ROYAL CYBER

PunchOut Integrating your Customer's E-Procurement System

ROYAL CYBER | CASE STUDY
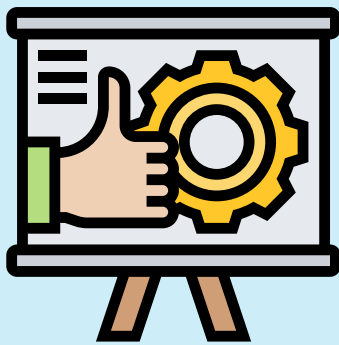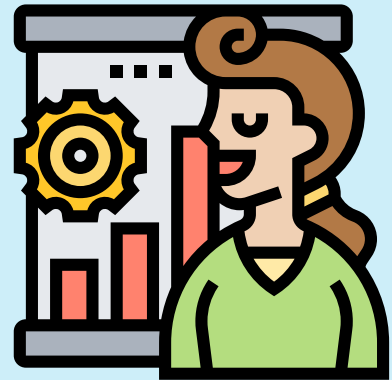
Empowering our clients

INTRODUCTION

The client is an American instrumentation company headquartered in Norwalk, Connecticut. They are sensing and process control experts. They help connect challenges to solutions with products related to temperature, pressure, flow, level, data acquisition and more.

CHALLENGE

The client had a complex business logic on the cart page that needed to be incorporated for PunchOut system.

SOLUTION

Royal Cyber leveraged OOTB SAP Commerce Cloud extension for PunchOut to connect Client's e-commerce system with buyer's procurement system.

What is PunchOut

PunchOut for **SAP Commerce B2B Accelerator** enables a buyer to browse the online catalog of a supplier, select items for purchase and store those items in the buyer's procurement system.

Many buying organizations have their own procurement system which they want to integrate with their supplier's commerce system, so that they don't have to go through a typical business-to-consumer checkout process.

The term "PunchOut" refers to **how the buyer "punches out" from their procurement system into their supplier's site**. Once the products are added to cart on the supplier site, the order is taken back to the procurement system and sent for approval within the buyer's company. After the purchase is approved, the order is sent back to the supplier site for processing.

The communication between the procurement system and the B2B site is handled seamlessly. **Messages are sent using the cXML electronic business protocol**.
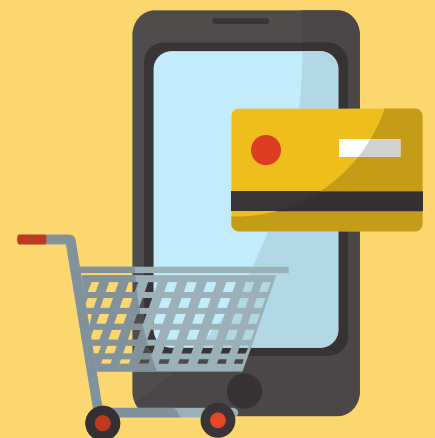
How Does PunchOut Work?

The PunchOut in Commerce B2B Accelerator is supported by the "b2bpunchout" extension and the "b2bpunchoutaddon" add-on. The "b2bpunchout" extension processes cXML requests and responses.

The role of "b2bpunchoutaddon" is to do the following:

- Handle HTTP requests from the procurement system.

- Manage PunchOut-specific changes to the B2B functionality.

- Support procurement purchasing functionality, support for edit & inspect. Also, adding the ability to receive the purchase order.
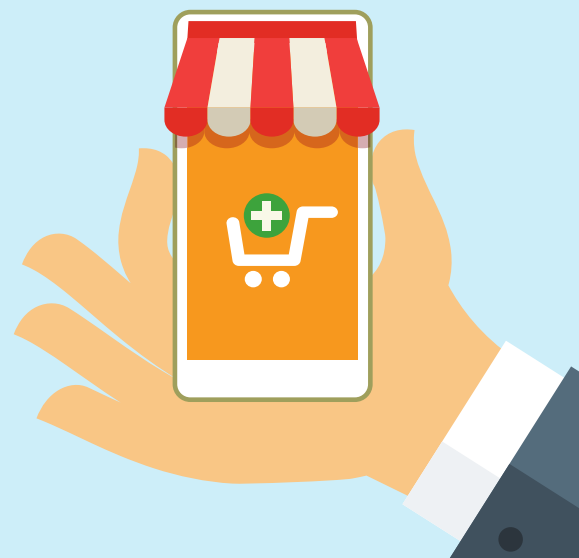
How it Works from User's Perspective
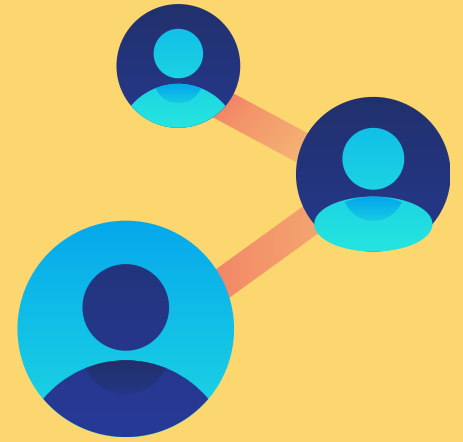
The following steps describe a typical PunchOut session from the user's perspective.

