

SOLVIS

FROM INBOX TO B2B PLATFORM: BREAKING A 30-YEAR HABIT IN 30 DAYS

Who here still gets orders by fax?

Meet Magento Germany, 22 October 2026

Hi, I'm Tim Feige

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Lead of Digitalization at SOLVIS

Where I come from

- Trained media computer scientist, with a soft spot for game development
- About ten years of building software, mostly Java, Spring and React
- Moved a large Volkswagen logistics system into the cloud
- Led projects as architect and requirements engineer

What I do at SOLVIS

- Helping a company of engineers sell digitally
- Project lead on the SOLVIS side of our new B2B platform, built with e3n
- Translating between sales, engineering and IT

Hi, I'm Jonas Niebergall



Founder and CEO of e3n

Where I come from

- 2009: my first Magento shops, as a freelance developer for Auto-Teile-Unger
- 2011: visit my first Meet Magento ❤️
- 2012: founded e3n with my brother Tobias
- 17 years of e-commerce, from strategy to code

What I do for SOLVIS

- Helping SOLVIS rethink sales in a digital way
- Asking the right questions before anyone writes code
- Project lead on the e3n side, requirements and feature engineering

Who is SOLVIS?

engineers first, sellers second

- Founded in the 80s: heating, solar, heat pumps, storage tanks and complete thermal systems. Around 300 employees.
- We sell B2B: installers, wholesalers and partners.
- Mittelstand DNA: engineering first, strong personal relationships, and a lot of know-how in people's heads.

"We're very good at building products. We weren't built to sell digitally."

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SolvisLea Pro

Air-to-water heat pump with natural refrigerant R290



SolvisPia

Heat pump with 13–17 kW and natural refrigerant R290



SolvisLeo

The new heat storage tank that brings heat pump and heating system together

Who is e3n?

We help B2B companies sell their products online

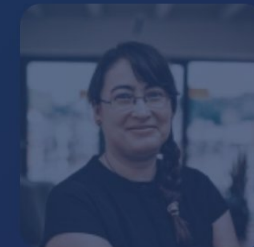


Our mission:
We help our clients become digital industry leaders.

E-Commerce (Magento) Boutique since 2012

Team of 10 Experts from strategy to code, no handovers

Based in Mainz



The next 45 minutes

30 minutes talk, 15 minutes Q&A

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01

The challenge

TIM

30 years of phone, fax and inbox. The life of one order. Why it had to change, and why the hard part is people, not tech.

02

The architecture

JONAS & TIM

Why B2B shop projects fail. The standard stack, the three decisions, and how leadership brought sales along in three months.

03

The result

TIM & JONAS

40 % of revenue in month one, 83 % of orders after six. The spare-parts mistake, what we learned, and what comes next.

Q&A 15 minutes after the talk. Keep your questions, we take them all on stage.

Where we came from

30 years of phone, fax and email

- Fax machine, inbox, sales staff typing orders into the ERP by hand, and a product configurator misused as a webshop.
- Every order was touched by a person, often more than once.
- Relationships and trust carried the system.

115

heat pumps sold by accident.
Because of one typo.

The life of one order before the shop

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ONE SINGLE ORDER

- **Customer** Price and delivery time? 
- **ERP** Look up discount and conditions
- **Warehouse** Is the article in stock? 
- **Customer** Callback or quote as PDF 
- **ERP** Type the order (mail, fax)
- **Customer** Queries, order confirmation 
- **Logistics** "Where is my delivery?" 
- **Accounting** Invoice, complaint 

THE BILL

8 steps
6 phone calls
3 systems

For one order. Every day, 15 sales reps.

Why this had to change

five pressures at once

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A habit is not a process gap

it is a 30-year-old service promise

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01 · THE INSIGHT

Customers never refused digital ordering. Nobody had ever offered it to them.



02 · THE BAR

The inbox was the service model. A platform had to beat it on speed, not just match it.



03 · THE DECISION

Live ERP data on screen, or the email stays faster.

THE RACE TO BEAT

The inbox



The platform



Why B2B shop projects fail*

69 abandoned projects, DACH, multiple answers



71 %

The software

A B2C shop bent into B2B:
endless customizing.

**Our answer: avanta for
B2B features**

60 %

Missing integration

ERP never properly connected,
shop becomes second truth

**Our answer: ERP-first
architecture**

37 %

Internal reasons

Poor preparation,
a scope that keeps growing

**Our answer: scope and data
settled before code**

32 %

The project approach

Built in the IT corner,
sales sees it first at go-live.

