WECO E-Commerce
Customer
Success Story

Open Shop and B2B – all from one source

At a glance

Project Objective
Introduction of an integrated E-Commerce suite to sell soldering tools and spare parts for soldering machines. Subsequent expansion of the solution for the US market.

Motivation
The web shop will open an additional procurement channel for the customer and minimize internal costs at the same time. In addition it will create a competitive advantage over other market players

Challenges
- Master data maintenance
- Custom business processes
- Special product features

Benefits
- TCO reduction by direct integration into SAP ERP
- 24 x 7 Shopping
- Data and process consistency through built in SAP Integration

Software solution
WECO E-Commerce 6.00

kurtz ersa

Kurtz ERSA is a technology corporation also serving the industry as a supplier of components with a tradition of more than 235 years. Our three areas of business - Electronics Production Equipment, Moulding Machines and Metal Components - offer innovative solutions for the manufacturing industry. As technology leader we repeatedly set new standards.

WECO E-Commerce
Customer
Success Story

Project Background

The increasing globalization of markets along with the digitalization of production raise the necessity to offer additional benefits around our machines in order to support the customer in the decision for our products and to clearly differentiate from other market players.

We want to offer our customers a uniform Web Shop solution to sell soldering tools and machine spare parts. Our wide range of products is split into several, country specific catalogs.

Process Improvements

- Up-to-date customer specific price and availability information through real-time SAP ERP integration
- Open Shop with list prices and the possibility to place an inquiry for anonymous users
- Multiple country support and support of multiple organizational units

Software selection criteria

- Web Shop with direct SAP ERP integration (no subsystems, no interfaces)
- Guaranteed product development in order to safeguard the investment
- Possibility to cover B2C scenarios
- Connectivity to various payment systems with direct integration to SAP ERP
- Simple and flexible catalog maintenance within SAP
- Reuse of existing master data like material master classification and related images within the SAP content repository

WECO E-Commerce
Customer
Success Story

Implementation

The implementation was done in multiple, short cycles in order to obtain first results quickly and gain experience with the new solution.

- **Adjustment of the UI design to the corporate identity**
  The WECO Standard UI Template has been completely reused. Only some minor adjustments regarding fonts and colors have been made.

- **Feature adjustment / Shop customizing**
  Based on the pre-delivered templates and the comprehensive customizing possibilities most of the necessary adjustments could be done coding free via configuration.

- **Customer specific features**
  All custom enhancements could be done modification free within the existing WECO enhancement concept.

Highlights

- Modern Web Shop with Responsive Design

- Multi shop solution supporting multiple countries and organizational units

- B2B shop and Open Shop with inquiry option within one solution

- SAP ERP availability and price information in real time

- Central data management within SAP, reuse of material master, classification and SAP content repository

- Automatic generation of material relations like matching soldering tips or heating elements based on the material master classification. Accessories are compiled from bill of materials and offered in the shop – product specific

- Product images and related documents are directly derived from the SAP Content Server
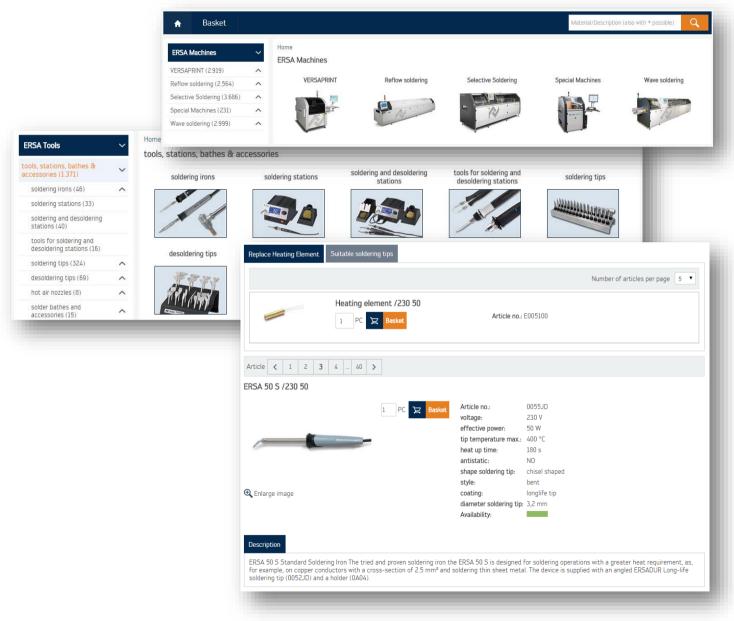
WECO E-Commerce
Customer
Success Story

Online Impressions

WECO E-Commerce
Customer
Success Story

Conclusion

Rapid provisioning of new applications to our internal customers is todays challenge for the corporate group IT. Resources are limited throughout the company therefore we need very crisp project cycles. Our decision for the WECO software supports this approach in an excellent way. In addition we gain benefits from the real time integration with SAP ERP like reduction of input errors or release of capacities in the order registration department. WECO software offers us great possibilities to handle even future requirements like SEO, B2C and the integration with payment systems within the standard software.

Jürgen Stahl, CIO and project manager in charge, Kurtz ERSA

About WECO

WECO Software GmbH is specialized in E-Commerce Solutions fully integrated with SAP ERP systems. With more than 10 years of E-Commerce experience we offer certified, mature and well established E-Commerce and Mobile-Commerce solutions for SAP ERP customers. WECO products are based on the robust, scalable and future-proof SAP-Netweaver technology platform.

SAP Partner

SAP® Certified
Integration with Applications on SAP HANA®

SAP® Certified
Powered by SAP NetWeaver®

weco
Software GmbH