

Media Release**Background**

E-business will also become a growth market for B2B relationships within the machine construction sector.

The B2B sector is growing with e-services

Remscheid, August 23, 2013 – Forrester Research forecasts total sales of US\$ 559 billion in the B2B e-commerce market in the USA alone by the end of 2013 – more than twice as much as for the B2C market (US\$ 252 billion). According to estimates, the global B2B market for e-business is worth several trillion US dollars. However, merely 25 percent of B2B marketers utilize e-commerce solutions – this is the summary of a “white paper” published by software maker Oracle in 2012. But the signs are already pointing towards growth: also in 2012, more than 80 percent of the international B2B companies interviewed are investing in e-commerce platforms, according to a 2013 Oracle survey.

And this is a trend that is also impacting on the machine construction sector. Market researchers from PricewaterhouseCoopers have observed that, although electronic solutions are often still merely offerings accompanying traditional sales channels in this classical industry, companies are however increasingly recognizing the opportunities provided by e-business solutions or that they are having to react to the market pressure experienced by major customers such as car manufacturers, for instance, and make corresponding electronic offerings available. In view of growing (customer-oriented) specialization within the machine construction sector, developments are moving away from product modules and more towards customized service modules.

“We have been operating the service platform for about 13 years now and are continually further developing it. We are not aware of any solution that is comparably high-performance within our sector. Utilization is possible at all times and the platform operates at a high level. Today, we process around 60 percent of our spare parts business using the system”, explains Sascha Klemm, Senior Sales Manager Customer Support at Oerlikon Barmag. The platform has more than 1,000 users: Oerlikon Barmag and Oerlikon Neumag customers. In the first six months of 2013, the system was accessed 12,700 times, which included 1,200 orders and 1,300 inquiries.

All data are collated in an automated manner – insofar as the customer wishes, emphasizes Sascha Klemm: “Generally, we now merely check the data. This saves both the customer and us lots of time and costs, also because of the fact that time differences no longer play a role in global business here. It is for this reason that our main customer group in Asia loves using the platform.” An important prerequisite for the future of the platform, as China is the world’s largest machine construction market.

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About Oerlikon

Oerlikon (SIX: OERL) is a leading high-tech industrial group specializing in machine and plant engineering. The Company is a provider of innovative industrial solutions and cutting-edge technologies for manmade fibers manufacturing, drive systems, vacuum, coating, and advanced nanotechnology. A Swiss company with a tradition going back over 100 years, Oerlikon is a global player with around 13 000 employees at around 160 locations in 34 countries and sales of CHF 2.9 billion in 2012. The Company invested in 2012 CHF 106 million in R&D, with over 1 000 specialists working on future products and services. In most areas, the operative businesses rank either first or second in their respective global markets.

For further information, please see: www.oerlikon.com

About Oerlikon Manmade Fibers

Segment Manmade Fibers with the product brands Oerlikon Barmag and Oerlikon Neumag is the world market leader for filament spinning systems used for manufacturing manmade fibers, texturing machines, BCF systems, staple fiber spinning systems and artificial turf systems and – as an engineering services provider – offers solutions along the entire textile value added chain.

As a future oriented company, the Oerlikon Group segment's research and development of Manmade Fibers is driven by energy-efficiency and sustainable technologies. With the expansion of the product range to include polycondensation systems and their key components, the company now caters to the entire process – from the monomer all the way through to the textured yarn.

The primary Oerlikon Barmag markets are in Asia, with Oerlikon Neumag's main markets in the US, Turkey and China. Correspondingly, the companies – with almost 2500 employees – have a worldwide presence in 120 countries as part of the Oerlikon Manmade Fibers network of production, sales and distribution and service organizations. At the R&D centers in Remscheid, Neumünster and Chemnitz, highly-qualified engineers and technicians develop innovative and technologically-leading products for tomorrow's world.