



The Largest B2B Commerce Pitfall SAP Manufacturers Must Overcome

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eCommerce is Inevitable for Manufacturers

For Manufacturers, making the shift to eCommerce may be inevitable. With a growing remote workforce as result of COVID and a younger generation of millennials in leadership, there is an overwhelming demand for self-service reflective of our Amazon-driven world. More and more revenue transactions are shifting online as our consumer and corporate lives collide. Your distributors and customers are demanding transformation and B2B Commerce is becoming critical to your competitive position.

Why eCommerce is Challenging for SAP Manufacturers

When it comes to eCommerce, SAP Manufacturers shouldn't have it so hard...but they do. The SAP ERP system is a flexible and adaptable "single source of truth" for most organizations. It offers a wide range of functions that help businesses improve their operational productivity and efficiency, lower their costs, and generate insights. The benefits are significant but integrating SAP into the front-end digital technology stack is challenging. This causes business leaders to become dependent on those that own customer information in SAP without information at their fingertips to make business decisions. Worse, manufacturers are finding it virtually impossible to get SAP to work seamlessly with eCommerce solutions. The result: These businesses struggle to deliver an accurate, intuitive, and user-friendly customer experience in B2B environments. What is the impact of this lack of integration? Missing pricing, lack of information regarding inventory and shipments and moreresulting in millions of revenue opportunities. Or worse, their distributors and customers choose to work with someone else.

eCommerce for SAP Manufacturers Shouldn't Have to Be So Hard

In this ebook, we'll examine the challenges associated with B2B eCommerce and explain why ERP integration is needed to provide B2B customers and distributors with the same level of interaction they demand on B2C websites.

Without this integration, the eCommerce platform will never be able to support real-time pricing and sales with any degree of complexity, and orders may get lost and stalled in the transfer from the eCommerce platform back to the ERP.

