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Key Considerations for Success with B2B Commerce

ASUG Texas Statewide and Oklahoma Chapter Meeting—October 28, 2022

Agenda

- Establishing a great B2B Commerce experience

- Navigating integration options with SAP

- Delivering successful outcomes

- Customer Success Stories

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Establishing a great B2B Commerce experience

Observations for strong B2B Commerce

Function

- Purpose built
- Focused Components
- Intuitive Flow

Technical

- Scalable
- Connected
- Manageable

Accurate pricing, order creation & history.. all in one place!! I'm going to buy from here all the time now!

Online ordering rocks!

Common Challenges

Function

- Purpose built - Misalignment across channels. Too much too soon.
- Focused Components - Scope creep or too much scope per project phase
- Intuitive Flow - Misunderstanding of customer requirements and/or preferences

Technical

- Scalable - Rapid growth and related impact on systems
- Connected - Limited functional and technical integration capabilities
- Manageable - Under staffed administration and ongoing innovation

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#1 Challenge

Connected - Limited functional and technical integration capabilities

Why?

- Glue that holds everything together
- Typically the complex aspect of B2B Implementation
- SAP is complex!
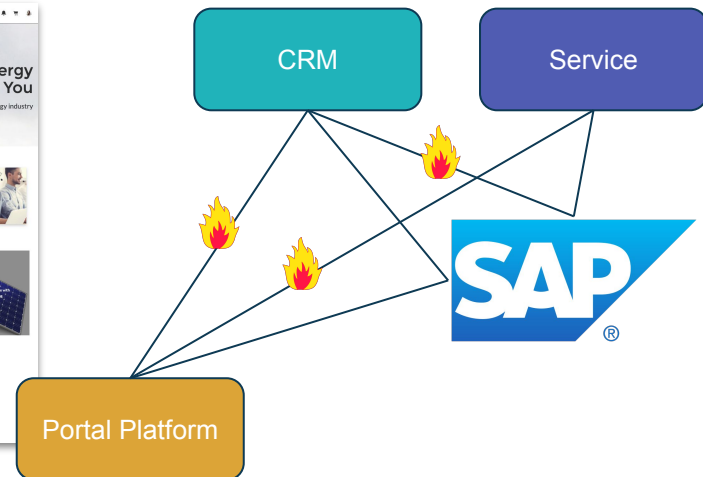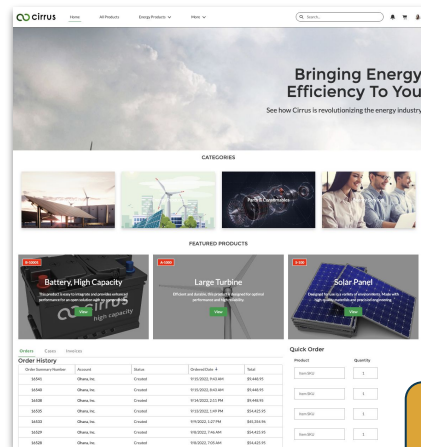
Without a great Commerce site, Customers Call the Call centers

Call Center Rep, Elinor, answers calls on info on basic details

Order status - "Can you email me a copy of the order?"

Deliveries - "When will my order arrive at the store?"

Quote/Order Inaccuracies -

"I don't see my customer specific pricing on the quote. I thought I had a discount when I order X, Y & Z?"

"My Sales Rep offered us a promotion if we buy a certain volume, why isn't that promo showing up on my Order?"

Customer Portal site is there, but limited ~

"I can look up products, select & order, but I don't have MY promo pricing"

"Not sure if I have all my pricing options if I order online"

"I go through the process of ordering online, but then I STILL need to wait for my rep to validate pricing, ATP, etc. So, I'm still waiting for N+days for an actual order"

"Why am I doing this on-line, if it's never accurate?"

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Navigating Integration Options with SAP

The 3 Main Integration Options in 2022

Re-Build it All In-house

- Rebuild all your existing integrations plus
- Build any new integrations for S/4HANA
- Resource intensive
- Not proven or best practice
- Not scalable, agile or optimized
- Is it really Less Risk & Less Cost?
- This option is realistic if you have lots of IT peeps & $$$

iPaaS API Management Solutions

- SAP APIs can be leveraged
- Replicates your S/4HANA Logic in your front-end
- Mapping, batching, coding and error prone
- Middle tier = administration
- Not optimized, typically not real-time
- Realistic if you have an iPaaS solution in place and IT resources

Pre-Packaged Integration Processes

- Pre-packaged integration solutions are highly agile, low-code, scalable
- Leverage S/4 logic from SAP to your front-end = accuracy
- Pre-built & Proven
- Less risk and Faster
- Reduced IT administration and data storage
- The modern way to integrate can complement existing integration strategy

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What are PIPs?

