

Success Story

Quantum Leap in Sales

LMT Tools Modernizes Global Commerce with Emporix



emporix

Project **Wrap-Up**

Employees > 2000	Industry Mechanical engineering	Business model B2B	Partner  foryouandyourcustomers
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LMT Tools


The LMT Group is a globally active corporate group focused on highly specialized tooling and machine solutions. Within the group, LMT Tools is responsible for precision cutting tools. Sales regions like EMEA (Europe, Middle East, Africa), APAC, and AMERICAS are being developed with increasingly digitized services and sales channels.

Outdated Systems, Limited Scalability


Before partnering with Emporix, LMT Tools operated regional e-commerce systems in EMEA—silos with limited functionality and high maintenance costs. Digital customer interaction was nearly impossible, checkout processes were outdated, and real-time data was virtually nonexistent. This was no basis for competitive digital commerce.

“If we hadn’t found a new solution, our digital sales model would have become irreparably outdated. The risk was clear: losing relevance in the market and declining customer satisfaction,”


Marcel Bruns, Project Manager – Operational Excellence, LMT Tools



Challenge: LMT Tools was operating outdated, regionally fragmented e-commerce systems that required high maintenance, lacked scalability, and offered limited digital customer interaction. Without modernization, the company faced the risk of losing market share and declining customer satisfaction.



Solution: In collaboration with Emporix and foryouandyourcustomers, LMT Tools developed a modular commerce architecture, with Emporix serving as the central, highly integrable orchestration system. The focus was on scalability, composability, and rapid time-to-market.



Result: Since go-live, measurable revenue growth, increased customer retention, new segments unlocked, self-service features introduced, and improved internal transparency have all been achieved. A global rollout is in the planning stages—LMT Tools is on its way to a digitally scalable sales model.

Future-Proof Through Composability

Driven by the then Global Head of Business Transformation and Digital at LMT Tools, a new commerce strategy was defined in close collaboration with consulting firm and Emporix partner for you and your customers. The goal was to create a flexible, scalable architecture that intelligently integrates various systems. The Emporix Commerce Orchestration Platform stood out as the central link in this architecture — adaptive, highly integrable, and globally deployable.

Key Selection Criteria

- 1 Perfect fit for headless architecture
- 2 Integration capability as the "middle piece"
- 3 Future-proof and centrally controllable
- 4 Minimum complexity



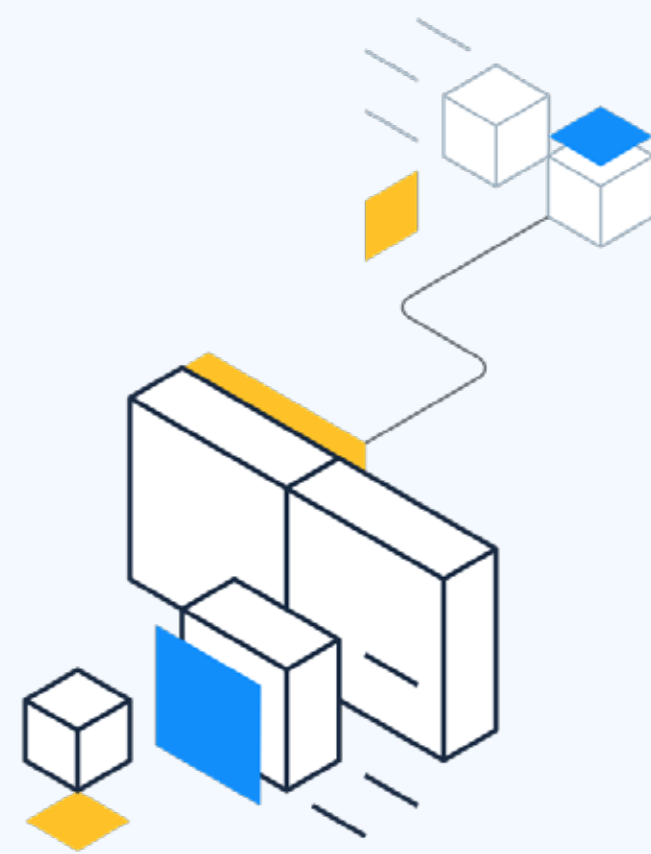
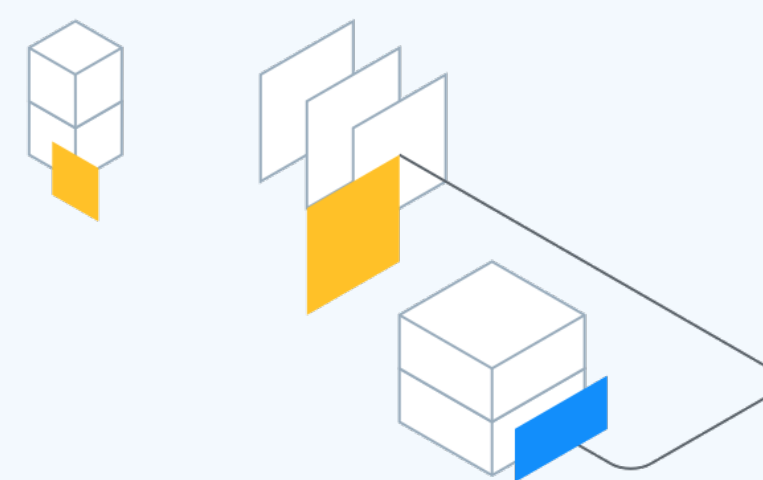
Cross-Functional Collaboration and Agile Rollout

