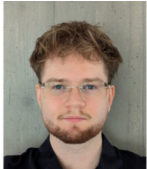


Digital Procurement Strategy for SFS Group US

Strategic Evaluation of Digital Procurement Options for SFS Group US in the US Construction Market

Graduate



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Initial Situation: Digital procurement is becoming increasingly important for industrial B2B companies. In the construction sector, including at SFS Group US, many orders are still placed via email or phone. This approach requires manual effort and limits transparency regarding availability, pricing, and lead times. Meanwhile, the US market is shifting towards platform-based buying behavior, and SFS already has experience with the e-commerce platform Simple System in Europe. Against this backdrop, this thesis examines which digital procurement model best suits the US construction context.

Approach: The thesis employs an applied case study combining qualitative and quantitative methods within a single decision framework. Interviews with SFS US sales functions and selected partners were conducted to evaluate current processes, pain points, digital readiness, and adoption conditions. These insights were supplemented with external research on B2B e-commerce developments, platform solutions, and competitive practices. Based on this foundation, the main options were strategically compared and evaluated in a KPI-based business case. The business case quantified the expected cost implications of the scenarios under shared assumptions, enabling a consistent comparison of the status quo with the alternative platform options.

Result: The findings show that the current ordering setup is shaped by manual processing, limited digital self-service options, and dependence on individual expertise. A platform-based solution could improve process efficiency and transparency. However, the strategic options differ in how well they fit the US market context. Simple System offers strong ownership and data control. However, the evaluated US-centered platform option appears more favorable

in the business case and is more robust under varying assumptions. Therefore, the thesis recommends a phased rollout of a US platform-based solution, beginning with the most digitally advanced customer segments and supported by targeted change management.

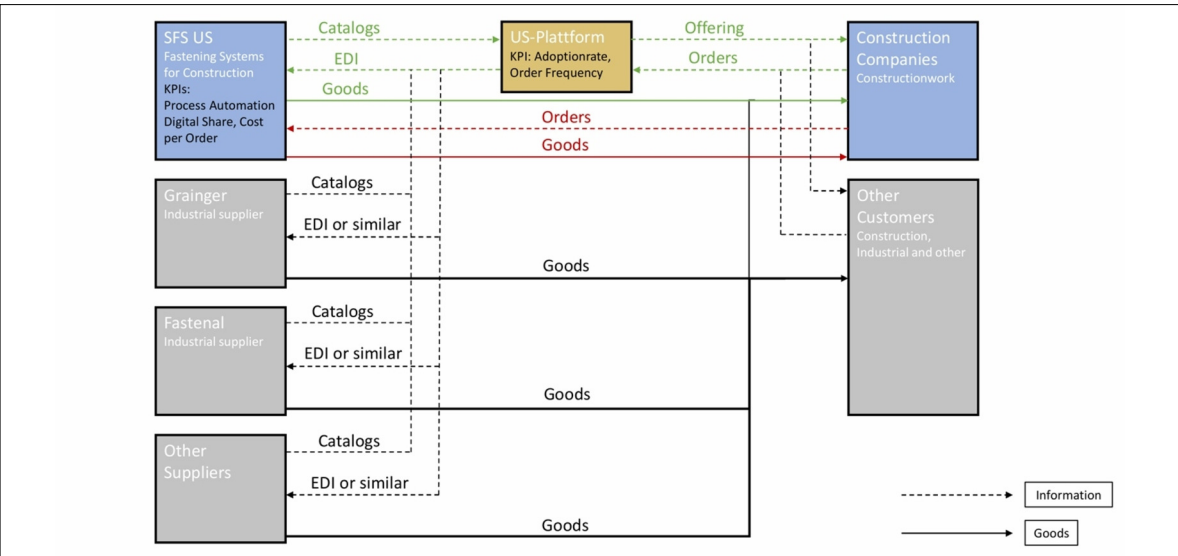
Growth of the U.S. B2B e-commerce market and rising digital procurement relevance
Forrester, 2015/2022 and Digital Commerce 360, 2026



Business-case comparison of cost per order across the analysed scenarios
Own presentation



Order and goods flows in a platform-based model
Own presentation



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Subject Area

Business Model,
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