Grow Your Distribution Business with Future Ready Solutions

SAP Hybris (Y)

SONATA

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DEPTH MAKES A DIFFERENCE

Distribution is witnessing significant challenges in meeting customer expectations. It is no longer enough to provide a functional online purchasing facility. Customers now have considerable experience of extraordinary B2C examples and have an expectation that B2B solutions will to be equally engaging and easy to use. Distributors are also facing challenges in co-ordinating multiple systems for various business channels. Therefore, seamless customer experience with easy integration across all channels has become the need of the day for the distributors and CPG companies. They need to capitalize on the right technology to attract and retain customers and grow revenue. There is a necessity for a future ready technology that would address all these distinct challenges faced by distribution and provide seamless experience for its users.

Distributors and CPG challenges:

Catalogue Management

- Demand Projection / Sales forecast
- Leverage Private Labels
- Product Replacement / Promotions

Co-ordination with Suppliers and Customers

- Seamless Integrations

Manage Fulfilment

- Controlling Warehouse Network
- Transportation Management

Visibility to Control Inventory and Costs

- Single view of Inventory
- Reduce Safety Stock Levels

Growth with Improved Customer Service

- Seamless Customer Experience
- Customer Acquisition / Retention
- Contact Customer Live

Sonata Software helps distributors enhance their customer base by providing personalized and consistent shopping experiences across all channels.

SAP Hybris Commerce is the Future of e-Commerce Today

SAP Hybris Commerce B2B Accelerator offers end customers seamless opportunities to buy, regardless of the complexities of back-end systems, at every stage of the customer's journey.

Powerful Product Content Management

Fully Integrated Web Content Management

Advanced Search and Navigation

Advanced Personalization

Distributed Order Management

Modern Data Integration Tools

Omnichannel Touchpoint Integration

Support for Complex Product Bundles and Subscriptions

Sonata's SAP Hybris Commerce Capabilities

Engage | Experience | Enhance

During 15+ years of experience in the e-Commerce space, Sonata has helped 30+ companies to transform business through the e-Commerce journey in multiple geographies including ANZ, APAC, Europe and the USA. Coupled with hybris and SAP alliance, Sonata leverages the experience its employees gained over the years to execute proven methodologies to build solutions that help Sonata's customers go-to-market quicker and reduce the TCO.

Value-Added Solution Accelerators for the Distribution Industry

Store Front Extensions

Brand-Specific Website Extensions

- Responsive design framework
- Cockpit Customizations
- PCI DSS compliance solution
- Fraud engine solution
- B2B functionality: Pre- Order & Workflows
- Personalisation to improve user experience
- Complex catalogue synchronization rules.

Integration Extensions

- Extensions for dynamic content aggregation through connectors to third Party inventory providers
- Social tools
- Search and Merchandizing tools
- Home-grown retail systems and call center solutions
- Various ERP Systems (including SAP DataHub)

Continuous Integration & Code Quality Framework

- End to end system integration
- Day-to-day service delivery
- Customer-centric CoE

hybris Product Test Accelerators

- Achieve faster time-to-market through our reusable test scripts
- Sonata's Test automation framework (~ upto 70% automation)
  - Upto 40% reusable functional and platform test scripts
  - Upto 30% reusable automation scripts
- Sonata's Agile Testing methodology

Business Benefits

- Improved market share
- Easy integration to ERP and third-party tools
- Improved loyalty customer retention through personalized treatment
- Single view of the customer and business
- Reduced shopping cart abandonment
- Service Oriented Architecture (SOA)
- Faster time to market

Experience

Single Source of Truth

Centralization of all data points for an Australian based B2B supplies distributor.

Benefits: Reduced inconsistency with effective utilization of hybris features. Centralized multi-region and multi-language platform

Migration to hybris for Better Customer Experience

Rollout of a B2B e-Commerce platform for a European sports equipment company from their existing SAP platform to hybris, integrating with their SAP back-end, with more enriched features at par with their B2C platform.

Benefits: Single tool for client distributors and organisations for improving the user experience and customer loyalty.

Consistent and Consolidated Platform

Transformed one of Europe's largest tour operators from disparate e-Commerce and brick-and-mortar retail platforms into a consolidated and consistent platform.

Benefits: Enabled browse, search, book, and service capabilities across channels.

Maximizing the Use of hybris Accelerator Functionality

Upgrade for the largest home linen's specialist in Australia with Omni-Channel operators providing customers both with a visual journey via their 50 stores around the country, as well as a convenient Online and mobile store.

Benefits: Upgrade with agile methodology in order to ensure maximum flexibility when managing priorities and speed up implementation process that is within the customer's budget.

Automated Testing for hybris Implementation

Executed automation testing for a retailer in the ANZ region through Sonata RAPID platform.

Benefits: More than 70% automation using the Global Delivery model. Benchmarked Performance for better comparison

Why Sonata

Sonata Software is a strategic SAP Hybris Commerce partner with 15+ years of experience in the digital commerce space, recognized by hybris as the Most Innovative Partner, and a winner of SAP Pinnacle Award.

Sonata brings deep software engineering knowledge and best practices to enable solutions that are architected for scale, performance and product know-how that allow for optimum utilization of the hybris platform. Few highlights of Sonata's hybris CoE include:

- Referenceable customers in both B2B and B2C, across industry verticals.
- Proven experience and expertise in large scale operations with 200+ hybris consultants and industry experts.
- End-to-end capabilities around Business Case Preparation, Implementation, Upgrade, Engineering, Testing and Support.
- Evolved methodologies ensuring agile delivery, optimized resource mix, risk mitigation with a high quality delivery.
- Reduced time-to-market through our frameworks and reusable assets.

ABOUT SONATA SOFTWARE

Sonata Software is a global IT services firm focused on catalyzing transformational IT initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative new solutions for Travel, Retail and Consumer Goods industries by integrating technologies such as Omni-Channel Commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations efficiency and return on IT investments. A trusted long-term service provider to Fortune 500 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leaders who want to make an impact on their businesses, with IT.

Sydney | Singapore | Bangalore | Hyderabad | Qatar | London | New York | Atlanta | San Francisco | Seattle

Product Engineering
Enterprise IT Services
Technology Infrastructure

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