Chapter 1

B2B eCommerce in Today's Digital Economy



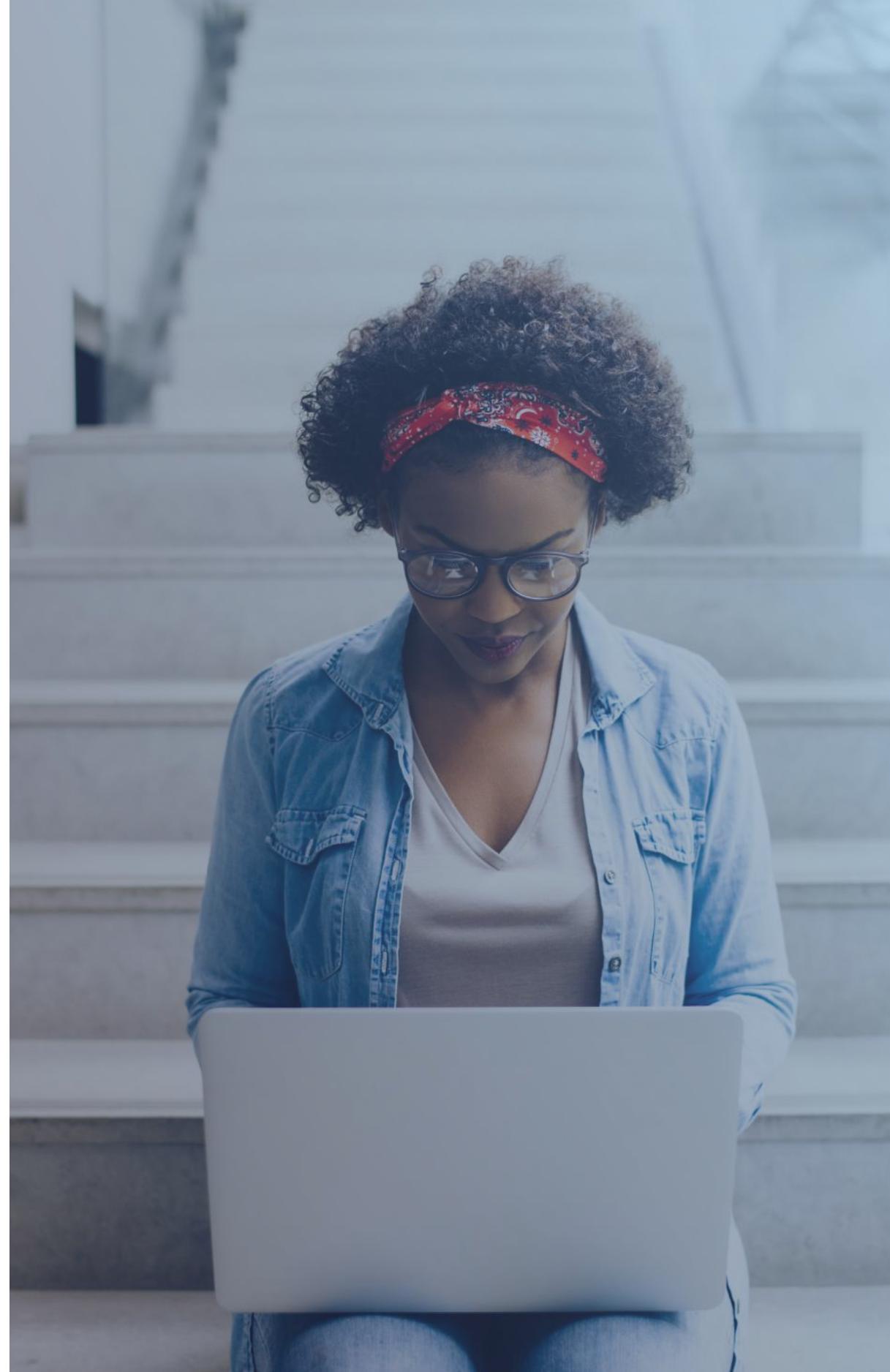
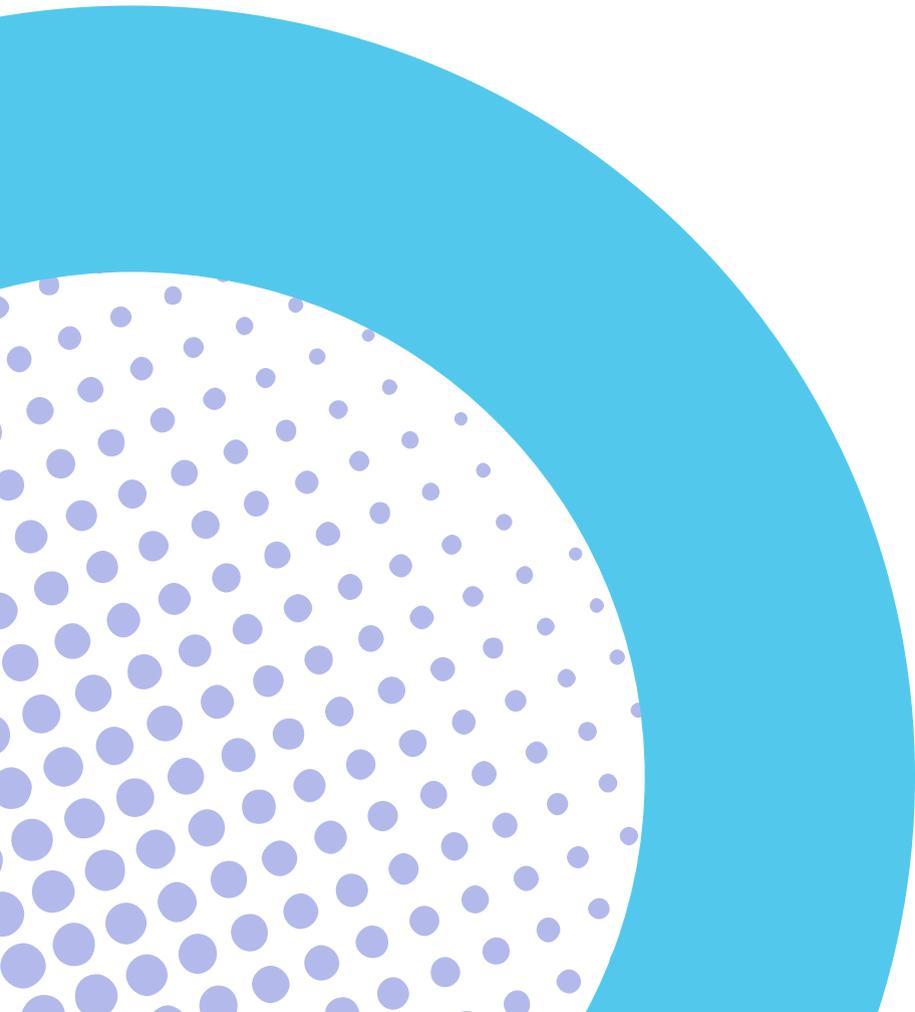
The digital economy demands B2B eCommerce, and companies must plan accordingly. Now, businesses are revamping their operations to keep pace with eCommerce demands. Chief among these companies: manufacturers and their distributors.

