



Case Study | Nikon

# Hybrid Cloud Integration with Scheer PAS

The world leader in digital and precision optics combines its e-commerce platform, search engine, and various external service providers responsible for payment, forward, and return logistics in a state-of-the-art hybrid cloud architecture.

## Challenge

- No integrated view of customers and products
- Lack of integration of online platform, payment, forward and return logistics
- Manual exchange of information with dealers
- SAP system not designed for online operation.

## Solution

- Unified Retailing for B2B and B2C
- Single data hub for all sales processes
- Core components run in the Nikon Hybrid Cloud.

## Results

- 40% reduction in integration costs
- 5x faster integration of SAP
- Use of the existing SAP system.
- Integrated buying experience for consumers and dealers
- Consolidated customer and product information



## Nikon

Nikon is the world leader in digital and precision optics and regularly sets new standards in product design and performance. Nikon has more than 90 years of experience in manufacturing. Thanks to a modern hybrid cloud integration, the outdated, time-consuming, and costly manual processes associated with several thousand distribution partners have been modernized and automated. Customers now benefit from a modern and unified buying experience.

# Manual processes with several thousand sales partners

**40% reduction in integration costs, 5x faster integration of SAP - and everything is in operation according to the business plan.**

Head of Direct Sales | Nikon Europe BV

In order to achieve Nikon Europe's goal of a "perfect purchasing experience for consumers and retailers" time-consuming and costly manual processes with several thousand sales partners had to be digitized. All sales processes were to be designed in such a way that an integrated view of customer and product information would emerge. The ambitious goal was to gradually harmonize and largely automate sales processes in 35 countries. The prerequisite was to reuse the already established pan-European SAP system, which, however, was not designed for

direct online integration in terms of transaction volume. To achieve this, a new e-commerce platform, Fredhopper as a search engine, various external service providers for payment, forward and return logistics, as well as other basic business functions were to be set up in a highly modern hybrid cloud architecture to keep operating costs within budget and enable quick switching of providers if necessary.

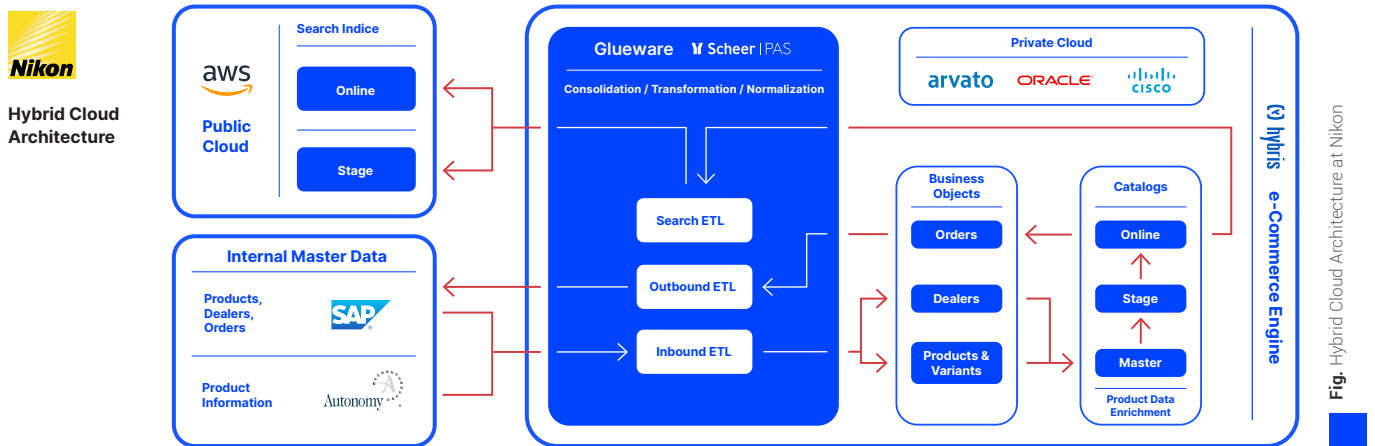


Fig. Hybrid Cloud Architecture at Nikon

## In time, in budget, in quality!

The model-based approach of Scheer PAS made the complex tasks surrounding the renewal of the entire sales process much easier. Scheer PAS not only played a central role in system integration, but also greatly

facilitated daily communication between technical and non-technical stakeholders through its language-independent model representation. With fewer misunderstandings, implementation was significantly accel-

erated compared to traditional approaches. Integration costs were more than 40% lower than for projects of comparable complexity. Two examples illustrate the gained business flexibility:

**+** A business-critical adjustment that was difficult to implement in the online shop was implemented and launched live within four hours using Scheer PAS, including documentation and testing.

**+** Due to quality reasons, Nikon had to change the logistics provider, an undertaking that had previously taken several months under similar conditions. With Scheer PAS, the necessary interface adjustments were implemented and put into operation in just 10 days.

Nikon was able to launch the new platform as planned. The revenue generated in the first few months had already recouped the project costs at a time when the project would still have been in the implementation phase with traditional approaches.

# Processes digitized, operating costs reduced, flexibility ensured

- Optimal customer experience in 35 European countries
- A unified view of customers and products across all sales processes, despite distributed data storage
- 40% lower integration costs compared to similar projects
- SAP system integrated 5x faster, transparent, traceable for business & IT
- Use of the existing SAP system, dynamic balancing of transaction volume through Scheer PAS
- Quick implementation of simple change requests in a few hours
- Implementation of complex interface adjustments due to a provider switch in record time
- Efficient implementation of tasks in the areas of data consolidation, transformation, and normalization

## 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.