

Your Complete Guide to
WHEN, WHY, WHAT, WHO
AND HOW of **MAGENTO &**
SAP BUSINESS ONE
INTEGRATION



**Passionate about
eCommerce**

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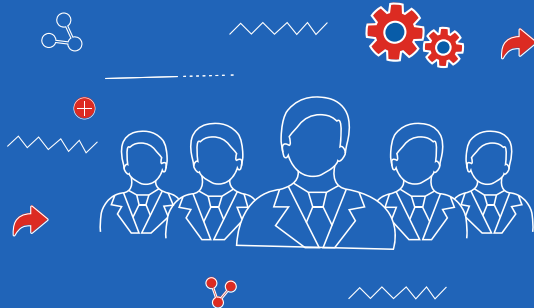
Introduction

If you are reading this, then you have (or will soon have) an ERP system (like SAP Business One) and an eCommerce system (like Magento) and you are looking to build a business case (either to convince yourself or your management) for integrating these two systems. Let us tell you a couple of things, 1) you have taken steps in the right direction to SCALE (not just grow but scale) your business to the next level and 2) you are at the RIGHT PLACE looking for information.

Let us tell you a story first. The story of Mr. and Mrs. Smith.



To manage the increasing complexity of their operations they recruited more people,



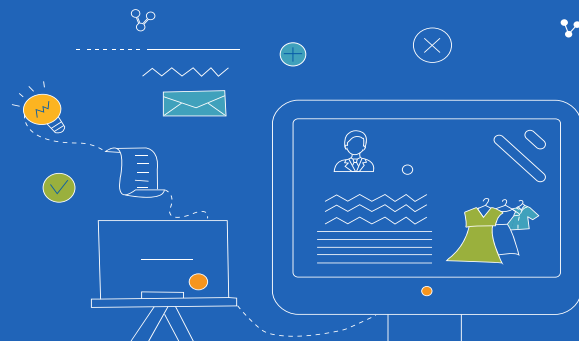
but things continued to be chaotic.



They looked online and spoke to a few friends, getting an ERP system seemed to be the solution.



On one Sunday morning, Mr. and Mrs. Smith were discussing the direction things were taking and realized that their accounting system was limiting their growth.



Everything seemed well, until a customer walked into their store and raved about their products. She lived on the other side of the country and often bought from them when on a vacation.



They spoke to their friend Rob who worked for a software firm that sold ERP systems to small and medium businesses. He suggested SAP B1 ERP to them. With the help of Rob, they had their SAP B1 ERP up and running quickly. ERP adoption streamlined their growing business operations and supported further growth.



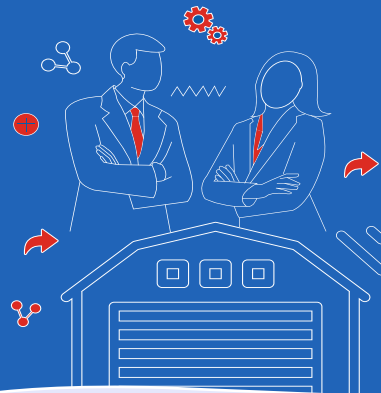
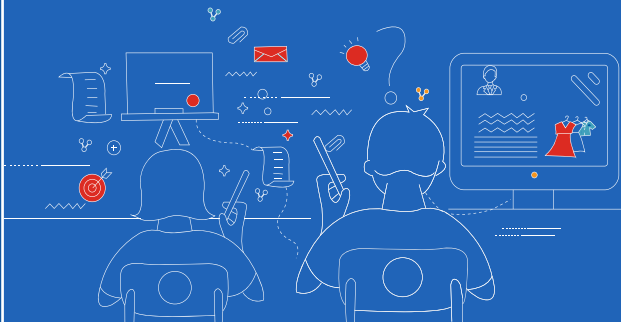
They Are Waiting!

She even mentioned how several of her friends also wanted the same product but could not find them online.



The dream of becoming a global brand, that was forgotten in the rush, was alive again.

They decided to start their own eCommerce store.