Manufacturers are responsible for providing their B2B customers with products they can resell or use to support their operations. By leveraging an eCommerce site, manufacturers can make it simple for their customers or distributors to get the products they need, exactly when they need them. They can also offer the ability to track shipments, view and pay invoices, and quickly reorder inventory — shifting the load from customer service departments and sales reps to self-service capabilities.

When it comes to eCommerce, agility and speed-to-market are key. An agile approach ensures businesses can respond appropriately to the next global pandemic or other challenge that impacts their business. If you can adjust your eCommerce site on the fly to meet the evolving needs of B2B customers, then you can differentiate your business from industry rivals.

At the same time, how quickly an organization can launch a new eCommerce site or functionality may determine success or failure in new B2B environments. Those that can build and deploy a user-friendly eCommerce site or introduce a new feature before their rivals, will have a competitive advantage in any changing market, allowing them to capitalize on new growth opportunities and foster long-lasting trust and loyalty with business customers.

Clearly, there is a lot to like about B2B eCommerce. To succeed in today's digital economy, however, businesses must consider both the opportunities and challenges associated with it.



Chapter 2

6 Unique Challenges of B2B eCommerce

U.S. B2B eCommerce sales reached \$1.1 trillion at the end of 2018, and they are projected to grow to \$1.8 trillion by 2023. With the ability to provide B2C-like experiences to B2B customers, CIOs can capitalize on this rising demand for business-focused eCommerce.

B2B customer expectations have been raised in recent years. Now, they expect the same level of service and support they receive on the B2C websites they shop at home — and businesses must tailor their B2B digital environments accordingly. Otherwise, you risk falling behind industry rivals in a rapidly evolving on-demand economy.

CIOs may work diligently to provide B2B customers with B2C experiences, but achieving that result can be difficult for several reasons, including:

1. Enterprise-level personalization

B2B customers expect to see pricing tailored to previously negotiated deals or based on a tiers or order volume. They also want to view products according to their specific requirements. Leveraging data and insights to provide B2B customers with a personalized experience can be exceedingly difficult because the pricing rules and account details are often kept in SAP, not the eCommerce platform. Modern B2B eCommerce systems must be able to access and process this data in real-time without having to replicate complicated business logic in the eCommerce platform.

2. Complex buying processes

Whereas B2C buying cycles generally involve one consumer making a single purchase, the B2B buying process usually has multiple decision-makers. It can be challenging to quickly and efficiently provide each business stakeholder with the information they need to move forward in the process.

3. Shipping arrangements

B2B customer shipping rates can vary based on the size of the shipment, existing agreements and contracts, and other factors. B2B customers may

have delivery arrangements in place or have orders that span many truckloads. Calculating convenient and transparent shipping information on the eCommerce site can be challenging.

4. Siloed data

Multiple data sources feed most B2B eCommerce environments, and that can lead to purchasing/fulfillment mistakes or lost sales. To alleviate this issue, businesses should rely on SAP systems to be the single source of customer truth to customize back-office workflows and functions; retrieve timely, relevant, and accurate data; and find ways to meet the needs of B2B customers.

5. Business rules

Business rules determine which products can be bought, by whom, and in what combinations. Similarly, SAP variant configuration is used to configure products or pull in required accessories or parts. And these rules are constantly changing. Real-time SAP integration allows front-end systems to take advantage of those existing rules as part of the cart or checkout process in the eCommerce interface.

