SAP COMMERCE CLOUD

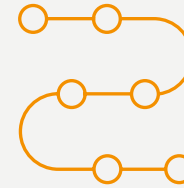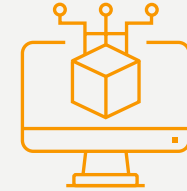# END-TO-END-PROCESSES WITH THE FIS GROUP

medienwerft

FIS

| Comprehensive web shop solution incl. PIM and CMS | Fast implementation thanks to numerous industry templates | End-to-end e-commerce: from purchase process initiation to returns | Optimizations for online shop and master data management |

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. However, all upstream and downstream processes should also be considered and optimized by relying on an overall strategy for e-commerce.

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 predefined functions and complete storefronts that already cover a majority of the online shop requirements. As a conse-

quence, the implementation time is strongly reduced. The SAP Commerce Cloud solution enables shop managers to individually export contents, quotations and recommendations based on real-time information, which creates a personalized shopping experience for the customer.

The SAP commerce solution also supports omni-channel concepts, where online business and offline stores are seamlessly connected to each other. 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
– FROM PURCHASE PROCESS INITIATION
TO DELIVERY

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. In doing so, Medienwerft assists companies as a specialist for UX design, e-branding and web shops while FIS is the expert for SAP systems and their technical integration.

FIRST-CLASS MASTER DATA AS BASIS
FOR SUCCESS IN ONLINE TRADING

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. In addition, the *FIS*/mpm optimization supports you in the creation and maintenance of master data in SAP even before the data is transferred to the

production system. In particular when it comes to adjusting large datasets, you save a lot of time and manual effort and significantly increase data quality.

ting Cloud, SAP Sales Cloud and SAP Service Cloud, SAP Commerce Cloud is part of the SAP C/4HANA Suite.

HOLISTICALLY DESIGNING CUSTOMER EXPERIENCE

The FIS Group combines the brand management and SAP systems areas under one roof. We focus on your customers and ensure a consistent and convincing perception of your company on all channels. Besides SAP Marke-

E-COMMERCE WITH THE FIS GROUP

- MASTER DATA MANAGEMENT
- LOGISTICS PROCESSES
- INTEGRATION OF ONLINE MARKETPLACES
- ONLINE SHOP BASED ON SAP COMMERCE
- ERP INTEGRATION
- UX-/UI-DESIGN AND ONLINE MARKETING

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.