speed up your business

itmX
NTT DATA Business Solutions

Stengthen your customer relationship through optimal self-service portals and web stores

The growth of online retail is unstoppable. Today, customers store from anywhere and at any time. And not only in the B2C business, but more and more also in the B2B area. Therefore, inspire your B2B or B2C customers with a new user experience and make shopping in your own webshop a true experience. **itmX Commerce** as an omni-channel commerce platform provides you with the tools.

A distinction is made between processes for B2B and B2C. In B2B, the focus is on **information about the product,** its pricing and availability, and the ease of ordering. For B2C, the focus is on a **high-quality presentation** of the products on the Internet as well as the familiar functions from Amazon & Co. such as product comparisons, configuration, ratings, etc.

Both worlds can be mixed in the system as desired, so that the B2B scenarios do not have to do without the cool features from the B2C environment. Even the combination of B2B2C or B2R scenarios can be mapped effortlessly.

Seamless integration with ERP and cloud applications

The **itmX Commerce** solution is fully integrated into the existing SAP ERP world. No interfaces are requir no data is ported to other systems just to display it. ported into other systems just to display or edit them. or edit them.

Error-prone and maintenance-intensive interfaces are completely eliminated. Your customers have **real-time access to current conditions, stock levels and promotions.** Show your customers exactly the content they want in real time. The solution is equipped with an extensive authorization system and security system and impresses with its simple setup and administration. The high performance is convincing and the visual implementation is very sophisticated in terms of design and high quality presentation.

B2B/B2C trade processes

With the **itmX commerce** solution, the buying experience can be accompanied throughout the entire customer journey professionally and with state-of-the-art functions. This enables customers to initiate B2B and B2C commerce processes that allow them to search, find and buy products via any catalog.

More Infos:
itmx.de/itmx-commerce
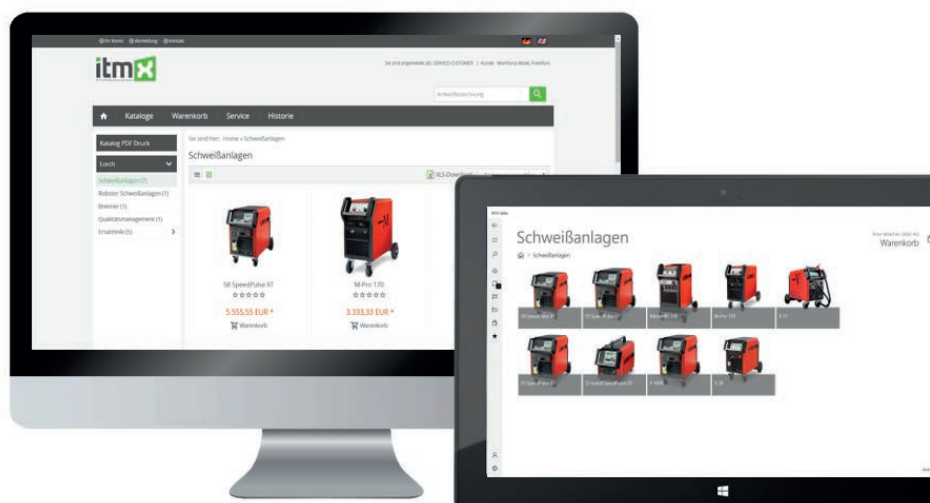
This is possible for end customers and business partners anonymously or logged in. The strength of **itmX Commerce** lies in its omni-channel approach, which is supported for end users and business customers.

Related up- and cross-selling products are displayed in context. With well-known suggestions, such as "Other customers also bought", "Our product recommendation", as well as the suggestion of spare and wear parts, further purchase processes are forced and promoted. Product prices are also displayed from the price list or customer-specifi cally, depending on the scenario. Promotions, discounts and price reductions can also be displayed automatically.

These scenarios become particularly exciting when customers can be shown personalized offers, promotions and product suggestions via the marketing automation processes - this is real added value when it comes to making a purchase!

In the detailed view of the product, any texts, features, attributes and technical specifi cations can be called up. In addition, product ratings, reviews, images, image galleries and video media can also be displayed.

Variant configuration and CPQ processes

Products and systems can be easily confi gured in the store. In doing so, we use SAP variant confi guration, but present it in a user-friendly way for the respective user.

The **itmX commerce** solution can also be part of a quotation process (CPQ - Confi gure Price Quote). This is fully integrated into the **itmX crm suite.** The Internet user can use it in the store to confi gure products, view current prices and availability, and request a quote or even order directly.

It is possible to create the confi guration once and use it multiple times thanks to seamless **integration in the SAP S/4HANA backend.** Changes are made in the back end and displayed in real time in the front end. The variant relationship knowledge of the characteristics and values is taken into account, so that the customer can work through the configuration as if in a wizzard. This makes it possible to completely exclude invalid combinations and validate the entries.

The pricefindings are also pulled from the backend by the condition technique. Thus, a confi gurator can be immediately deployed on the frontend for B2B and B2C processes with little effort.

Product Content and Catalog Management (PCM)

itmX commerce contains a fully integrated Product Information Management (PIM) system that can manage all product information and media. Of course, existing PIM or PCM systems can also be integrated.

This involves defi ning in which categories and catalogs the product is displayed. The product data itself comes directly from SAP and is prepared for the Internet textually and visually with graphics, content and media.

itmX commerce is multilingual and master data texts are recorded per language and can be easily translated.

Catalogs can be managed in two different versions, as staged version and online version, whereby publishing enables synchronization of the catalog or individual objects from the staged to the online catalog. This allows staged catalogs to be modified and tested until they are published in the online catalog at any time.

The system makes it possible to enter a wide variety of data on the product and category and to enrich it with any media. A valued function is the data import and export, which can be used as mass data modification.

Omni-Channel Order Management

Order Management allows the creation of offers, orders, returns and recurring orders. In addition, **access to the history of all these objects** by the customer is possible after a login.

This eliminates unnecessary queries, written or verbal communication. The customer receives faster and more concrete answers to his questions.

Customer Experience (Web Content Management)

Content management offers a professional and intuitive way to design and create the online presence.

This can be easily achieved by using and combining different templates for websites. Based on these templates, homepages, landing pages and websites can be created, defined, published and deactivated.

This allows all web content pages to be updated very easily and quickly by the specialist department with content pflege.

Data transfer

The best thing is that there is no need for data transfer, which is common, time-consuming and expensive in commerce projects. The master data is in SAP, the transaction data is in SAP and can stay there.

itmX Commerce accesses this data in real time via a security layer, so that it is also available **in real time** to the office staff for further processing. Only through full integration can telephone queries be answered directly, since all persons involved work with the same data status. This makes **itmX Commerce** unique.

At a glance:

Full SAP integration

Data transmission in real time

fully integrated Product Information System (PIM)

Increase your cross- and upselling potential