



Case Study



BACKGROUND

NETAFIM was founded in 1965 by farmers and agronomists, with the idea that micro-irrigation is a solution to one of the world's most urgent problems: the lack of quality water for food production. Today NETAFIM, headquartered in Tel Aviv is the world's leading sustainable irrigation company with factories and offices in more than 120 countries.

CHALLENGE

After a successful multi-year IT transformation to deploy a global instance of SAP ECC for back-office Finance, Accounting, Manufacturing and Distribution operations, NETAFIM began phase II of their global IT transformation to modernize their front-office sales and digital commerce operations. For the digital commerce solution, Key business requirements included enabling dealers to view technical product data online, enabling catalog searches, and order placement with dealer-specific pricing and ATP information, and enabling "My Account" access for viewing quote, order and invoice history. Key technical requirements included an omni-channel user experience from any device, real-time integration to SAP ECC, and store

front analytics for tracking user behavior and buying patterns.

HOW ECENTA HELPED

SAP Commerce was chosen because of its robust functionality, quick time-to-value, and global scalability. A multi-year deployment roadmap was defined with a global template framework, and the France location was selected for the first roll out.

Within 24 weeks NETAFIM France was live with SAP Commerce with more than 500 dealers and 4,200 product SKUs. Dealers now have omni-channel access to an easy-to-search product catalog, real-time dealer-specific pricing and ATP information, and online tracking of quotes, orders and

CLIENT
NETAFIM

SCOPE
Implementation and integration

PRODUCTS
SAP Commerce





HOW ECENTA HELPED (Continued)

invoices. Order entry errors have been reduced, and overall user satisfaction and loyalty have increased.

Building on the success of the France deployment, the dealer portal has been rolled out to Turkey, Chile, Mexico, Peru, Thailand, US, Netherlands and South Africa.

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RESULTS

- Delivered global template for rapid future country deployments
- Enabled dealer login, dealer-specific pricing
- Delivered 100% responsive web for omni-channel access from desktop, tablet and smart phone

Custom enhancements for:

- Home page personalization
- Custom search facets
- Order import template
- Item search at cart level
- Product bar code display
- Google Analytics

SAP ECC master data replication using Datahub for:

- Material master records
- Customer master records
- New sales orders from Hybris

SAP ECC real-time transaction data integration for:

- Pricing
- ATP
- Sales Order history and detail view
- Quote history and detail PDFs
- Invoice history and detail PDFs