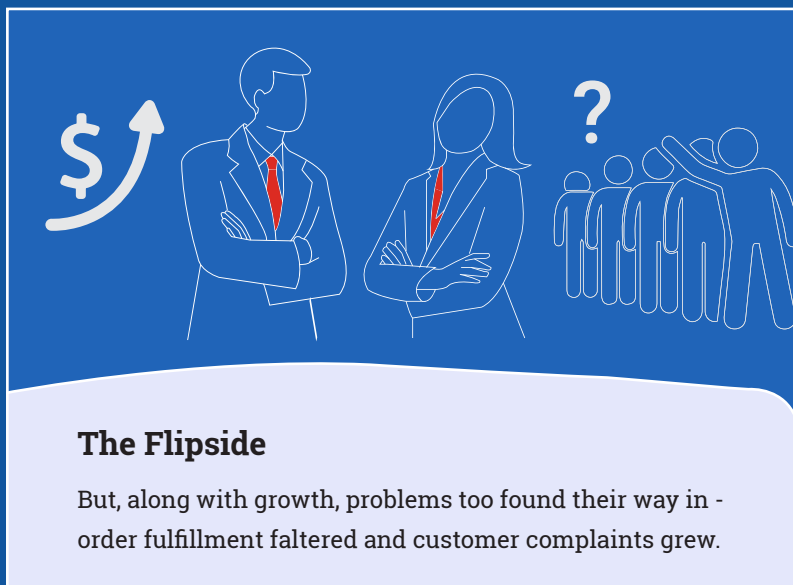


They set off to find the holy grail - the perfect eCommerce solution.

After considerable research, they decided to use Magento. The eCommerce store was up soon and a stream of new orders started coming their way.



The Smiths were ecstatic with the kind of growth eCommerce brought them. Their brand was well on its way to being a global brand.



The Flipside

But, along with growth, problems too found their way in - order fulfillment faltered and customer complaints grew.

Integration: The Missing Piece of eCommerce-ERP Puzzle

The Smiths and other small and medium businesses often fail to estimate their readiness for the rapid eCommerce led growth. Possible challenges never get the same attention that revenue projections do. All business owners set out with a common objective, i.e., to sell more and scale further. This is possible only when operational efficiency remains the same or improves as the business grows. Which is why integrating your eCommerce store with your ERP is crucial.

An integration solution enables the kind of selling that is not just driven by numbers but also ensures long-term stability in business performance.

The following eBook attempts to take you through key aspects of eCommerce and ERP integration.

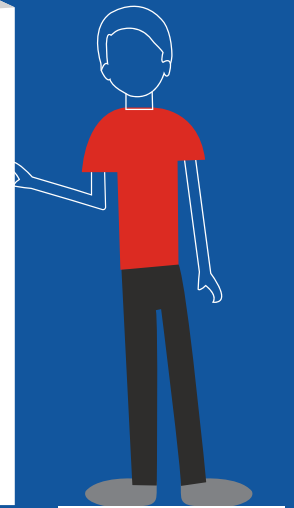
- ◆ We begin by understanding the business and operational context of small and mid-size businesses and the challenges they face while growing (WHEN the need for integration becomes apparent).
- ◆ The need for integration (WHY do you need integration) and the synergies between eCommerce and ERP will be dealt with next (WHAT to consider when integrating your eCommerce and ERP systems).
- ◆ We follow that up with a business case for eCommerce and ERP integration (WHO stands to benefit from integration).
- ◆ Finally, a brief introduction to i95Dev Magento SAP Business One Connect (HOW can you realize those amazing benefits of integration).

(When) Common challenges faced by Mid-Size Businesses

We live in a world where businesses are constantly playing catch up with the ever-evolving technologies and constantly changing customer expectations. Customers today are no longer loyal to a channel, device or a brand. They shop across multiple channels, consuming information across multiple devices (switching between them frequently) and at every location.

