



“Provide fluid B2C experience to your B2B customers and improve customer satisfaction via a fully integrated SAP hybris solution with the SAP ecosystem.”

This Digital economy that businesses are striving to harness and turn into maximum customer satisfaction and improved profitability is now within everyone’s grasp. The toolkit is available, as are the basic requirements of established back office systems and infrastructure, but a trick is being missed. There is a great opportunity to improve end-customer outcomes within a B2B scenario, where businesses are transacting with businesses through partnerships, dealerships, resellers and traders.

Using their integration skills and experience, Gauri consultants have implemented portals that enable B2B users to improve their customers’ satisfaction within their trading networks, and grow their own profitability.

Right now there is an opportunity to completely transform business processes and reinvent revenue management. Business models are being disrupted by the easy interconnectivity of global data through mobile devices, which businesses and consumers alike are using to their advantage.

‘The next best thing’ is on the minds of CEOs, and it heralds the opportunity to change – create new cost structures, introduce new products, target new markets, and drive customer demand. New B2B network relationships can be virtually created, product delivery can transform into managed service delivery – anything is possible. Theoretically. But - this new, improved value proposition needs digitally integrated products, resources, applications and services.





hybris B2B Commerce Application Suite

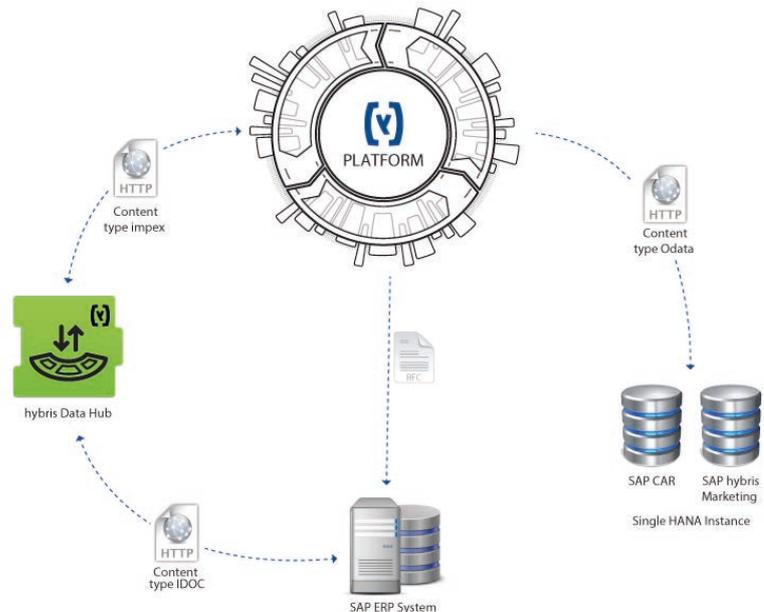
The SAP hybris B2B commerce suite presents an omni-channel platform that can enable B2B organisations to trade with a wide variety of suppliers, distributors and stores on a single platform, while automating sales administration and maintaining the operational efficiency required to drive customer satisfaction and, ultimately, profits.

To get to this digital nirvana, hybris needs to be integrated to the back-office engines that execute and record the new business transactions. For example:

- A robust and accurate customer management database
- A complex and flexible pricing structure within the order processing system
- Reliable master data with high speed real-time availability
- Instant ATP information from the back-office ERP system

And – to make all of this happen, competent and experienced integration skills are required. Not just technical programming and configuration skills, but business process skills that extend right through the value chain in any organisation.

Gauri has a sought-after competency centre with people who have a deep understanding of end-to-end B2B fulfilment processes, as well as the technical know-how of integration to hybris. This may be integration to an SAP environment, or any other ERP and Sales Order platform.



SAP Solutions and Hybris Integration Framework

The hybris/SAP Solution Integration provides a standardised, ready-to-use integration framework that connects the hybris Commerce Suite's omni-commerce capabilities with SAP products, including their ERP, CPQ and SAP hybris marketing applications. This means that implementation partners no longer need to build integrations from scratch. With fewer custom configurations, the integrations can be implemented faster and at lower costs.

How Gauri can help

Gauri's expertise lies in leveraging value-based process improvement with technology enhancement, implementing client specific requirements with personalisation, customisation and development. Our specific experience is in sales, marketing, service and social communications, and their real-time integration to the ERP back office. We deliver real-time business insight through intuitive use of business analytics.

Digital enablement for our clients is achieved through our understanding of the customer domain across both B2B and B2C relationships, and the development of end-to-end integrated applications across SAP and non-SAP landscapes. Our industry experience lies within Wholesale and Distribution, Manufacturing, Consumer Goods, Public Sector and Retail.

Gauri is an accredited SAP VAR partner with recognised expertise in CRM, and is a Partner Centre of Expertise for VAR-delivered support.

Experience the difference,
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