Pradeep IT™

A Kou-Chan Company

Seamless Omni-Channel Commerce
with SAP® Hybris

# SAP Commerce Cloud

# Company Information

"At first, our goal was simply to find a sales support system. However, the reliability and forward-looking approach of Hybris, along with the expertise of our trusted partner, convinced us of its potential. Today, Hybris serves as our strategic platform, driving innovation in our business and sales models."

**— Thomas Brinkhoff, Manager Strategic Marketing / Parts Business / Back Office, Dürkopp Adler AG**

## Challenge

1. Simplify access to complex products for customers, partners, and sales through online ordering.
2. Enable mobile solutions for field representatives to enhance efficiency.
3. Integrate technical product data seamlessly across the online store and website.
4. Optimize data management for maximum efficiency and accuracy.

## Solution

SAP Hybris Commerce Suite

- SAP NetWeaver® Mobile Documents
- TopFlow xRM

## Benefits

- Seamless and adaptable processes with full SAP integration.
- Scalable e-commerce suite designed for business growth.
- Real-time centralized product access for customers, partners, and sales.
- Unified sales experience across multiple channels.
- Multilingual support for a global customer base.
- 24/7 Customer Self-Service to enhance efficiency and save resources.

## Why NTT DATA Business Solutions?

Certified SAP Hybris partner with deep e-commerce expertise.
Over 20 years of trusted collaboration.
Proven e-commerce capabilities demonstrated in pre-workshops.
Comprehensive and strategic omni-channel approach.
Strong global partnership with SAP Hybris for seamless integration.

**Company:** Dürkopp Adler AG
**Industry:** Mechanical engineering
**Products: Manufacturer of industrial sewing machines –** from tailors to sewing machines with CNC control for highest requirements in the automotive industry
**Number of employees:** 1320
**Turnover** EUR 142 million (2015)
**Headquarters:** Bielefeld, Germany

**Dürkopp Adler's Sewing Machines: Managing Complexity and Variant Diversity**

Dürkopp Adler, based in Bielefeld, Germany, is renowned for producing high-quality industrial sewing machines for diverse industries, including fashion, upholstery, leather, footwear, technical textiles, and automotive. With over 25,000 possible end-product configurations, selling these machines is as complex as their production. Sales representatives must master 350 machine types and 2,500 sewing operations, making the distribution process increasingly challenging for the company.

**Standardized Product Data Enables Seamless E-Commerce Operations**

The Key to Hybris E-Commerce Success: Centralized Product Information Management (PIM) for Seamless Integration and Global Collaboration.

## Global and Mobile Access to All Product Variants Anytime, Anywhere

The company benefits from a unified brand identity and an enhanced service experience. With SAP Hybris, both customers and Dürkopp Adler employees gain seamless access to the same online storefront, enabling real-time support through the Assisted Service Module (ASM). A key advantage of this solution is its deep integration with SAP ERP, ensuring a smooth exchange of product and customer data, availability, and orders between SAP Hybris Commerce Suite and the existing ERP system. The Bielefeld-based sewing machine manufacturer is so confident in this approach that its affiliated companies are also embracing the concept.

### Website Relaunch Based on SAP Hybris

Dürkopp Adler has unlocked significant value with NTT DATA Business Solutions by establishing its new website as an additional sales channel. A key advantage lies in the seamless integration of product data from the PIM system, allowing automatic synchronization across both the web shop and the website. This streamlined approach reduces data maintenance efforts while ensuring consistency. Additionally, an intuitive user interface and responsive design enhance the experience for both customers and employees.

With SAP Hybris, Dürkopp Adler has built a strong e-commerce foundation, setting the stage for future digital growth.

"By implementing SAP Hybris, Dürkopp Adler has taken a crucial step toward sales digitalization."

— Achim Beckmann, Principal Manager Hybris, intelligence AG