

How To: Lower Your E-Commerce TCO with an Online Sales Channel Built for SAP ECC and SAP S/4HANA

Presented by Sana Commerce

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AGENDA



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**CHANNEL DEVELOPMENT
AT SANA COMMERCE**

- **SANA COMMERCE OVERVIEW**
- **CUSTOMER STORY — MOTO DIRECT**
- **5 COST CHALLENGES IMPACTING YOUR
E-COMMERCE PROJECT**
- **QUESTIONS**

A low-angle, upward-looking perspective of several modern skyscrapers with glass facades, creating a sense of height and architectural scale. The buildings are dark against a light, hazy sky. The text "SANA COMMERCE OVERVIEW" is centered in the middle of the image in a bold, white, sans-serif font.

SANA COMMERCE OVERVIEW

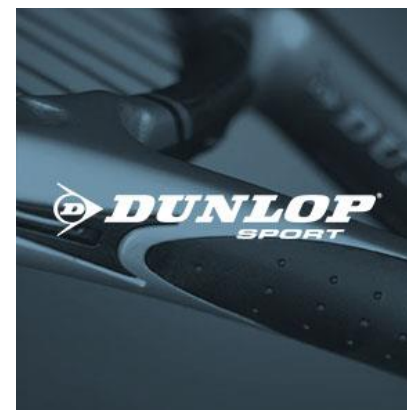
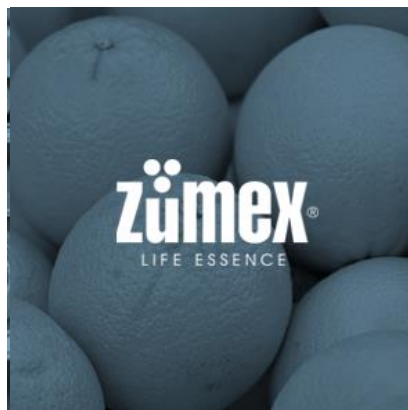


WE HELP ENTERPRISE AND MID-MARKET COMPANIES THAT RUN SAP ECC OR SAP S/4HANA MAXIMIZE THEIR BUSINESS SUCCESS WITH AN AGILE AND EFFICIENT E-COMMERCE PLATFORM.

SAP® Certified
Powered by SAP NetWeaver®

SAP® Certified
Integration with SAP S/4HANA®





1,500 STORES IMPLEMENTED





SAP ICC PARTNER OF THE YEAR





SANA CITED IN FORRESTER WAVE™

FORRESTER®



A low-angle, upward-looking perspective of several modern skyscrapers with glass facades, creating a sense of height and scale. The buildings are dark, and the sky is a pale, hazy blue. The text is centered over the image.

5 UNEXPECTED CHALLENGES IMPACTING THE COST OF YOUR E-COMMERCE PROJECT

5 CHALLENGES IMPACTING THE TCO OF YOUR E-COMMERCE PROJECT



UNEXPECTED IMPLEMENTATION COSTS



DISCONNECTED LEGACY TECHNOLOGY



SLOW TIME-TO-MARKET



LITTLE FLEXIBILITY TO SCALE



INEFFICIENCY OF MANUAL UPGRADES

A low-angle, upward-looking perspective of several tall, modern skyscrapers with glass and steel facades. The buildings are arranged in a way that they converge towards the top center of the frame, creating a sense of height and scale. The sky is a pale, uniform blue. The overall tone is professional and corporate.

CUSTOMER SUCCESS - MOTO DIRECT

A low-angle, upward-looking perspective of several modern skyscrapers with glass facades, creating a sense of height and scale. The buildings are dark, and the sky is a pale, hazy blue. The perspective draws the eye towards the center where the text is located.

