

Customer Challenges

Challenge 1 -The slow pace of innovation causes missed opportunities

Solution:

Accelerate innovation through an integrated, data-driven technology stack that enables faster decisions, automated processes, and continuous improvement.

What this looks like in practice:

1. Modernize and unify core systems

Many companies miss opportunities because their systems are outdated, disconnected, or bogged down by manual processes.

Solution: Implement a modern ERP platform, such as SAP Business One, with standardized workflows, automated data capture, and real-time analytics so teams can move quickly and with confidence.

2. Enable faster innovation cycles with scalable technology

Slow innovation often stems from rigid systems that can't adapt.

Solution: Adopt flexible, scalable technologies such as SAP HANA, SAP BTP, or cloud infrastructure that enables rapid updates, new functionality, and broader integration with emerging tools.

3. Use AI/ML to drive continuous improvement

Without predictive insights, businesses respond only after opportunities are lost.

Solution: Integrate AI/ML (such as SAP Joule or SAP predictive analytics**) to forecast demand, detect anomalies, automate repetitive tasks, and identify new opportunities before competitors do.

4. Improve visibility across operations

You can't innovate when you can't see the full picture.

Solution: Provide companywide visibility into inventory, production, finances, and customer data so leaders can innovate based on real-time insights rather than guesswork.

5. Streamline collaboration and decision-making

Innovation slows when teams operate in silos.

Solution: Use integrated workflows, shared dashboards, and cross-department data to help teams collaborate faster and drive execution on new ideas.

6. Adopt agile processes and continuous improvement

Innovation isn't a one-off event.

Solution: Establish an agile framework that allows small, incremental improvements—supported by automated reporting, KPIs, and rapid prototyping tools.

Challenge 2 - Lack of End-to-End Process Integration and Transparency Results in a Poor Customer Experience

Solution:

Connect business processes, systems, and customer-facing channels to improve operational visibility, reduce manual handoffs, and deliver more accurate information and a consistent experience to customers throughout the buying and fulfillment process.

What this looks like in practice:

1. Integrate core business processes through ERP

Disconnected systems create information gaps across sales, purchasing, inventory, production, finance, and customer service. This can lead to inaccurate information, duplicated work, and delays in responding to customer needs.

Solution: Implement an integrated ERP platform, such as SAP Business One, to centralize core business data and connect workflows across departments. This provides employees with a more consistent view of customer accounts, orders, inventory, purchasing, and financial transactions.

2. Connect B2B eCommerce with back-office operations

When eCommerce platforms operate independently of an ERP, customers may encounter outdated inventory data, inconsistent pricing, or limited visibility into their orders.

Solution: Integrate a B2B eCommerce platform, such as Znode, with SAP Business One to support customer-specific pricing, product availability, order history, account information, and self-service purchasing. Validate integration capabilities and data synchronization requirements during implementation.

3. Improve order-to-fulfillment visibility

Without integrated order management, warehouse, and shipping processes, businesses may struggle to track orders accurately or provide customers with timely updates.

Solution: Connect sales order processing, inventory management, warehouse operations, and shipping through SAP Business One and integrated solutions such as Produmex WMS and

Pacejet. This helps teams coordinate picking, packing, shipping, and order fulfillment while improving access to operational information.

4. Establish consistent customer and operational data

When departments maintain separate records, employees may encounter conflicting information about customers, products, pricing, or order status.

Solution: Establish shared data standards and integrate customer-facing applications with core business systems. Use SAP Business One as the central source for relevant transactional and operational data to reduce duplicate data entry and improve cross-departmental consistency.

5. Improve transparency through reporting and analytics

Limited visibility into order performance, inventory availability, fulfillment delays, and customer activity makes it difficult to identify issues before they affect service.

Solution: Use SAP Business One reporting, dashboards, and analytics tools, such as SAP Analytics Cloud, to monitor operational KPIs, pinpoint process bottlenecks, and support more informed decision-making. These tools can help teams understand where delays occur and which processes require attention.

6. Automate workflows and reduce manual handoffs

Manual data entry, disconnected approval processes, and repeated interdepartmental communication can slow order processing and introduce errors.

Solution: Introduce workflow automation and system integrations to streamline activities such as order entry, purchasing, approvals, invoicing, and payment processing. Solutions such as PayPal Enterprise (CerePay) can also support integrated payment workflows within SAP Business One, depending on the configured capabilities.

7. Give customers greater access to information and self-service capabilities

Customers increasingly expect convenient access to their account information without having to contact a sales or customer service representative for every request.

Solution: Provide a connected B2B customer portal that enables authorized customers to access relevant information, including customer-specific catalogs, pricing, order history, and reorder capabilities. This can reduce routine service inquiries and give customers greater control over their purchasing experience.

Expected Business Benefits

- More consistent customer information across departments.
- Improved visibility throughout the order-to-fulfillment process.
- Reduced manual data entry and duplicate work.
- Improved coordination among sales, operations, warehouse, and finance.
- Greater customer self-service capabilities.
- More informed operational decisions based on connected data.
- Fewer information gaps that can lead to customer frustration.