



VSG EMEA launches webshop for the brands Rotary, Blitz, Butler and Elektron

Bräunlingen, February 2022 - Vehicle Service Group EMEA (VSG), the global leader in the vehicle service industry, launches its exclusive webshop for the brands Rotary, Blitz, Butler and Elektron in the DACH region (Germany, Austria, Switzerland). Thanks to this, VSG is now expanding and facilitating access to its broad product range for its dealers.

Through the webshop, VSG customers will have consolidated access to the entire product portfolio, while the main focus lies on the spare parts of the four brands. Thus, in the future, all workshop needs will be covered by a single address - shop.vsgdover.com. The webshop can also be accessed via the homepage and the individual brand websites.

Search functionalities

The main function of the webshop is to provide the user with access to the entire spare parts repertoire and allow him to independently identify, find and order all the spare parts he needs.

For a quick and easy search for the right product, the user is offered three search bar options:

- Product search: search for finished products. A complete listing of all associated spare parts can also be called up via a link on the overall product page.
- Parts search: Search for spare parts (currently only Blitz)
- Serial number: search for parts list of a finished product

If the product search is to be carried out without manually entering characters in the search bar, it is also possible to set filters that enable optimal product identification using the categories of product, vehicle and approvals. Furthermore, all available product categories are displayed in a clear grid design on the start page of the webshop, which also makes them simple to be identified and accessed. Within the individual product and brand pages, pop-up menus are available, allowing effortless navigation between product categories.

The individual products are displayed on so-called detail pages. Here, the most important data on the respective product is briefly stated and also displayed in image form, as well as detailed information on the product, which is divided into the four areas of description, media, linked products and technical data.

Customer account area

Exclusive access to the web store is only available to dealers listed with VSG. They have the possibility to order spare parts and accessories as well as complete products directly or to create a dedicated inquiry for products to be manufactured individually in a fast and simple way via the webshop. But this also offers great added value for customers who are not registered in the web store: they can also create product inquiries directly via the web store and have access to the entire product information.

An extensive authorization system has been set up especially for VSG's dealers, with which all user accounts can be adapted and managed according to the company's individual needs. Each employee can thus be assigned a user role according to his or her position and authorizations.

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To support the setup and management process, a detailed manual is provided to guide companies in the optimal setup of their user accounts. In addition, access is provided to special video tutorials in which the registration process is mapped and explained step-by-step.

Within a company account, the user is offered additional features that further increase the benefits of the web store for the companies. Two of these functions are:

- Viewing the entire order history. Thanks to the direct integration of the webshop into the ERP system of BlitzRotary, all transactions made in the past are displayed.
- Option of storing several different shipping addresses in the system, thus making ordering processes even more efficient.

Architecture

The system used for the creation of the web store is the B2B store system Intershop. The PowerPIM system from CDMM is used as the Product Information Management system (PIM) and the web store is directly integrated with the ERP system SAP used by BlitzRotary.

Outlook

In the current initial phase, the VSG webshop is available for the DACH region (Germany, Austria, Switzerland). This offer is also to be made available for the entire EMEA region and a corresponding realization will take place in 2022. The webshop is available in English, French, German, Italian, Spanish and Russian. The company is also aiming to offer a direct EDI connection for VSG's partners.

About Vehicle Service Group

Part of Dover Corporation's Engineered Systems segment, VSG is a strong, diverse and dynamic global leader in the vehicle service industry. It comprises 13 major vehicle lifting, wheel service and collision repair brands: Rotary, Ravaglioli, Blitz, Butler, Elektron, Nogra, Space, Sirio, Chief, Forward, Direct-Lift, Revolution and Hanmecson. Headquartered in Downers Grove, Illinois, VSG has operations worldwide, including ISO9001 certified manufacturing centers in North America, Europe and Asia. Additional information is available at www.vsgdover.com.

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Know what you are looking for?

PRODUCT SEARCH
PART SEARCH
SERIAL NUMBER

Q

2-Post Lift SPO55E-GR
 5.5 t. electro-hydraulic, 3-section support arms, symmetrical, pushbutton operation on both sides, height 4170 mm
 SKU: SPO5E GR
 CATEGORY: 2 post lifts
 DIMENSIONS: 137000 (L) x 3496 mm (W) x 4170 mm (H) (EM)
 TARIFF: 84251000
[REQUEST QUOTE](#)

Gearbox lift Junior Jack 2,0 52
 2,0 t., 1100 mm stroke, Pneumatic, Hydraulic
 SKU: 109362
 CATEGORY: Gearbox lifts
 TAG: Passenger cars, Light commercial, Motor homes, Trucks, Buses, Agricultural machines, Tracked vehicles, Trailer
 CDM PRODUCT ID: 5
 MPN: 109362

My Order History
 The most recent order appears first. Please allow 1 hour for orders to appear.

MY PURCHASES	ORDER DATE	ORDER NO.	CUSTOMER PO	ITEMS	STATUS	DESTINATION	ORDER TOTAL
ORDER TEMPLATES	01/19/22	387481	S 0.864_...	1	Accepted		€ 547,39
ALERTS	01/19/22	387480	S 0.864_...	2	Accepted		€ 2.310
MY PROFILE	01/19/22	387479	S 0.864_...	6	Accepted		€ 5.639,40

VSG
 VEHICLE SERVICE GROUP
 A DOVER COMPANY
 SM

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