CHALLENGE 1: UNEXPECTED IMPLEMENTATION COSTS

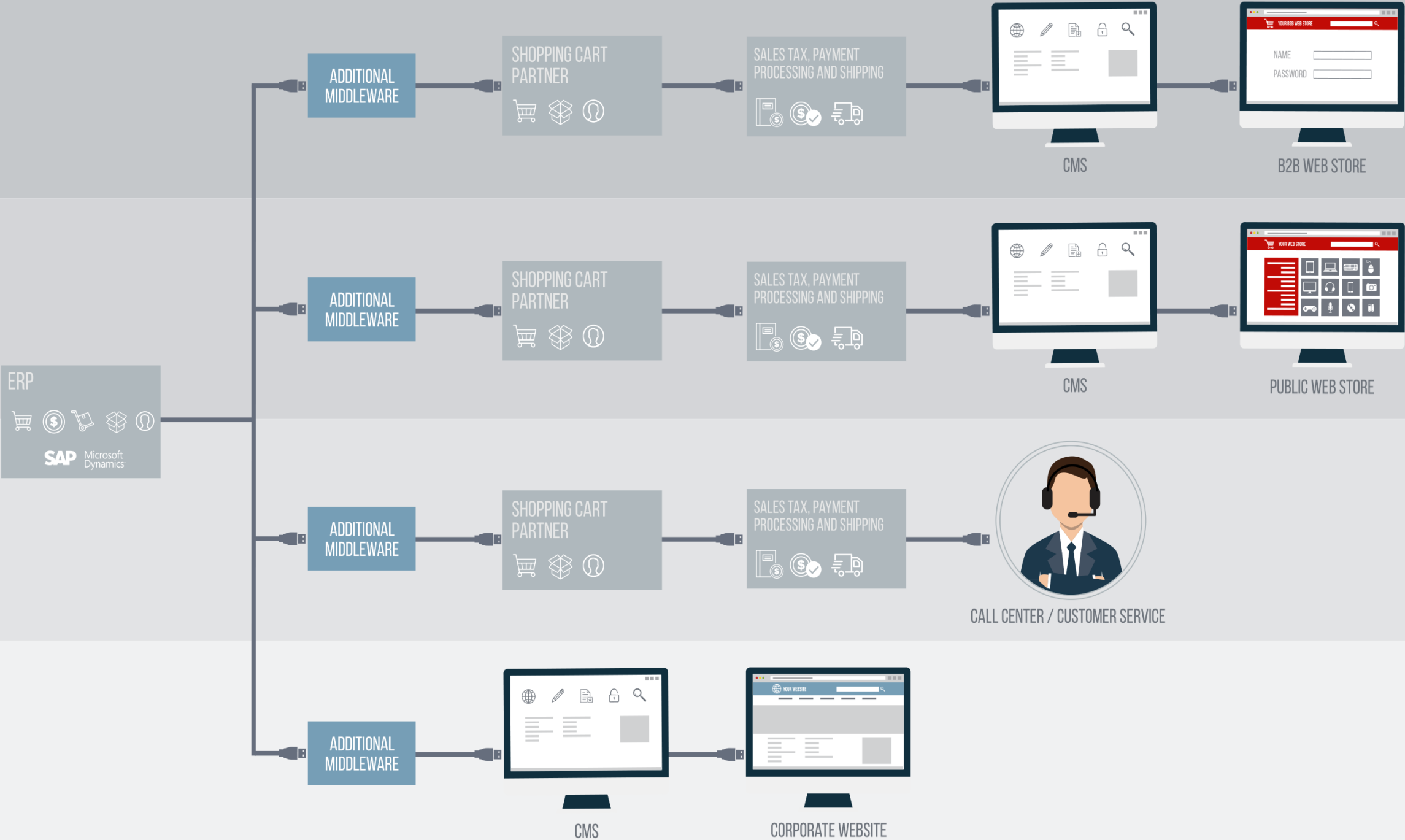
LOW TOTAL COST OF OWNERSHIP



A low-angle, upward-looking perspective of several modern skyscrapers with glass facades, creating a sense of height and architectural scale. The buildings are dark and their windows reflect light, set against a pale, overcast sky. The perspective draws the eye towards the center where the text is located.

