

# NTT DATA creates turn-key e-commerce solution through engagement with leading tech enterprise

## Client profile

The client is a publicly traded, multinational conglomerate with its headquarters in North Carolina. Its four principal areas of business are aerospace, building technologies, safety and productivity solutions, and performance materials and technologies.

A key offering is the invention and production of technologies that address global issues such as safety, security and energy. Employing around 110,000 people worldwide, of which over 19,000 are engineers or scientists, their core strength is a strong focus on high quality, delivery, outstanding value and cutting-edge technology solutions in every area of operations.

## Business need

Over a period of 10 years, the client had developed 25 e-commerce sites across their SAP CRM platform, operating within various business units. These sites were SAP Web Channel-based, and while they were uniquely customised, their various features and functions were not clearly documented and available.

In addition, SAP has announced the end of SAP Web Channel support by the end of 2022, meaning the client's existing solution would not be viable beyond that point. The client therefore needed to migrate from SAP Web Channel to SAP Commerce Cloud, a migration expected to last around two years, allowing for a consultation period and the implementation itself. NTT DATA was asked to provide an assessment of the scope, complexity and timescale of the migration, and a blueprint for a pilot set of Web Channel-based e-commerce sites.

The project would involve a fit-gap analysis, an architectural direction plan and an implementation plan in order to better position the client with an end-to-end solution. This process was well-aligned with NTT DATA's particular strengths and expertise.

## Solution

The client's chosen solution, SAP Commerce Cloud, is a proven solution designed mainly for large enterprises. It is a platform that offers particularly advanced B2B, B2C and B2B2C functionalities, simplifying complex transactions and order processes.

NTT DATA's first step was to provide an assessment of any gaps in the solution and establish where there may have been differences between the existing and new architectures. Given their areas of operations, a key consideration in the migration was SAP Variant Configuration, which the client required to be built into the Commerce Cloud solution. This out-of-the-box functionality allows for the creation of product specifications on the part of either the client or their customer, ensuring exact production and limiting cost overruns.

The assessment made clear that some functionalities would have to be rebuilt or re-engineered during the migration, but also afforded the client a clear overview of the future architecture of a SAP Commerce Cloud solution. Furthermore, they gained an understanding of how Variant Configuration and synchronous pricing would be used going forward.

The solution proposed by NTT DATA involved six stages to form a complete SAP Web Channel Migration Playbook:

- **Data synchronisation between CRM and ERP**, where NTT DATA offered two options for carrying out the process. The first proposed route involved pushing the master data from SAP CRM to SAP ECC to create a single data source within SAP ECC. Alternatively, NTT DATA suggested applying all master data directly from SAP ECC and uploading it to SAP Commerce Cloud, reducing the requirement for custom development.
- **Global Delivery Model Architecture Enhancement** to allow for additional functionalities including Variant Configuration or business unit reporting applications.
- **Gap fulfilment**, analysing processes such as transaction histories and stock level/pricing to identify and fill any gaps the migration may create.
- **Site set up**, configuring the 'back office' architecture to reflect the behaviour of the e-commerce sites.
- **Data migration**, SAP ECC, SAP CRM and SharePoint.
- **Factory model build**, construction of testing, development, training and security architecture under an umbrella Global Program Management platform.

## Outcomes

The client received a comprehensive and detailed overview of SAP Commerce Cloud, its capabilities and functionalities, and the key challenges that would arise from the migration. NTT DATA were also able to provide the client with a clear and detailed roadmap of the migration plan.

As an additional benefit, the learnings taken from the assessment mean that NTT DATA now has the possibility of creating Proof of Concept models before future implementation of similar projects. This strengthens NTT DATA's position as a key SAP E-Commerce Partner and provides a template for any other

SAP Web Channel client who wants to move to SAP Commerce Cloud. The project has resulted in:

- Consistent solution architecture.
- Enhanced e-commerce features.
- Robust data management.
- Predictable outcomes.

The approach taken provides clear insights into what is required to close gaps in the migration, and how best to address those gaps in the construction of a SAP Commerce Cloud solution.



NTT DATA conducts thorough high-level assessments to determine how to best meet current and future client needs.”

Publicly traded, multinational conglomerate

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## Why NTT DATA

NTT DATA's specific expertise in discrete manufacturing comes from over 45 years' experience, with more than 15,000 experts serving that sector. The result of extensive experience in this specific field is a profound understanding of the challenges unique to manufacturing, and an ability to produce innovative solutions to the most complex projects.

The global, team-based model used by NTT DATA allows for scaling according to each project's needs, ensuring clients receive the resources they need wherever they are in the world. Critically, NTT DATA provides local capabilities worldwide, ensuring rapid response and flexibility within a multilingual and multi-talented workforce.

## What's next

Once the project is implemented, NTT DATA will hold the lead position within this client's digital transformation programme. The client will have completely updated their digital commerce offering, allowing them to provide an omnichannel experience to their customers. The client will then be able to use a single migration template to move their 25 e-commerce sites to SAP Commerce Cloud.

What's more, the template generated by this project will form a turn-key solution that can be offered to other large enterprises. It will provide a blueprint for rapid migration of web channels to SAP Commerce Cloud as part of an overall digital transformation. This will place NTT DATA as a leading SAP E-Commerce Partner within the omnichannel customer experience space.

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**NTT DATA's extensive experience in the manufacturing space means they are uniquely positioned to tackle complex projects in this industry.”**

Visit [nttdata.com](https://nttdata.com) to learn more.

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