITH WBS

- ✓ Save costs through clever negotiation strategies
- ✓ Save time in sending reminders for overdue orders
- ✓ Focus on core operations only
- ✓ Flexible process execution as per individual setup



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Leverage our expertise and experience in executing different Purchasing-related processes and focus on core operations. Kindly get in touch with our representative.

EXTRA MILE: REPRESENTING A CUSTOMER IN FASTENER FAIR INDIA



Going an extra mile to add value to customers' businesses is one of the virtues practiced at Würth Business Services. As we have been highlighting the extra mile journeys taken by our team members in previous edition, we are continuing to inform you about the recent extra mile journey we took. This edition focuses on the journey of extra mile taken by one of the team members from the Purchasing Support Team, Soham Mahajan. The objective? Same as always. To make it easy for our customers. Let us dive into specifics.

The Fastener Fair India was held at New Delhi during 26-28 July, 2024. The Fair showcased a comprehensive range of products, including industrial fasteners, assembly systems, installation technologies, storage solutions and manufacturing technologies for fasteners and construction fixings. More than 200 executives from different industry sectors and varied job roles attended the event. One of our esteemed customers, Thomas Warburton, trusted Mr. Mahajan, a Senior Executive in the Purchasing Support

Department, with a responsibility of representing their company and visit the suppliers present at the event on their behalf.

The primary aim of representation was to capitalize on the networking opportunities with existing and potential suppliers. At the event, Mr. Mahajan was instrumental in visiting Würth-approved and other suppliers to discuss the requirements of our customer, collect suppliers' specific product database, share contact information and build strong relationships. Furthermore, he discussed the measures to bridge the gap between existing requirements and supply to ensure smooth procurement operations.

Mr. Mahajan identified the potential collaboration opportunities with suppliers and explored the sourcing options for availing parts in at better prices for Thomas Warburton.

The Fair also provided valuable insights into the emerging trends and innovations in the fasteners market. These insights were shared with the customer for further planning and strategizing. The meaningful and thorough interactions with suppliers strengthened the understanding of specific needs and target prices. Further engagement with newly-made contacts and innovative products showcased at the Fair would help the customer in saving time in exploring new solutions, finding the relevant suppliers and procuring the parts. The visit proved successful and we received a positive response from the customer. It is also the testament to our value-additional approach and unwavering commitment toward customers' success. We continue to go extra mile and take necessary steps to serve customers.

#WEMAKEITEASY



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Leverage our experience and resources in executing different Purchasing operations and count on us to go an extra mile. Kindly get in touch with our representative.

INDUSTRY INSIGHTS

ROLE OF GLOBAL CAPABILITY CENTERS IN ENABLING BUSINESS CONTINUITY



Global Capability Center (GCC) is a company or firm established by a larger or parent organization to support itself in executing various tasks. As mentioned in the articles in the previous editions, GCCs play a crucial role in transforming traditional business practices and opening the doors for cost savings, global talent acquisition and addition of strategic value. Well, there are many other benefits on which we can shed the light. Among those benefits include business continuity. Let us shed the light on different aspects of this.

Establishing GCC on different locations enables continuity as circumstances, situations and events differ from location to location. If there are disruptions in continuing business operations at the location of parent organization due to unforeseen events such as political instability, natural calamities or nationwide crisis, it becomes difficult to continue to serve customers and maintain the cashflow & profitability. In case of GCCs in different countries, some operations can be continued if not all. This way, the operational risks can be lowered or diversified at the time of crisis. The over-reliance on single location makes it difficult to mitigate risks associated with volatile environment.

Another important role GCCs play in maintaining business continuity is through security. As GCCs are a part of parent organization, the IT protocols for data and information security are followed. When it comes to outsourcing the tasks or functions to a third-party vendor, there could be breaches in security if strict security guidelines are not followed. This, in turn, may result in data breach, theft or loss. Owing to strict guidelines being followed by organization's own GCC,

the risk of security breaches reduces considerably. This also eliminates the possibility of downtime due to security breaches.

Along with over-reliance on one location and security, GCCs can help in maintaining business continuity by handling dynamic requirements efficiently.