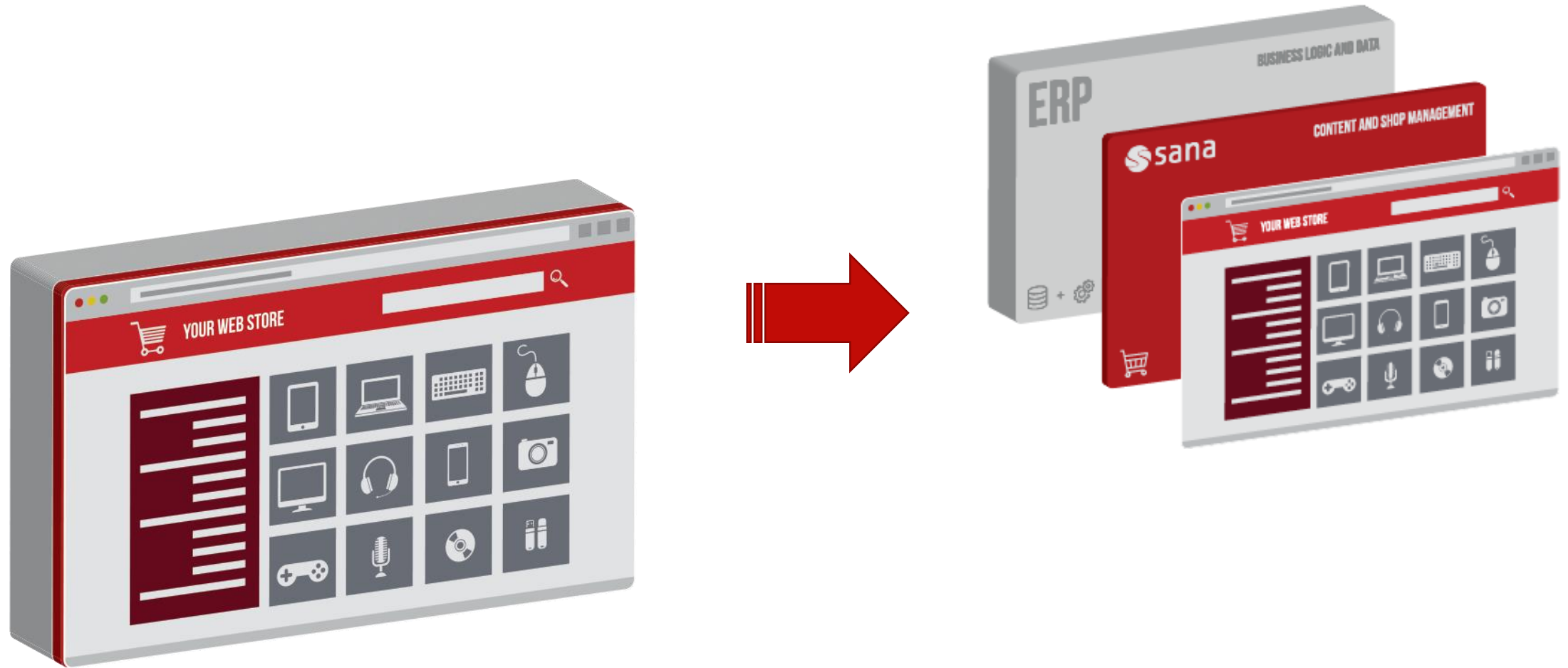
CHALLENGE 2: DISCONNECTED LEGACY TECHNOLOGY SYSTEMS

HOSTING PROVIDER



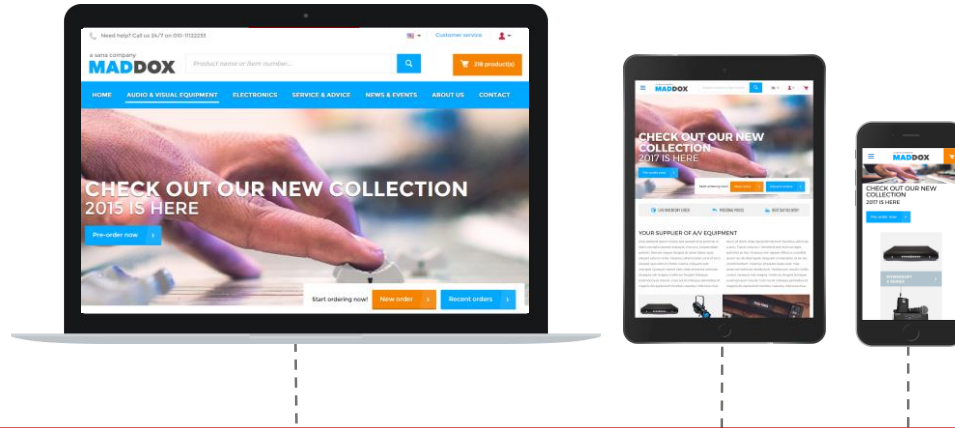
THE SANA PHILOSOPHY

ERP AND E-COMMERCE WORK AS ONE

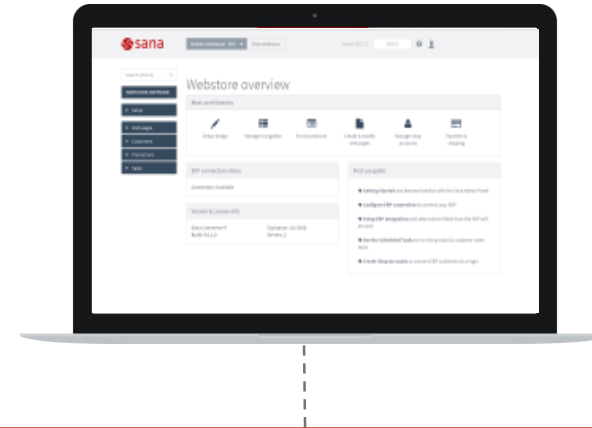


HIGH-LEVEL ARCHITECTURE

RESPONSIVE WEB STORES



SANA ADMIN

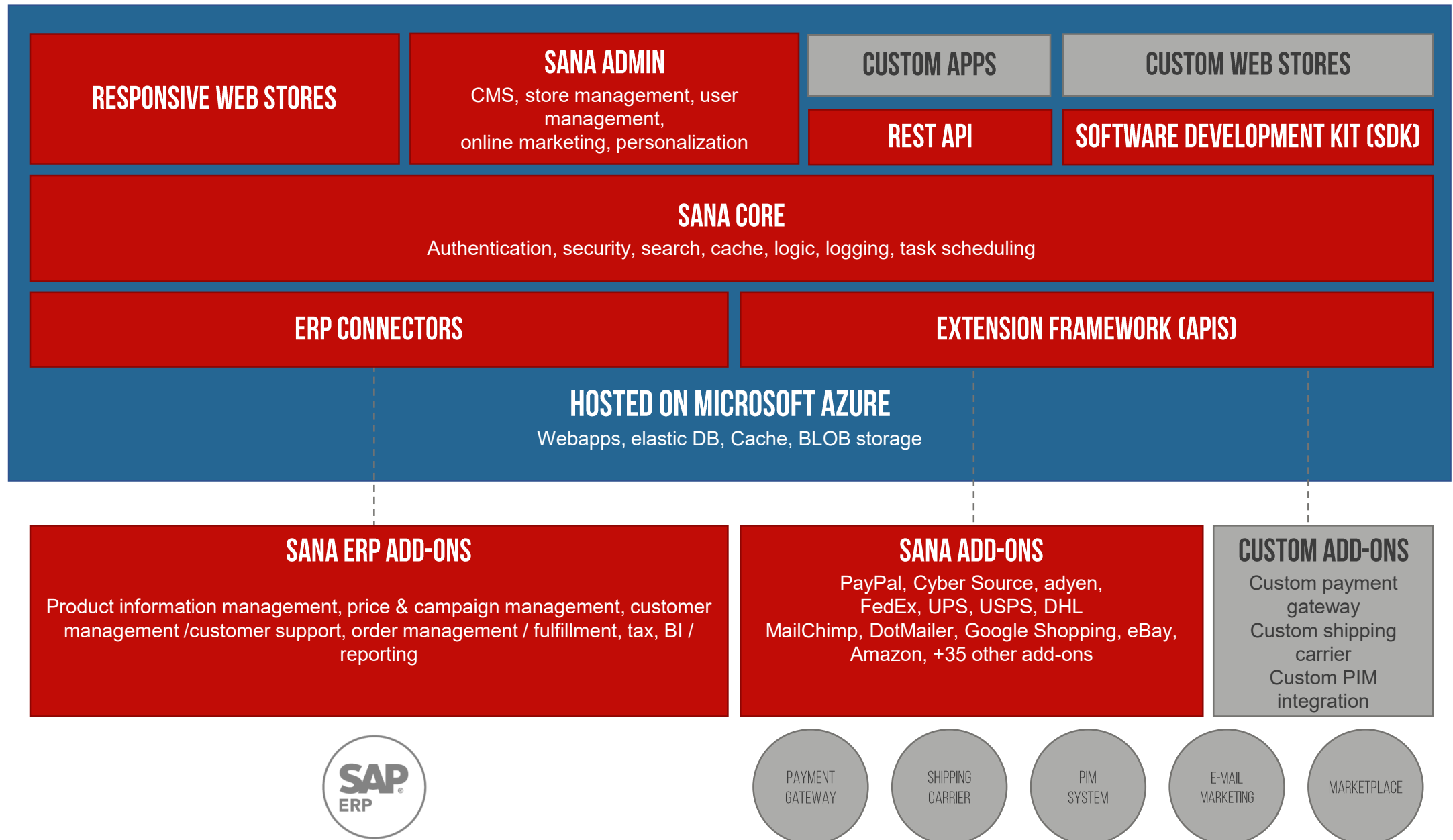


SANA CORE



PRODUCTIZED & CERTIFIED INTEGRATIONS

DETAILED ARCHITECTURE



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CHALLENGE 3: SLOW TIME TO MARKET

FAST TIME TO MARKET

**MOTO DIRECT:
SANA VS MAGENTO IMPLEMENTATION TIME**

4X FASTER



MOTODIRECT
LIMITED

sana
The shortcut to e-commerce

ERP TOUCHES NEEDED FOR E-COMMERCE



PRIMARY ERP TABLES WE INTEGRATE WITH

- Product information
- Price and inventory information
- Customer information
- Order information