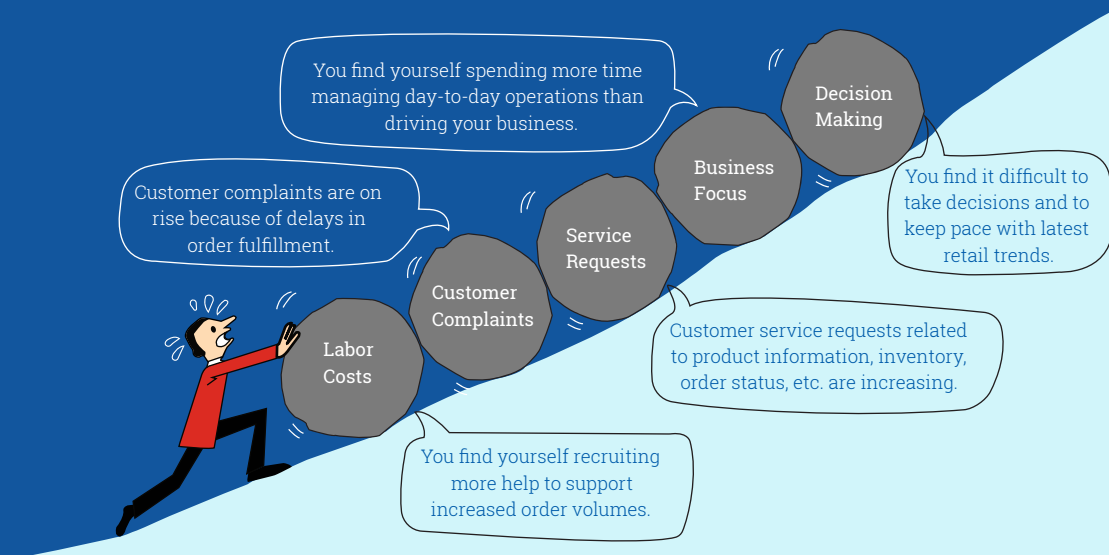
They do this while expecting the brands to provide an enhanced, personalized, consistent and seamless experience across channels.

And they expect this quickly (enhanced speed and performance) and consistently without compromising on the security of their information. To meet these demands, businesses need systems and processes that are both agile and flexible.



When businesses start out, business owners are very busy running day-to-day operations while weekends are usually reserved for back-end management needs. This old-school approach works well during the early phases of a business when teams are small and customer base is limited.

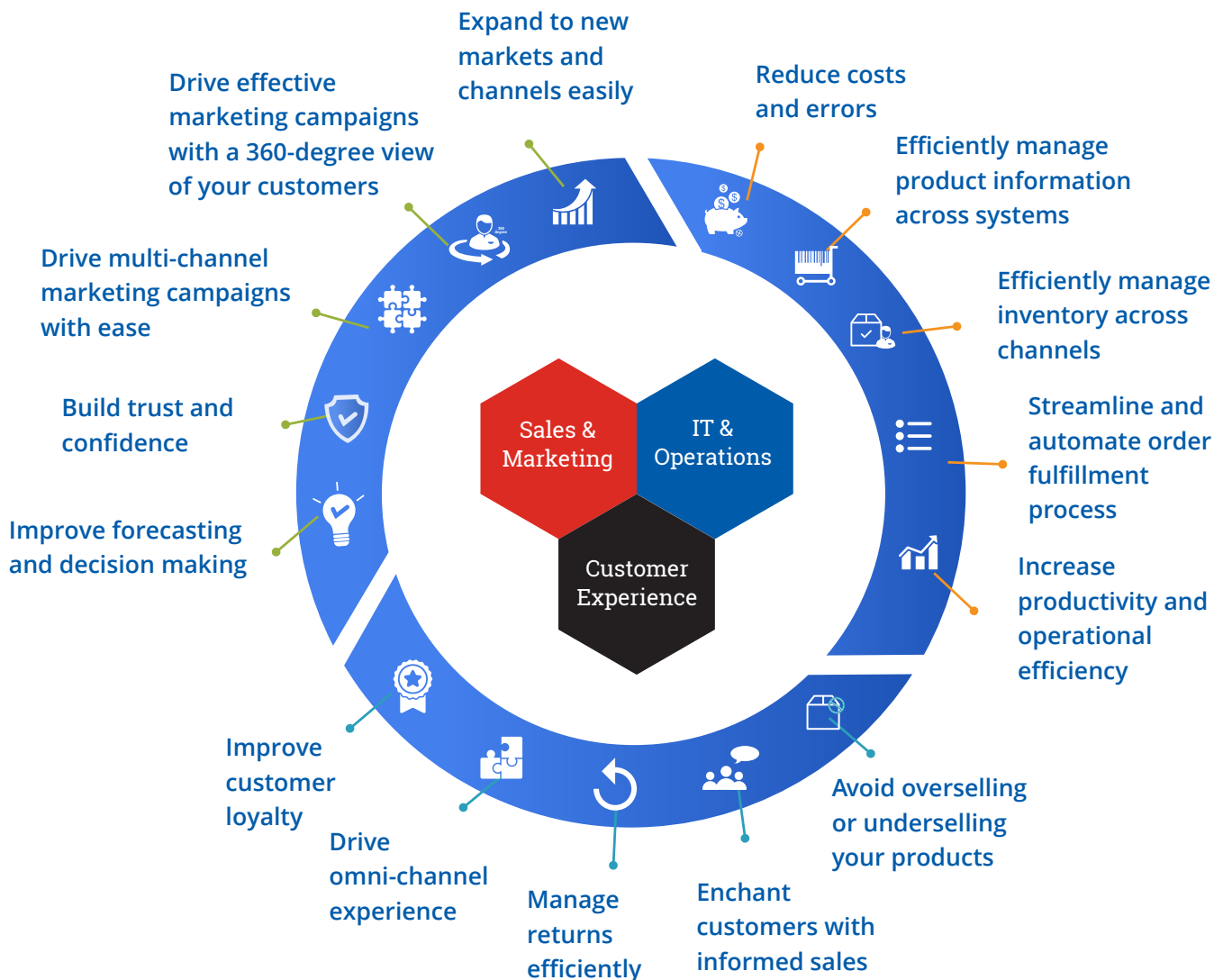
But as your customer base increases, so does the level of your operations, making management more complex. You adopt systems like eCommerce and ERP, but problems appear in a different form.



