netz98
a valantic company

Whitepaper

ADOBE COMMERCE

SAP

SAP ERP

A perfect symbiosis

Foreword

One of the fundamental criteria for a viable e-commerce offering is the secure, seamless, performance-optimized integration of all participating systems. This is vital to the economic success of the digital sales channel concerned.

Optimally integrated subsystems and platforms are not only essential for the data acquisition of the e-commerce platform, but also for its usability and stability. This is because slow interfaces that have been implemented inadequately from a technical perspective often lead to poor user guidance, GUIs with sluggish load times and generally unstable e-commerce systems.

Companies that already have complex IT ecosystems – such as SAP – in place enjoy immense benefits in the area of e-commerce through a dedicated integration and connectivity strategy.

A vital point that every business with e-commerce operations should be aware of is: It is precisely these interfaces of the e-commerce platform that often fall victim to hacker attacks, thus casting the web store and the company behind it in a bad light.

When setting up a digital service platform, it is therefore crucial to ensure technically clean, high-performance connectivity between all participating systems. This whitepaper explains what is needed for technologically sound SAP business integration – explained with the help of the use case: Adobe Commerce – SAP ERP.

I hope you enjoy reading this whitepaper and that it triggers the right inspiration in your company.

Yours Hartwig Göttlicher
Head of Business Development
netz98

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Reasons to choose Adobe Commerce / Magento

In 2021, the proven store system Magento Commerce was rebranded as Adobe Commerce. Magento Open Source continues to be distributed under the same name, alongside Adobe Commerce. The rebranding was more than just a name change, rather, the logical further development of one of the market's leading store systems. Adobe Commerce thus remains the best choice for building a digital service platform in e-commerce – especially in conjunction with a SAP ERP system. We have listed the most important reasons for this below.

Functions for achieving your digitalization strategy

Full digitalization of your company is essential for safeguarding its future viability and competitiveness. Adobe Commerce lets you master the digitalization of your business via an e-commerce platform. It contains numerous functionalities bundled into a single platform that will help you achieve your digitalization strategy. Because it relies heavily on web API interfaces (REST, SOAP, and GraphQL), it guarantees a high degree of compatibility, allowing almost any system to be connected to Adobe Commerce. Besides high-performance features for warehouse logistics, customer groups and order lists, it also provides extensive support for cutting-edge technologies such as a development environment for Progressive Web Apps which let you design an online store that can run on any web-enabled device.
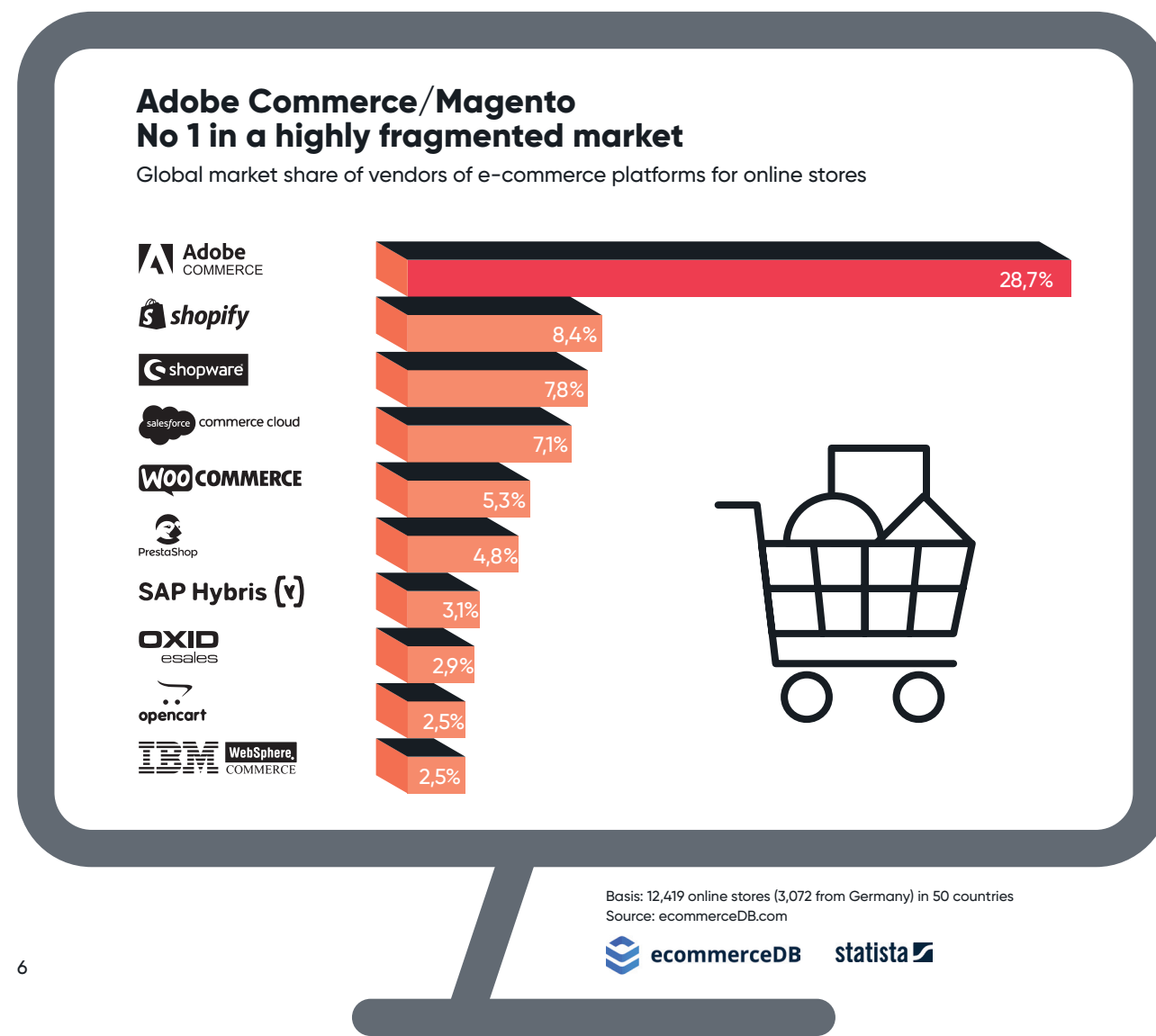
CHAPTER
01

Suitable for any size of business

With Adobe Commerce, you benefit from a diverse feature set, flexible customization options, a modern, headless architecture, and seamless third-party integration via the aforementioned interfaces. With a global ecosystem of technology partners such as "module partners" (extension partners), Adobe Commerce unleashes its full potential. A short Time-to-Market, flexibility and scalability make Adobe Commerce/Magento the ideal platform, both for an initial MVP (Minimum Viable Product) and for existing enterprise solutions.

Excellent scalability

Adobe Commerce distinguishes between two underlying licensing models:

On the one hand, Adobe provides with its AC Cloud model the database, web server and caching infrastructure. The Adobe Commerce On-Premises solution, on the other hand, lets you set up the commerce infrastructure yourself – for instance, in the form in a private cloud managed by yourself or by a partner agency, such as AWS, Google Cloud or Microsoft Azure. In doing so, On-Premises users are naturally free to host the commerce platform on their own hardware.