- Customer history

PRODUCT MASTER DATA INTEGRATION

- Material ID
- Material Description (incl. different language version)
- Material Group/Category
 - Product Hierarchy
 - Material Attributes
- Product Unit Of Measures
- Product Standard price (incl. different currency prices)
 - Customer specific price (Sales prices)
 - Customer specific discounts (Line discounts)
- Product Dimensions (weight, length, height...)
- Quantity on hand
 - Availability by BOM level (“Able to make”)
- Product Variances (incl. currency prices and language descriptions)
- Related/cross sell items
- Product attachments
- Images
- All fields from the material master and all tables that are related to it (including customized fields and tables). for customizations we need to customize the connector too
- Dimensions/Weight for shipping calculation

https://help.sana-commerce.com/sana-commerce-93/user_guide/setup/erp-integration

CUSTOMER MASTER DATA INTEGRATION

- Customer ID (Sold-to)
- Customer Name (Sold-to)
- Customer Bill To Address
- Customer Ship To Address (one or more)
- Customer Currency
- Customer Contacts (one or more)
- Other segmentation attributes
- All fields from the Customer table and all tables that are related to it (including customized fields and tables).
- All addresses and (customized) fields on the address table

https://help.sana-commerce.com/sana-commerce-93/user_guide/setup/customer

ORDER DATA INTEGRATION

- Reference number/Order ID
- Customer ID
- Billing & shipping addresses
- Order / delivery / shipping date
- Payment information
- Order line details (Material Id, Quantity, UoM, price, discount, VAT...)
- Order value, discount, VAT

