

NTT Data

NTT DATA ASSIST SMART PRODUCTS MANUFACTURER IN REINVENTING B2B CAPABILITIES

CASE STUDY



SAP LEAP
Large Enterprise Acceleration Program

THE CLIENT

The client is an American company specialised in the development and manufacturing of SMART home products. Their product range is primarily geared towards security, home comfort, and energy efficiency. In addition to their own line, the client also develops and manufactures a variety of separate home products, ranging from standard thermostats to pressure reducing valves (PRVs).

Part of the client's offering includes SMART homes solutions and products. At present, however, the supporting customer service tends to be more reactive. While SMART devices have strong reporting capabilities and feedback loops, the client is not yet leveraging this feature to its maximum potential. For that reason, the client was enthusiastic to begin utilising SMART analytics to optimise their offering and achieve more proactive customer service.



THE CHALLENGE

In order to achieve this, the client needed to review and reinforce their B2B application. Their existing B2B application is 12 years old and based on Sharepoint, integrated with a SAP file system. In addition, the B2B commerce application is entirely custom built and requires a lot of resources to maintain.

The client was therefore seeking to reduce internal effort and cost to boost the efficiency of their B2B application. Specifically, the project would include moving away from the legacy B2B solution and migrating to a product that supports distributor commerce.

For this, the client engaged with NTT DATA, seeking proof of concept that addressed key challenges of migrating to SAP Commerce Cloud for B2B transactions. Here, the main objective was to prove that the SAP Commerce Cloud could work as a B2B platform with a functional separation between the frontend and backend, also referred to as headless e-commerce. NTT

DATA would also need to show that SAP Commerce could leverage the client's React framework for the frontend experience and provide a strong B2B backend functionality.

At the outset, NTT DATA identified a range of architectural and developmental challenges included in the scope of the project. Architecturally, major challenges were present in the management of customer data and transactional emails in SAP Commerce Cloud, as well as the combination of B2B commerce customers with Pro customers. Elsewhere, key development challenges would come from integration with the client's existing suite of applications.

NTT DATA fuses the future of IT with the future of their clients, using over 25 years of expertise to help businesses adapt to new industry landscapes.



THE SOLUTION

Based on the client's request, NTT DATA selected five different proof of concept areas to focus on: customer management, pricing, PIM and DAM integration, email integration, and integration with the external Content Management System. In each case, NTT DATA supplied a system demonstration and customer use cases.

Since SAP Commerce Cloud does not provide a Simple Mail Transfer Protocol (SMTP) server, part of the solution was also helping the client to develop an alternative SMTP strategy. Here, NTT DATA recommended that the client hosts their own SMTP server, where configuring, monitoring, and maintaining this server would be their own responsibility. For email distribution purposes, NTT DATA recommended the use of a third-party SMTP relay service, in combination with an external email extension for transactional emails. This would expand commerce accelerator services so that emails could engage both SMTP and APIs, giving the client increased flexibility.



The NTT DATA team also provided a benchmark analysis of the existing solutions to the client's requirements for product information management (PIM) and digital asset management (DAM).

Following assessment of the PIM and DAM modules provided by SAP Commerce Cloud, NTT DATA were able to recommend the SAP solution as the ideal route for the client's product, content, and catalogue management needs. Migrating to SAP Commerce Cloud would centralise product information and allow the client to publish it on various distribution channels, giving them increased control over the information displayed.

THE RESULT

The collaboration with NTT DATA equipped the client with a detailed knowledge of SAP Commerce Cloud. By carrying out an analysis that was tailored to the client's needs, NTT DATA were able to determine its functions for the key architectural and development challenges set out.

As a result of the project, NTT DATA produced a thorough gap analysis, proof of concept, demos, and proof of value. These studies and the continuous support of NTT DATA ultimately helped the client to choose SAP Commerce Cloud as their platform for future commerce. Thanks to the preview and concept design provided, both IT and Business divisions of the client's company gained confidence in the solution. This will put the client in a strong position as they move into the blueprinting phase.



WHY NTT DATA

NTT DATA's vast experience in the manufacturing sector made them a desirable partner for this project. Having carried out operations in this area of industry for 45 years, NTT DATA employs 15,000 professionals that serve manufacturing clients and has a proven track record of creating innovative solutions for them. Such experience has given them a dynamic understanding of the manufacturing industry and its major players, providing NTT DATA with a unique value proposition.

In terms of capabilities, NTT DATA offers a global, team-based delivery that is apt for scale and innovation. A multilingual workforce with cross-sector expertise is able to provide clients with the resources needed across the globe, while also providing localised capabilities that foster responsiveness and flexibility.



**NTT DATA
brings digital
transformation to
life through
long-term client
relationships and
leading-edge
technologies.**

WHAT'S NEXT

NTT DATA has now established itself as a key SAP e-commerce partner in the client's overarching omnichannel enterprise program. Once successfully converted to a follow-up project, this engagement will give NTT DATA the lead position within the client's digital transformation program for e-commerce and omnichannel customer experience.

Going forward, NTT DATA will work with the client to develop an e-commerce migration template that can be reused to move all 25 sites to SAP Commerce Cloud. Moreover, the template will form part of a turn-key offering for other large manufacturing clients undertaking digital transformation. This will be especially useful for those migrating from web channels to e-commerce platforms.



NTT DATA

