

SAP® Web Channel

The professional online store based on SAP ERP or SAP CRM.

Sales in the e-commerce sector have been rising steadily for years. In addition to conventional B2C stores, more and more companies are expanding their web sites to include business customer portals. For those already using SAP, the SAP Web Channel application provides an ideal foundation for future online business.

SAP Web Channel is the successor to SAP E-Commerce and like its predecessor, it seamlessly integrates with SAP ERP or SAP CRM backend processes. It supports B2C stores as well as B2B scenarios for business customers and partner stores. The system is tailored to your specific requirements and existing master data can be easily used. The online store facilitates order entry and reduces the risk of errors because your customers enter data directly and consistency checks are performed by the system. You benefit from short reaction times and lower sales costs! In addition, you can sell your products 24/7 without the need for additional space or staff. The solution boosts customer satisfaction thanks to

accurate availability and delivery information, a reliable product search function and intuitive shopping basket management.

Further features of the online store include an integrated authorization concept multilingual and multi-currency capability. You can configure customer-specific catalogs or interfaces to external product catalogs. You can also enhance your catalogs with multimedia objects and check the status of your orders in real-time. Customer-specific prices and product configurations complete the solution.

We have a long history of success both at home and abroad in the SAP online store environment, especially SAP Internet Sales, SAP E-Commerce and SAP Web Channel. In 2005, we began an intensive collaboration with the E-Commerce Competence Center at SAP Deutschland AG & Co. KG and have implemented numerous projects at well-known companies. During these projects, we have compiled frequently recurring requirements into special SAP E-Commerce consulting packages: Our Tuning Pack for B2B and the Sycor.ContentPack for B2C are the perfect way to start your successful web project. In addition, the "CatMan Suite" enhances standard processes for catalog maintenance.



SAP® Certified
in Hosting Services

Your advantages:

- Support multiple languages and currencies
- Integrate the store into your SAP ERP or SAP CRM processes
- Sell configurable products
- Customer-specific pricing and catalog views
- Real-time availability checks
- Automated order processing

Your challenges:

- Expand your sales activities to the Internet
- Manage an international business (including languages and currencies)
- Provide complex, customer-specific products
- Differentiate pricing according to customer and location
- Improve data quality and avoid data redundancies

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