PROJECT FLOW



PROJECT FLOW



One project manager, e-commerce consultant, and installation specialist own the implementation process with the client

Phases:

- Orientation
- Analysis and definition
- Initiation
- Start site
- ERP
- Customizations
- Go live
- Aftercare



A low-angle, upward-looking perspective of several tall, modern skyscrapers with glass and steel facades. The buildings are arranged in a way that they converge towards the top center of the frame, creating a strong sense of height and scale. The sky is a pale, uniform blue-grey color. The overall tone is professional and architectural.

CHALLENGE 4: LITTLE FLEXIBILITY TO SCALE

ABILITY TO SCALE: PERFORMANCE



HIGH ORDER
VOLUME
RELIABILITY



SEAMLESS
FUNCTIONALITY
DURING PEAK
TRAFFIC TIMES



LOAD BALANCING



“LAZY LOADING”

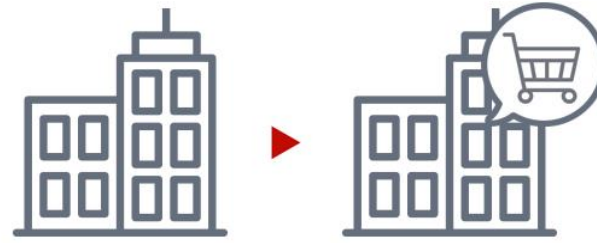


UNMATCHED
UPTIME

ABILITY TO SCALE: SITES



MULTIPLE SITES, BRANDS, OR
LANGUAGES



B2B



B2C



D2C

SELLING MODELS



CUSTOMER PORTAL

A low-angle, upward-looking perspective of several tall, modern skyscrapers with glass and steel facades. The buildings are dark and their lines converge towards the top of the frame, creating a sense of height and scale. The sky is a pale, uniform blue-grey.

CHALLENGE 5: INEFFICIENCY OF MANUAL UPGRADES

EASE OF UPGRADE

PLATFORM BUILT FOR YOUR ERP



VS

SHOPPING CART SOFTWARE



- EXTENSIBLE, CONFIGURABLE
- CUSTOMIZABLE WITHOUT IMPACT ON UPGRADEABILITY
- FIXED PROJECT COST

- WEB STORE UPGRADE COSTS
- ERP COMPATIBILITY UPGRADE COSTS
- EXTENSIBILITY — CUSTOMIZATIONS NEED TO BE REBUILT
- UNBUDGETED UPGRADE COSTS (EXTENDED DOWNTIME)