Adobe Commerce/Magento
No 1 in a highly fragmented market
Global market share of vendors of e-commerce platforms for online stores

Adobe COMMERCE	28,7%
shopify	8,4%
shopware	7,8%
salesforce commerce cloud	7,1%
WOO COMMERCE	5,3%
PrestaShop	4,8%
SAP Hybris	3,1%
OXID esales	2,9%
opencart	2,5%
IBM WebSphere COMMERCE	2,5%

Basis: 12,419 online stores (3,072 from Germany) in 50 countries
Source: ecommerceDB.com

ecommerceDB   statista

Adaptability and further development

E-commerce is a fast-moving market that is constantly influenced by new trends and technologies. To keep pace with these market developments, your IT landscape must be designed to adapt flexibly to change. As Adobe Commerce was designed for compatibility with headless architectures, it lets you add new features and replace or update older ones at any time. The same is true of the connected systems – older software can easily be replaced by connecting up newer systems via the relevant APIs. This reduces interdependencies and minimizes risks.

Enhanced Analytics options

Data are the currency of e-commerce and, without the right data structures, a web store is unable to function. This applies to all data exchanged between systems – such as product, logistics and customer data. For sustainable success, store operators need to be able to appropriately evaluate and analyze all relevant data. Adobe Commerce offers you a comprehensive dashboard for this, which clearly arranges and bundles all the analytics options for you in a single place. The Adobe ecosystem also includes many other helpful tools, such as Adobe Experience Manager, Adobe Target and Adobe Analytics, as well as artificial intelligence via Adobe Sensei.

Short time-to-market

Understandably, companies want to launch their new e-commerce platforms as quickly as possible – optimally, as soon as the necessary concept is in place. Because Adobe Commerce delivers the entire underlying e-commerce functionality by default, the customization overheads for getting started are fairly low.

Maximum future viability

The headless approach, which decouples the back- and frontend, lets developers work on both components simultaneously without interference, using the latest and best-suited technologies. This, combined with Adobe Commerce's 500-plus REST and GraphQL operations, means the possibilities are virtually unlimited. With the **headless** approach, you and your customers have full flexibility and functionality at all front-end levels. In such architectures, multiple websites, each for a different brand, can run on a single back end. And extensive web API support lets further Adobe tools and third-party frontends be integrated. You and your customers thus enjoy an agile and adaptive e-commerce experience, accessible anytime, anywhere. Besides Adobe's own development environments (e.g. PWA Studio), high-performance front-end technologies such as Vue Storefront are also available on the market.

Best of Breed: Adobe Commerce/ Magento & SAP ERP

When it comes to building digital service platforms and web stores, companies logically would always like the best of the best. But choosing the "best" e-commerce platform and the "best" ERP system on the market might well not produce the desired results when combined. The truth of the matter is: While customizability is a crucial factor, what ultimately counts is also a high degree of compatibility and the interaction of the individual systems. This is why the symbiosis of Adobe Commerce/Magento and SAP ERP is so effective: Because the relevant interfaces and, above all, solutions are directly supported.

Sustainability, flexibility and limitless possibilities

For many companies, keeping tabs on the sheer number of different e-commerce systems and configurations has become an overwhelming challenge. The simplest solution might certainly be to choose the perfect combination of what are perceived to be the "best" systems (best of breed) individually. But working together, they may not produce the desired compatibility or interoperability: So this strategy would simply lead to a dead end and take us back to square one of the selection process again. Companies that already use SAP ERP to map their business processes are already one step ahead here. This is because most of the IT landscape is already in place and "only" needs the addition of a suitable e-commerce platform.

The prerequisites for process optimization, customer loyalty and revenue growth are automated and holistically (end to end) designed business processes. As such, all the systems in an IT landscape have to act as building blocks of a larger unit. This is especially true for the interaction between ERP and e-commerce systems. Key here is that the e-commerce system has an appropriate range of interfaces along with their various integration options with other systems. With an optimized integration solution for Magento/Adobe Commerce, the sales processes mapped in SAP ECC 6.x or SAP S/4HANA – in the Cloud or On-Premises – can be connected. Within the valantic Group, netz98 has developed a solution together with other valantic business units that can map exactly this – further information and a detailed description can be found from page 14 onwards.

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Even more efficiency

The principle of a headless architecture centers around a frontend that is entirely decoupled from the participating systems and acquires all of its data from these independently. This means that no interdependencies exist between the various components, which also makes them interchangeable. A headless architecture thus eliminates all compatibility-related impediments, making it easy to replace or upgrade individual components. Applied to our scenario with Magento/Adobe Commerce and SAP ERP, this means that companies which already have an up-and-running SAP ERP infrastructure for their processes do not have to worry about making changes. All of the required Magento/Adobe Commerce and SAP ERP modules can be integrated via standard APIs.

SUMMARIZED BENEFITS OF A HEADLESS ARCHITECTURE:

Flexibility of the frontend
The frontend application can be optimized to reflect the unique needs of your business processes.

System independence
As mentioned above, all of the participating systems are decoupled from each other, reducing compatibility-related obstacles and opening even complex systems for technological upgrades.

Maintainability
Maintaining a headless ecosystem is much more efficient since less shared logic is encoded in the application concerned. The rigorous use of APIs means that compatibility is already assured by the manufacturer.

Integrability
In headless-based e-commerce systems, all of the data and functions are realized by means of APIs. As a result, communication with future platforms and systems is considerably expedited from the outset.

Better performance
The decoupled frontend allows use of state-of-the-art browser technologies, and the autonomously operating database avoids data transfer bottlenecks.

Omnichannel support
Multiple store instances, each accessing a separate database, are no longer necessary. Headless architectures create an ecosystem in which an unlimited number of different frontends can access a single backend purely across API interfaces.

With perfect symbiosis to the service platform

The combination of SAP ERP with Adobe Commerce/Magento enables true end-to-end e-commerce. The versatile implementation options embedded in this duo offer numerous benefits such as:

Flexibility

Compatibility restrictions are eliminated due to the architecture's state-of-the-art connectivity. Your SAP ERP infrastructure and the Adobe Commerce/Magento platform can be upgraded at will with new features and modules. In doing so, it is irrelevant whether the enhancements originate from the same ecosystem or from third-party vendors.

Efficiency

Networking Adobe Commerce/Magento with SAP ERP creates a modern, state-of-the-art service platform because individual legacy technologies can be easily combined into a larger, superordinate unit during project development. As an entire system no longer has to be built from scratch, this approach cuts time-to-market and thus the total cost of ownership (TCO).

Seamless integration

The open web services architecture (SOAP and REST) enables seamless integration of SAP S/4 HANA or SAP ECC and lets Adobe Commerce/Magento act as the e-commerce control center. Only minimal changes then need to be made to the remaining system infrastructure (middleware).