Packaged Integration Processes

PIPs are software applications or tools designed to automate and standardize everyday business processes.

PIPs address common and repeatable integration use cases across SaaS and software applications, APIs, databases, data lake and data warehousing platforms, business processes, and B2B assets.

1. Fast time to value

2. Self-service integration

3. Industry Proven / Best Practices

4. Quick deployment

According to Gartner: "By 2023, use of packaged integration processes will grow from less than 30% in 2020 to above 65% of new integration projects

ROI considerations

Considerations	Build it Again	iPaas	PIP
Time	●	◔	◔
IT resources and Technical debt left behind	●	◔	◔
Risk	●	◕	◔
Soft Cost - developer time	◕	◔	◔
Hard Cost - storage, server costs, software spend	◔	◕	●
Industry Best Practices	◔	◔	●
Business enablement	◔	◔	●

Fill Amount Key

○ 0% None

◔ 25% A little

◑ 50% In the middle

◕ 75% Quite a Bit

● 100% A lot

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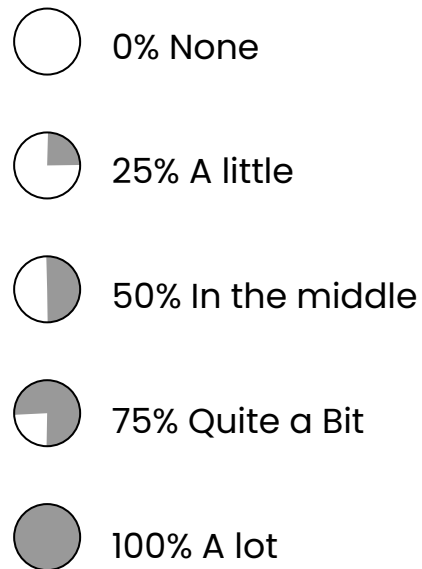
Delivering Successful Outcomes via Customer Stories

With a great Commerce site, Customers, have amazing Self-service!

enosix enabled Commerce and Communities =

"I can look up products, select & order, and I have MY promo pricing"

"I can see my order history, drill down to see the pricing I had last month!"

"I go through the process of ordering online, and it's ALWAYS 100% accurate!

Accurate Pricing + Order Create & History - all in one place!! I'm going to buy from here all the time now!

Online ordering rocks!

Orders   Lists   Cases   Articles

Order History

Order Summary Number	Account	Status	Ordered Date	Total
15578	Ohana, Inc.	Created	10/7/2020, 9:17 AM	$137,546.47
15576	Ohana, Inc.	Created	10/7/2020, 5:41 AM	$2,637.95
15574	Ohana, Inc.	Created	10/1/2020, 2:28 PM	$53,834.17

Large Turbine
SKU# A-1000

Your Price: $8,999.00
Original Price: $10,000.00

QTY   1   ADD TO CART   ADD TO LIST

TIER PRICING DISCOUNTS

5 - 10	11 - 15	16 - 20	21 - 25
4%	5%	6%	7%

cirrus   Home   All Products   Energy Products ⌄   Parts & Consumables

Order Summary
15578

Account   Ordered Date   Status   Billing Address   Tax Locale Type
Ohana, Inc.   10/7/2020, 9:17 AM   Created   1 Market St.
                                                    San Francisco, CA 94105
                                                    United States

Totals
Subtotal $126,705.92
Order Adjustments $0.00
Shipping $11.99
Tax $10,828.56
Total $137,546.47

Ship To: OHANA Inc.   1 Market Stree

Item Number ⌄

Item Detail   000010

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Connected Customer Experience

Every channel of engagement with the customer should leverage consistent, real-time data.

- Complete transparency for employees in Sales, Customer Success, etc and customers of the complete business process - everyone has the same information & talks the same language

  - Pricing, availability to promise & inventory inquires
  - Order & delivery schedules
  - Spare parts & warranty claims

- Flexibility for sales sales management & sales teams

  - Trends of order taking need to be immediately visible -
    Especially now where businesses are adjusting on a daily basis

  - Constant re-adjustment of territories & makes it even more
    Important to have a complete 360 degree view of the customer
    A new account manager needs to be brought up to speed quickly!

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enosix + Salesforce Helps Stanley Black & Decker's largest division (GTS) overcome adoption struggles on their B2B Portal

Customer Company Profile

Location	New Britain, Connecticut
Employees	61,000
Industry	Manufacturing
Solutions	Commerce

Customer Overview

Stanley Black & Decker is a Fortune 500 manufacturer of industrial tools, household hardware and security products.