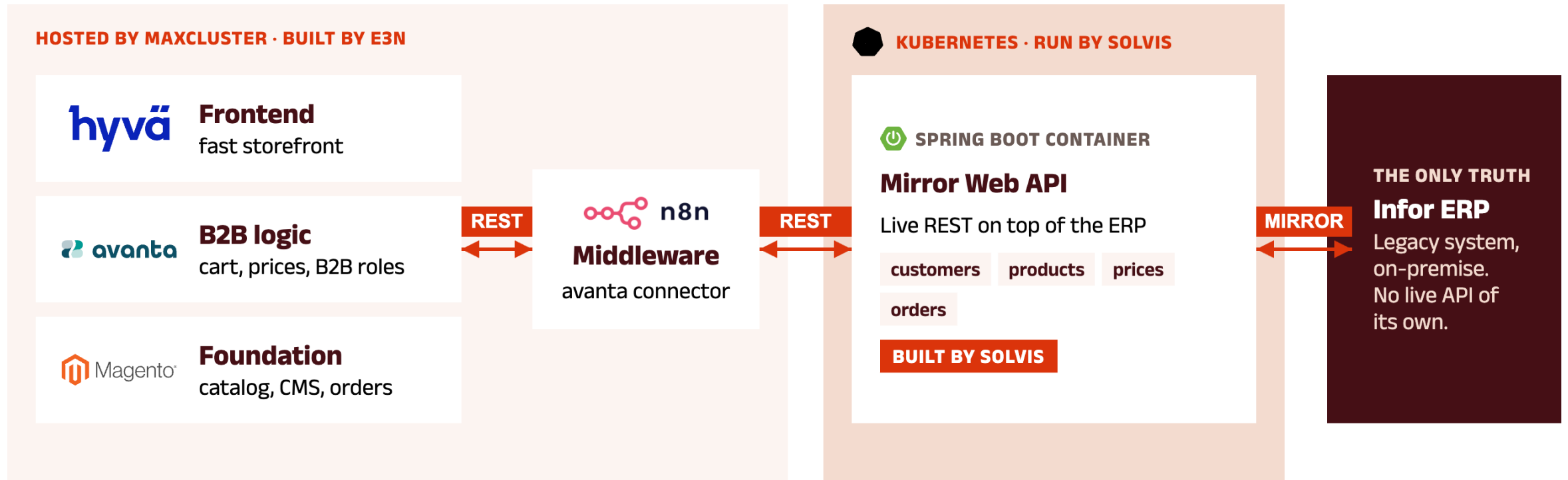
**Our answer: a three-month
MVP, built with sales**

* avanta whitepaper, 2021 to 2023 · avanta.info

The shop stack

four standard components, one custom bridge

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The shop holds no second truth. Every price on screen comes live from the ERP.

Decision 1: ERP first even with a legacy ERP

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- **Problem:** ERP can't answer live requests. Replacing it or copying its logic to the shop would have cost a year.
- **Solution:** SOLVIS mirrors the full price structure into its own middleware. Shop calls live-price on every product page and in checkout.
- n8n orchestrates the Data exchange: data into the shop, every order back into ERP.
- **Result:** every installer sees their own price in real time. No second price list.

THE PRICE QUESTION, BEFORE AND AFTER

BEFORE

6

phone calls, one ERP lookup,
one callback, one PDF quote

NOW

0

calls. The installer's own price
is on screen, live from Infor.

Legacy ERP is not an excuse. It is a design constraint.

Decision 2: No order is typed twice

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115 heat pumps by typo cannot happen again

- The order goes from the shop straight into ERP via n8n. Nobody retypes it, nobody reads a fax.
- IDS-Connect: installers pull articles and prices into their planning software and send the cart back. One click to order.
- Conditions, approvals and roles live in avanta and the ERP, not in one sales rep's head.
- Error rate: clearly down.



A human checks the order. A human does not type it.

