



Leading wholesale B2B multinational company opts for SAP Hybris Commerce



CUSTOMER PROFILE

A multinational B2B wholesale company founded in 1964. Client offers business customers a world-class products across multiple categories- Fruits & Vegetables, Grocery, Dairy, Frozen & Bakery products, Fish & meat, Confectionary, Detergents & cleaning supplies, health & beauty, Media & electronics, Household goods & Apparel.



GEOGRAPHY
GERMANY/ INDIA



REVENUE /SIZE
EUR 37+ Billion



BUSINESS SCENARIO

- Client had challenges with Simple Order Entry (SOE) which was used by Sales Agent/Customer consultant to take order from B2B Customers
- Simple order entry application was a light weight application which merely solves the purpose of taking order
- Product images and Promotions were not available/supported in SOE app which made pitching of a product by Sales Agents difficult
- Client wanted to combine functionality of Simple Order Entry (SOE) application and customer consultant performance monitoring in a single application
- Two top IT vendors have failed when trying to crack the logic and implementation of promotions



SOLUTION HIGHLIGHTS

- Hybris Commerce is the back end for the customer consultant application
- Majority of the business logic was customized and handled by Hybris Commerce and was passed to application via web services.
- Integration with ClientCustomer Relationship Management for sending order information and fetching order status
- Complete product catalog with images,stock information ,pricing were implemented in Customer Consultant Application
- Sonata cracked the promotions logic and their CC app went live two promotions (rest will go live as a part of advanced cc app functionalities) which the other vendors that the Client approached were not able to do
- Stock reservation during order placement process to prevent over ordering was implemented.



BENEFITS & IMPACT

- B2B customers were able to view the complete product catalog with images and pricing which helps them in purchasing decision making process.
- Own brands of Client was provided as a separate category which enables the customer consultants to push Client brands which has higher margins compared to other brand products
- Customer consultant application enables the customer consultants to pitch the products more effectively.
- The final price which the customer needs to pay along with applied promotions and associated savings enables the customer to understand the benefits he/she is getting.
- Potential promotions encourages the customer to purchase more thereby resulting in increased sales for the Client