SYNTAX

Syntax B2C E-Commerce Accelerator for wholesaler and retail companies

For SAP® S/4HANA Cloud, Public Edition

SAP
Platinum Partner

Level up your e-commerce capability with SAP—quickly and efficiently

The B2C space is changing fast. Omnichannel is everywhere, as companies connect with and sell to customers online, via mobile, and in-store. At the same time, customer expectations are rising higher and higher. Customers expect a seamless, consistent, personalized experience across channels—including in-sync prices, promotions, product information, and stock levels. They want to start, continue, and finish their purchase journey whenever and wherever they'd like. They want to pay using their preferred method and arrange pick up or delivery as they see fit.

Syntax can help your company meet these challenges head-on. We've packaged our implementation and industry experience into an E-commerce Accelerator that enables us to get you up and running with SAP Commerce Cloud in just 8 weeks. This robust, all-in-one omnichannel e-commerce solution is designed to facilitate a frictionless customer experience that delivers greater personalization and enhances the path to purchase—and unlocks improved efficiency and growth across your business.

Key features

- Fast configuration with preconfigured business processes and extensions

- Seamless integration between SAP Commerce Cloud and SAP S/4HANA

- Predefined storefront and assistant service modules

- Centralized product, inventory, pricing and promotion management

- Order management system for seamless flow from sales to order fulfilment

- Context-driven services support personalized shopping experience

- Works with a range of core e-commerce scenarios (e.g., click-and-collect)

- Supports multiple integration scenarios and many additional optional features

- Modular, open architecture for flexible, plug-and-play functionality

Key benefits

User-Friendly Storefronts

Out-of-the-box catalog, advanced search, account setup, shopping cart and checkout features. Create multiple storefronts and connect them all to a single back-end.

Personalized Customer Experience

Tailor products, promotions, search results, customer communications and support, augmented by machine learning-based predictive algorithms.
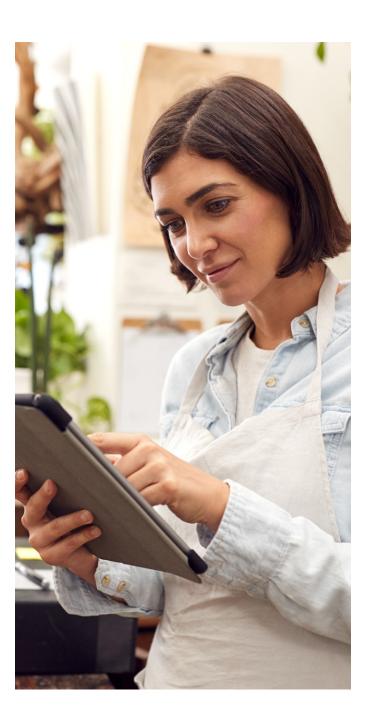
Unified Commerce

Deliver omnichannel communication with an enterprise-grade marketing automation platform, including clienteling processes such as endless aisles and click-and-reserve.

Improved Efficiency and Reduced Operational Costs

Centralized data storage provides a single, consistent source of truth to all front-end and back-end applications.

Scalable Integrated Solution

Composable architecture allows modules to be deployed and maintained separately, maximizing flexibility and scalability.

Front end and marketing scenarios supported

Headless & Composable Storefront

Quickly create your own branded storefront using SAP Composable Storefront, an open-source JavaScript web application. Provides headless architecture and CMS-based web page management supporting SmartEdit, live previews, and multiple formats

AI-Driven Personalization & Recommendations

Quick-start web and email marketing interactions to boost customer acquisition and retention. Supports omnichannel content personalization and product recommendations. Use machine-learning predictive algorithms to determine next steps.

Unified Customer Profile

Contextualize and personalize customer interactions by building unified customer profiles across channel touchpoints.

Flexible Registration & Login

Drive customer loyalty and trust with frictionless sign-in/sign-up, consent management, and risk-based SSO authentication.

Back end scenarios supported

Omnichannel Commerce

Manage pricing, promotion, and coupon management across channels. Enable real-time product sourcing and availability checks across direct-to-consumer facilities (DC), stores, and external warehouses. Support temporary reservations.

Order Management

Facilitate click-and-collect from stores or DC, click-and-ship from mobile or online, drop shipping, and easy returns from home or DC.

Product Content Management

Manage cross-channel product information, catalog, and related media asset creation and approvals centrally—aided by an AI-driven digital assistant.

Search Engine

Implement and manage search engine that features adaptive search rules (including boosting and search profiles), facet search, and product suggestions. Add an optional AI-driven search capability to deliver more value to customers.

Integrations supported

S/4HANA
SAP Commerce Cloud integrates with SAP S/4HANA to work with real-time information about price, product classifications and characteristics, inventory levels, and more.