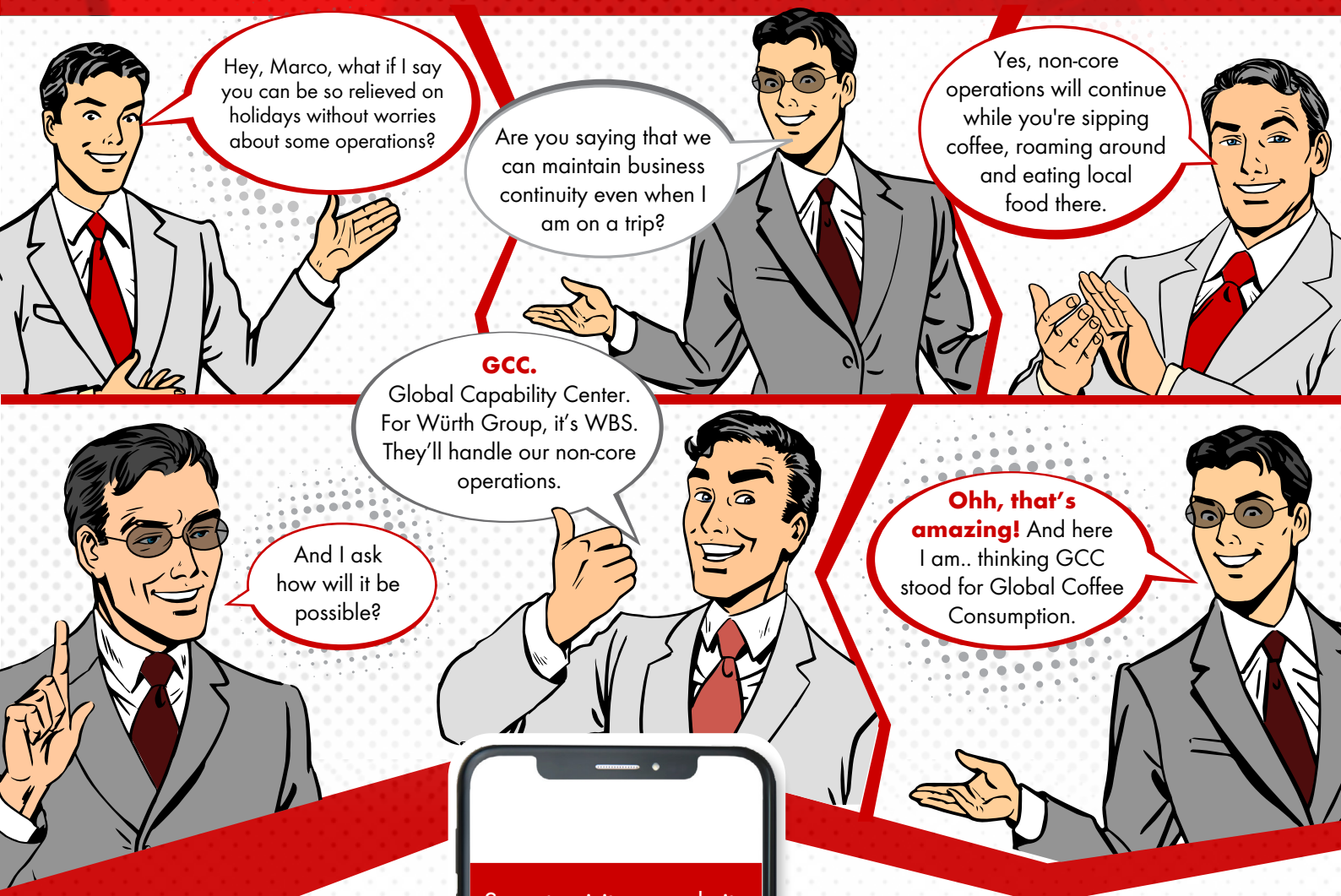
Owing to the ability to expand the workforce and other resources in efficient manner, whenever the requirement expands beyond the usual scope, it can be handled by hiring workforce and acquiring necessary resources.

As organizations are establishing their own GCCs in different countries, the Würth Group has Würth Business Services (WBS), its own GCC in India. We are focused on supporting companies within the Würth Group with their non-core operations. We ensure that business continuity is maintained and central Würth guidelines are followed to ensure security. We ensure that we meet the specific operational requirements of each company and integrate the culture of the Würth Group seamlessly. As mentioned in the previous articles, we handle different non-core processes in Product Article Master, Business Support, Purchasing and other departments and also offer many more services besides these. We also adopt a flexible approach as per individual requirements and go an extra mile to execute processes. To know more about us and our extensive support portfolio, kindly visit our website or send your enquiries through mail.

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