

Driving revenue with a better online presence

SAP Commerce Cloud expands the ecommerce possibilities for a chemicals company

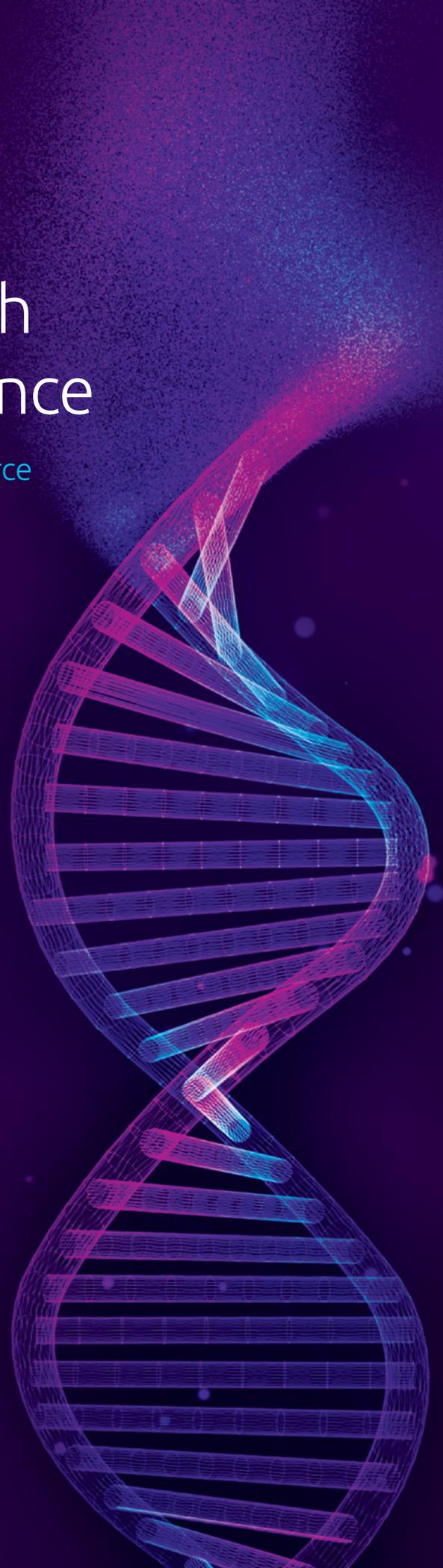
Region: **North America**
Industry: **Chemicals**

Technology solutions:

-  SAP Commerce Cloud (Hybris)
-  Paymetric
-  SCPI
-  Microsoft Azure

Challenge:

-  Existing in-house ecommerce solution was heavily customized with advanced functionality to handle the diverse range of products and regions
-  Additions to the existing 15-year-old system were cumbersome and changes could cause unintended problems with other parts of the site
-  Expansive and complex product offering with varying regulations and requirements for different regions
-  The existing site was treated as more of an add-on feature for sales, but the company wanted to increase the revenue share coming from ecommerce
-  It also needed more advanced analytics, including marketing segmentation and demand planning



Solution:

-  Transitioned business and ecommerce site to SAP Commerce Cloud, with a global commerce implementation rollout supporting more than 40 countries and nine currencies
-  Integrated with SAP S/4HANA via SCPI

Benefits:

-  New website delivered internal process efficiency improvements, a more modern design, and better customer experience
-  Able to drive more marketing initiatives through the website, such as cart-level promotion and personalization
-  Customers responding positively to the change and to the layout and structured search function
-  Plans to expand integrations, analytics, and business intelligence to connect the website to the business



Learn more about **SAP Commerce Cloud**



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Note: current conversion is €1 to \$1.18 (8/15/20)