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Capgemini marks the go-live of Tokyo Chemical Industry's digital storefront, created to enhance the B2B customer experience in 20 countries

Paris and New York – August 27, 2020 – [Capgemini](#) today announced the go live of an online global digital storefront that it has created for [Tokyo Chemical Industry \(TCI\)](#), a leading manufacturer of specialty organic chemicals for research and development. Built on the [SAP® Commerce Cloud solution](#), the new site provides TCI with a global footprint and digital customer platform able to support operations in 20 countries, nine languages and currencies, across eight independent regional websites.

Founded in Japan over 70 years ago, TCI partnered with Capgemini because of its strategic digital transformation capabilities within its [Digital Customer Experience \(DCX\) practice](#). The new TCIchemicals.com site now replaces a legacy commerce platform that could no longer support the needs of its growing international business.

Capgemini's DCX practice implemented SAP Commerce Cloud to help TCI create a more intuitive and personalized B2B customer experience across channels. The team also integrated SAP Commerce Cloud with SAP S/4HANA®, utilizing the SAP Cloud Platform Integration service, for a completely digital front- to back-office solution. Through this new integrated technology, the site can smoothly align pricing and tax information, enable different site features that vary by country, and replicate offline orders for full visibility.

TCI has a large product catalog, and complex search and pricing rules that vary by customer and country. Capgemini specialists well-versed in [SAP Customer Experience](#) solutions developed extensive site search capabilities heavily customized for the chemicals industry. This new sorting functionality better enables chemists and scientific professionals to find relevant products quickly.

"TCI understands why the combination of an immersive customer experience, superior technology, and a trusted digital transformation partner is so important. It truly believes that a seamless buying experience throughout the customer journey will increase brand loyalty and thereby revenue," said Darshan Shankavaram, Global Head of the Digital Customer Experience Practice at Capgemini. *"We are excited to have helped TCI realize their commerce potential fully."*

Capgemini partners with SAP to bring innovation and transformation to organizations across industries and regions. As a global SAP partner, Capgemini is one of the world's largest and most experienced SAP systems integrators, with more than 18,000 SAP practitioners worldwide and over 40 years of experience.

About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of €17billion.

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