You start wondering, how big companies keep running smoothly with operations across the globe. Here is a quick summary of the common challenges that businesses face as they grow, which indicate the need for an integrated solution.

(Why) The need for integrating eCommerce and ERP systems

eCommerce and ERP integration can not only help you address these challenges but also achieve much more.



(What) The synergy between eCommerce and ERP

But how can integrating eCommerce with ERP help you achieve so much? The answer to that is the strong synergy between the two systems. Let us take Magento eCommerce and SAP Business One ERP as examples. While these two systems seem very different, both the systems complete each other in so many ways. Here are few components/ fields that overlap between Magento eCommerce and SAP Business One ERP systems and why you must consider integrating them.

Orders

While orders are accepted in the eCommerce store, the actual fulfillment happens in the ERP system. Orders sync also give insights into the buying history of the customer, the amount receivable /payable and the non-availability or shortfall of stock if any.

Payments

At the end of the day, all transactions affect payments/accounts receivable. Syncing payment information from Magento to SAP B1 helps in capturing payments after fulfillment while ensuring consistency in the accounting books.

Customers

The core of your business. Synchronizing customer information across Magento and SAP B1 systems provides a uniform view of the customer interactions across the organization, enabling efficient order fulfillment, after sales support and customer support.

Products

Displaying accurate product information is crucial to build trust with your customers. Synchronizing product information across Magento and SAP B1 does that while minimizing effort required to maintain this information across multiple systems.

Inventory

Synchronizing inventory information from SAP B1 to Magento not only helps you manage inventory better but also avoids situations like overselling or underselling of products.

Shipping

Shipping is an integral part of the order fulfillment process and keeping customers informed about the order and shipment status (shipment tracking number) play an important role in improving customer experience.

