

CX in Motion: Streamlining Digital Commerce Experiences for Growth



H.B. Fuller



SAP® Certified
Powered by SAP NetWeaver®

SAP® Certified
Integration with SAP S/4HANA®



H.B. Fuller

Traci Jensen

VP, Global Business
Process Improvement



Dave Heflin

VP of Sales



H.B. Fuller is a Global Market Leader in Adhesives



6,600+ employees

135 years of history



\$3.3 billion in revenue



70 manufacturing facilities

38 technology centers



125 countries with sales

35 countries with facilities or offices

3 global business units serving

30+ markets



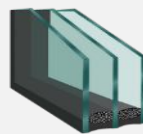
10,000 adhesive solutions

492 patents

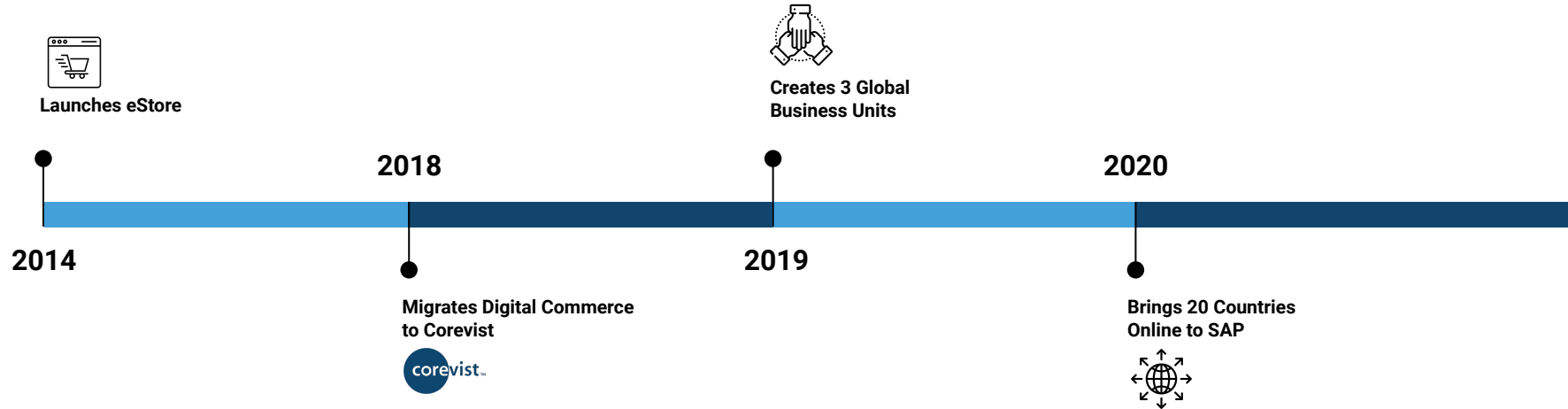


122,000+ social media followers

H.B. Fuller (NYSE: FUL) – Connecting What Matters™

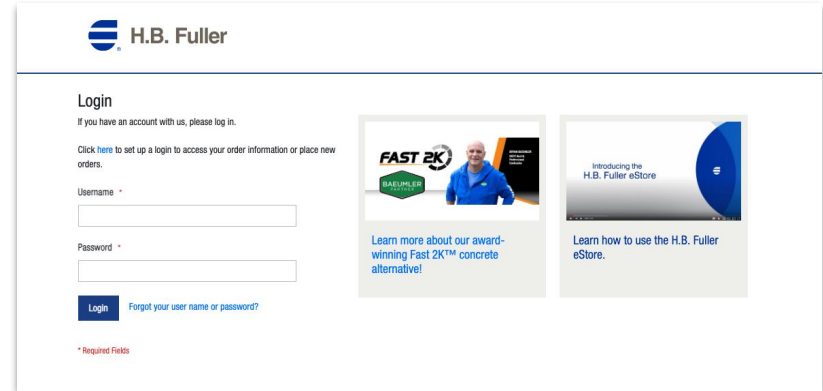


H.B. Fuller Commerce History



Online, Customers Can:

- Create new orders
- Easily re-order
- Check order status
- Know when orders are shipping
- Pay invoices



The screenshot shows the H.B. Fuller eStore login interface. At the top left is the H.B. Fuller logo. Below it, the 'Login' section includes a link to create an account and a login form with fields for 'Username' and 'Password', both marked as required. A 'Login' button and a link for 'Forgot your user name or password?' are positioned below the form. To the right of the login form are two promotional tiles: one for 'FAST 2K' concrete alternative featuring a man in a blue shirt, and another for the 'H.B. Fuller eStore' introduction.

H.B. Fuller

Login

If you have an account with us, please log in.

[Click here](#) to set up a login to access your order information or place new orders.

Username *

Password *

Login [Forgot your user name or password?](#)

* Required Fields

FAST 2K
Learn more about our award-winning Fast 2K™ concrete alternative!

Introducing the H.B. Fuller eStore
Learn how to use the H.B. Fuller eStore.

3 Global Business Units

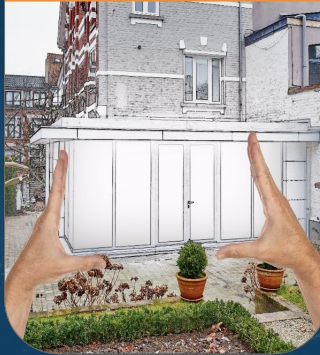
Engineering
Adhesives



Hygiene, Health & Consumable
Adhesives



Construction Adhesives



H.B. Fuller

Dedicated teams in each
function report into each GBU



**Research
& Development**



Sourcing



Manufacturing



Customer Service



Marketing



Sales



Deep SAP Integration

- Real-time pricing & availability
- Hands-free order posting to SAP
- Omnichannel order status & history
- Real-time credit status
- Self-service payments



The background of the slide is a close-up, slightly angled view of a computer keyboard. The keys are a dark blue color, and the text on them is a lighter blue. A semi-transparent blue overlay covers the entire image. In the center, there is a 3D bar chart with several bars of varying heights. The number '20' is superimposed over the chart, indicating the height of the tallest bar.

20

**countries brought online
to SAP in 2020.**

H.B. Fuller of the Future

- Omni-channel
- High-tech to enable high-touch
- Seamless experiences



B2B portals and eCommerce platform
for companies running SAP ERP