

CLERYSYS **TechDrive**
Solutions Infinite *Solution for High Tech*
Industries



Scenario Overview

H50: Sales Order Processing B2B for High Tech in CRM E-Commerce

For Your Company

- Complete integration with CRM and fulfillment system avoids costly interfaces and leverages existing IT investments
- Increased sales volume through integrated marketing features
- Less errors in order taking and fulfillment
- Lower costs per transaction
- Less customer service calls

For Your Customers

- Convenient buying and reliable fulfillment
- Fast and easy buying decisions by getting up-to-date information about products, prices and availability
- Customized products
- Real-time order tracking
- Increased customer satisfaction



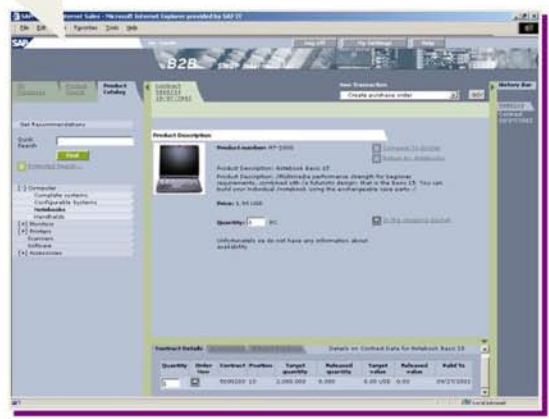


A business partner logs on to the personalized Web shop. A **bestseller list**, customer-specific information and his catalog is displayed.

One day later the customer checks the **order status**.

He uses **quick order entry** to directly enter the number of goods he usually orders.

He changes the delivery address for specific line items and orders. The order is automatically transferred to the backend system.



In the **product catalog**, he searches for additional products, checks the suggested cross- and up-selling products and adds some of them to the order.

An **availability check** is performed to confirm the requested delivery date. The confirmed quantity is displayed.

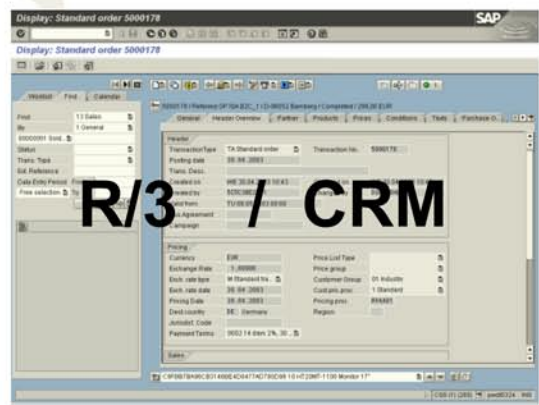
He realizes that one of the products is **configurable**. He configures the product, he adds this product to the order.

After the order has been delivered and billed, the **order status** is automatically updated in CRM and in the Web shop, and is set to *completed*.



After the customer has submitted an order to the Web shop, a **sales order** is created in the CRM system.

The order processing is finished in the R/3 system. You can view the document, check the document flow and create follow up documents (for example **delivery, billing document**)



The order can be maintained in the CRM system by an authorized user.

The order is forwarded through a direct upload to the R/3 **back-end system**.