Challenges

- Provide a modern eCommerce UX for B2B
- Site couldn't handle over 200 lines so internal reps had to do manually, no self-service
- Inconsistent pricing availability
- Main concerns were time to value & scalability across SBD

Solution

- Salesforce B2B, OMS, & enosix
- Real time order histories and order details
- Real time product inventory and pricing in checkout
- Order simulate and Order create

Results

90% Reduction in manual entry from CS team

Time to Value: Crucial to the business to go-live in 3 months

**Real time** pricing, order history, tracking and ATP

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"It is rare to find a company with a silver bullet like enosix that can actually deliver on what they promise" - VP of Sales, Stanley Black & Decker

AAF's Distributor Community grew from 100 to 1,000+ in less than three months with enosix

salesforce community cloud

AAF International adds users and functionality to Salesforce Communities

Partners & Distributors have real-time access to Create and Update SAP Orders from Salesforce
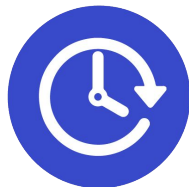
Improved Self-Service Experience with Real-Time Access to SAP data such as

Increased Adoption Unveiled at trade show and users increased from 100 to 1000

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Global forklift manufacturer creates better customer and partner experience with enosix

"There is no reason we should be building this when enosix already has it available.This is the kind of solution that we need across all of [our company]."
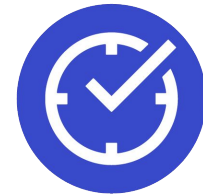
- *VP, Product Support*

Replaced a custom solution with enosix and Salesforce B2B Commerce

Create Commerce orders in B2B CloudCraze with real-time price injections from SAP via enosix

Access to real-time inventory searches and equipment master records

Provide Real-Time SAP data: Order and Quote history, Invoices, Delivery status to improve customer experience

Utilizing Pre-packaged Integration for B2B Commerce

B2B Commerce Integration value proposition

Accurate shopping carts become accurate orders–in real time.

No middleware to update–pricing, configurations, history–directly from SAP

Order accuracy is business-critical which is why enosix has 100% accuracy based on SAP validation

Customers can leverage pre-negotiated pricing and ATP inventory with real-time SAP ordering

Transform customer eCommerce into a frictionless, seamless experience

Customers and distributors can self-serve 24/7

SAP – portal data integration creates a complete view of customers, transactions, invoices, and more

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Frictionless eCommerce that drives revenue: that's enosix

- Guarantee accurate, customer-specific pricing from SAP directly through your commerce site

- Leverage existing SAP business logic and 3rd party systems to calculate taxes, shipping and more—no need to reproduce it within the portal

- Full customizable (but pre-built) customer UI interfaces enhance the ordering experience

- Real-time inventory availability ensures orders can be successfully fulfilled before the customer clicks "Place Order"

- Customers can see complete order history (not just orders created in the eCommerce portal) immediately—no batch-loading every 24 hours

- Architectural simplicity and stability mean no middleware, no JCo Connector, no IDocs, no Netweaver Gateway

- Accelerated time-to-value means enosix pre-built integrations take 70-90% less time than traditional approaches
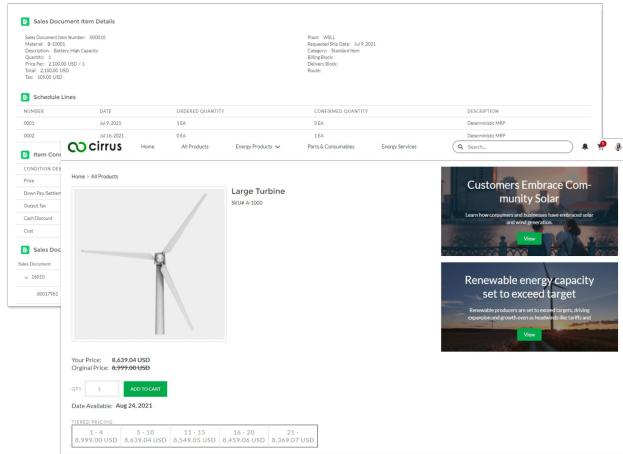
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What Data do you typically need in a B2B site?

View SAP data in Real Time
- Can use Order Search & Detail, custom UI will usually be required.

Real Time Transactions to SAP
- Pricing Simulation – RIO
- Sales Document Create - RIO

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- Cart Checkout - Always customized to allow for custom pricing attributes, UOM, VC...
- Product Detail Page – Usually custom UI work requires SI
- Availability – Sometimes custom customer functions/logic
- Price Scales - Sometimes custom customer functions/logic
- Order Create – Usually Custom Flow. Joint enosix & SI

Link
- Reverse Proxy

Commerce Links

https://enosix.com/resources/aaf-flanders-case
-study/