



Case Study | Kneipp

Future-proof implementation of the omnichannel strategy with Scheer PAS

The critical factor in achieving satisfied customers is providing a good user experience. One of the main components of this at Kneipp is the seamless linkage of all sales channels such as the flagship store and the online shop through an intelligent omnichannel strategy. Thanks to the model based approach of Scheer PAS, the set up along with the extension of the online shop offering and the international growth in flagship stores are fast and transparent. Kneipp has the agility to react quickly at all times to new requirements from the market and from customers.

Challenge

- Optimize purchasing experience for customers
- Link sales channels of online shop and flagship stores
- Lack of documentation for point-to-point integration
- Flexibility for fast adaptations in the future

Solution

- Easy and rapid integration of the point-of-sale solution
- Merging and synchronization of article master data



Kneipp GmbH

“Kneipp works. Naturally” – The effective naturopathic studies of the health pioneer Sebastian Kneipp laid the foundation in 1891 for the emergence and development of today’s Kneipp GmbH and the Kneipp® brand. Today, as an internationally active company with headquarters in Würzburg, Kneipp exports sought-after body care and bath products as well as medicinal products and nutritional supplements to many countries throughout the world.

Results

- In future, the company can react more flexibly to changes
- Guaranteed transmission and synchronization of relevant data
- Greater efficiency: For article master data, changes are transferred, and no full load is required anymore
- Reusability of integration patterns
- Automatic synchronization of article stocks between online shops and point-of-sale systems
- Overview of specific processing of business transactions

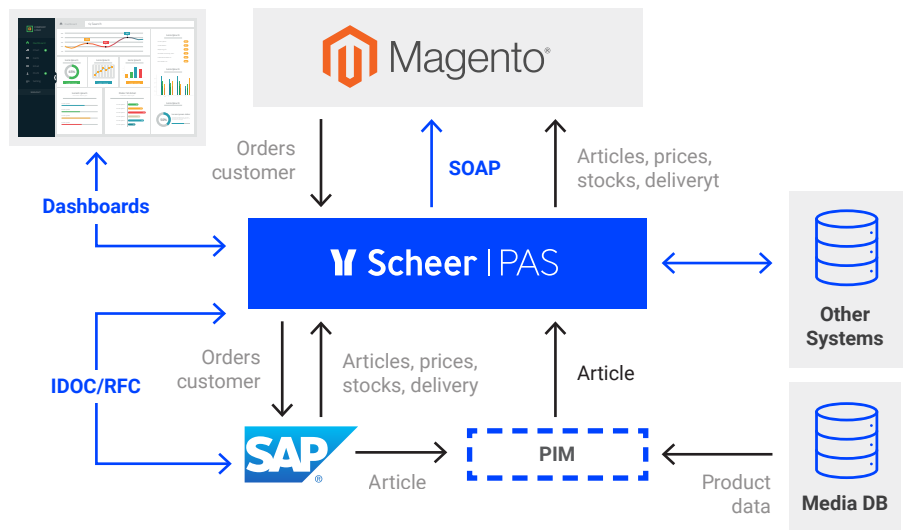
“The number of integration options and the flexibility are outstanding as is the speed of implementation.”

Manja Kuntzsch | Head of Digital Media Kneipp GmbH

Toward the perfect customer experience

To enable the perfect shopping experience at Kneipp, all sales channels were to be optimized and closely linked with each other. One goal was the extension of the online offering in various countries, another was the total process and system integration between the flagship stores in Germany and the USA. The different IT systems such as the web shop system, merchandise information system, and the point-of-sale system needed to be connected more closely to enable extensive automation of the business processes. Kneipp decided against costly updates of SAP interfaces.

The integration solution that was previously in use did not match the expectations of the company and Kneipp was looking for an alternative. In the framework of a comprehensive requirements workshop, Scheer PAS proved to be the best match for the requirements of Kneipp.



Intelligent linking of all sales channels

The model-based integration approach enables optimization of the processes during business operations. It was possible to merge and automatically synchronize the article master data, for example, from the different systems such as the media database and SAP. The interaction of the Magento Shop system with SAP resulted in a point-of-sale solution that could be implemented quickly and easily in the online shop. The roll-out process to the international flagship stores in the German-speaking countries, the USA and the Netherlands was also quite straightforward.

Flexibility for future expansions

For the implementation, Kneipp IT used various integration standard patterns that could be reused. Thanks to the microservices architecture, interfaces and services are rolled out, started, and stopped separately and independently, and replaced by new versions, without any downtime. All the data is protected at all times even in the event of unexpected serious technical disruptions. The solution offers total flexibility for expansion, not only today but also for the future, at no additional cost.

With the new omnichannel strategy, Kneipp can proactively shape the customer experience at any time and the company offers its demanding customers a high-quality shopping experience across all channels.

“With Scheer PAS, we have raised our IT landscape to a new level and we are making our omnichannel concept fit for the future.”

Manja Kuntzsch | Head of Digital Media Kneipp GmbH

About Scheer PAS

Existing (monolithic) business applications often no longer meet the requirements that companies face today. Digital transformation, market disruptions, and increasingly demanding customers necessitate innovative business applications to meet the new expectations in the digital age.

Scheer PAS is an Application Composition Platform that helps companies eliminate inefficiencies and establish agility and flexibility. This is achieved through a unique combination of integration (iPaaS), application development, and process automation in a single Low-Code experience for both business users and developers.