



Case Study | dodenhof

Marketplace connection in only four weeks

Dodenhof was able to significantly increase its eCommerce sales thanks to the fast and agile connection of new marketplaces made possible by the Scheer PAS platform, which can connect and put a new marketplace into operation within four weeks.

Challenge

The retail industry has been facing the challenge of decreasing numbers of visitors to physical stores for years, and this trend has been worsened by the COVID-19 pandemic. Despite the fact that many goods are still being sold, shopping centers and physical store locations are suffering more from declining visitor numbers, partly because online and local retail are often treated as separate categories. On the other hand, online retail sales are growing rapidly.

Solution

The solution to address the shift in customers' shopping behavior is to integrate online and local trade. To achieve this goal, dodenhof intends to utilize its own online shop, dodenhof.de, as well as various external marketplaces. This approach enables the store to handle sales regardless of their origin, whether they are made locally or online. The products are then sourced from the inventory of the shop located in Posthausen or Kaltenkirchen, which can be a combination of warehouse(s) and shop(s), and are handed over to a shipping service provider for delivery, regardless of the purchase channel used by customers.

dodenhof

From its beginnings as a small shop in 1910, dodenhof has evolved into northern Germany's largest shopping center, boasting over 125,000 m² of sales floor space in Posthausen, Lower Saxony. The company has expanded further with a second location situated in Kaltenkirchen near Hamburg. As the 4th generation of the dodenhof family, the company has always been committed to meeting the needs of its visitors throughout its long trading tradition. This dedication has resulted in a fascinating range of products across the dodenhof shopping worlds, including fashion, sports, technology, and gourmet goods.

Dodenhof has formed partnerships with various businesses, including „XXXLutz dodenhof“ furniture stores located at both locations, as well as attractive rental partners and specialty stores on the center grounds in Posthausen. The company also offers special services, such as a customer card with a VIP program, as well as an extensive range of on-site events and experiences, making dodenhof a beloved destination for the entire family. Additionally, the company caters to digital customers through its online shop.

Solution

Scheer PAS is an integration platform that serves as a central hub connecting various systems involved in the business operations. It enables the mapping of integration paths from the ERP system to the marketplaces and vice versa, facilitating the smooth flow of data and processes between different systems. The central ERP system provides information on available articles, including prices, stock levels, and master data. This information is then shared with individual marketplaces, enabling them to access up-to-date and accurate information about the products available for sale.

Ensuring the correct process flow requires mapping the data to each marketplace and correctly addressing the marketplace-specific programming interfaces. By making individual mappings for each marketplace, we can ensure that changes to data in the ERP system are promptly passed on to the connected systems. When orders are received from one of the marketplaces, they are transferred to the integration platform's specific mappings for the ordering process. From there, the integration platform takes over communication with the other systems involved. This process ensures that shipment orders are sent to logistics service providers, payment information is transmitted to payment providers, and pickers receive the necessary information to send the goods for shipment.

