

**Online shop in
purchasing**
fully integrated in SAP

SAP® Certified
Powered by SAP NetWeaver®

Innovative, efficient & user-friendly

Intuitive purchasing interfaces in SAP

The user interfaces in SAP are changing and become just as modern as Internet online shops. We complement the standard scenario in SAP SRM UI5 with purchasing forms supporting users intuitively when ordering complex products and services.

Our add-on product **Dynamic Web Forms** is certified for SAP NetWeaver and offers the advantages of a SAP ABAP environment.

Catalog management in the cloud

A modern catalog management requires an efficient integration and collaboration between suppliers and purchasing. With **Catalog Cloud Services** we offer a catalog management system optimised for use with SAP SRM UI5 and S/4 Hana. The advantages result from our professionally managed catalog service and the integration of our renowned search engine, and thus the simplification of the system topography.

Consulting SAP SRM

The introduction of an efficient purchasing solution is based on a great deal of SAP know-how. Our SAP consultants have more than 15 years of experience in working out a purchasing strategy, implementation and development for SAP SRM as well as hypercare following Go-Live.

Company profile

We are a SAP Software Solution & Technology Partner and offer purchasing solutions for SAP customers. Established in 2007 as a divestment from SAP, BeNeering today is considered to be one of the technological leaders with regard to the modernisation of purchasing processes in SAP.

Our accomplishments for steady growth

- Implementation of SAP purchasing solutions in more than **50 companies** (global players and medium-sized companies)
- **5 DAX companies** already decided within just a few months to adopt BeNeering solutions for SRM UI5
- Our system is productive in more than **50 countries**

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"The Internet shows us what an online shop ought to look like and how it should work. Now it is time to implement this also in SAP, and thereby to simplify and standardise purchasing"

Christoph Moll, Managing Director of BeNeering GmbH



The challenge in purchasing

At long last SAP has come up with a new interface for their purchasing system. It is based on modern HTML5 architecture and is designated SRM User Interface Add-On, or **SRM UI5** for short.

"Our users have always found it difficult to navigate within the SAP purchasing system," explains Henning Hofmann, Global Category Manager for Procurement Logistics Services at Beiersdorf AG. This major Hamburg corporation with its own brand of *Nivea* has been using the SAP SRM system for more than 12 years now. The input screens in WebDynpro technology, the SRM-MDM catalogue search engine, and the link to 15 Punch-Out online shops in Germany alone, do not make it easy for users at Beiersdorf to find their way in the purchasing system. *"What users want today is a kind of procurement solution as exemplified by the large online shops such as Amazon,"* says Hofmann. *"The focus is on the user. This does not only create a higher motivation of employees but also provides for generally better process lead times."*

Since 2014 the Beiersdorf Group has been relying on the new online shop strategy with *SRM UI5* and *BeNeering Catalog Cloud Services*, and has implemented a worldwide roll-out of the system in this new guise. BeNeering was able to win through as a solution provider for the new online shop architecture based on *SRM UI5*. As

a leader in technology, BeNeering has the necessary components and services for implementing a modern purchasing system according to today's standard.

Catalog Search Engine

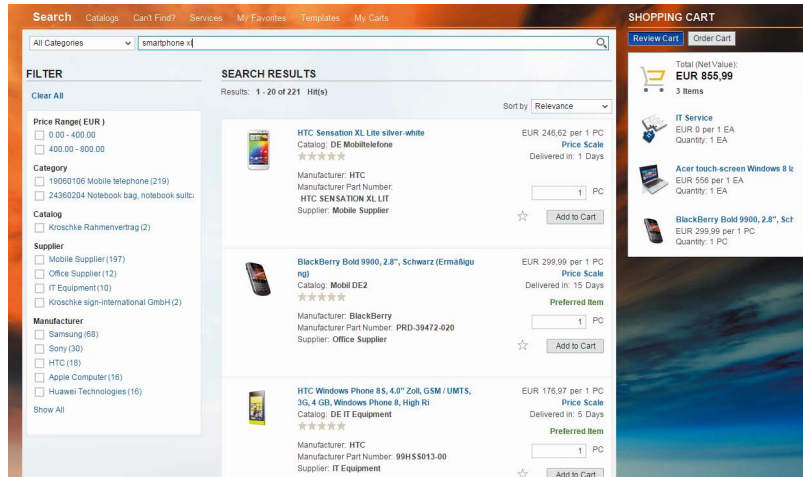
One of the decisive improvements with *SRM UI5* is the search across catalogues, also

longer any system discontinuity.

Catalog Cloud Services

The preliminary work for an efficient search engine must be effected by the catalogue management, and this is supplied by *Catalog Cloud Services* by BeNeering. The requirements are very different. At

Beiersdorf, for example, in many countries catalogues are loaded by suppliers as well as by the purchasing department. Online shop suppliers have the option to provide their catalogues also via the automated *Catalog Agent* technology. Following release by the purchasing department, the catalogues will then be productive immediately. And, naturally, if the catalogue is updated, only price increases and delta articles need to be approved;



SAP SRM UI5 - the new purchasing interface in SAP - now just like an online shop

designated as cross-catalogue search. *"Now users are at long last able to search for the required product directly in SAP and there is no longer any need to comb through various online shops individually,"* says Hofmann. For the concept to function successfully, all articles of all online shops need to be indexed within a central search engine. This is the task of BeNeering as a service provider. Here, it is important to optimise the BeNeering search engine such that the best hits are moved to the top of the list. Major online shops such as e.g. Amazon with more several million articles are not indexed, however, but integrated into the *SRM UI5* interface in real time via BeNeering. For users there is thus no

this is a very fast process.

Dynamic Web Forms

Not every order can be mapped by means of catalogue articles with negotiated prices. Purchasing forms help nevertheless to standardise the purchasing process. With *Dynamic Web Forms* as a SAP certified add-on, purchasing forms are shown in the search result, where users must then enter additional information specific to their own requirements. In this way, forms can simplify the purchasing process, e.g. for IT services, consulting, services, product configuration, fleet, catering and generally also when effecting procurement via product groups.

Scope of performance

- High user-friendliness
- Central search engine in the cloud
- Catalogue management in the cloud
- Standardisation via purchasing forms
- Low TCO, no hardware

