

OMNI-CHANNEL COMMERCE WITH SAP[®] HYBRIS



Initially, we were only searching for a sales support system. Hybris' future safety as well as the coherent concept of our longtime partner itelligence* has convinced us of the innovative commerce solution. Today, Hybris is our strategic platform for the development of new business and sales models.

Thomas Brinkhoff, Manager Strategic Marketing / Parts Business / Back Office, Dürkopp Adler AG



Challenges

- Make highly complex products easily available for customers, partners, and sales via online order
- Develop mobile solutions for field representatives
- Make use of technical product data, both in the shop and on the new homepage
- Create maximum data management efficiency



Solutions

- SAP Hybris Commerce Suite
- SAP NetWeaver[®] Mobile Documents
- TopFlow xRM



Benefits

- Consistent, flexible processes due to full SAP integration
- An e-commerce suite designed for growth
- Central product access in real time for customers, partners, and sales
- Sale via all sales channels
- Multilingual sales support system
- Resource saving through around-the-clock Customer-Self-Service



Why NTT DATA Business Solutions?

- Certified Hybris partner and e-commerce expert
- More than 20 years of trustful cooperation
- E-commerce expertise, already proven in pre-workshops
- Coherent, convincing omni-channel concept
- Close cooperation with SAP Hybris on an international level



Company: Dürkopp Adler AG

Industry: Mechanical engineering

Products: Manufacturer of industrial sewing machines – from tailors to sewing machines with CNC control for highest requirements in the automotive industry

Number of employees: 1320

Turnover EUR 142 million (2015)

Headquarters: Bielefeld, Germany

* Since April 1, 2021 itelligence is operating as NTT DATA Business Solutions

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10000 storage types



Complexity and Variant Diversity of Dürkopp Adler's Sewing Machines

The Bielefeld-based company Dürkopp Adler produces industrial sewing machines in the highest "Made in Germany" quality for clothing, cushions, leather, shoes, technical textiles, and the automotive industry. Deductively, more than 25,000 completely configured end products can be produced. Distribution of the sewing machines is as challenging as their wide range of variants: an employee of Dürkopp Adler has to know 350 machine types with 2,500 different sewing operations in order to sell them competently. This demanding program had, by and by, become very challenging for Dürkopp Adler.

Uniform Product Data Ensure Consistent E-Commerce Processes

The Hybris E-Commerce Suite's success factor lies in the integration of all important business units. The basis for this is Product Information Management (PIM) that allows management of all product content centrally, consistently, and via all channels. As a result, Dürkopp Adler can improve content quality as well as global cooperation.

Access to All Product Variants – Worldwide and Mobile

The company can score with a synchronized brand identity and a comprehensive service. Not only do customers benefit from the SAP Hybris solution, but Dürkopp Adler's employees also profit because they can use the same online storefront. As a result, they provide comprehensive support in real time with the Assisted Service Module (ASM).

Seamless connectivity to the SAP ERP landscape back-end processes is another persuasive key aspect of the solution. In doing so, a flexible and consistent exchange of product and customer data, availabilities and orders between SAP Hybris Commerce Suite and the existing ERP system is guaranteed. The sewing producer, located in Bielefeld, is so convinced of the concept that the affiliated companies,

Beisler, Pfaff Industrial, and KSL, will also use SAP Hybris Commerce Suite.

Website Relaunch Based on SAP Hybris

Dürkopp Adler has recognized added value through NTT DATA Business Solutions's work setting up the new website as an additional channel. The decisive advantage: product data maintained in the PIM can be automatically transferred onto the website. Hence, the entered data are not only reused in the web shop, but on the website as well, reducing the data maintenance effort significantly. Moreover, an intuitive user interface and a responsive design facilitate the handling for customers as well as for employees.

With SAP Hybris, Dürkopp Adler has a sound e-commerce strategy platform for the future.

With the introduction of SAP Hybris, Dürkopp Adler has laid a solid foundation for the sales digitization.

Achim Beckmann, Principal Manager Hybris, itelligence AG

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