



Case Study | Nikon

## Hybrid Cloud Integration with Scheer PAS

The global market leader for digital and precision optics uses an ultra-modern hybrid cloud architecture to combine its E-commerce platform, search machine, and diverse external service providers, which are responsible for payment, forward and return logistics.

### Challenges

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

### Solution

- Unified retailing for B2B and B2C
- Central data hub for all sales processes
- Core components run in the Nikon hybrid cloud

### Results

- 40% lower integration costs
- Integrate SAP 5x faster
- Integrated shopping experience for consumers and & dealers
- Consolidated customer and product information
- Use of the existing SAP system



### Nikon

Nikon is the global market leader for digital and precision optics and the company regularly sets new standards with regard to product design and performance. Nikon can look back on 90 years of manufacturing experience. Thanks to a modern hybrid cloud integration, it was possible to modernize and automate multiple obsolete, time-consuming and costly manual processes for dealing with the company's thousands of sales partners. Customers benefit today from a state-of-the-art and unique shopping experience.

### With Scheer PAS, Nikon was able to

- Combine sales partners and retailing channels
- Reduce integration costs by 40%
- Integrate SAP 5x faster

*“40% reduction in integration costs, SAP integration 5x faster – and everything operational in line with the business plan.”*

**Head of Direct Sales | Nikon Europe BV**

## Manual processes with several thousand sales partners

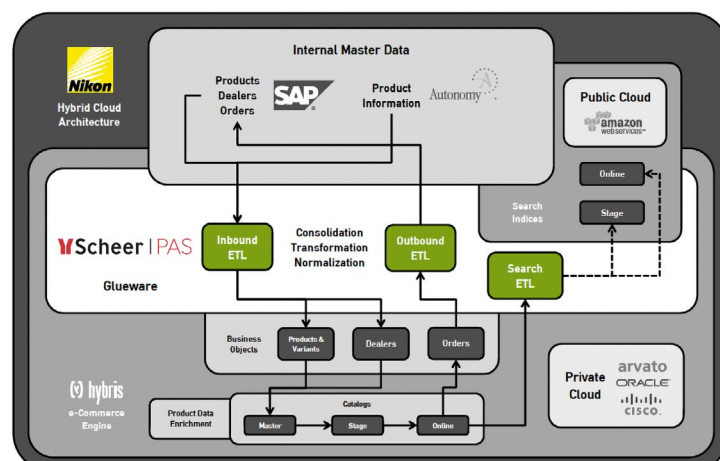
If Nikon Europe was to achieve its goal of the “Perfect shopping experience for consumers and dealers”, it would have to digitize the time-consuming and costly manual processes it engaged in with several thousand sales partners. All sales processes were to be configured so that an integrated view of customers and product information was created. The main goal was the step-by-step harmonization and extensive automation of sales processes in 35 countries. A prerequisite was the continued use of the established pan-European SAP system which, however, based on the transaction volume, was not designed for direct online integration. In addition, a new E-commerce platform, a Fredhopper search engine, diverse external service providers for payment, forward and return logistics, and other basic business functions were to be set up in an ultra-modern hybrid cloud architecture, in order to keep operating costs under control and, at the same time, to enable rapid provider changes.

## In time, on budget, with quality!

The purely model-based approach of Scheer PAS simplified the complex tasks relating to the new design of the entire sales processes. Scheer PAS played a central role in the system integration. Also, its language-independent model representation facilitated the daily communication between technical and non-technical stakeholders. Fewer misunderstandings meant that, compared to the classic approach, the implementation was significantly accelerated. The integration costs were 40% lower than was typical for projects of comparable complexity. Two examples illustrate the newly acquired business flexibility:

1. An important business adaptation to the online shop, which was a difficult challenge, was implemented and went live within four hours with Scheer PAS, including documentation and testing.
2. For reasons of quality, Nikon needed to change its logistics provider, an undertaking which, under similar conditions, would previously have taken several months to complete. With Scheer PAS, the necessary interface adjustments were carried out and commissioned in only 10 days.

Nikon was able to go to market with the platform as scheduled. The revenues achieved in the first few months meant that the project costs were quickly recouped. In fact, the project paid for itself in less time than implementation would have required using conventional approaches.



Hybrid cloud architecture at Nikon

*“Scheer PAS reduced the complexity of the integration to such an extent that business employees were able to lead the project.”*

**Head of Direct Sales | Nikon Europe BV**

## **Processes digitized, operating costs reduced, flexibility assured**

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

## **About Scheer PAS**

Scheer PAS is an innovative software company helping companies to implement necessary changes in processes and applications as easily and quickly as possible as part of their digitalization efforts.

Let's talk change!