



BROCHURE

Sitecore Experience Commerce Integration for ERP

Empowering businesses to
drive sales through end to end
omnichannel experiences

connected by



Put It Forward®

Introduction

Today's customers expect that businesses can engage with them wherever they are, whether they are shopping with their mobile phone or visiting their favorite store. To meet this expectation, businesses need to deliver a first-class customer experience consistently across all channels. Together, ERP solutions and Sitecore® Experience Commerce™ enable businesses to deliver the personalized omnichannel experiences that modern consumers demand.

Sitecore Experience Commerce

A secure, enterprise-grade commerce solution that delivers a personalized buying experience throughout the entire customer lifecycle – before, during and after the transaction. It is a fully integrated platform that includes:

- Responsive storefronts with drag-and-drop
- Product catalog management
- Pricing management
- Promotion management
- Customizable cart
- Inventory management
- Order management
- Return management
- Account creation

Sitecore Experience Commerce is built on the Sitecore® Experience Platform™, providing all the tools you need to personalize the buying experiences that transform prospects into lifelong customers. The platform allows you to maintain up-to-date profile and cross-channel history for each unique customer - from stores, direct mail catalog to web, email, mobile, and social media. Providing a superior experience for each unique customer, from awareness to advocacy and from one purchase to the next – that's how you grow revenue and build lifelong relationships.

Sitecore Experience Commerce helps you pull it all together to manage the full customer lifecycle and increase lifetime customer value.

ERP Business Solutions

ERP business solutions form the operational backbone of enterprises the world over. Providing automated operational capability for end to end back office efficiencies and a management.

Core ERP systems included in the integration are SAP ECC, SAP S4 Hana, SAP BusinessOne, Oracle Netsuite, Oracle EBS, Microsoft Dynamics, Sage and Financial Force

Key benefit include:

- Unified supply chain management
- Centralized inventory management
- Global account and customer information
- Pricing management and control
- Financial reporting

The Connectors

ERP Business Solution Connectors for Sitecore XC provide pre-built configuration based integration between the solutions. It delivers data integration that enables the two solutions to share relevant customer, product, transaction, pricing information and other data.

Key Benefits

- **End to End Omnichannel Experience**

Deliver a consistent end to end customer experience by using data that is available across the platform.

- **360 View of the Customer and Account**

One single source of truth for the customer digital interaction data for complete insights into the customer experience across channels.

- **Real-Time Personalization**

Use rules and behaviors to deliver the relevant content to the right customer at the right time.

- **A/B and Multivariate Testing**

Design and conduct A/B and multivariate testing across all digital and physical channels.

- **Codeless Configuration**

Reduce costs and time with codeless integration for the business user that enables rapid changes.

- **Omnichannel Pricing**

Create consistent pricing strategy across digital storefronts and retail stores for optimal and consistent customer experiences.

- **Inventory management**

Provide your customers and operations teams with real time views into the inventory levels.

- **Leverage Operations Into Digital**

Provide a path for the operational systems and processes to be part of the digital transformation.

- **Shared Payment and Shipping**

Enable both the digital and operations teams to use common services for payment, tax calculation and shipping.

- **On Demand Deployment**

Nothing to develop or install, configure the connections and business rules to match the needed outcome.

Extensible Connections

The connector is configuration based providing a flexible way for partners and customers to change the integration to their way of working for specific deployment scenarios. With configuration based connectors the amount of work needed to deploy and maintain the integration is significantly reduced. Furthermore they benefit from using a solution that has been reviewed, tested and supported by Sitecore.

Key Features:

- **Automatic Inventory Updates**

Enables accurate and consistent inventory management across all channels.

- **Codeless Configuration Bi-Directional Data Integration**

Enables sharing of relevant between your ERP system and Sitecore Experience Commerce based on configuration. Examples of bi-directional integration data sets include: Account and customer information, inventory and pricing plus custom data objects.

- **Rules Based Integration Framework and Data Governance**

Use business rules to control when and where business events are triggered across the systems. Trace data as it moves through the integration for quality and compliance based needs.

- **Backwards Compatibility**

The connector is certified for compatibility with current versions of Sitecore and the ERP system plus two versions back.

- **Multi-mode Deployment Options**

Deploy in the cloud, hosted, on-premise or hybrid to address architectures.

Sitecore Experience Commerce
9.0.1 or later

ERP - Current and two versions
back

Figure 1: Bi-directional process and data flow between Sitecore Experience Commerce and an ERP system.

