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O.C. Tanner- Case Study Journey to a Digital Core

with SAP S/4HANA Finance & SAP Hybris Customer Engagement & Commerce

The Omni-Channel Buying Experience

O.C. Tanner gains IT agility and reduces complexity across the SAP Lanscape with co-innovator Birlasoft, to support a true digital business transformation.

Delivering a dynamic and relevant customer experience requires the integration of many systems, and often brut force from IT and Business. SAP Hybris is designed to enable retailers, resellers, and manufacturers to provide contextual experiences to customers with an integrated, intelligent and automated content management solution.

O.C. Tanner, leader in its field to develop employee recognition strategies with solutions and products that help companies appreciate people who do great work, has evolved into a digital connected network with its customers, business partners and Internal processes.

After working with custom legacy systems for almost ninety years, the decision was clear. For O.C. Tanner, modernizing their current IT landscape would become necessary to scale their business, keep up with changing market trends and continue to provide value to their customers.

With the integration of SAP S/4HANA and SAP Hybris Commerce + Configure Price and Quote (CPQ) for 'B2B to C', O.C. Tanner now benefits from improved UX and real-time business enablement leveraging an intuitive easy- to-use interface with SAP Lumira and SAP Fiori smart business cockpits to raise the bar and create a personalized shopping experience their customers have grown accustomed to.

Watch O.C. Tanner's Story

NIEL NICKOLAISEN
CHIEF TECHNOLOGY OFFICER
O.C. TANNER
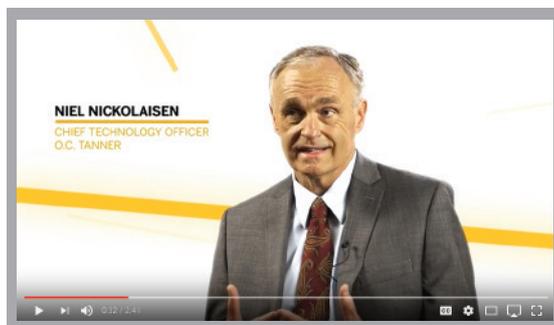
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Key Business Drivers & Solutions Identified

Streamline business processes with an optimized end-to-end solution designed with scalability in mind	Leverage e-commerce to integrate suppliers into rewards fulfillment with superior customer UX	Eliminate redundant non-value work to manually integrate systems for greater business insight	Simplify IT infrastructure, unify multiple data domains, reduce and manage complexities

Why SAP Hybris Commerce SAP & S/4HANA Finance

SAP Hybris CPQ on HANA works in harmony with the backend S/4HANA Finance solution to deliver tangible business benefits for customer interactions through flexible product configuration and integrated sales processes. The S/4HANA Finance migration has provided O.C Tanner additional insight to their finance business team by removing multiple data domains and streamlining e-commerce to integrate suppliers.

Simplified IT - Reduced System Complexities

Instead of multiple complex catalog and order management systems, O.C. Tanner created a single catalog and order management system built on a digital IT infrastructure. Automating complex order and catalog processes, has proven to eliminate over 15% of its manual workforce processes, while moving from transactional work to analytical work.

Superior UX - For Greater Satisfaction

With SAP Lumira and SAP Fiori mobile platforms, O.C. Tanner has create the right environement for success with connected data sets, tracking insights and dashboard visualization. O.C. Tanner delivers a seamless, omni-channel customer experience through personalized shopping and configuration improving user satisfaction through an intuitive, easy- to-use interface.

Architectural Design

| | NWBC/SAPGUI | Fiori Apps | RDS BOBJ Reports* +Lumira Desktop* |

Product Catalog, Attributes, Filters

SAP Gateway

Website

Mobile App

SAP Hybris on HANA with CPQ & PIM

HiTech Edge S/4HANA + Simple Finance Variant Config. (VC), MTO

HANA live + Analytics Foundation

Data Hub

Sabrix*

Paymetric PCI*

S/4 HANA
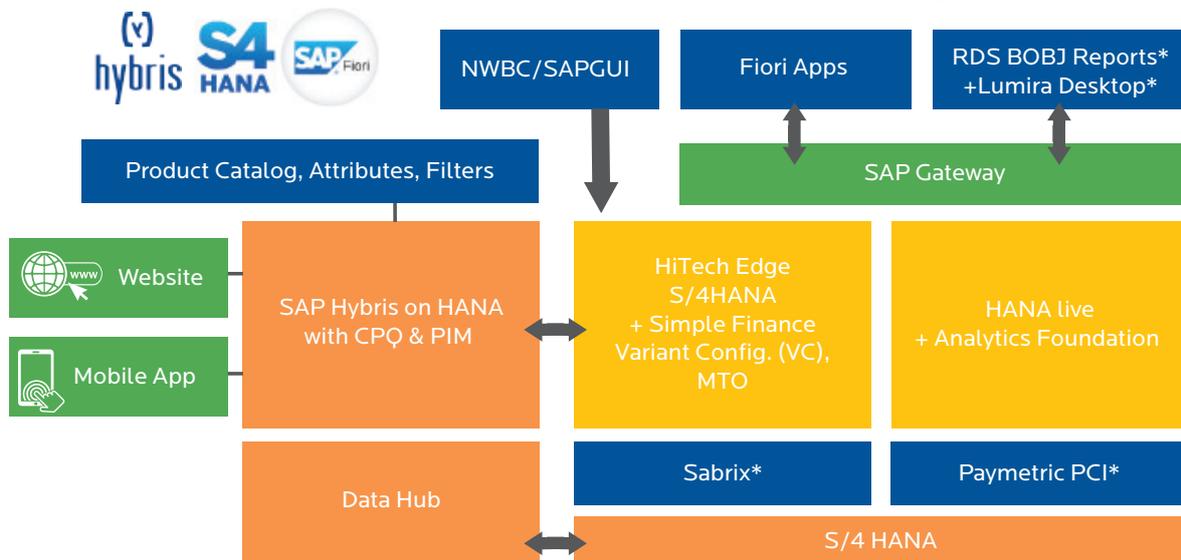
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Want To Know More?
Contact Us With Your Questions.

Birlasoft's Proven 3 Step Offering for Commerce & Customer Engagement Solutions

Workshop + Assessment + Roadmap

Birlasoft has several workshop opportunities.

1) One-day Discovery Workshop.

2) Two-week Digital Transformation Engagement Assessment.

3) Six-week Omni-Channel Roadmap exercise based on your specific application landscape and your transformation requirements.

Risk Free PoC Trial

Birlasoft will provide you with a Proof of Concept demonstration with your company's data for qualifying customers. Under this no-obligation offer, you can test drive the PoC and evaluate for full deployment.

About Birlasoft's SAP Practice

Co-innovating across the entire SAP Landscape in more than 25 countries: ERP, CEC, CRM, EAM, FM, HCM, Procurement, Mobile, Analytics and Big Data, SAP HANA, SAP SuccessFactors, SAP Hybris, Cloud Portfolio (Cloud for Customer, Cloud for HR, Cloud for Travel & Expense).

SAP Hybris
"New Comer of the Year"
Award 2015

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Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion diversified CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 150 year heritage of building sustainable communities.