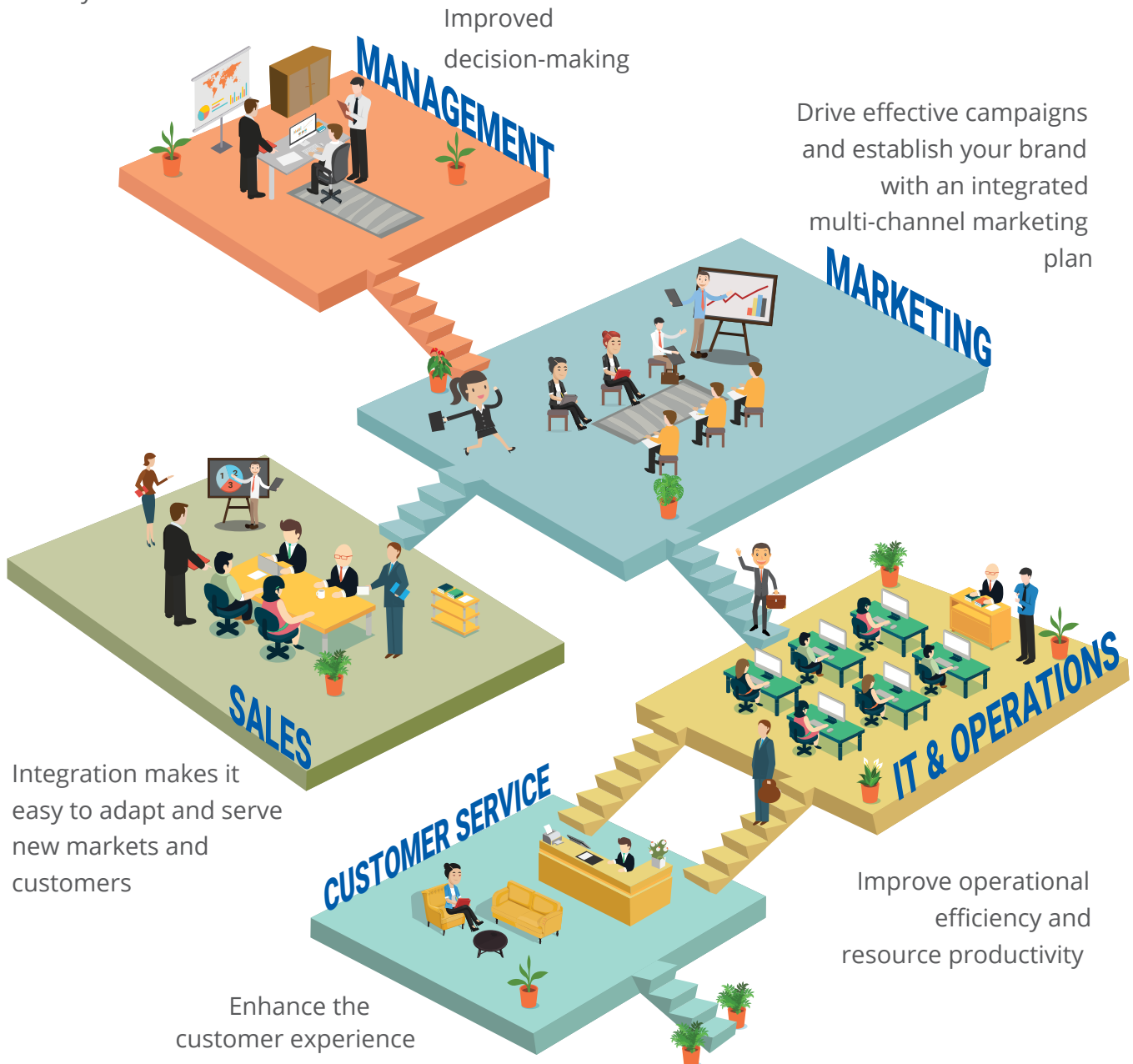
Tier Prices

Not all customers are the same and differential pricing is very common with most businesses. Integration enables you to offer personalized pricing to your customers.



(Who) Building a Business case for Integration

Integration certainly has far-reaching benefits across departments not confined to just an IT and operations project. To understand the depth in value of such an investment, start by building a list of stakeholders who will benefit from it (from Sales, Marketing, Management, IT, Operations, to Accounting/ Finance) – how it impacts business efficiency and get more buy-ins. Here is a quick summary –



Sales - Integration makes it easy to adapt and serve new markets and customers

The ability of a business to reach out and serve a wider audience successfully rests on a business's ability to scale. Without integration, the growth of a business is limited by the number of orders that can be manually transferred between the two systems, a process which is both cost intensive and prone to errors. Magento and SAP Business One integration automates information flow between the two systems helping sales serve new markets without worrying about order fulfilment

Marketing: Drive effective campaigns and establish your brand with an integrated multi-channel marketing plan

To target customers with different buying behavior, businesses have to ensure that they have a 360-degree view of their customers. This requires measuring customer interaction across all touch points, which is not feasible with information residing across multiple disconnected systems. The SAP Business One ERP and Magento eCommerce integration helps by centralizing customer information and all interactions across the two systems. Armed with this information, the marketing team can now run marketing campaigns that are both targeted and multi-channel.

