

CASE STUDY

Objectiva transforms Global eCommerce system for international athletic equipment manufacturer

Global integrated B2B & B2C solution delivers speedy adoption by users



“The new B2B and B2C Commerce sites launched flawlessly. As a result of our collaboration, clients are adopting the system faster than expected. We are seeing the benefit of our teams’ collaboration with the delivery of new functionality and a new user experience that’s entirely intuitive!”

Razorfish Project Lead

Challenge

Operating a global sports equipment company with thousands of employees on multiple continents is challenging. Consider the impact of the number of products, sizes, currencies, languages and locations in that equation. When the company decided to launch a new B2B presence to support their thousands of business partners worldwide spanning continents, currencies and languages, while also relaunching their B2C sites, they turned to Razorfish and Objectiva.

Solution

Building on the leading eCommerce solution from SAP (Hybris), Objectiva architected an upgraded global, integrated solution that rolled out to multiple markets quickly and that both consumers and business customers adopted rapidly. By integrating numerous aspects of the ERP and Commerce systems into one common code base, every constituent that uses the system gets the functionality they need. The code base can be deployed from market to market in very short order, with language, currency and other localized elements being easily managed.

Results

Having started with disjointed B2C sites and no B2B site our client was challenged by the daunting task of updating 17 sites spanning the US, Asia and Europe with the same information in different languages and formats. Teamwork and communication resulted in the client's global B2B and B2C systems being consolidated into one codebase that is highly available and maintainable. Our client is extremely happy and now has control over the products they sell on a global scale.

Technical Solution

- ▶ SAP Hybris
- ▶ Java
- ▶ Adobe Experience Manager (AEM)
- ▶ Integration with SAP ERP Order Management and Shipment
- ▶ Integration with Paypal, Ogone, PFS and Cybersource