Without an automatic connection, business processes must be established that ensure the rules logic is synchronized and maintained across multiple systems, and this can result in orders being placed by customers with pricing or other errors that reduce margins and prevent orders from being input into SAP for fulfillment. This often results in having to adjust customer orders after they're placed, leading to uncomfortable calls explaining why orders were accepted that couldn't be fulfilled.

6. Available-to-promise dates

Available-to-promise dates show what quantities are available, and when they are available. These dates are vital to distributors since they are constantly working to manage inventory to keep pace with customer requests and other customers because they need to be able to plan for the arrival time, but these dates are constantly changing. It is critical the eCommerce system presents accurate, real-time availability to customers/distributors.



Chapter 3

How enosix Solves These Problems

The enosix integration platform allows manufacturers to recreate the B2C experience in B2B environments by simplifying real-time connectivity between their SAP ERP and eCommerce systems. Here's how the enosix platform addresses the aforementioned problems:

1. Personalized pricing

With enosix, firms can guarantee that the pricing they provide via their eCommerce site is personalized to their customers. The platform leaves customer data in SAP and ensures that customers and distributors can enjoy a modern eCommerce experience. Plus, it delivers accurate pricing with real-time validation.

2. Fast, simple buying process

enosix keeps product information and pricing rules in SAP, so customers and distributors can place orders that are sent directly to SAP for fulfillment. They can also easily access backorder information, helping them plan.

3. Accurate shipping information

enosix enables B2B eCommerce customers to create accurate orders in SAP as soon as a shopping cart is submitted. When they do, the cart is updated with shipping options and tax amounts using the business logic that already exists in SAP — including any add-ons that might be used to manage these complex areas.

4. Up-to-date customer and product data from multiple data sources

The enosix platform ensures an eCommerce site's customer and product data is always up to date with SAP. So, customers can see, on the site, their entire order history across all channels, track deliveries, pay invoices, etc.

5. Consistent business rules

enosix keeps product information and pricing rules in SAP. This prevents IT teams from missing rule changes and eliminates the need for processes to sync and maintain business logic across several locations. This includes even complex variant configuration scenarios, where keeping rules in sync between the eCommerce system and SAP is historically difficult to impossible. Thanks to enosix, your customers will know the right price, required configuration, availability, and delivery date before they submit an order from your eCommerce site. As a result, you're better equipped to avoid the embarrassment and disappointment of having to correct orders with customers after the fact or give up critical margin.

