



Syntax B2B E-Commerce Accelerator for wholesalers and distributors

For SAP® S/4HANA Cloud, Public Edition



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

B2B e-commerce is changing rapidly. Competition is global and intensifying, and customer expectations are constantly rising. Today's wholesale, distribution, manufacturing, high tech, and automotive companies need to provide the seamless, personalized, real-time experience that customers want. They need to supply a wide range of products and deliver them faster than ever. They need to enable transparency and traceability throughout the supply chain. And they need to equip their customers with the tools they need to access and manage their accounts and orders when, where, and how they want.

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 12 weeks. This robust, all-in-one omnichannel e-commerce solution enables you to manage complex B2B relationships more effectively than ever, with intelligent pricing models, price lists, quote generation and more.



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
- Works with a range of core e-commerce scenarios and B2B customer purchase behaviors
- 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.

Deliver a Personalized Customer Experience

Tailor products, promotions, search results, customer support, and even the storefront look to each customer.

Efficient Customer Support

Address and resolve issues fast using the Assistant Service Module as your customer support management tool.

Improved Control and Governance

Access all configuration and monitoring tools through a single administration panel.

Improved Efficiency and Reduced Operational Costs

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

Greater Reliability

Using SAP Public Cloud assures high availability and scalability.



Core e-commerce scenarios supported

Self Admin

Customer admin can manage cost centres, purchasing limits, add contacts & manage accesses to save time to your organization.

Click-and-Ship

Customer buys online and has purchase delivered to ship-to locations.

Click-and-Return

Online customer arranges return of ordered item. Back-office managers view details of submitted return orders.

Price Quotation

Customer creates quote and negotiates final order price using the storefront.

Integration scenarios 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.

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
- Real time inventory
- Customer price list
- Replenishment order
- Quick order entry
- Order forms
- Self-service returns
- Saved carts
- Purchasing lists
- Order approval process



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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