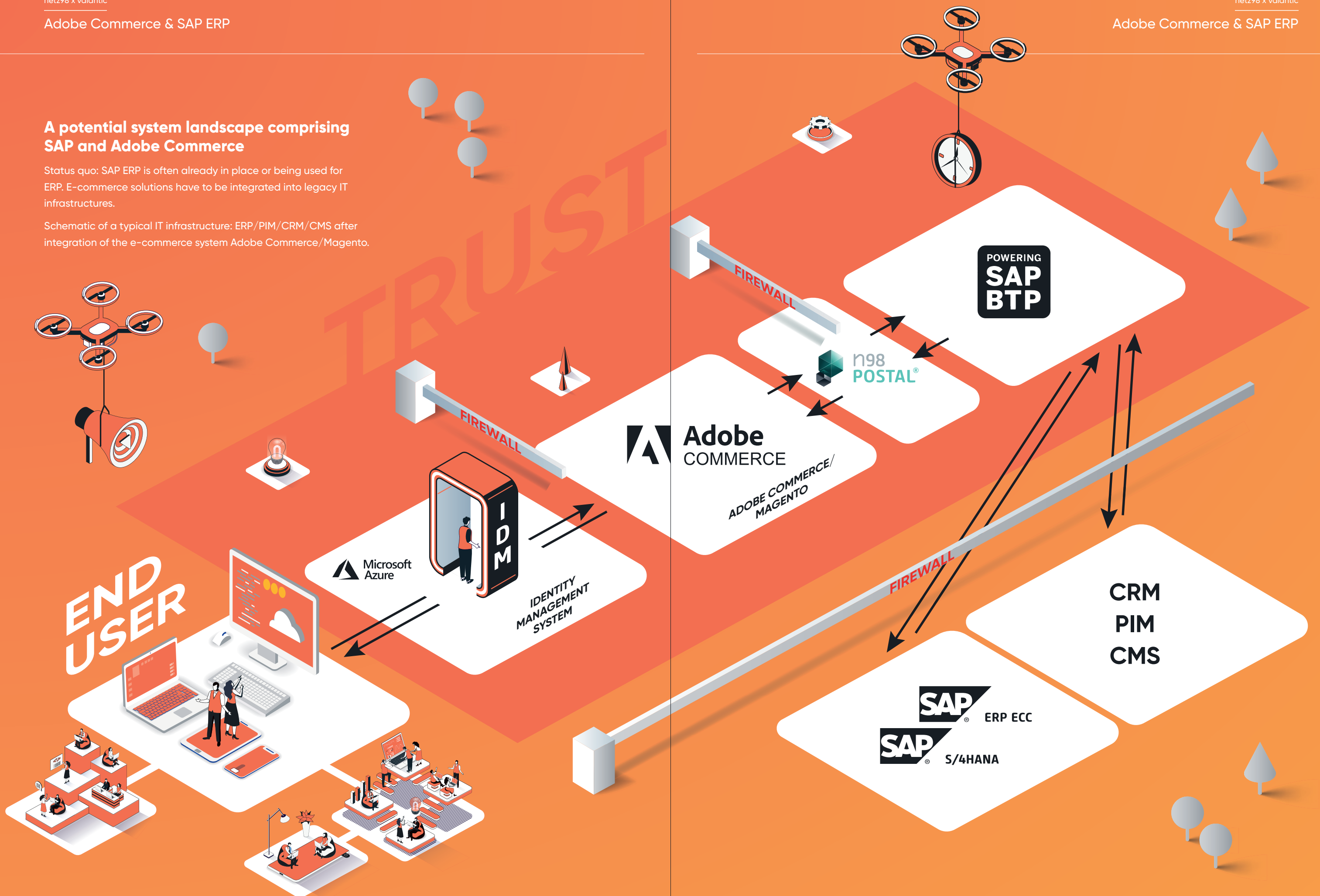### ADVANTAGES OF SAP IN THE CONTEXT OF A DIGITAL SERVICE PLATFORM

SAP provides IT-based business-management and analytics solutions and is the global market leader in this field. SAP ERP (Enterprise Resource Planning) systems are available as On-Premises, Private Cloud or Public Cloud solutions. With S/4HANA, SAP provides an off-the-shelf ERP software product for businesses ranging from SMEs to large corporations. It is available for many industries and in many country versions. For small companies (up to around 200 employees), SAP also offers powerful ERP systems in the form of SAP Business One and the cloud solution Business ByDesign. A broad, global partner and developer network rounds out the SAP solutions.

SAP's ERP systems are automatically shipped with a range of standard interfaces – that can also be customized if needed – making it easy to integrate into the sales processes with e-commerce platforms. Seamless processes between SAP ERP, other SAP subsystems (such as CRM, SCM, etc.), the Adobe Commerce platform and external identity providers (such as Microsoft Azure AD B2C) are possible, but require specialist know-how.

A potential system landscape comprising SAP and Adobe Commerce

Status quo: SAP ERP is often already in place or being used for ERP. E-commerce solutions have to be integrated into legacy IT infrastructures.

Schematic of a typical IT infrastructure: ERP/PIM/CRM/CMS after integration of the e-commerce system Adobe Commerce/Magento.

TRUST

END USER

FIREWALL

Microsoft Azure

IDM

IDENTITY MANAGEMENT SYSTEM

Adobe COMMERCE

ADOBE COMMERCE/ MAGENTO

FIREWALL

n98 POSTAL®

POWERING SAP BTP

FIREWALL

CRM PIM CMS

SAP ERP ECC

SAP S/4HANA

Technical connection of SAP & Adobe Commerce

When it comes to business integration, the question of "compatibility" is raised again and again – precisely the topic that should play a subordinate role in the technical connection of SAP & Adobe Commerce. But although both systems support a wide range of interfaces and provide an excellent starting point for successful integration, it should not be forgotten: Successfully integrating systems such as SAP ERP and Adobe Commerce into one's business environment is a complex undertaking. As such, a number of preparations and intermediate steps are needed if projects are to be completed on time and within budget.

## As standardized as possible – As customized as necessary

Requirements for Adobe Commerce/Magento

The individual systems in an IT landscape should not be viewed as separate elements. Rather, they should function as individual, efficiently interconnected elements of a superordinate unit. This is vital for developing the automated business processes and workflows needed to underpin successful process optimization and customer loyalty, and ultimately for driving further revenue growth. Smooth and seamless processes between the ERP and e-commerce systems, in particular, are vital.

Whether in the cloud or on premises, we bring over a decade's experience in helping companies successfully connect Adobe Commerce/Magento to SAP ERP enterprise processes (such as SAP ECC 6.x or SAP S/4HANA).

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Integrating SAP ERP and Adobe Commerce/Magento should naturally be completed within the intended deadlines and not exceed the planned budget. netz98 and valantic have the necessary process coordination and interface management expertise to ensure this:

- As Adobe Commerce/Magento requires in-depth expertise in product structure and database handling, and the web services (SOAP/REST) must also be managed, we use a proprietary development for handling the Adobe Commerce/Magento end of things: our scalable, high-performance middleware solution n98-POSTAL®.