The project's execution was defined by close collaboration across departmental boundaries: sales, IT, customer service, marketing, legal, quality assurance, logistics, and engineering all worked together with the consultancy for you and your customers toward a single goal—a modern, scalable commerce solution. The project was managed using the “Exploded View” model, which provided a clear structure for strategy, processes, and systems.

After an intensive planning phase, the soft launch began in March 2025 with selected customers to test critical processes, such as checkout, under real-world conditions. This allowed typical stumbling blocks to be identified early and resolved jointly with Emporix. The complete migration took place as early as April. Running the old system in parallel ensured stability and supported internal team buy-in.

Special emphasis was placed on integrating and training the sales team, who were actively involved in the transformation. This approach helped overcome not only technical but also cultural challenges.

Emporix proved itself to be a reliable partner with a high level of responsiveness. As the “middle piece” in the architecture, it connected existing systems and enabled centralized management of all commerce processes—without significant support issues or project risks.



Growth, **Transparency**, and Customer Proximity

Since go-live, LMT Tools has seen measurable improvements:

- ✓ **Greater customer retention** through modern digital offerings
- ✓ **Growing revenue** in digital sales
- ✓ **New customer segments** unlocked
- ✓ **Improved KPIs:** revenue, orders, new customers
- ✓ **Reduced service inquiries** thanks to self-service functionality
- ✓ **Increased internal transparency** through centralized data analytics

"This project was a milestone in LMT's digital strategy. It is a building block that allows us to gain traction in our digital transformation both internally and externally."

James Crofts, Project Manager - Digital Transformation, LMT Tools





Scale Globally, Deepen Customer Experience

The next evolutionary leap begins

The Emporix Commerce Orchestration Platform is currently in productive use across EMEA. Rollouts to other regions are in the pipeline. New features such as an expanded customer account with order overview, invoice download, and other self-service tools are already underway. New product portfolios, such as rolling systems, are also being integrated. Using the hyper-flexible and integrative commerce platform from Emporix, LMT Tools is establishing itself as a pioneer of scalable, service-oriented digital sales.

Customer Testimonial

"With Emporix as our digital backbone, we not only modernized our EMEA presence but achieved true digital scalability for the first time. The team delivered on its promise."

Marcel Bruns, Project Manager – Operational Excellence, LMT Tools

At a Glance

- › **Project start:** Q3 2024
- › **Region:** EMEA
- › **Core system:** Emporix as central orchestration system for commerce processes
- › **KPIs:** Revenue growth, new customer acquisition rate, system usage, digital twin

Get in touch

Emporix is the platform for Autonomous Commerce—built to orchestrate and automate complex digital commerce operations. With preconfigured value streams, visual no-code logic, and AI-powered agents, businesses can adapt in real time without custom code or replatforming. Brands like HABA, LMT Tools, and TRADIUM use Emporix to operate faster, leaner, and more intelligently.



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