

SAP®- integrated Online shop with PIM connection



Case Study eCommerce: WEGMANN automotive GmbH

WEGMANN automotive GmbH is the worldmarketleader for balancing weights and battery pole sleeves. WEGMANN supplies all well-known automobile manufacturers as well as the most important trade organizations for spare parts all over the world.

Added value for customers through digitalization in B2B eCommerce

The core of the project includes the construction and adaptation of a web shop based on Shopware 6 Enterprise. If possible, the requirements should be implemented using the standard range of functions. Product information is maintained via the newly introduced Product Information Management System (PIM) PIMCore by PROCLANE. PIMCore is also used to store and manage multimedia product information in the form of images, documents and videos. IntegrationMan (iMan for short), an SAP-certified integration platform from PROCLANE that is already in use at WEGMANN, is used to exchange data between the individual product platforms.

PROCLANE is a leading system house for eCommerce, data integration and consulting for digital processes. Our customers are mainly from the B2B sector. We specialize in online shops with real-time processes from SAP and other ERP-systems.

PROCLANE Group

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Basedata from SAP and productinformation from PIM

The online shop, based on **Shopware B2B Edition**, offers a wide range of information about the products: applications, areas of application, industries and all forms that are helpful for finding items. The entire CMS was implemented in the online shop, replacing the previous company website.

Additional product information that is not available in SAP is maintained centrally in the PIM system and automatically transferred to the online shop.

In addition, a cloud image database provides images and videos for the product presentations in the online shop.

IntegrationMan connects all Systems

The PROCLANE Middleware IntegrationMan connects all systems with each other so that the right data is available in the right system at the right time.

eCommerce processes in the WEGMANN Online shop

The processes are closely based on the leading SAP system and are supplemented by the processes in the PIM. This creates a consistency of automated processes beyond system boundaries.

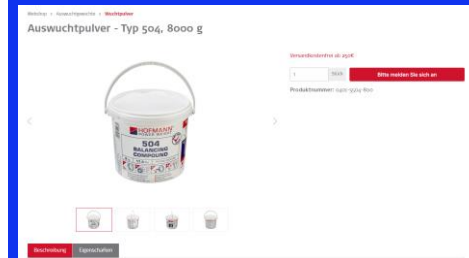
SAP-ERP system and online shop exchange information directly and partly in real time:

- Customer data and contact persons are transferred from SAP to the online shop
- Stock information (ATP stock) is displayed in the online shop on the product detail page
- Customer-specific prices are visible after login
- Display of the order history for online and offline orders including SAP document flow
- Order creation of the shop order in SAP and much more.

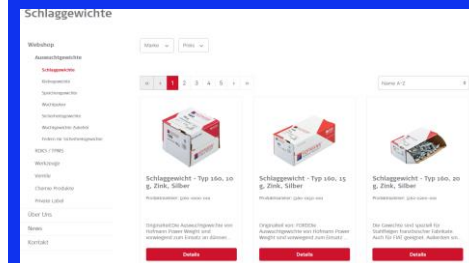
„Implementing the cross-system integration of processes and the associated automation often seems to be the greatest challenge in SAP-integrated eCommerce projects.

I am pleased that we were able to contribute our many years of experience and have realized an extremely exciting and successful project together on time and on budget.„

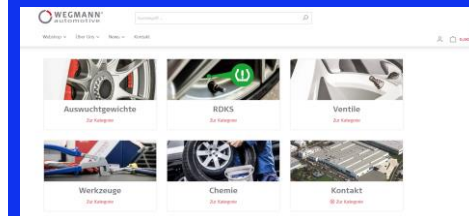
Emil Hadner, CEO PROCLANE Group



The new WEGMANN online shop offers many advanced functions that automate cross-system processes in the B2B area.



Numerous additional product information and much more content guide the user through the WEGMANN online shop.



Systems involved :

- Shopware 6 Enterprise B2B Edition
- PIMCore Community Edition by PROCLANE
- IntegrationMan (iMan) - Hosting PROCLANE

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