Ariba Procure-to-Pay, which is the process of integrating purchasing and accounts payable systems, is used for this example. Following are the steps:

1. The user opens their company's PunchOut aware procurement system.

2. The user starts a purchase requisition.

3. The user chooses to view the catalog of a supplier that provides a PunchOut site.

4. In a web browser window, desired shopping site appears, as shown in image.

The user is automatically logged in. In effect, the user has "punched out" of their procurement system into the supplier site.

5. The user searches for and selects items to purchase.

6. When the user has finished adding their desired items to the cart, the user clicks the checkout button that displays the shopping cart. Instead of the buttons found in the standard B2B Commerce Accelerator that start the checkout process, the site displays two options: "Cancel Requisition" or "Return to Requisition".

How it Works from User's Perspective

7. If the user clicks "Return to Requisition", the user's procurement system re-appears containing the items the user selected. If the user clicks "Cancel Requisition" from the checkout page, the shopping session is abandoned and the user is returned to the procurement system with no items selected for purchase.

8. From the procurement system, the user submits the purchase for approval through the normal company channels. When the purchase requisition is approved, the procurement system submits the actual purchase order in a cXML format to the supplier for processing.
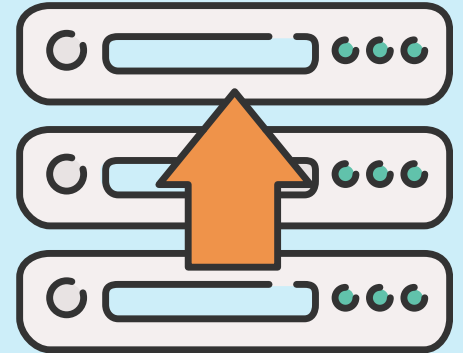
PunchOut Process

BEHIND THE SCENES COMMUNICATION

The following describes the behind-the-scenes communication during a PunchOut session.

1. When the user chooses to view a PunchOut-ready B2B supplier site, the procurement system sends a "PunchOutSetup" request in cXML format to the supplier site.

2. The supplier site returns a "PunchOutSetupResponse" that contains seamless login information, which is a URL with an encrypted key.

3. The supplier site appears in the user's web browser. The user browses for and selects products as with any other shopping website. When the user is finished selecting items and adding them to the cart, they click on the checkout button, which displays the checkout page.

4. When the user clicks "Return to Requisition", the supplier site sends the order in cXML format to the procurement system. After clicking "Return to Requisition", the user is automatically signed out of the supplier site. From the user's procurement system, the user submits the purchase order for approval through the normal company channels.

5. When the purchase requisition is approved, the procurement system submits the purchase order as a cXML order request to the supplier for processing.

Benefits of PunchOut
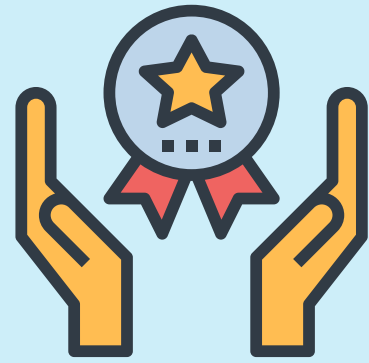
1. Fulfills essential requirements: When organizations request proposals and award new bids to their vendors, they'll often include PunchOut catalogs in their requirements.

2. Simplifies experience: PunchOut Integration offers a simplified experience to buyers, with minimal exposure to the features of the web.

3. One-time development: PunchOut Integration only needs to be developed once. After initial development, the supplier system is ready to integrate with multiple buyers.

4. Improved user experience: It overcomes the challenges of e-procurement systems and streamlines the procure-to-pay process.

5. Increased exposure: PunchOut provides greater exposure to new users within a single customer account.

6. Engaging interface: PunchOut's engaging user interface makes it easy to attract new businesses of any size as customers encourage more sales from existing customers.

7. Competitive edge: PunchOut gives suppliers a competitive advantage by becoming a supplier who can quickly and reliably provide PunchOut integration.

8. Higher customer retention: The seamless integration provides a greater level of connection between supplier and buyer that in return increases customer loyalty.

How Royal Cyber can Help?

With more buyers opting to purchase through a procurement system, PunchOut integration is becoming a necessity for supplier companies.

Royal Cyber's team of expert developers, architects and analysts understand your business needs and goals.

We help you make the best decisions and implement them. Contact us for a consultation or demo of PunchOut integrations. See the functionality and discover how to integrate your platform with your buyer's procurement system to take your business to the next level.

LEARN MORE

OUR VISION

Encourage Growth & Achieve Excellence

500
600+
Clients

17+
Years in IT Business

1,000+
Employees / People