- To ensure that the integration of the Adobe Commerce/Magento e-commerce platform and SAP ERP is a success, you can either turn to the expertise of specialist staff in your own IT department or bring in SAP ERP consultants from outside. Either way, the seamless connection is implemented using SAP Process Integration or Process Orchestration (PI/PO), for example, or the SAP Business Technology Platform (formerly SAP Cloud Platform or SCP). The technological basis of the connections are web services and the ODATA (REST) and SOAP protocols.
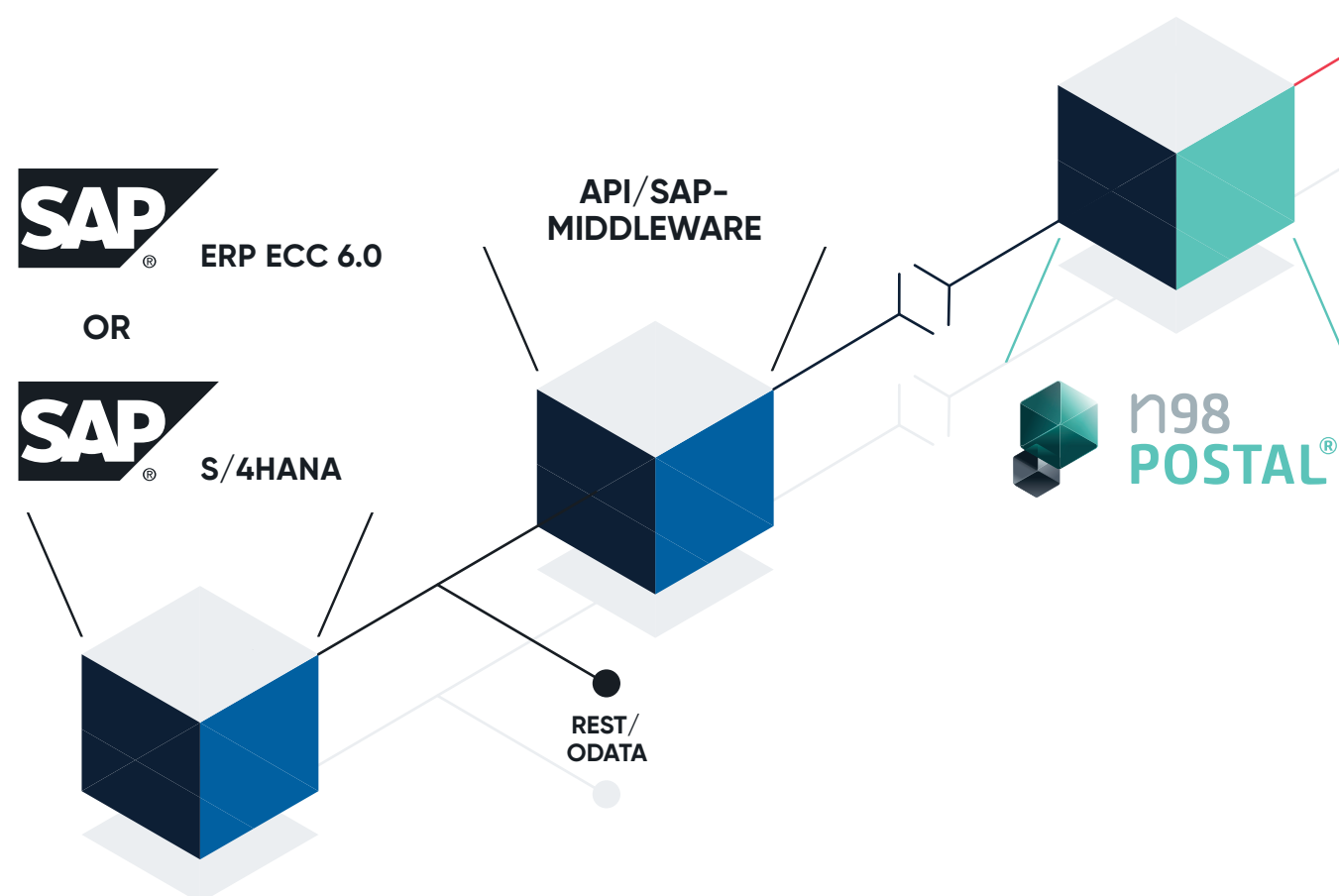
Prerequisites for SAP ERP

For those not wishing to turn to the expertise of their existing SAP service providers, we have an alternative solution for you: As part of valantic, a SAP GOLD Partner, we offer you a proven interface configuration that has already been implemented a great many times and is based on the SAP ERP process standard. Numerous functions are already available, from which you can pick and choose modularly as desired. These include, for example: automated order creation, master data exchange (prices, documents, configurations, materials, business partners), transfer of inventory / product availability data, and price quotes on demand, tailored to individual customers.

Procedural model

Preliminary analysis vital

Ideally, an analysis should be conducted before starting the project development to ensure that the stated technologies and systems can ultimately be coordinated in a single, end-to-end sales process. A key starting point here could be to consider the compatibility of the new middleware with the company's processes, compared to the performance of the legacy customer middleware.

Under all circumstances, it is important for the responsible service provider to discuss all the available connectivity options with the customer and to analyze all possibilities in detail. After all, using off-the-shelf middleware might not automatically be the most cost-effective option, either from an Adobe Commerce or a SAP perspective. Also, some companies, for example, may not wish to map the digital platform processes using existing middleware. Either way, the success of the project development and e-commerce platform largely depend on the joint decisions taken by the store operators and service providers beforehand.

Checklist for the SAP business integration

To help orient companies with little previous experience in this area, we have prepared the following checklist with the most important points. These points should be borne in mind throughout the integration process:

Do not underestimate complexity

As mentioned earlier, the business integration process is one of the most important points in project development and should therefore be treated with due care. This applies both to the service provider and to the customer – whereby the onus is primarily on the service provider to sensitize the customer to this topic accordingly.

Partnership among equals

Before, during and after project development, all involved stakeholders must have the same level of information and knowledge about every decision and process at all times. This is vital if the project is to run smoothly and, in the end, successfully, and for a deep-seated understanding of the project to be established within the company. To achieve this, the service provider should initiate the formation of an information exchange team in collaboration with the customer.

Ensure well-structured data

Another factor to be addressed before the project begins is the structuring of the data. After all, even the best performing data connection will be of no use if the data are not properly structured to meet the target system's needs. Since every store system (in this case the target system) relies on appropriately structured data, if these structures are not available the store system will be unable to retrieve and process the data as expected. As an example: A category sorting geared to the merchandise, as well as the correspondingly maintained metadata, should be set up beforehand (e.g. areas of application of the sold products).

Time needed

Although a business integration project is often only one part of the overall e-commerce platform development project, it still costs time. As already mentioned, a system connection is thus often implemented separately as an MVP before moving on to the main development.

Consider the customization needs of the customer processes

The standard processes of the SAP ERP system (e.g. ECC or S/4HANA On-Premises or Private Cloud) can be customized individually to the company's unique needs without immediately jeopardizing the ability to update the systems. Often, this individuality should and must also be taken into account in the interfaces. Consequently, many specialist skills must be coordinated during the planning and implementation of the interfaces to ensure the best possible variants are implemented at the right points in the system landscape. It is important to consider carefully whether the customizations should occur in the e-commerce platform, the middleware or directly in the ERP system. These decisions should be made accordingly by teams with appropriate skills in the various systems, technologies and processes. Perhaps the greatest added value of working with netz98 is: We bring these teams together!

Our solutions for the SAP integration

The n98-POSTAL® flexible interface for every need

To find products in the online store that also arouse potential customers' interest, the search algorithms need data – not only on the products themselves, but also on customers and orders. Apart from the sales themselves, they are the most important currency in e-commerce and the basis for success.

Often middleware is used to connect an online store to the existing ERP or PIM system and enable the data transfer. In principle, these are functional connections between individual systems. However, most off-the-shelf middleware tends to drive up development time and costs because non-trivial configurations are needed beforehand.

This is where n98-POSTAL® is brought into play: This flexible, proprietary development of netz98 does not rely on third-party software and can be customized exactly for any requirement. n98-POSTAL® thus helps our customers implement their SAP integration projects smoothly and efficiently.

