

A close-up photograph of a person's hands. The left hand holds a white smartphone, and the right hand holds a gold credit card. The background is a blurred cafe interior with a laptop and a white cup on a table.

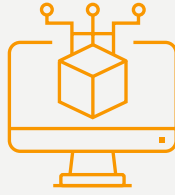
SAP COMMERCE CLOUD

END-TO-END-PROCESSES WITH THE FIS GROUP

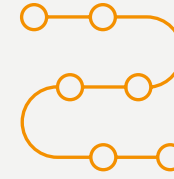




Comprehensive web shop solution incl. PIM and CMS



Optimizations for online shop and master data management



End-to-end e-commerce: from purchase process initiation to returns



Many years of SAP experience of the FIS Group

In all industries, customer behavior and knowledge have changed. Today, companies face well-informed customers that do their own research and compare providers before buying a product. It is essential to offer prospective customers a shopping experience that includes a well-functioning and appealing online shop.

SAP COMMERCE CLOUD – THE COMPREHENSIVE E-COMMERCE SUITE

SAP Commerce Cloud is the holistic solution for advanced B2C and B2B commerce. In addition to classical shop functions, the application offers an integrated Product Content Management (PCM) as well as an advanced solution for front end maintenance with WYSIWYG editor.

With the Commerce Cloud, SAP provides companies with Accelerators – industry-specific templates – which can be used to establish the online shop. These include pre-defined functions and complete storefronts that already cover a majority of the online shop requirements. As a consequence, the implementation time is strongly reduced. The Framework Spartacus front end enables the

optimal output of contents on all terminals, regardless of whether a smartphone, tablet or desktop PC is used. Back end and front end are decoupled (keyword "headless commerce") and consequently made more efficient.

With SAP Commerce Cloud, shop managers benefit from a customer-centered, advanced and comprehensive solution that is also ideally integrated into the existing SAP landscape.

CONSISTENT PROCESSES IN E-COMMERCE

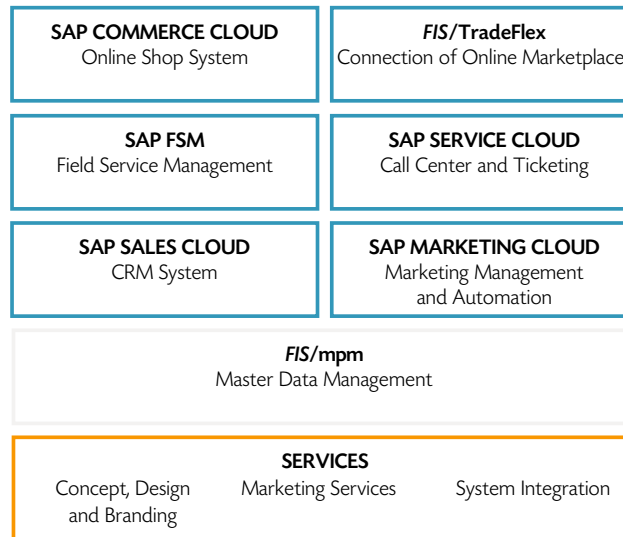
Besides a target group optimized web shop, the integration of all upstream and downstream processes, such as delivery, billing document and returns, are of major importance. Medienwerft and FIS – two companies of the FIS Group and certified SAP partners - cover the entire range of Customer Experience topics. The experts of the FIS Group deliver a full end-to-end integration for e-commerce in companies: from research on the Internet, purchase processing in the web shop, process integration in the ERP system up to logistics processing.

FIRST-CLASS MASTER DATA AS BASIS

Prospective customers and customers are used to get as comprehensive information as possible on products and services of a company. In the B2B area, considering prices individually agreed upon as well as correct product descriptions and availability specifications are very important. This is based on error-free and complete master data. SAP Commerce Cloud already includes a PCM system by default. However, it is also possible to connect the online shop to the ERP system and to use it as a data basis. The FIS experts have many years of experience in the integration of ERP processes and guarantee a seamless interaction of both systems.

CUSTOMER EXPERIENCE WITH THE FIS GROUP

By offering SAP solutions for marketing, sales, service and e-commerce, the FIS Group provides companies with an all-in-one package for their CX strategy. The portfolio is complemented by smart applications for the connection of online marketplaces and master data management. By providing full support with professional services, such as conception, design or online marketing, we bring customer experience to a new level.



SAP COMMERCE CLOUD HIGHLIGHTS

- Enterprise shop system incl. PIM system and CMS
- Headless commerce with the SAP Spartacus storefront
- Shorter implementation times through industry-specific templates
- Full ERP integration and enhancement possibilities via SAP CX Suite
- Omnichannel solution for the overall digital strategy

TOGETHER WE ARE STRONG

Together, Medienwerft and FIS - two companies of the FIS Group and certified SAP partners – cover the entire range of SAP Customer Experience. They offer the all-in-one package for marketing, sales and distribution, service and e-commerce: from consulting, conception and design to technical implementation.

FIS Informationssysteme und Consulting GmbH is the roof of the FIS Group. FIS mainly focuses on individual SAP consulting and the execution of SAP projects. In the area of Customer Experience, FIS is the expert for SAP processes and their technical integration.

Medienwerft GmbH is one of the most experienced internet agencies in Germany. Its core competence is the development of e-commerce applications and digital communication concepts for brands. This makes Medienwerft an expert for UX design, e-branding and web shops.

Together, FIS and Medienwerft are strong partners for SAP and Customer Experience.

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