IT & Operations – Improve operational efficiency and resource productivity

Integration makes way for automation of order fulfilment – from transferring orders from Magento to SAP Business One, to areas like packaging, generating shipping labels, updating the customer about the order dispatch, shipment status, and more. This not only reduces costs and errors but also enables your resources to re-prioritize and re-focus, thus improving their productivity. Integration also makes it possible to manage all critical information like products, customers, inventory, etc. in one system further reducing operational overheads.

Customer Service – Enhance the customer experience

Everything related to Magento and SAP Business One integration contributes towards improving customer experience – inventory sync by preventing overselling of products, customer and order sync by enabling informed sales, product sync by ensuring consistency across channels and more. In addition, integration converts your Magento store into a self-service portal allowing your resources to reduce low-value activities like answering phone calls and doing data entry, and lets them re-focus on high-value activities like improving customer lifetime value etc.

Management – Improved decision-making

Critical business decisions are often made based on 'gut feelings' that are shaped by outdated and inaccurate data. With SAP Business One and Magento integration businesses get access to reliable and accurate data, which can be used for Forecasting and Demand Planning, Payment Terms Negotiation, Managing Payouts of Sales Commissions, and more.

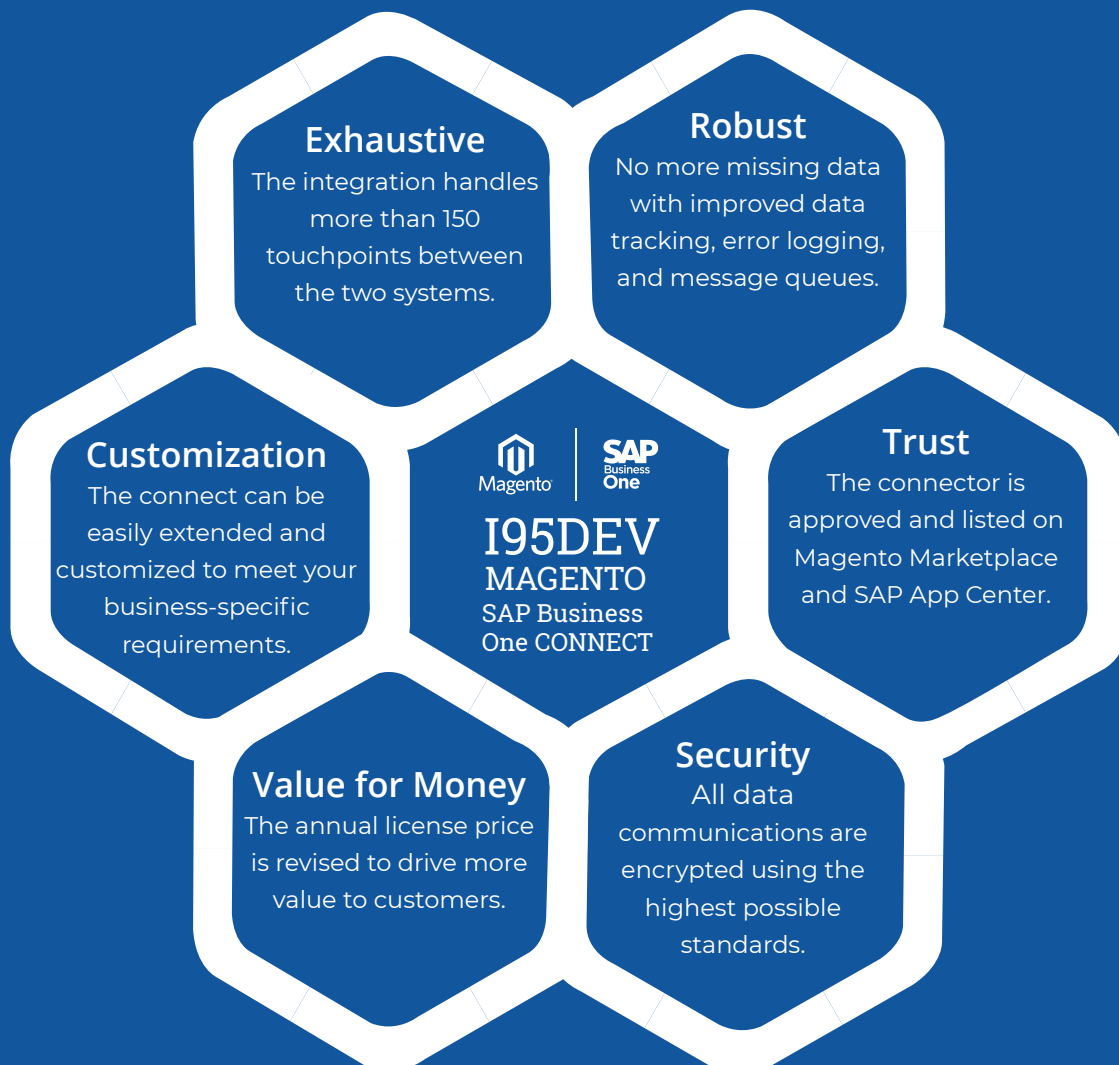
(How) What i95Dev's Magento SAP Business One Connect Offers