All data from a single source

For a target system, such as Adobe Commerce or a Magento e-commerce platform, to be able to read received data, n98-POSTAL® converts these into a structured form, ensuring fast and smooth data exchanges. n98-POSTAL® can process the following data, for example:
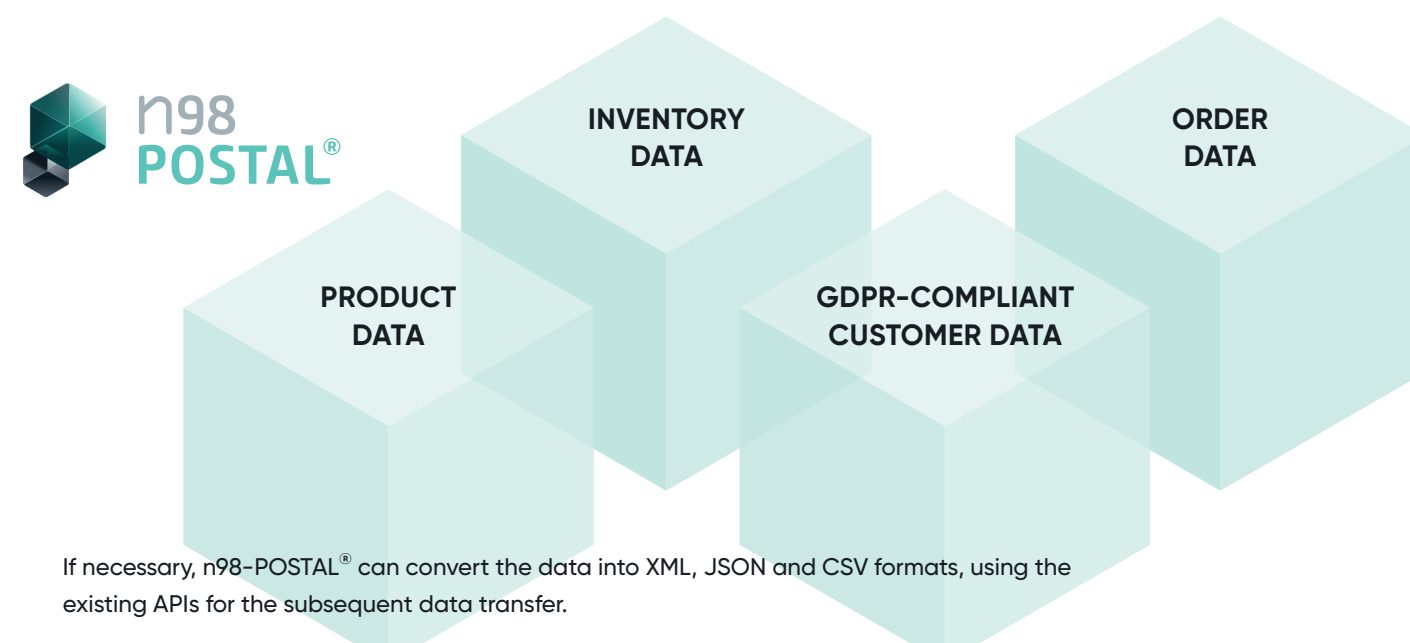


If necessary, n98-POSTAL® can convert the data into XML, JSON and CSV formats, using the existing APIs for the subsequent data transfer.

But the data transfer is just one of many functions offered by n98-POSTAL®. Another example is the ability to load data with specific attributes from FTP/SFTP servers.

Booster for digitalization

The n98-POSTAL® application not only offers numerous functions, as mentioned above, but, thanks to its accommodating structure, also a wide range of benefits to facilitate customers' digital transformation initiatives based on Magento. These include:

- **Flexibility:** Our developers customize n98-POSTAL® individually for the e-commerce project at hand. Additional workshops and selection processes for the appropriate middleware are unnecessary.
- **Adaptable solution:** With n98-POSTAL®, store operators obtain a software solution that ensures the necessary compatibility for successful e-commerce.
- **Easier updates:** Relocating the data exchange logic to the middleware allows the cost of updates to be reduced at the Magento end.
- **Always up to date:** n98-POSTAL® uses "push" and "pull" technology to ensure datasets are kept up-to-date automatically at all times.
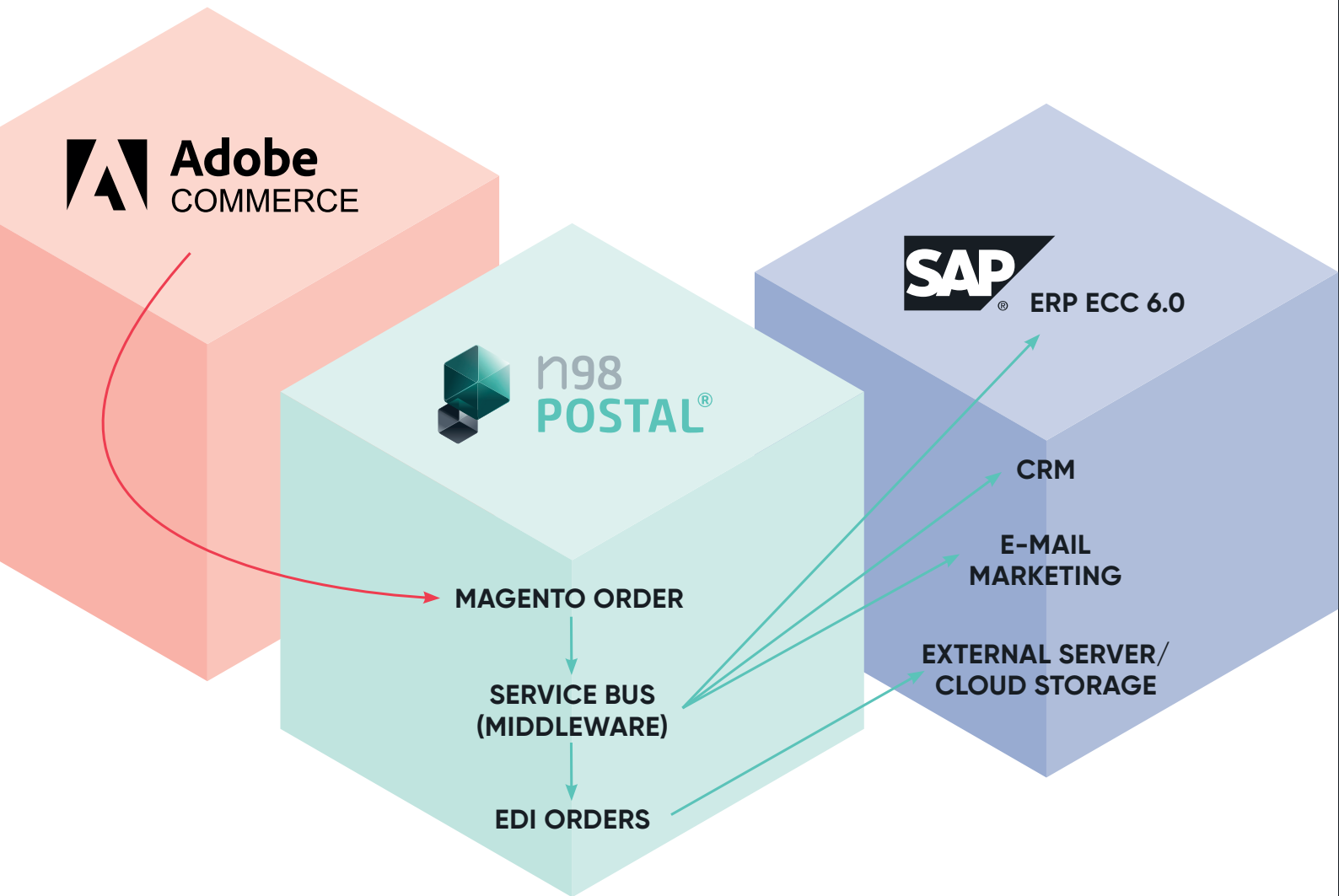
SAP ERP integration by valantic

The cloud-based valantic middleware modules have emerged from over 13 years' experience of SAP ERP integration (ECC and S/4HANA) with e-commerce systems of every shape and size. Since then, and with the exception of certain customer-specific variations, all of valantic's e-commerce integration projects have included a large number of core features that are requested and implemented time and again. These common functions have been incorporated into valantic's cloud-based middleware building blocks and implemented as standard. valantic's e-commerce middleware thus offers an enormous range of functions that can be implemented both under SAP ECC and S/4HANA. If your company is planning a system migration to SAP ECC or S/4HANA, this would be entirely transparent for an e-commerce implementation using the valantic solution.