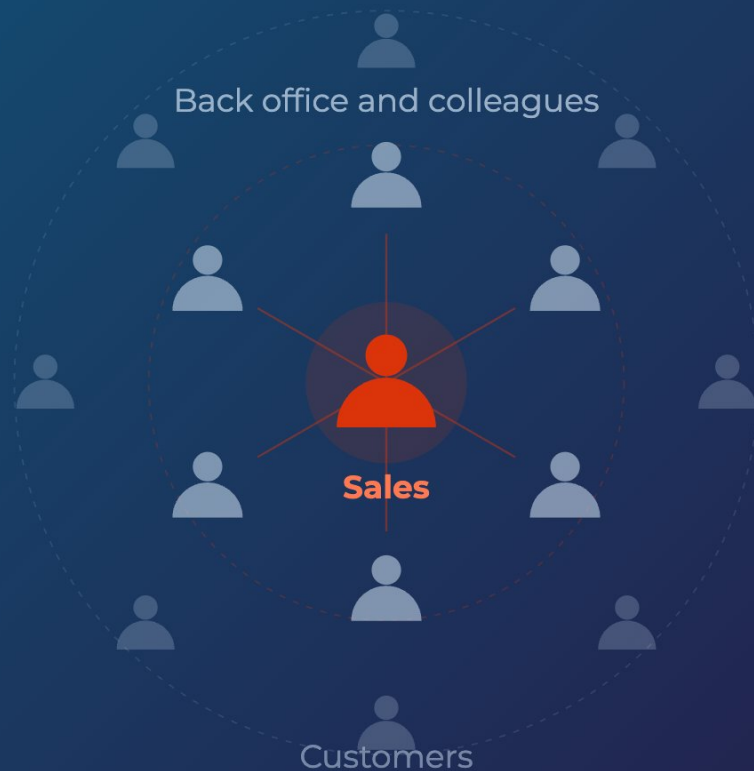
Decision 3: A three-month MVP built with sales, not for them

- Scope cut to what sales and installers need on day one.
- Prototype after 8 weeks, with real prices and real customer data.
- 15 sales reps clicked through real cases every week until it fit.
- Sales sees exactly what the customer sees: same prices, ordering on the customer's behalf, full order history.
- Feedback from sales shipped in days, not in releases.



Adoption is not trained after go-live. It is built in from week 8.

Habit: Those who experience the benefit convince the others



1 **Involve early**

Sales works with real cases from the prototype onwards

2 **Experience the benefit**

Whoever notices their own work getting easier does not want to go back

3 **Pass it on**

Convinced sales reps bring colleagues and customers onto the shop

| This is how a company adopts the shop **in weeks, not years.**

The hard part isn't the tech it's the people

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THE FEARS



Sales

"Will digital replace us?"



Customers

"I want to call my person at SOLVIS."



HOW LEADERSHIP MADE IT STICK

01

One breakfast, one process

Sales and project team in one room before the MVP: this is how ordering works from now on.

02

One conductor

Tim owned every call on scope, priority and go-live. No committee.

03

Then we followed through

No parallel inbox process, no exceptions for old habits.

04

If it hurts, say so

Weekly: what blocks you? Fixed in days, with the customer in the room.



We didn't digitize to remove the relationship. We digitized so the relationship could be about advice, not typing.

Three months from zero to live

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Kickoff workshops

Nov 2025: processes, data model, scope



3 months of development

ERP link, catalog, prototype with real prices in week 8



Go-live

April 2026 with the first customers, all customers within 30 days

Three success factors

- Sales in the room from week 8
- The ERP as the single source of truth
- A clear scope: MVP in three months, the rest later

Cut from v1, and what hurt

- **IDS interface** for installer software: not in v1, built after go-live, now rolling out
- **Exploded-view search** for finding parts in drawings
- **Spare parts:** our biggest pain point, more on that in a minute

The result in month one

- **How:** we migrated existing customers actively, got sales behind it, and made ordering easier than faxing.
- **Effect:** fewer order errors, less manual entry, faster processing.

"I've changed my entire business to SOLVIS after they finally added a webshop. This saves us so much money and personnel cost."

Customer feedback

"We've worked with SOLVIS for almost 20 years. This makes us believe we can for another 20."

