

Otto Bock HealthCare GmbH

SAP® Hybris® Commerce customer portal for greater comfort and transparency

Otto Bock HealthCare is a global leader in orthopedics. In order to create a more extensive sales and service offering for business customers in the US market, SYCOR GmbH developed a comprehensive B2B online shop with a SAP back end link.

Around the world, the name Ottobock stands for high-quality, technologically outstanding medical technology products and services. The objective of restoring mobility to people with disabilities and protecting remaining functions runs through the company's entire product landscape. The conviction that people's quality of life is closely connected to a maximum of individual freedom and independence is a central principle that has been influential over 90 years of company history and has directed new product development in a targeted fashion. Ottobock planned to gain new customers and secure its existing business in the USA by implementing an online shop. For the implementation, Ottobock chose SYCOR

GmbH as its project partner. SAP Hybris Commerce with the use of synchronous order management forms the basis of the new shop.

Optimized order process

„The introduction of an online shop has clear advantages for us. Now our customers can obtain information about our products themselves and place orders directly in our shop. We also offer detailed order tracking and other self-service options to our customers,“ says Manja Mauska, Manager E-Commerce at Otto Bock HealthCare GmbH. That significantly streamlines order placement and



processing. The buyer has an exact overview of the ordering process as well. A prerequisite for this is that the shop system has to be fully integrated with the existing SAP® ERP solution. This is the only way to allow all inventories, customer-specific prices and conditions as well as orders to be synchronized between the shop and ERP in real time. „All data are provided and entered directly from the ERP system. Furthermore, the SAP Hybris Commerce system supports delivery cost calculation and the determination of customer-specific prices,“ says Andreas Pölitz, Sycor Project Manager.

Functionality counts

After initial conceptual considerations, Sycor prepared a detailed concept together with Ottobock within a short time. Planning was subsequently realized by Sycor using agile project methods. Thanks to ongoing tests during implementation, the shop was ready for use by the first trial customers in a short time. The customer can individually configure a product with a few clicks, adapting it to specific requirements. Detailed information linked to the selection of offerings and topics is provided in parallel. Another key element is the Service Portal, where invoices can be viewed and returns entered and tracked. The user can also view catalog and product information, is provided with recommendations and has access to a notepad function as well as expanded search functionality.

Positive resonance

The new online shop is the cornerstone of a future-proof omni-channel strategy for Ottobock. With the implementation of the shop based on SAP Hybris Commerce, the family company benefits from the flexible architecture for future requirements as well. „Sycor was the ideal partner for a perfect implementation as we embarked into the world of e-business. Thanks to its expertise and extensive experience with the SAP Hybris Commerce platform, Sycor supported us perfectly with a successful implementation. Customer feedback about the shop is consistently positive,“ says Manja Mauska in conclusion.

Otto Bock HealthCare Gruppe

ottobock.

Headquarters

Duderstadt, Germany

Industry

Orthopedics

Services

Prostheses, braces

Size of company

6,309 employees, 771.4 million euro in sales (2014)

Web

www.ottobock.de

Project

Introduction of B2B online shop

Benefits

- New sales opportunities by implementing a B2B online shop
- New, modern online shop solution with long-term viability
- Permanent shop solution thanks to a high-performance, scalable back end
- Transparency of the ordering process (for the customer)
- Cost reduction in the IT organization

Your contact



Patrick Hey

Head of Customer Engagement
& Commerce

patrick.hey@sycor.de
+49 551 490 21 28

SYCOR GmbH
Heinrich-von-Stephan-Str. 1-5
37073 Göttingen
www.sycor.de