



#### Customer

- Pascoe pharmazeutische Präparate GmbH
- Founding year 1895
- Headquarters: Gießen
- Family-owned company in its third generation
- Employees: almost 200
- Branch offices in Canada, Austria, Slovakia, the Czech Republic and Great Britain

#### Industry

- Natural medicine

#### Challenge

Pascoe was looking for an appropriate solution to reduce manual efforts and automate processes when connecting online marketplaces to the existing SAP ERP system. The payment process in particular was to become more transparent and less complex. Moreover, the one-stop shop procedure was to be mapped easily and without any effort by means of the middleware.

#### Solution

- FIS/TradeFlex

#### Benefits

FIS/TradeFlex facilitates Pascoe's marketplace business enormously. The middleware is fully integrated in SAP and performs almost all work steps in an automated way in the background. The manual processing of Excel lists as well as the labor-intensive comparison of open items are no longer needed. The use of FIS/TradeFlex saves 80 % of the processing time.

## Connection of online marketplaces to SAP AUTOMATED, RAPID AND TRANSPARENT PROCESSES IN THE MARKETPLACE BUSINESS

The sale of digital products does not only enable additional sales growth but also presents new technological and organizational challenges to companies. Processes need to be time-saving and efficient, such as the listing of a large quantity of products or smooth payment processing. The example of natural medicine manufacturer Pascoe, who has decided to use the cloud-based FIS/TradeFlex solution, shows that automated, rapid and transparent processes in the marketplace business can be ensured when using the appropriate middleware.

*“All these facilitated processes enable us to carry out our online shopping offer as well as the associated payment settlements efficiently, professionally and daily updated.”*

Katharina Dautel, Pascoe

#### Middleware requirements: automated and integrated in SAP

A look back to the beginnings: at the time when the Hessian family-owned company had started the sales on marketplaces, there was no connection of the marketplace to the existing SAP ERP system at first. The processes of the respective systems were running independently; they were brought together and compared manually with the aid of rudimentary comparison mechanisms. With increasing order volumes, this process took more and more time and was to be automated. In summer 2022, Pascoe was therefore looking for a solution to meet two require-

ments in particular: on the one hand, the system was to process sales in an automated way and map them clearly. On the other hand, the respective payments including all fees were to be compared and updated automatically.

***“Now, we are able to sell our products online in other EU countries as tax law issues are no longer a problem.”***

**Katharina Dautel, Pascoe**

### **One-stop shop: a must-have in the marketplace business**

It was not only the internal processes that made Pascoe find a middleware. Another reason was the one-stop shop law, which entered into force on July 01, 2021. This reform based on tax law enables merchants who sell online in other EU countries to submit the tax return only in the country where the company is domiciled; the tax will then automatically be distributed to the respective EU states. Due to this change in the law, it was profitable for Pascoe

to use a professional middleware that supported the implementation. “Now, we are able to sell our products online in other EU countries as tax law issues are no longer a problem.” (Katharina Dautel, Pascoe)

### **Middleware implementation: automated instead of manual processes along the entire sales process**

To find a remedy, Pascoe was looking for a software solution that eliminates the existing process discrepancies of payment processing and implements the one-stop shop issue at the same time. After only a short time, Pascoe was convinced of FIS/TradeFlex, a cloud-based solution, that combines the existing SAP system landscape with the desired sales platform. The solution was used to combine previously independent processes in the ERP system and on the online marketplace and load them with data in an automated way – from product listing, sales and payment processing to a potential returns delivery. “All these facilitated processes enable us to carry out our online shopping offer as well as the associated payment settlements efficiently, professionally and daily updated.” (Katharina Dautel, Pascoe)

The solution was implemented by SAP service provider FIS. The cloud-based solution made the integration uncom-





plicated. To consider the individual requirements and specifications of the natural medicine manufacturer and those of the marketplace, an individual Customizing was made that enables a precise and daily based overview of all turnovers generated via marketplace business.

### **Tailor-made: middleware simplifies and optimizes processes**

Compared with the previous manual Excel way of working, the sales transmitted by the marketplace are now automatically posted in SAP, delivered and invoiced. Once the incoming payment has been confirmed by the marketplace, the invoices will automatically be settled. Moreover, the fees, commissions and shipping costs are mostly updated automatically. This ensures a fully automated and precise assignment of the general overview provided by the marketplace and its transparent display in line items. FIS/TradeFlex transmits all this data to the SAP system fully automated in the background. "It is fascinating to watch how the processes we had to execute manually and with much effort in the past are now just running in the background. Moreover, we are now selling approx. 60 shopping carts a day. It would be inconceivable to process these purchase orders using Excel lists," says Katharina Dautel from Pascoe.

"The switch from manual to automated processes enabled

Pascoe to reduce the working time efforts for payment settlements enormously." (Katharina Dautel, Pascoe)

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The way of working has been simplified enormously: the complicated restructuring of data, the completion and editing of lists belong to the past so that employees only have to control the system and edit exceptions. Moreover, FIS and Pascoe emphasize the fair, uncomplicated and efficient cooperation. "Solution-oriented, detail-oriented, helpful and honest" as Katharina Dautel, SAP Application Manager at Pascoe, describes the cooperation.

### **Currently planned: extended sales abroad**

As FIS/TradeFlex was a solution to make the marketplace business scalable, Pascoe is already making plans for the future. While currently selling its products in Germany,



Austria, Italy and Spain, the natural medicine manufacturer plans to extend the marketplace sales to other EU countries as well as to Canada and the USA in the future.



### About Pascoe pharmazeutische Präparate GmbH:

Pascoe pharmazeutische Präparate GmbH is a family-owned company in its third generation and located in Gießen. The Hessian natural medicine manufacturer, founded in 1895, currently employs almost 200 persons in Germany, Canada, Austria, Slovakia, the Czech Republic and Great Britain. The company researches, develops and produces its herbal medicines, vitamin products, homeopathic complex remedies, food supplements and natural cosmetics “made in Germany” and exports them afterwards to more than 30 countries worldwide.



### THE FIS-GROUP

FIS Informationssysteme und Consulting GmbH is an expanding and independent enterprise and the roof of the FIS Group, which employs more than 800 persons making companies more modern, economic and competitive every day. FIS focuses on SAP projects and the development of efficient solutions promoting digitization within companies. As one of the leading value-added SAP resellers in Germany, Austria and Switzerland, FIS is the market leader in technical wholesale with the all-in-one FIS/wws solution.

Together with its Medienwerft subsidiary, FIS covers the complete range of SAP topics in the field of Customer Experience (CX). More than 100 specialists operate and administer the customers' SAP systems in the FIS-ASP subsidiary data centers in Southern Germany.



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