Now that you are convinced about eCommerce and ERP integration and would like to move forward, What next? How do you go about integrating your eCommerce and ERP system?

i95Dev Magento SAP Business One Connect

i95Dev's Connect is a comprehensive integration solution for Magento and SAP Business One. It supports both SQL and HANA databases, for SAP Business One.

Further, **i95Dev Connect for Magento and SAP Business One®** is approved and listed on both Magento Marketplace and **SAP® App Center**.



Why choose i95Dev?

- ◆ i95Dev is an industry leader in eCommerce and ERP integration with an exhaustive experience in Magento.
- ◆ We have successfully integrated Magento and ERP systems for 180+ customers
- ◆ We have over 200+ Magento Certified professionals.
- ◆ We work closely with our customers to understand and address their business-specific challenges.
- ◆ We believe in transparency! All the important details from our discovery process to development status are shared transparently with you.
- ◆ We allocate dedicated workforce and management professionals for every project.
- ◆ Our customers love us for our response times and willingness to go the extra mile. Our support team is available across multiple time-zones.



i95Dev Success Story

Rommanel, a Brazilian company, is a leading manufacturer and retailer of clad jewelry that has been in the business for more than 30 years. Its order and inventory management faced a lot of issues due to lack of integration between Magento and SAP Business One system.

Absolute Web, one of i95Dev's long term partners, introduced Rommanel and its situation. i95Dev further helped them streamline and automate order fulfillment enabling Rommanel to fulfill orders faster, while keeping customers informed about their order status, effortlessly.

i95Dev's Magento and SAP Business One Connect also helped in managing omnichannel sales and associated inventory across all the channels. This resulted in centralized order and inventory information that enabled Rommanel to forecast its sales better and drive efficiency in its manufacturing process.

What Absolute Web has to talk about its experience with i95Dev for Rommanel?

"i95Dev team went beyond to make the project a success. Their communication was excellent, and I got replies to all my & client questions. Without i95Dev and their team, we could not have completed the project. They completely changed my understanding of project management in IT. We will always consider them for partnership even for future projects. Thank you!"

Kyle Larin, Ecommerce Project Manager

Absolute Web

Collaborate with i95Dev for a hassle free Magento and SAP Business One integration delivered on-time and on budget.

Conclusion

SAP Business One's integration with Magento Commerce through i95Dev Magento SAP Business One Connect helps business owners at all levels manage sustained selling through solid back-end management.





Passionate about eCommerce

New Jersey, USA

New York, USA

Texas, USA

Sydney, Australia

Hyderabad, India

info@i95Dev.com

(301) 7607499

www.i95Dev.com



About i95Dev

i95Dev is a one-stop-shop for all your customer experience, eCommerce, and integration needs. We specialize in designing, developing, and maintaining B2B / B2C integrated omni-channel eCommerce solutions, powered by Magento.

We are a family of 230+ talented and experienced professionals and one of the leading systems integrators for Magento in supporting complex integrations with various ERPs, POS, CRM, Accounting, Mobile and Social Applications.



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