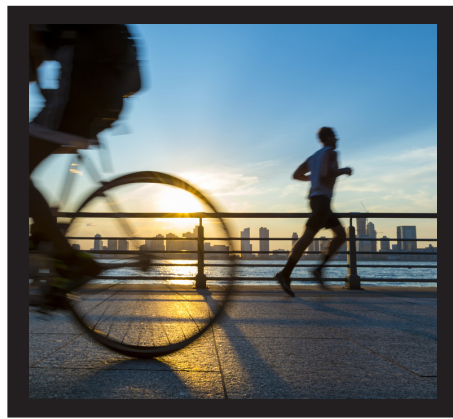


Sonata powers a European sports goods retailer's channel connect with Hybris B2B commerce platform

When a European sports goods retailer faced difficulties in its channel engagement, it turned to Sonata Software. In Sonata's ready-to-deploy Hybris B2B accelerator, they found the best-fit solution to give their customers and dealers a consistent and meaningful experience across all channels.



About the client

Based in Europe, our client produces sports equipment and sportswear.



The context

The perils of inefficient sales processes are well known. As companies continue to look for ways to improve sales efficiency, our client decided to implement SAP Hybris to enable a multichannel and

seamless engagement with its end customers and dealers. They sought Sonata Software's help in perfecting the implementation to meet all its current and future needs.

The Sonata Software edge

Sonata Software's ready-to-deploy SAP Hybris B2B accelerator and its understanding of the SAP Hybris & SAP ERP platform, product knowledge, and resource pool adept at implementations, made it the ideal partner.

Sonata's expertise in assessing, implementing, and supporting leading platforms, in this case SAP Hybris, led to the speedy design, development, and system integration in just 20 weeks.



A winning solution

The key to the rapid and effective development of the solution lay in the Sonata Accelerate platformation approach, one which leverages leading ISV platforms for digitization. Sonata's expertise in assessing, implementing, and supporting leading platforms, in this case SAP Hybris, led to the speedy design, development, and system integration in just 20 weeks. The solution included testing and user acceptance testing, as well as the synchronous integration of the new solution with the existing

SAP ERP system, facilitating pricing and discounts through the SAP Data Hub.

The new system offered customer account management functionality such as user credit limits and warranty tracking, as well as multi-country and multi-language capability. The SAP Hybris B2B solution enabled a user-friendly interface with responsive web design, offering a B2C experience even within B2B channels.



Technology

SAP Hybris B2B
Commerce Platform

Benefits

The SAP Hybris B2B commerce-platform-based solution provided the following benefits:

- **Streamlined operations:** The new solution provided a single tool for the distributor and sales organization
- **Better user experience across all channels:** The new solution provided ease of use with a responsive web design. The B2B solution provided consistent experience across channels
- **More functionality:** As a B2B solution, the new product offered many more functionalities such as account management and customer service tracking.



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info@sonata-software.com | www.sonata-software.com

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