

## A customer-friendly B2B online shop

**Sycor has launched a customer-friendly B2B online shop based on SAP WebChannel at Alumeco, one of the leading aluminium suppliers in Scandinavia. The benefits for Alumeco's business customers include a quicker, more convenient and clearly organized ordering process.**

(Göttingen) "We want to be an active, creative and highly qualified partner for our customers throughout the entire process, starting from the original concept up to the completed product solution. The high quality of our products is just as important to us as providing flexible service," says Dan Birger Nielsen, IT manager at Alumeco A/S, the leading supplier of aluminium with the largest stock in Scandinavia. "For us, launching a customer-friendly online shop completed our range of services consisting of consulting, customized product development, IT integration and daily deliveries."

The requirements for the B2B online shop which was to be implemented were clearly defined: it should enable customers to enter orders quickly and conveniently and provide a good overview of existing orders as well as simplified navigation through the catalog's wide range of aluminium profiles, bars, tubes and coils.

### Implementing the shop with complete service provider Sycor

"After being won over by the initial workshop introducing the SAP solution, we decided to work together with service provider Sycor to implement a B2B online shop based on SAP WebChannel," explains Dan Birger Nielsen. The SAP E-commerce experts based in Göttingen were in charge of the entire project at Alumeco, from consulting and specification of requirements to development and project management. Sycor provided further support via consulting and the installation of the IT environment as well as coaching services for Alumeco's IT department.

"We designed extensive functional enhancements for Alumeco's online shop and connected it to the existing SAP ERP system. Our adaptations in conjunction with the SAP Tuning Pack enable a smooth and secure ordering process and optimal user-friendliness," explains Sycor project leader Martin Walter. The implementation of a product

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filter in the catalog helps customers to quickly locate the right product. The ordering process is made even more convenient by a mini basket which is visible at all times as well as a display for returning customers showing the last ten products ordered. "Because Alumeco strives to continually improve its internal processes, we integrated the etracker analysis tool. This allows evaluation of user behavior and makes it possible to orientate the online shop more closely to customers' needs," adds Walter.

"Sycor impressed us completely with the entire range of services they provided and perfectly implemented all our requirements. We are able to offer our customers a modern e-commerce platform in our corporate design which is very easy to use. This enables us to meet our own high service quality requirements starting with the ordering process," IT manager Dan Birger Nielsen concludes.

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#### **About Sycor:**

The Sycor group of companies is a provider of comprehensive IT services with approximately 440 employees around the world. With headquarters in Göttingen and further locations in Germany, Asia and North/South America, the company has positioned itself internationally. Sycor is a Gold-Level Channel partner of SAP Deutschland AG & Co. KG and provides comprehensive SAP ERP services.

As a long-standing SAP Partner, Sycor has in-depth knowledge with SAP E-Commerce, SAP Web Channel and SAP Web Channel Experience Management with both a SAP ERP and a SAP CRM backend. The services – globally delivered – include consulting, design, development, implementation, and training. Sycor successfully manages implementation and optimization projects, focusing on usability, current trends, and psychological sales factors. In addition, the company provides expertise in SAP backend systems and SAP basis support.

Sycor solutions include the *Sycor.LayoutPack* (layout design), the *Sycor.SEOptimizer* (search engine optimization), the

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*Sycor.ContentPack*, (editorial content maintenance), and *Sycor.Analytics* (user behavior).

The group of companies, founded in 1998, has had in place a quality management system certified according to DIN EN ISO 9001 since 2002, and has also been awarded SAP Hosting Partner status. In 2011, the company recorded sales of 41.2 million Euros with an average of 340 employees.

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