6. Real-time availability information

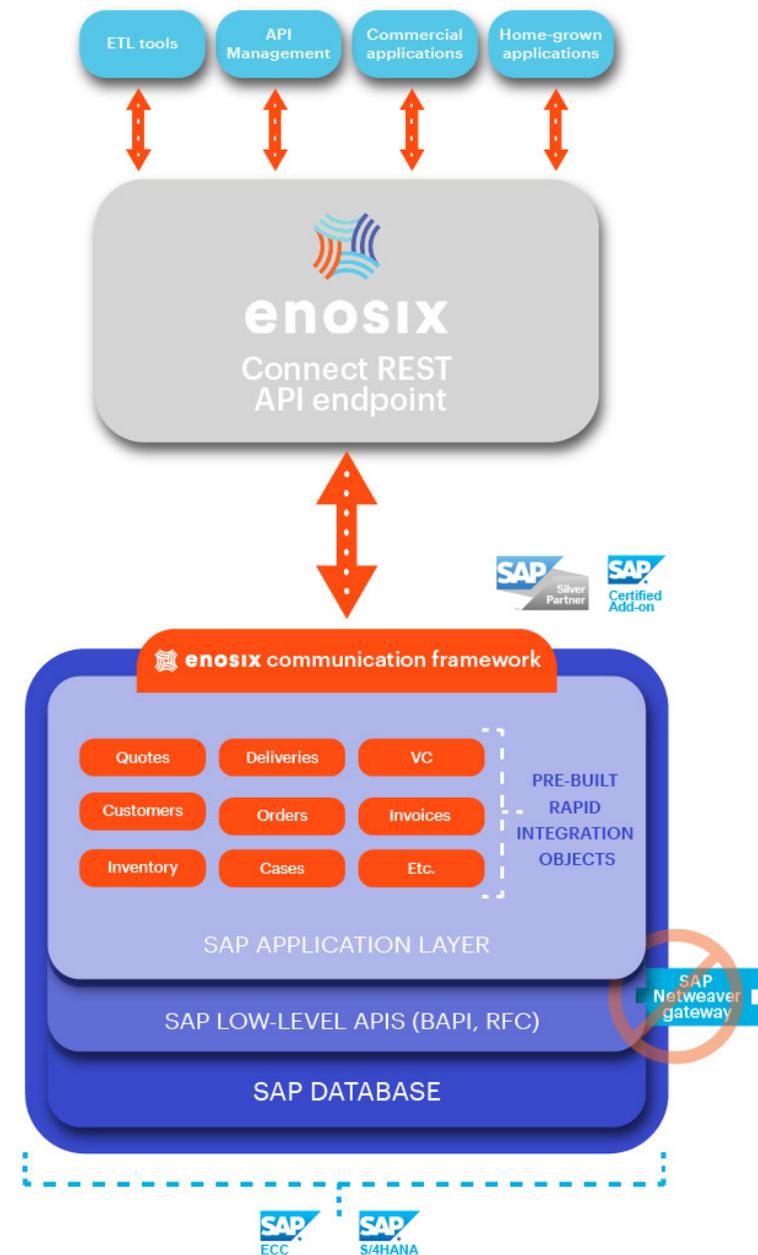
Manufacturers use enosix to give B2B customers real-time inventory availability — using their full SAP ruleset, including production schedules, customer priority rankings, etc. And it gives their customers confidence that they will deliver when promised.

Chapter 4

Solving Business Problems with Technology IT Will Love

In addition to helping businesses bring the B2C eCommerce experience to B2B environments, the enosix platform has been built to make the lives of IT departments easier.

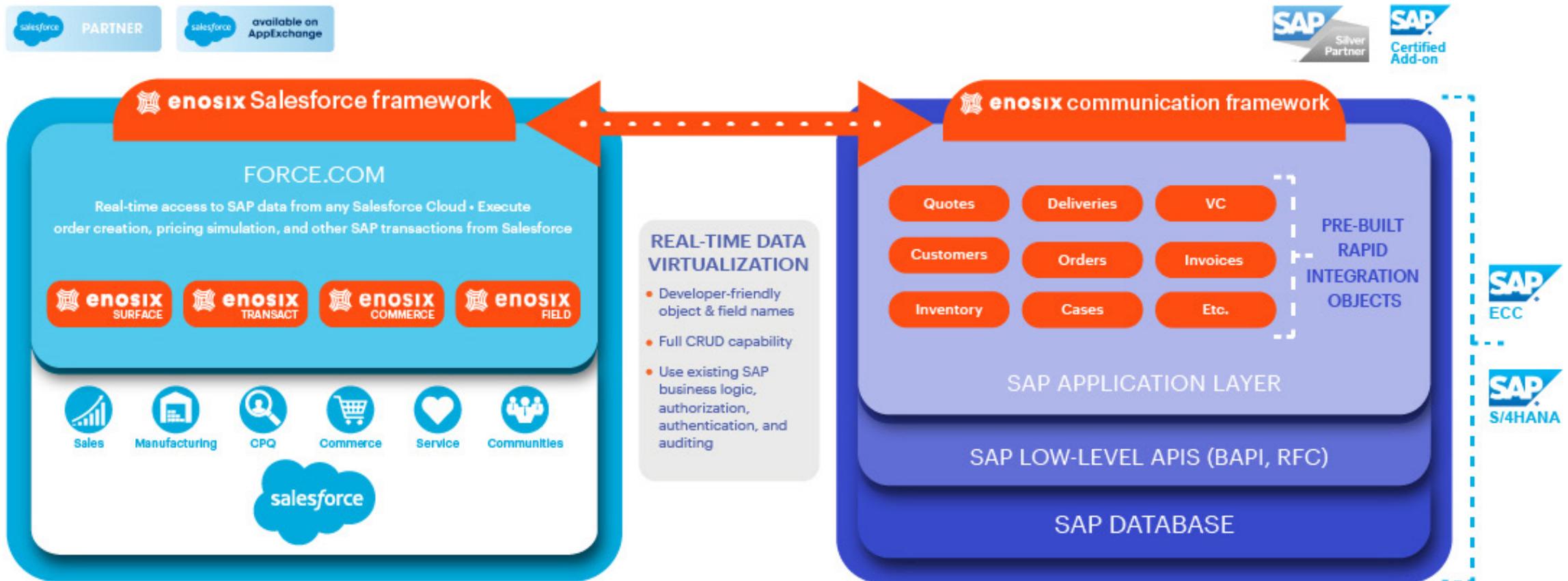
On the backend, enosix offers a humanized interface that simplifies the development process. It contains a library of ABAP Rapid Integration Objects (RIOs) that encapsulate common business processes. These objects leverage existing logic in your SAP system, including SAP authorization, authentication, and auditing.



