

# Digital Transformation for a Leading Manufacturing Company with SAP Commerce Cloud

## *About the Client*

The client is a leading American instrumentation engineering company headquartered in Norwalk, Connecticut, with its main factory in Bridgeport, New Jersey. It was founded by a driven, self-starting woman named Betty Hollander in 1962. More than half a century and an acquisition by Spectris, they still hold true the core values ironed into the DNA of the company. Connecting the challenges of our customers to engineers with extensive knowledge that hold a true passion for problem-solving.

# At a Glance

**INDUSTRY** | Manufacturing

**LOCATION** | USA

## USE CASE

The organization embarked on a change in strategy, the key objective of which was to bring about business transformation through the implementation of a flexible, scalable, and effective e-commerce platform.

## CHALLENGE

The existing platform was based on integrated legacy systems covering many business applications that delivered different user experiences. The client took the decision to make it customer shopping experience more simplified as well as the business process run smoothly with less manual intervention.

## Business Challenges

The client was facing challenges in their legacy e-commerce platform, like product management, Order Management, Invoices, customer management, Returns, Promotions and so on. They required more manpower to run the process and to fulfill all the customers need.

The organization embarked on a change in strategy, the key objective of which was to bring about business transformation through the implementation of a flexible, scalable and effective e-commerce platform that would enable the company to cross-sell and up-sell products from its major websites.

The existing platform was based on integrated legacy systems covering many business applications that delivered different user experiences. The client took the decision to make it customer shopping experience more simplified as well as the business process run smoothly with less manual intervention with a fully automated suite with various platforms to launch their digital transformation project best in class. The client solely focused on their customers to make them feel they have the right decision/product/etc.

## Solutions

Royal Cyber e-commerce team helped the client fulfill their goal to go live with their fully automated Digital Transformation Project. The client had multiple sites, as this was going to change a lot for business stakeholders and customers, company decided to launch Canada site first. Royal Cyber helped them to launch their first site using SAP Hybris for Canada not only by helping in strategies for roadmap & going live but also fit all the needs which were required to launch this first site.

After the successful launch of the Canada site, Royal Cyber helped them to enrich the current solution with more features and enhancements to serve their USA customers according to the online shopping trends and needs.

## CASESTUDY

### SOLUTION

Royal Cyber e-commerce team helped the client fulfill their goal to go live with their fully automated Digital Transformation Project. The new customized eCommerce sites were built on the SAP Hybris Commerce for B2B platform. Order entry was made consistent throughout the channels, giving CSRs the capability to enter orders and enabling them to quickly handle customer order issues.

### Key Takeaways

- › Web Orders increased from 30% to 60%
- › 75% less phone calls to Customer Service
- › 45% Increased Traffic to Site
- › 80% Improvement in Order Fulfillment Process

The new customized eCommerce sites were built on the SAP Hybris Commerce for B2B platform. Order entry was made consistent throughout the channels, giving CSRs the capability to enter orders and enabling them to quickly handle customer order issues. Integration with Salesforce as CRM, marketing cloud and chat services made CSRs experience smoother so that focus will be just entering order and helping customers within few clicks.

The client was highly focused on providing customers best solutions also integrated with CPQ so that customers can configure their own products within few clicks and see the visual while on the same page of website.

## Results

- 1 Reduced number of inbound calls for CSR's
- 2 Easy registration and self-checkout.
- 3 Integrated live chat or contact us forms
- 4 Meeting the Shipping due dates for order management.
- 5 More flexible to offer discounts and promotions to prestigious customers.

## Highlights of the Project

### Integrations:

- Infor Syteline
- Salesforce (SFDC and SFMC)
- Cybersource
- Avalara
- Power BI
- AWS
- CPQ
- Akamai

### Customized solutions:

- Enhanced Search Capabilities
- Scheduled Shipments
- Self-Return Service
- Customized Promotions rule engine
- Auto Approval Quotes

# About Royal Cyber:

## Simplifying IT for Customers & Partners

Royal Cyber Inc. Headquartered in Naperville, IL is a leading software organization that provides services ranging from application development and deployment to training and consultancy. We commenced the operations in the year 2002 as a specialized Technology provider striding in as a software deployment service provider, assisting clients to meet the standards and demands of doing business in the rapidly changing marketplace. Today we stand tall as a **One Stop Shop** for all your IT needs.



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