The underlying technology for the valantic middleware modules is the SAP Business Technology Platform Integration Suite (CPI). The solution was developed on this technology platform and is offered by valantic as a service. As a SAP Gold Partner, valantic thus acts as a service provider. SAP's stable, secure, state-of-the-art cloud architecture rules out any chance of the service becoming obsolete. As a platform-as-a-service, the SAP Business Technology Platform also provides the basis for further developments by SAP, the world's market leader for ERP systems. The system is constantly being upgraded and enhanced and is becoming increasingly important, even outside the SAP ecosystem.

The cloud-based valantic middleware modules provide an intermediate layer between your e-commerce platform and your SAP ERP system. Many of the functions here are available for SAP ERP and S/4HANA directly out of the box and can be implemented in the project.
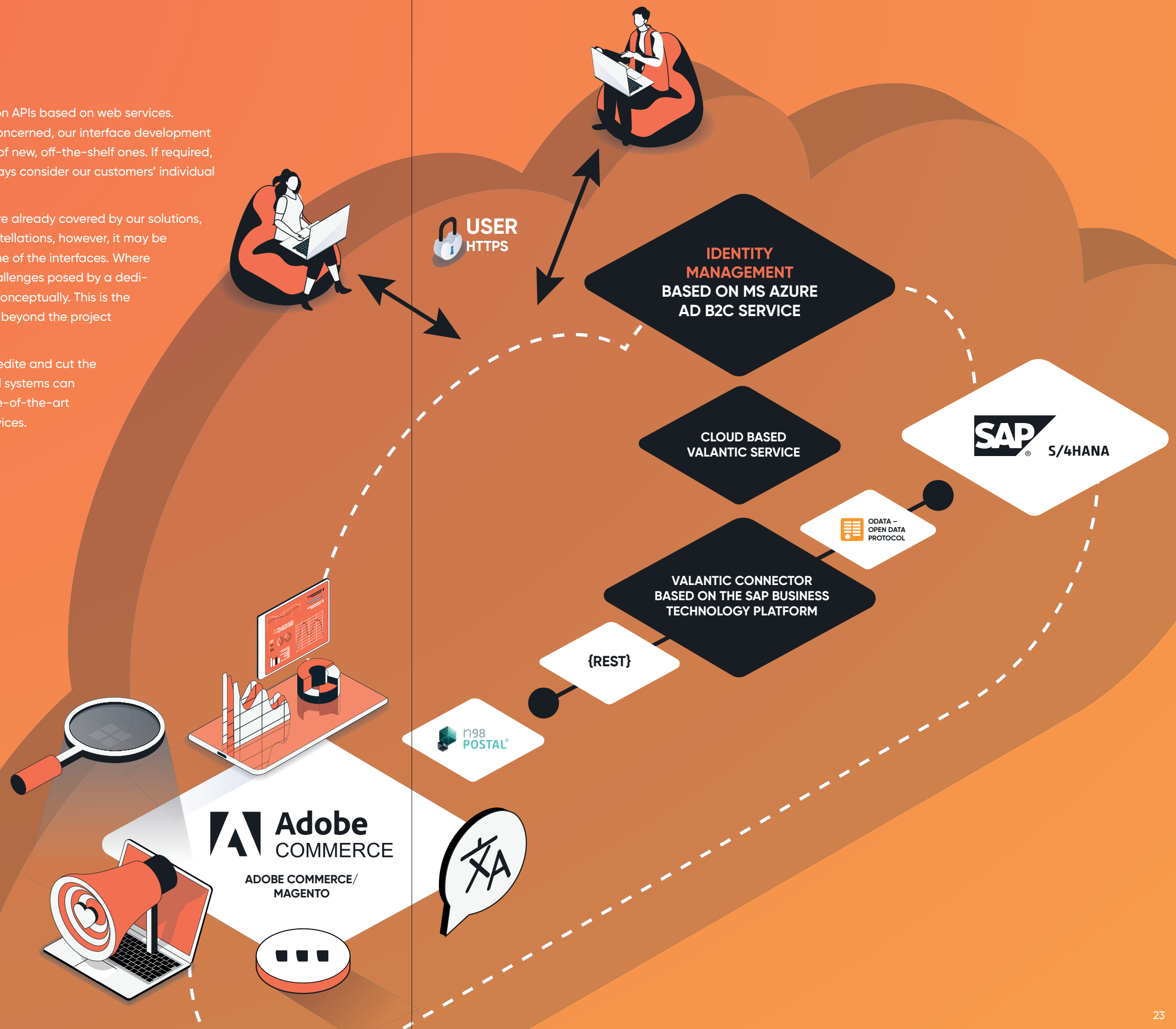
These include:

- **transfer of order data**
- **synchronous calculation of product and shopping cart prices**
- **exchange of master data relating to business partners (customers) and material prices**
- **synchronous and asynchronous transfer of inventory levels (availabilities)**
- **transfer of historic data such as orders, deliveries and invoices.**

Central identity management, either with an external Microsoft Azure AD B2C service or SAP's own SAP Business Technology Platform identity service, is also already implemented and ready for use. The user management functionality also includes a user management app (Fiori/SAPUI5) based on the valantic building blocks, which controls and enables the entire user authorization process by your in-house staff (usually an indispensable function, especially in B2B projects). For complex B2B scenarios, which also access the variant configuration with extensive inter-dependencies used in SAP (LO-VC), an additional SAP BTP service is needed. With the latter, these multifaceted variants can also be mapped, e.g. via an Adobe Commerce system, without duplicate maintenance of the variant data and dependencies (constraints). You thus only need to maintain your variant configurations once, in SAP ERP or S/4HANA, while the Variant Configuration service takes care of the mapping on the e-commerce platform.

Customized interface development

To communicate with one another, modern IT systems rely on APIs based on web services. Depending on the requirements of the system landscape concerned, our interface development either exploits existing middleware solutions, or makes use of new, off-the-shelf ones. If required, we also develop customized interfaces. In doing so, we always consider our customers' individual data formats and interfaces with their existing systems.

Experience has shown that most of our customers' needs are already covered by our solutions, with only minimal changes needed. With some system constellations, however, it may be prudent to consider carefully whether or not to change some of the interfaces. Where highly customized company processes are involved, the challenges posed by a dedicated process interface should generally be reconsidered conceptually. This is the only way to arrive at a meaningful cost-benefit calculation beyond the project development phase.

