

IntegrationMan at Frischdienst Union: More customer service by integrating SAP and webshop



Frischdienst Union has been using SAP strategy since late 1990's, specifically the components SD, CO, HR, MM and CRM. In order to be a modern company and provide customers with additional service for their orders, Frischdienst Union gave HONICO eBusiness GmbH the task to develop and introduce a B2B webshop. The webshop was to be integrated directly with the SAP Systems CRM and ERP.



The entire Nölke Group has about 1,300 employees. Frischdienst Union specializes in sausage and poultry products, frozen/convenience foods, gourmet foods, cheeses as well as international specialties and delivers to about 9,000 bulk consumers and meat specialty shops across Germany. Frischdienst Union always ensures reliable deliveries according to a fixed route. This is supported by a sophisticated logistics service with their own modern dual-chamber vehicles for fresh and frozen goods. This ensures that over 3,000 articles from their product palette always get to their customers on time and with the highest quality. High quality, fresh products and reliable service are the most important criteria, and which they have come to depend on for many years.

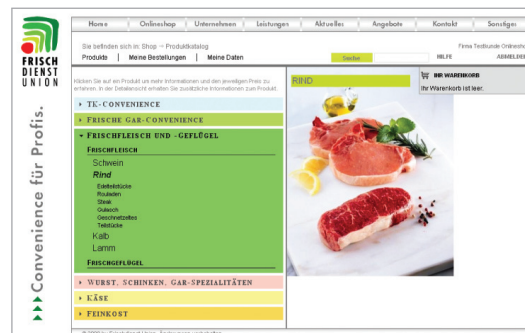


Initial Situation

Frischdienst Union serves its 9,000 or so customers with a large sales group both on site and by phone. Prior to introducing the online shop, customers were able to place orders from the printed catalog by phoning and faxing Frischdienst Union, aside from a personal consultation. The orders were subsequently entered into the SAP Systems manually then processed and executed via internal SAP processes.

The entry and processing of the orders takes place in SAP CRM and SAP ERP. The goods are delivered on the desired date and at customized prices. The information required for this is defined in the SAP Systems of Frischdienst Union.

Frischdienst Union has never before used a webshop. The Internet presence was limited to displaying information on the company, products and current sales.



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Evaluation

During the evaluation process for a suitable webshop and the right software partner, it soon became clear that the cost of introducing an SAP-based shop would exceed the budget of a medium-sized company. This situation led to the wish for creating and linking to a non-SAP webshop.

In addition to the customary online shop functions, Frischdienst Union was especially interested in a consistent integration of the shop with their SAP landscape. Data from the SAP Systems, such as the customized prices or desired delivery dates, were to be available in the webshop in real time. That meant whenever the customer was in the webshop. This requires a direct connection between the shop and the SAP System.

A good price-performance ratio for developing the webshop was also a deciding factor for Frischdienst Union, as well as transparent and reasonable costs for continuous maintenance and support.

With HONICO eBusiness GmbH, Frischdienst Union has found an experienced partner in integrating SAP Systems with webshops. HONICO eBusiness put the order into action in conjunction with the Internet service provider prioeins GmbH, which has been providing Frischdienst Union with support in developing their web presence for many years.



Summary and Results:

Together, HONICO and prioeins have executed the development and market launch. Here, prioeins implemented the webshop functions and screen design. The webshop was linked to the ERP and CRM SAP Systems at Frischdienst Union via the IntegrationMan integration platform from HONICO. The IntegrationMan platform offers pre-set integration processes as well as separate predefined SAP function modules, enabling fast communication between SAP and non-SAP systems.

IntegrationMan has made significant contributions to reducing the overall costs in development.

Project Data:

Status: Live since December 3, 2008

Users: Approx. 9,000 customers of Frischdienst Union

Platform: Java-based webshop on Linux with MySQL database
IntegrationMan 2 on Windows Server 2003
SAP CRM 4.0 and SAP ECC 6.0