Customer feedback

>40 %

of the company's total
revenue through the
webshop in the first month

The numbers

six months after go-live

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83 %

of all orders run through the platform

October 2026, up from 55 % in April

+35 %

self-service by installers since go-live

orders placed without a call or an email

+8 % / month

order intake through the shop

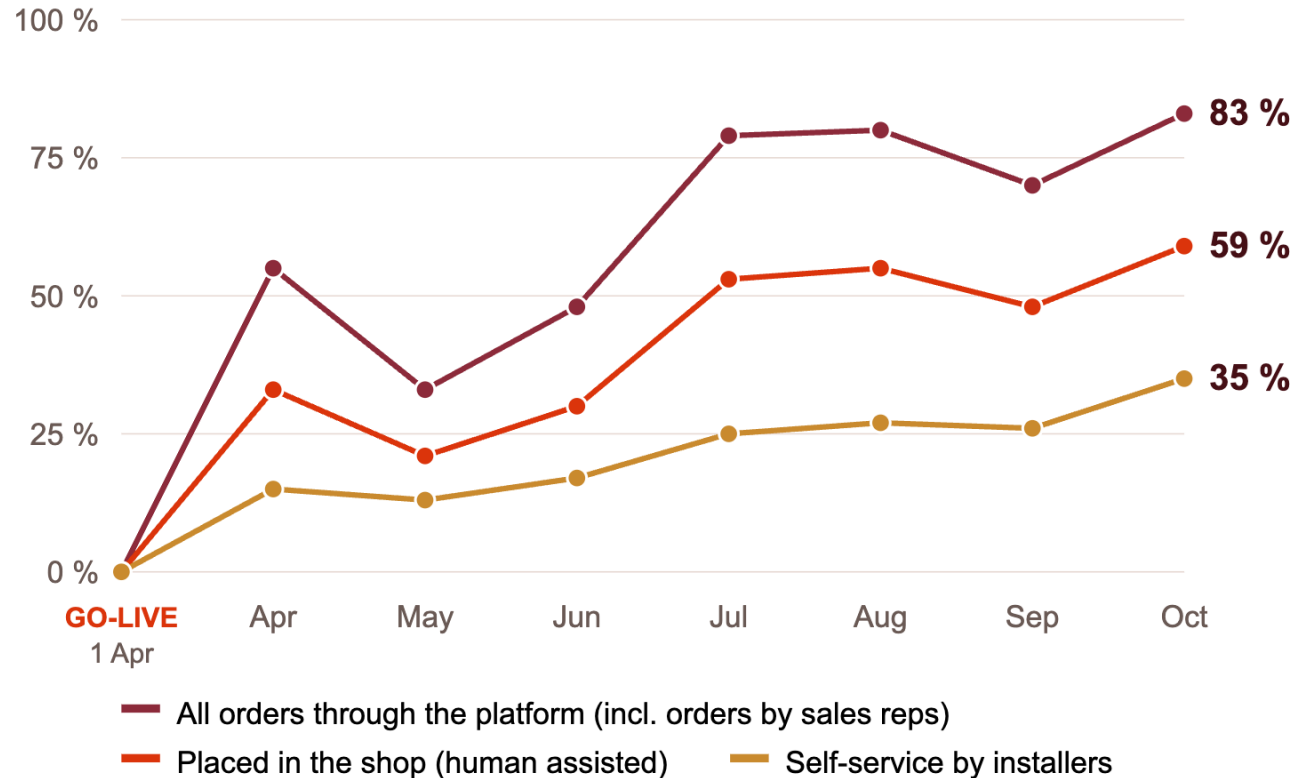
growing steadily, month after month

-50 %

time from order to confirmation

halved against the inbox process

SHARE OF ORDERS VIA THE SHOP · 2026



Not a launch spike. A new habit.

What went wrong: spare parts

our biggest pain point

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01

We misunderstood our installers

- We built a basic spare parts search: type a part, find a part.
- Installers don't start with a part number. They start with a broken system in front of them.
- Result: frustrated installers.

02

Why it's so hard

40 years of products, generations and variants

- Lots and lots of parts.
- Every repair is individual: different system, age and installation.

03

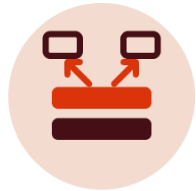
What we'd do today

- Scope it with installers and customers, using real repair cases.
- Start from the device, not the part number: exploded-view search.

Design for the person who has to find one very specific part.

What we learned the business view

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01

Middleware pays off twice

One integration layer serves the shop and the ERP alike. Build it once, reuse it for every system that comes next.



02

Sales is the adoption engine

Bring sales on board early. They make adoption happen.



03

Months, not years

Digital doesn't have to be a two-year project in the Mittelstand.



04

Data is the foundation

The platform is only as good as the data behind it: ERP and master data.

The shop was step one

what it set in motion

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LIVE

B2B webshop

83 % of all orders after
six months.

ROLLING OUT · IDS INTERFACE

Installer integration

Built and live with the first
installers: their planning
software orders straight
from our shop

NEXT · SPARE PARTS

Find what you actually need

Replace the basic search
with one built for experts

NEXT · CUSTOMER PLATFORM

Digital products, built on top of the shop

The shop as a platform:
the digital foundation for
what comes next

The webshop opened the door. Now the processes behind it are moving too.

Q&A

15 minutes.

The floor is yours. Ask us anything about the project, and scan the codes to stay in touch.



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