Our use of native e-commerce system interfaces helps expedite and cut the cost of your implementation project. A wide range of digital systems can be connected to your e-commerce platform thanks to state-of-the-art service layers that enable APIs such as REST and SOAP services.

VALANTIC & NETZ98 PROJECT MANAGEMENT "TRANSLATOR", MENTOR AND END-TO-END COACH FOR VARIOUS PROJECT PARTICIPANTS

USER
HTTPS

IDENTITY MANAGEMENT
BASED ON MS AZURE AD B2C SERVICE

CLOUD BASED VALANTIC SERVICE

SAP S/4HANA

ODATA – OPEN DATA PROTOCOL

VALANTIC CONNECTOR BASED ON THE SAP BUSINESS TECHNOLOGY PLATFORM

{REST}

n98 POSTAL®

Adobe COMMERCE

ADOBE COMMERCE/ MAGENTO

Where is the journey heading? This is what our experts say Timo & Christian

TIMO RÜB
Vice President
valantic SAP ERP Consulting
*20 years' experience
in SAP ERP integration*

CHRISTIAN MÜNCH
Head of Development
netz98
*Over 15 years' experience in
Adobe Commerce/Magento*

"System landscapes are becoming ever more complex. Some of the systems in today's infrastructures are entirely cloud-based or hybrid, i.e. consist of a combination of cloud and on-premise systems. Seamless system integration is the key to successful end-to-end processes and a must-have for successful e-commerce. E-commerce and integration know-how from a single source is the added value our customers need for successful e-commerce. And this is precisely the added value that netz98 has to offer."

"We already have several years' experience in launching successful business integrations, together with a certified SAP partner. Now, with valantic as our integration partner and Timo Rüb as the team lead of the valantic SAP division, we can draw directly on our in-house SAP integration expertise. This will let us further perfect out integration processes and tools."

The success of an e-commerce system not only depends on a customer-centric approach but also on the optimized, automated interaction of all systems involved. This trend has existed for years and will continue to intensify. For example, not a single e-commerce system exists that does not have to communicate at least with an ERP, PIM, or CRM system – not to mention the fact that they all also have to be connected with one another. The success of digitalization projects thus lies not only in the individual service providers' know-how and the individual project teams, but also in cross-company collaboration.

CHAPTER
04

Best Practices

# E-commerce projects with SAP & Adobe Commerce

FLYER

With agile development to digitalization

More customer value, more automation, more digitalization: This is what the Magento platform offers FLYER. In the course of the project, we implemented a B2B and B2C e-commerce solution over several iterative development phases. One of the most important building blocks was the seamless integration of SAP. With this project, FLYER has taken an important step in its overall digitalization strategy.

More about the project at: **https://www.netz98.de/referenzen/flyer/** (German only)

CHAPTER

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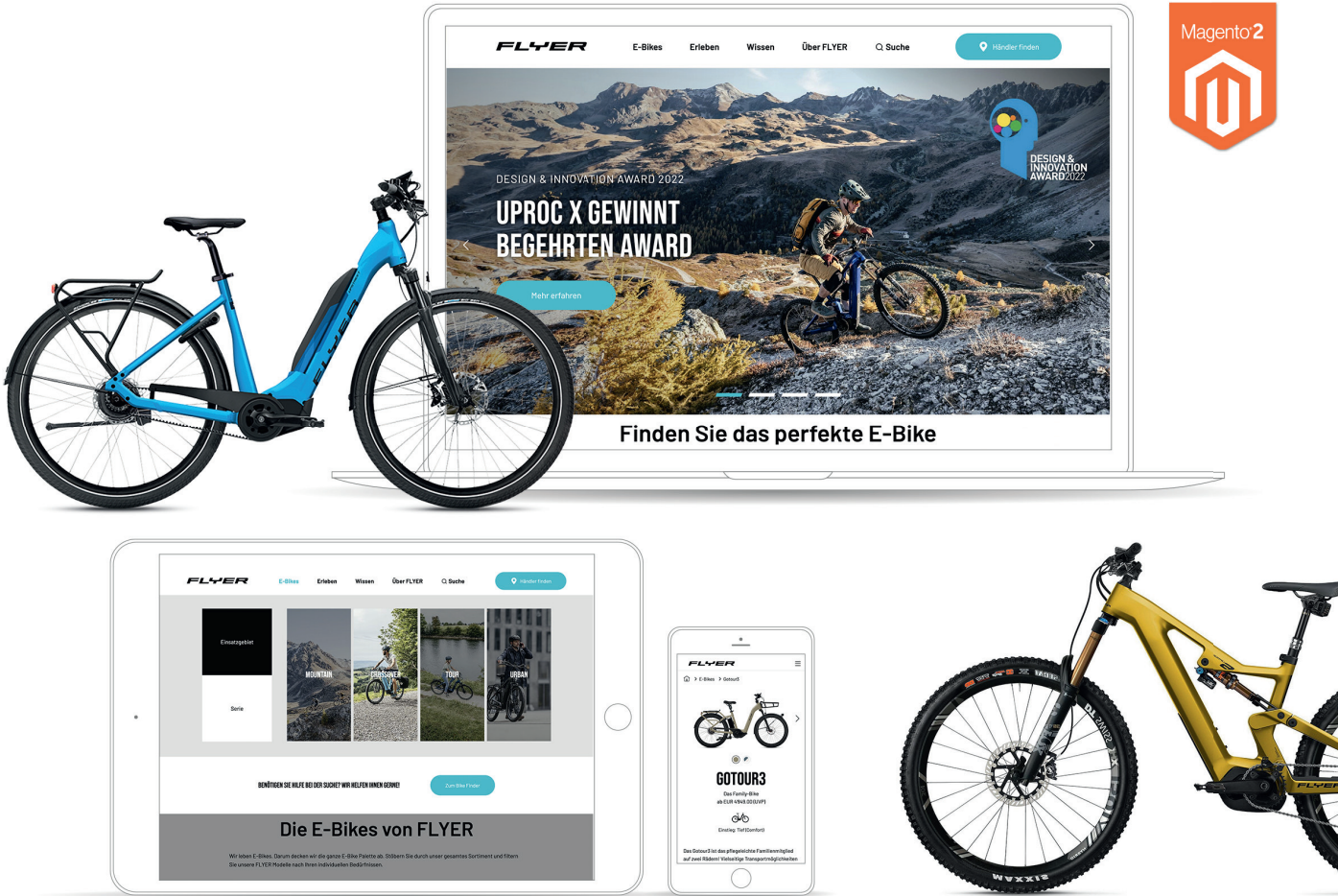
ELEMENTAR

SAP connection with customized middleware

Elementar Analysensysteme GmbH has a broad product portfolio and an accordingly complex pricing logic. Flexible, customized middleware was needed to be able to implement this logic according to ELEMENTAR's needs in the context of a business integration between SAP and the Magento 2 e-commerce platform. With netz98's know-how and valantic's SAP experts, we developed middleware that can be controlled via Web APIs and guarantees optimal data exchange.