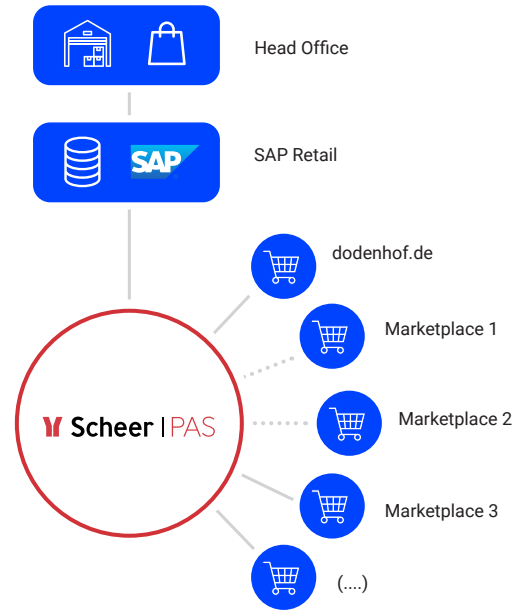


Fig. Marketplace connection with Scheer PAS

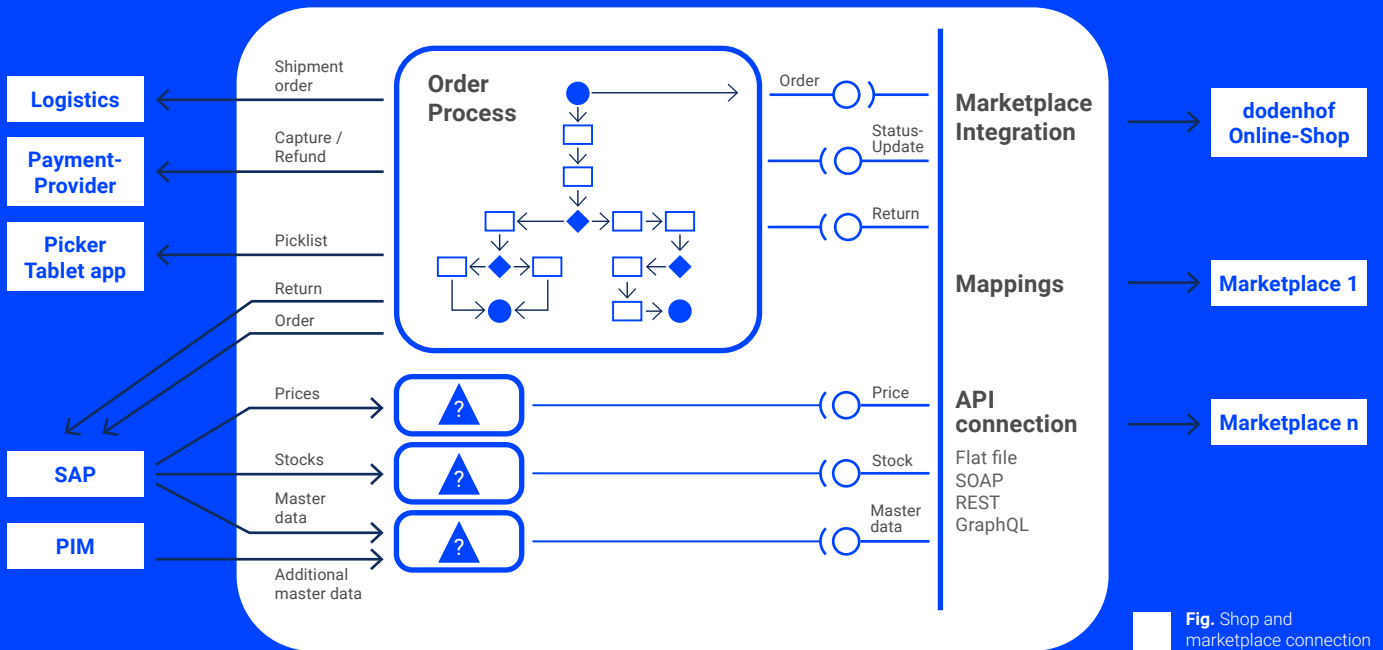


Fig. Shop and marketplace connection

The compilation of purchases is managed through a specially designed tool called the Picker Cockpit, which is installed on a tablet and assists the pickers in selecting the items from the warehouse. With this tool, multiple orders can be processed simultaneously, resulting in efficient order fulfillment and fast delivery of goods to customers.



Fig. Picker cockpit.

About Scheer PAS

Scheer PAS is the first Application Composition Platform designed to enable enterprises to become a Composable Enterprise. Today, existing monolithic business applications no longer meet the requirements that companies face. With digital transformation, market disruption, and increasingly demanding customers, enterprises require innovative business applications that meet the new expectations in the digital age.

Scheer PAS is a unique new platform that offers pre-built business functions and building blocks for a variety of business needs, including low-code application development, integration and API management, and process automation. With these tools, enterprises can create flexible, future-proof, and resilient processes and become a Composable Enterprise.