This provides a simple, easy-to-use API for front-end developers to leverage the data AND BUSINESS LOGIC that's already present in SAP. No deep SAP experience is needed to build powerful integrations. Creating an order or retrieving a pdf of an invoice is a single API call with easy-to-understand, English function, and field names. Integrations relying on the traditional JCo connector, PI/PO, or CPI require extensive SAP knowledge and work to complete, increasing project cost and timelines.

For Salesforce customers, enosix offers a suite of packaged front-end applications including Commerce Cloud integration, as well as components for employees to easily access SAP information and create orders from Salesforce. For other platforms, it offers a REST API that makes integration to SAP simple. These products allow businesses to launch eCommerce-SAP integrations in weeks — rather than the 9-12 months or more that is commonly seen in SAP integration projects.

enosix lets you leverage your IT investment, too. Once you connect your eCommerce platform to SAP, you can easily use enosix to link other front-end applications. And for businesses that use ECC but plan to move to S/4HANA in the foreseeable future, enosix supports both, making the move simple, since you won't have to rebuild your integrations to front-end interfaces (which can be a long, complicated process with any other tool) — the exposed API is the same on both platforms.



Chapter 5

Solving business problems with technology IT will love



To understand the benefits of enosix for eCommerce, let's consider an example of a business that has a homegrown eCommerce environment and wanted to replace it with Salesforce Commerce Cloud.

This company needs Commerce cloud to provide real-time SAP data like available-to-promise (ATP) inventory and equipment information, such as serial numbers, in its distributor portal. It also requires customer-specific pricing data from SAP to provide to dealers. With this information, the company could provide dealers with real-time information from SAP and exceptional self-service via its eCommerce website.

Using an enosix integration, dealers can receive full visibility across orders, quotes, and related customer information from SAP and see real-time, customer-specific pricing. When placing an order, they can see delivery date(s), and they can find the right part by looking for a recent order or looking up the correct parts by the serial number of their equipment.

By providing distributors with accurate self-service via eCommerce, the organization improves customer satisfaction, reduces buying friction, and saves their sales and support teams valuable time.

Chapter 6

Conclusion

Integrating SAP data into the digital technology stack and eCommerce systems is not simple. Integration challenges frequently develop and escalate quickly, and they may hinder companies ability to effectively use SAP to empower customer-facing teams and create great customer experiences. Perhaps even worse, these challenges can limit these organizations' ability to launch vital eCommerce solutions to consistently engage their customers and provide them with outstanding service and support.

Although those challenges are not simple, the solution is. enosix takes the guesswork out of SAP integration. The enosix platform can be integrated in 70-90% less time than traditional approaches and provides real-time transaction execution and access to SAP data inside Salesforce and other front-end applications. It allows companies to deliver user-friendly experiences to their customers and capitalize on the rising demand for eCommerce now and in the future.

enosix integration solutions are great options for businesses that want to provide a connected and informed customer experience, reduce their IT maintenance costs, and empower their employees with unparalleled access to customer-facing data.

To learn more about our platform or to request a demo, please visit www.enosix.com or call us today at (844) 436-6749.