Social media
Integrate social media channels, enabling social messages to be turned into service tickets that service agents can process and respond to.

Payment Providers
Fast, easy integration with various payment providers using their own plug-and-play extensions.

Google Analytics
Integrate Google Analytics web-tracking data to enrich sales order interactions.

Tailor your implementation with best-in-class optional features

- Self-service account management
- Price quoting
- Credit management
- Product recommendation
- Product availability notification

- Special discount offers for new buyers
- Referral incentives
- Bundled offers
- Limited-time offers
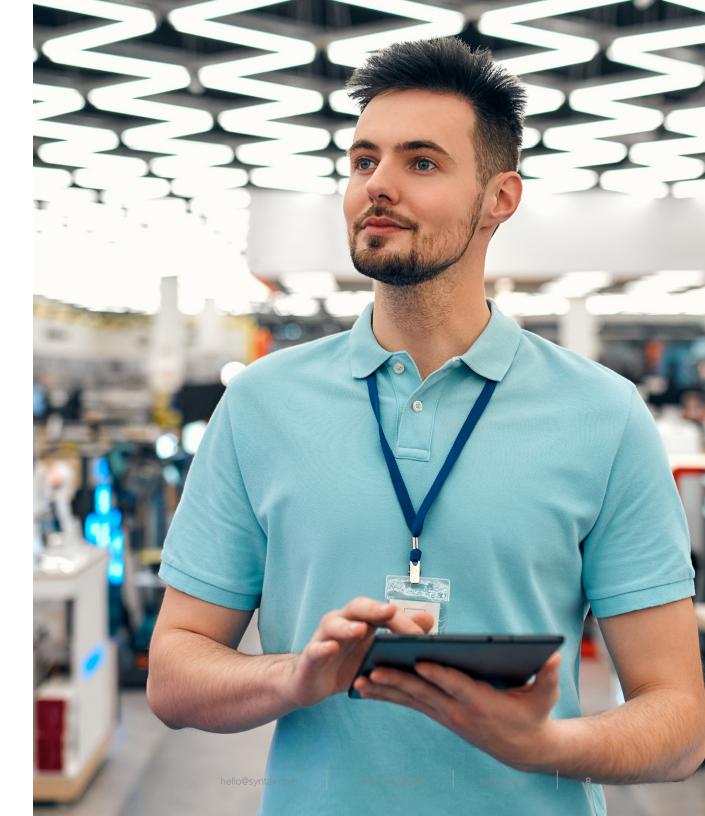- Coupon management

Why choose SAP® Commerce Cloud

- **Composable Architecture:** Modular architecture enables you to choose the combination of best-practice SAP or third-party applications and tools to achieve your business goals.

- **Continuous Innovation:** SAP Commerce Cloud integrates advances in AI, ML, RPA, and analytics for better business operations.

- **Experience-Led E-Commerce:** SAP Commerce Cloud prioritizes the customer experience, delivering the features and options they demand.

- **Customer Insights:** Analytics integration enables you to better understand and capitalize on insights based on first-party data.

- **Support Customers from Front-End to Back-End:** SAP Commerce Cloud delivers a superior customer experience across all points of the purchase journey and beyond.

Why choose Syntax?

- **Industry Specialization:** Our team understands your industry and knows how to design, implement, and integrate end-to-end solutions that meet your goals and expectations.

- **Specialized in SAP Implementation and Integration:** We don't try to be all things to all customers. We focus on making your SAP implementation the best it can be, and connect you with trusted providers to design web front-ends or other tasks.

- **Focused on Time-to-Value:** Our accelerators are designed to get your new solutions up and running fast so you can start benefiting from them as quickly as possible.

- **Track Record of Success:** We have a proven record of rapid, cost-effective SAP implementations.

- **Boutique-Firm Service at Global Scale:** Syntax teams deliver the attention and service of a boutique advisor—supported by a network of SAP experts around the world.

Take the first step

Learn how Syntax can help your business.

Contact us

If you want to learn more about SAP E-Commerce Accelerator and how it can help you deliver a more proactive, insight-driven, and value-focused customer experience, contact us today.

About Syntax

Syntax provides comprehensive technology solutions and trusted professional, advisory, and application management services to power businesses' mission-critical applications in the cloud. With 50 years of experience, 900+ customers, and 2,700 employees around the world, Syntax has deep expertise in implementing and managing multi-ERP deployments in secure private, public, or hybrid environments. Syntax partners with SAP®, Oracle, AWS, Microsoft, and other global technology leaders to ensure customers' applications are seamless, secure, and at the forefront of enterprise technology innovation.

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