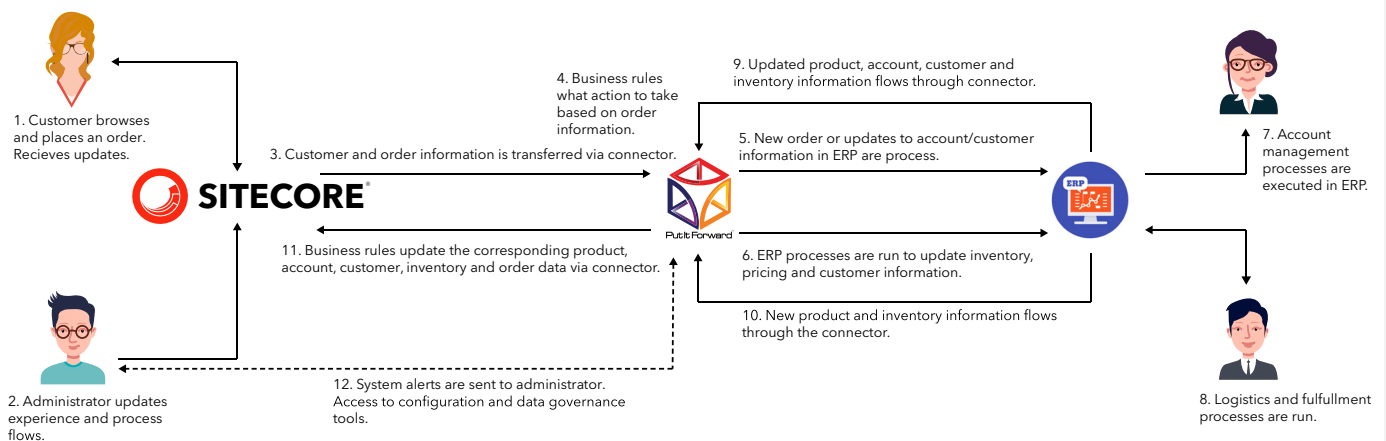


Figure 2: Following is an example of the Platform Builder orchestration tool and Integration Designer

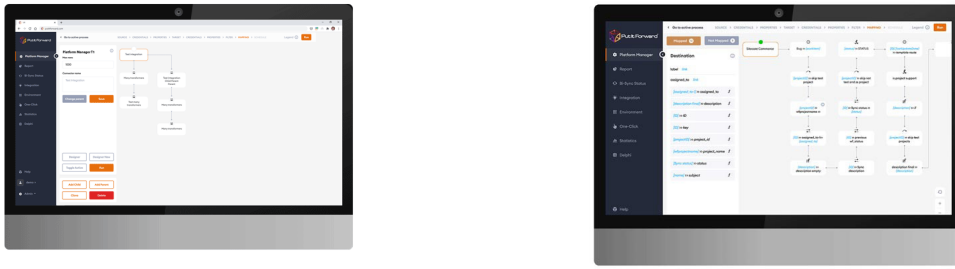
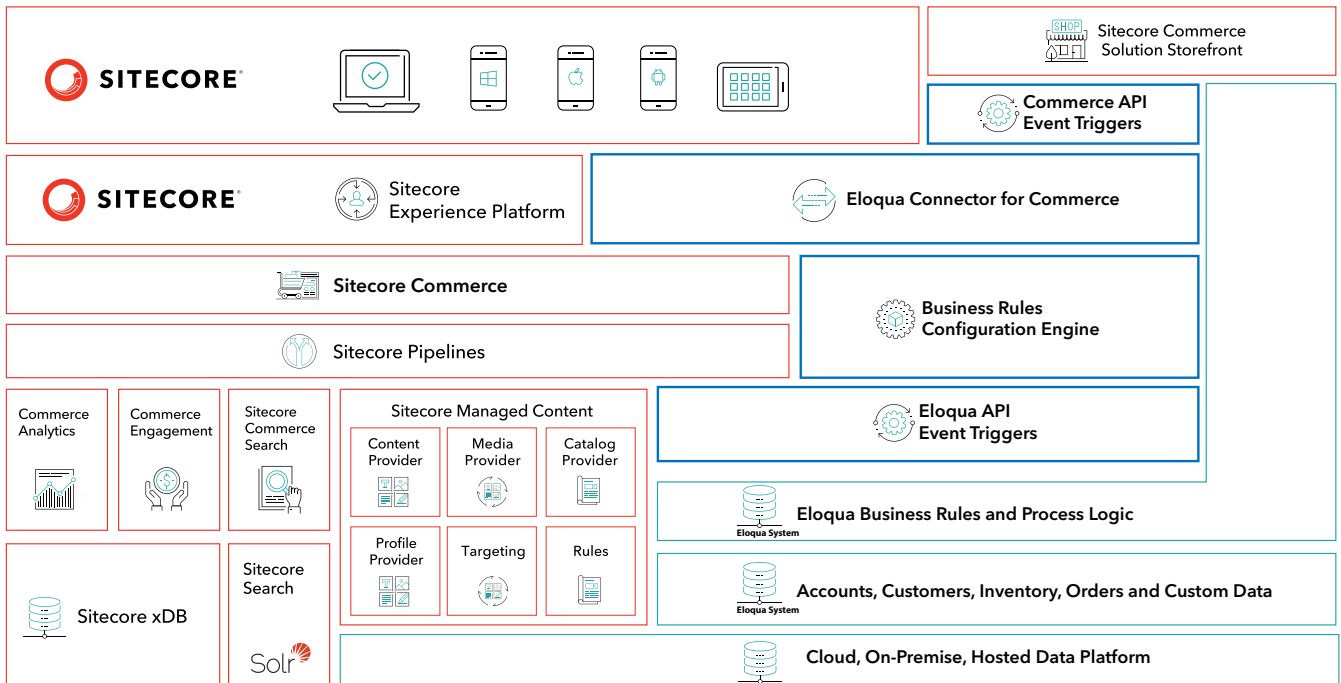


Figure 3: Below is an example of a deployment architecture of Sitecore Experience Commerce and an ERP using the integration connector.



Connect with Sitecore

Talk to your partner or connect with a Sitecore expert at SitecoreSales@sitecore.com for more details.