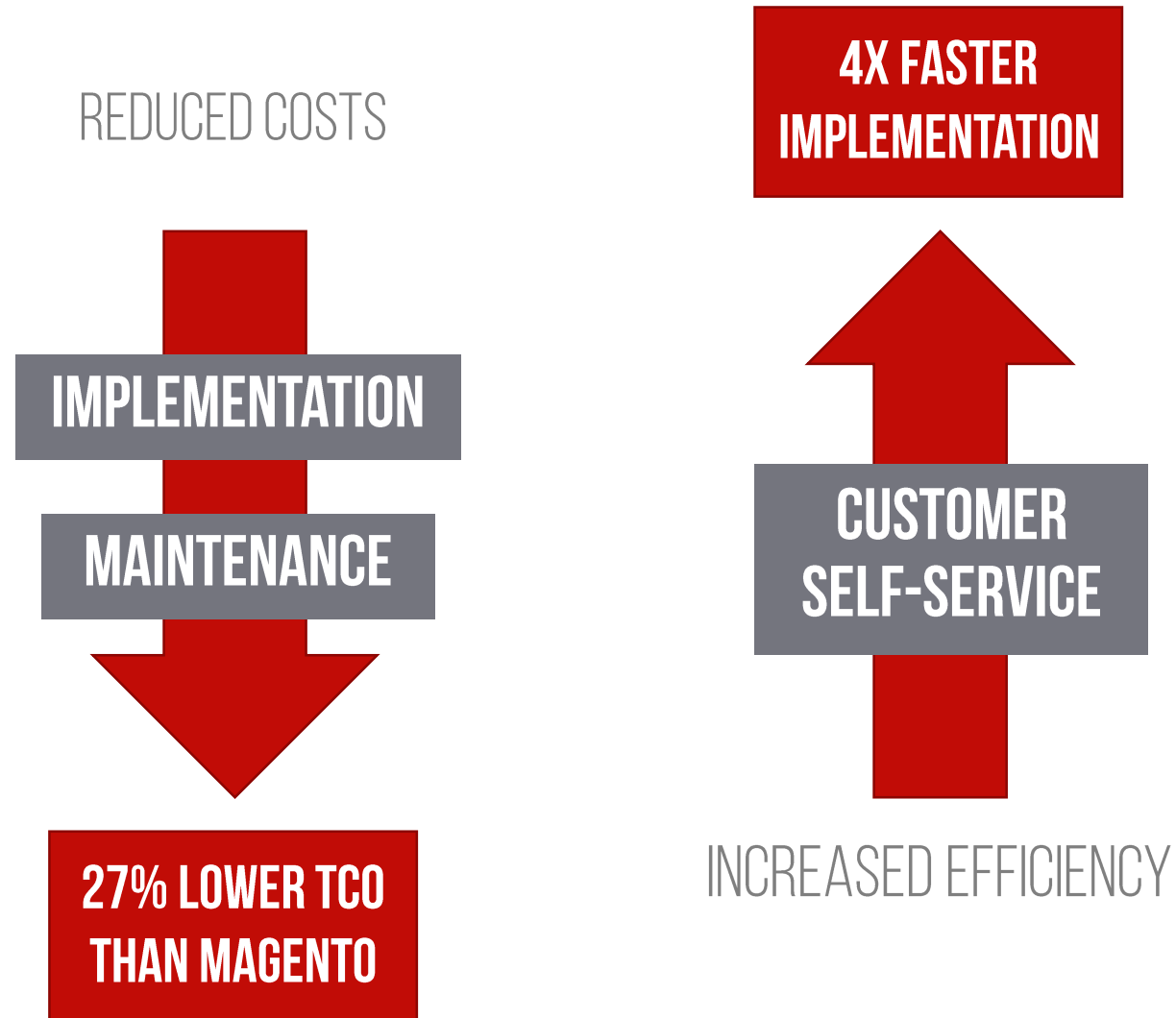
A low-angle, upward-looking perspective of several modern skyscrapers with glass and steel facades. The buildings are arranged in a way that they converge towards the top center of the frame, creating a strong sense of height and scale. The sky is a pale, uniform blue-grey. The text 'SOLUTION OVERVIEW' is centered in the middle of the image.

SOLUTION OVERVIEW

A low-angle, upward-looking perspective of several tall, modern skyscrapers with glass and steel facades. The buildings are arranged in a circular pattern, creating a sense of height and architectural grandeur. The sky is a pale, hazy blue. The word "SUMMARY" is centered in the middle of the image in a bold, white, sans-serif font.

SUMMARY

MOTO DIRECT RESULTS WITH SANA



KEY TAKEAWAYS



Most primary **business processes and business data** are already available in your ERP system. Let's leverage what is already configured.



E-commerce with direct integration with SAP ECC or SAP S/4HANA ensures that costs and maintenance are kept low, allowing you time to focus on improving the overall customer experience.



Reducing the TCO of your investment allows you the freedom to cater to your customers evolving needs and scale in a way that is best for your business.

Questions?

THANK YOU



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