More about the project at: **https://n98.biz/news-elementar** (German only)
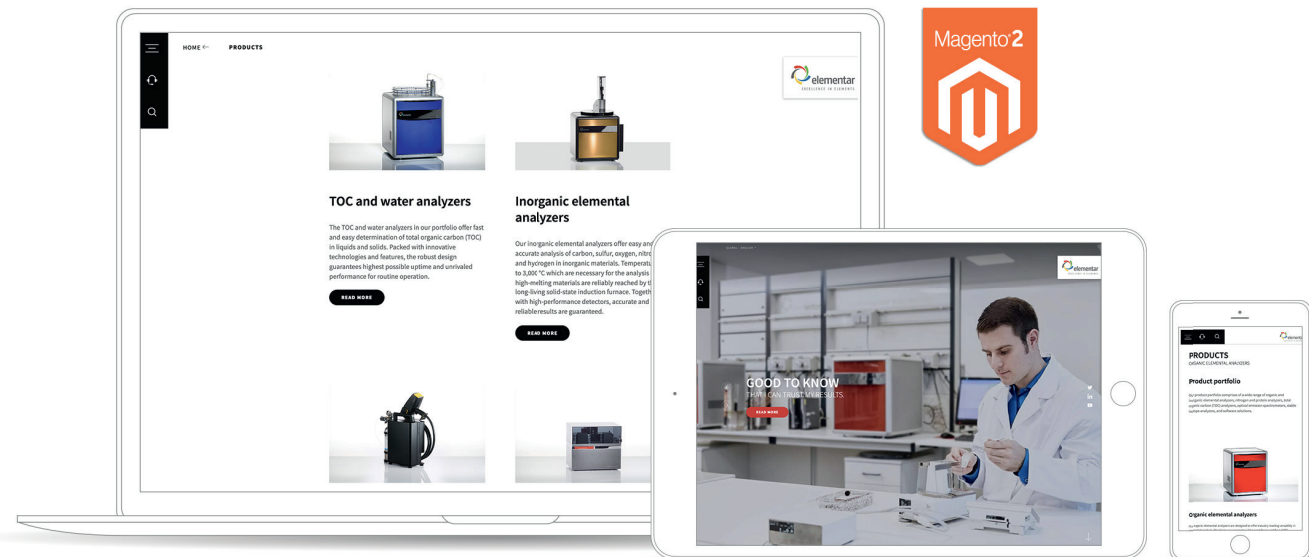
BBC GROUP

A digital SAP service platform

New technological e-commerce standards and a high-performance integration of SAP services were the core requirements of the Swiss BBC Group. netz98 provided BBC's various business units with dedicated consulting services, allowing us to draw up a roadmap for migrating to the SAP Pricing Service, among other things.

More about the project at: **https://www.netz98.de/referenzen/bbc-group/** (German only)
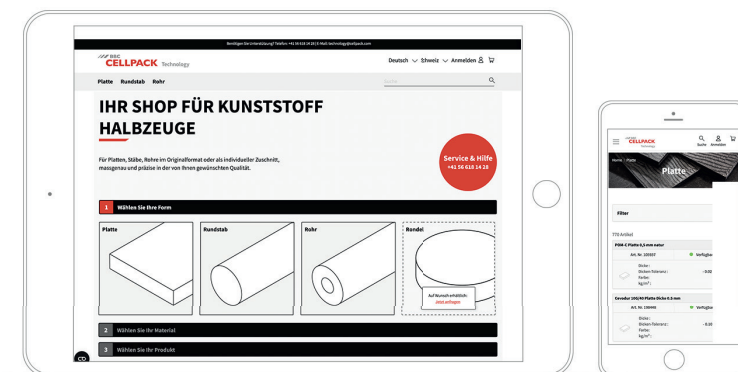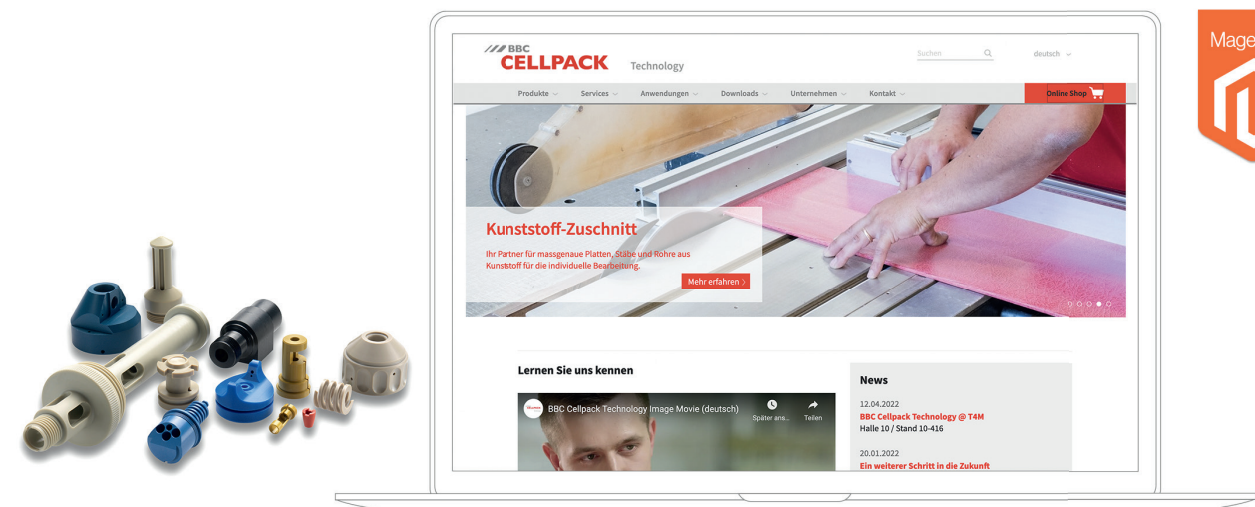
Closing words

Countless companies around the globe rely on SAP for their business processes. SAP ERP, for example, is very popular among many medium-sized companies, especially in the DACH region. But this established system can only develop its full potential with the right counterpart in e-commerce.

We believe that a perfect symbiosis is possible with the Adobe Commerce/Magento store system. This is supported by a combination of powerful tools, netz98's comprehensive expertise, and valantic's seasoned team of experts.

Here lies the key to implementing a robust, state-of-the-art, future-proof e-commerce platform based on SAP ERP and a connection to Adobe Commerce.

Have we piqued your interest?

Are you also currently setting up a digital service platform that needs to be connected to your SAP system landscape?
We'd be happy to assist!

Contact:

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netz 98
a valantic company

Anyone wishing to trade successfully in the digital age needs the right tools. At netz98, we turn to the solutions of market leader Adobe and its store system Adobe Commerce as well as the store software Magento for our globally operating customers.

State-of-the-art front- and backend technologies are the basis for developing e-commerce platforms of the future – be it B2C, B2B or a business integration into your SAP environment – that's how we implement groundbreaking e-commerce platforms and digitalization projects for our customers, who include: Mey, Riese & Müller, PAPSTAR, EUROBAUSTOFF and Ortlieb.

valantic

valantic develops software and digital process solutions that offer their customers strategic advantages over the competitors. In doing so, we master the central challenges of digitalization with a uniquely flexible, elementary organizational structure and operational excellence.

Our ambition is to part from established patterns of thinking, combining technological expertise with industry know-how to achieve this. In this way, we aim to become No. 1 in the market in our specialist fields, and thereby implement digital transformation to perfection.

Awards

ENTERPRISE
MAGENTO SOLUTION PARTNER

Official Magento B2B Partner
Magento

Adobe Certified

GOLD MAGENTO COMMERCE
Solution Partner
Adobe

Awards

SAP Gold Partner

SAP Pinnacle Awards 2022 Winner

SAP® Cloud Focus Partner

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