

CXPORTAL SAP Commerce Cloud B2B Implementation Drives Operational Excellence

Machine Manufacturer: Case Study

About CXPORTAL

CXPORTAL is your award-winning SAP Commerce Cloud and Data Science digital transformation Implementation partner, CXPORTAL is specialized in Innovating business strategy, designing and development of digital products, digital platforms engineering and data science solutions. CXPORTAL Leverage Artificial Intelligence, Machine Learning Algorithms, Deep Learning Models, and big data Analytics to unlock and scale your business data, and optimizing the operating model for exponential business impact.

HIGHLIGHTS

CXPORTAL Services

- ◆ SAP Commerce Cloud Solutions
- ◆ SAP Commerce Omni-Channel Solutions
- ◆ Artificial Intelligence Solutions
- ◆ Machine Learning Solutions
- ◆ Agile Architecture Solutions

SAP Commerce Cloud

- ◆ SAP Commerce Cloud B2B Deployment

Key Integrations

- ◆ SAP ERP, CRM, Data Hub
- ◆ OMS Integration –Tracking
- ◆ Merchandising

Target Market

- ◆ Globally

Industry

- ◆ Machine Manufacturer

KEY CHALLENGES

Our client, a Leading Machinery and Spare Parts Manufacturer wanted to streamline their legacy eCommerce platform, and Supply chain processes with an intelligent enterprise solution. One that integrates e-commerce sales, distribution, and other manufacturing and planning functions to improve customers digital experiences.

Our client was faced with several eCommerce challenges such as;

- Service agents were unable to offer customers B2B Storefront support.
- Time-consuming processes in synchronizing stage -to- online catalogue when required
- Supply and value chain processes are inefficient, one that integrates e-commerce store with other business functions.
- Lack of visibility and inefficient processes to manage and track the end-to-end order process flow.
- Inadequate search and navigation capabilities and marketing capabilities.
- High cost on software integration across multiple legacy applications
- Existing processes aren't fit for the purpose to manage and maintain stock and inventory levels.

The greenfield implementation will reduce operations costs, improves customer experience and streamline the supply chain processes to maintain adequate order management and inventory level and drives operational excellence.

SOLUTION

Through a couple of step by step qualification criteria and a set of discovery and collaborative workshops, through Users Centred Design thinking processes, CXPORTAL was able to identify and understand the business pains rapidly, CXPORTAL leveraging digital strategy to transform and re-engineered the business solutions from the ground up.

CXPORTAL created the following solutions;

- Developed business requirements document which includes use cases, user stories/process flow & wireframes improvement is required TO-BE
- Created outstanding UI and UX giving customers a seamless customer experience
- Implementation of a centralized product content management systems across all channels Product Content Management (PCM)
- Implementation of an Order Management System (OMS)
- Streamlined back-end processes for more consistent customer interactions
- Implementation of SAP Commerce Cloud SAP and integration of 3rd party systems
- Fully responsive storefront

TACTICS DEPLOYED

- Installation, customization and configuration of SAP Commerce Cloud bespoke B2B solution.
- Implementation of SAP Commerce PCM, WCMS and Call centered Assisted Model.
- Integration of Google Analytics, search and navigation capabilities powered by Solr Apache.
- Strategic Integration across 3rd party systems such as; Google Analytics, SAP ERP, Order Management Systems (OMS), which facilitate the routing inbound and outbound messages to manage inventory levels.
- Conducting E2E and regression testing; functional testing to find potential bugs or defects.

BUSINESS BENEFITS

- Deliver a seamless customer experience and improve users' interactions.
- Drive revenue and conversions by 41%.
- Faster time to market and simplified expansion to additional channels, using SAP Commerce Cloud Platform
- Improve personalized real-time customer experiences and promotions.
- Implementation of OMS and back-end systems increased customer loyalty and satisfaction
- Business users are now able to make use of Backoffice capabilities to increase efficiency
- Increase productivity by 55%

OUTCOME

In less than 4.5 months, CXPORTAL collaborated with the end client using Agile best practices to develop, design, customized a new secured and scalable platform, enablement of Minimum Viable Architecture to sustain Minimum Viable Products and further integrated with third-party systems such as SAP ERP.

The paradigm shift from legacy systems to a new robust and scalable B2B e-commerce platform allows Service agents to offer customers Storefront support. Facilitate the supply chain processes, maintaining adequate order management, inventory levels, synchronizing stage catalogue to online, easy to manage web content and product data using WCMS and PCM cockpit, respectively.

The solution is data-driven and centralizes data from over 2 million items across multiple channels in 30 languages, manages over 20 million SKUs on the core SAP Commerce Cloud B2B platform.



"Our digital transformation strategy required a partner with in-depth understanding and knowledge of our industry, a partner who could bring a wealth of SAP experience. That made CXPORTAL the ideal partner for us"

Senior Product Manager: E-Commerce and Marketing- Machine Manufacturer

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