TITAN

CONSULTING

INSIGHTS

USE CASE – CUSTOMER PORTAL

– By Aryan Tomar

Now that we have discussed SAP BTP and the various components, we will talk about a few use cases of the technology. The use cases are almost limitless, but these are just to circulate some ideas. In the following use case, written by Aryan Tomar, we discuss the creation of a customer portal for order management. The application is written outside of SAP but uses BTP's CPI (Cloud Platform Integration) to move data between SAP and the application. By using this technology, the application keeps a clean core that is easy to upgrade, with minimal impact on the originally designed app.

– Warren Norris, Managing Partner

Business Case:

Let's consider how a SAP-integrated, Web-based ordering management system in the form of a customer portal impacts an industry. In this paper, we will examine the crucial role a customer portal application plays in effectively managing order placement and tracking within the pharmaceutical industry, though the application itself is industry-agnostic.

To begin with, using one central platform, there are a variety of features available including an online product catalog, functions related to the placing of orders, invoice management, and an intuitive dashboard for monitoring key transaction metrics. Designed with a user-friendly interface, an integrated search bar, a shopping cart, and categorized product listings for efficient order and invoice management, the application reduces friction in operations and enhances efficiency by ensuring timely and correct transactions.

Although targeted for the pharmaceutical industry initially because of its adaptability, the application is also a strong candidate for other industries such as retail, manufacturing, and logistics that require a robust order management solution. It provides for detailed tracking of orders, generation of invoices,

and easy navigation. For businesses wanting to advance their operational performance and customer satisfaction, this tool is ideal because of its ability to polish the workflow with timely and accurate fulfillment.

Functionality:

The application acts as a single-point access for order placement. First, it brings in a comprehensive product catalog, in which a customer can either browse or directly search by using a keyword. An example of this would be to search for a product using a unique identifier like a NDC code. After products are selected, added to the shopping cart, and reviewed for order placement, the users can directly manage the invoice through this tool and track order details like the status of payment, shipping methods, and tracking numbers.

Within the dashboard, the viewer is able to display key metrics, such as total orders and total invoices, along with personalized product suggestions based on purchase history. Additional capabilities enable users to track order history and update active orders. The application ensures that there is coherence across the order management with its easy-to-navigate interface and detailed information pages.

SAP Integration:

The integration of SAP into the application's pharma customer portal increases the efficiency, scalability, and reliability of the application manifold. SAP provides a backbone for managing key enterprise resource planning functionalities, thus ensuring seamless data exchange and smooth operations. Here are a few ways in which SAP integration benefits the application:

Real-Time Data Synchronization: SAP provides real-time synchronization of product data, order details, and invoice

information between the portal and the company's ERP system, ensuring the user always has access to view correct inventory levels, pricing, and order statuses, lowering the chances of errors.

Efficient Order Fulfillment: The application leverages the order management modules of SAP to automate the processing of orders from placement to fulfillment. The back-end, powered by SAP, will update inventory, generate purchase orders, and manage shipments to ensure timely and effective order delivery.

Financial Management Integration: SAP's financial modules integrate with the invoicing process through automated invoice generation, tracking payments, and reconciliation. This integration ensures that users receive updated financial records on the My Invoices page for accurate accounting.

Customized User Experience: With SAP's Customer Relationship Management (CRM) capabilities, the application can deliver personalized product recommendations, track purchase history, and provide tailored user insights on the dashboard, therefore enhancing customer satisfaction and loyalty.

Scalability and Performance: SAP's robust infrastructure ensures that the application can scale to handle increased user activity, product catalog expansions, and higher transaction volumes without compromising performance or reliability.

Data Security: The sensitive customer information is kept in SAP through security features like data encryption and user authentication. Additionally, SAP adheres to general industrial regulations, such as FDA guidelines for pharmaceutical products.

Logistics Integration: SAP integrates third-party logistics to facilitate shipment and tracking. The tracking links to UPS from the Order History page exemplify how SAP's logistics coordination ensures transparency in delivery.

In summary, a SAP-integrated Customer Order Management Portal contains amplified functionality in managing end-to-end pharmaceutical distribution processes and improving user experience and operational efficiency.

Cloud Platform Integration (CPI) – Seamless information transaction:

The use of SAP CPI enables concise communication and data exchange between the web-based portal and SAP's back-end systems. Additionally, it enables seamless processing of orders, inventory updates, and invoicing with minimal human interaction, reducing manual errors.

CPI – Real-Time Process Automation:

The use of CPI allows for immediate automation in crucial workflows, for instance updating order status, generating invoices, and synchronizing shipment data. In this way, CPI increases the efficiency of operations, reduces response times, and enhances user satisfaction.

Performance and Impact:

This application is in production with a few clients and has already delivered tangible results. It has addressed key challenges in the pharmaceutical industry and beyond, proving to be an essential tool in today's business landscape. The following characteristics have played a role in setting this tool apart from the others:

Increased Efficiency in Medication Distribution: The application minimized delays and avoided manual errors, maintaining swift delivery of pharmaceutical products by streamlining the order management process.

Accelerated Digital Transformation: The acceleration enabled the client to transition to a fully digital platform for ordering, invoicing, and analytics, resulting in significantly improved operational workflows and decision-making capabilities.

Ensured Regulatory Compliance and Traceability: The system maintained comprehensive logs of orders and transactions, helping businesses meet regulatory requirements with ease while enhancing traceability across the supply chain.

Scalability in Order Management: The application empowered organizations to efficiently manage the volume of increased transactions with correct records and smooth operations, even at peak demands.

Centralized and Reliable Data: With the data centralized, the application minimized errors and emerged as a reliable source of real-time information that improves operational accuracy and instills confidence in the system.

Better User Experience: The intuitive design further equipped users in the navigation, management, and ordering of pharmaceutical products, creating higher satisfaction with customers and employees.

Ability to Withstand Global Supply Chain Hiccups: The application brought stability amid supply chain pressures by consolidating order and shipment management on a single platform, ensuring consistent delivery performance.

Matching Up to Demand in a Booming Pharmaceuticals Market: The solution helped the distributors overcome the increasing demand for medications and avoid disruptions in business operations and supply chain during critical times.

Cost Reduction and Resource Optimization: Automating manual processes reduced administrative costs, allowing businesses to reallocate those resources more productively toward operations and strategic initiatives.

Cross-Industry Adaptability:

In this context, diversified features of the application have worked effectively in industries like retail, logistics, and manufacturing, proving that this solution is scalable across industries.

In real-world performance, this highlights the application's ability to drive efficiency, compliance, and resilience, all while delivering tangible results in cost savings and operational excellence.

This interface is very user-friendly, allowing for the import of products via Excel, adding a new item, or changing how many products per page are displayed.
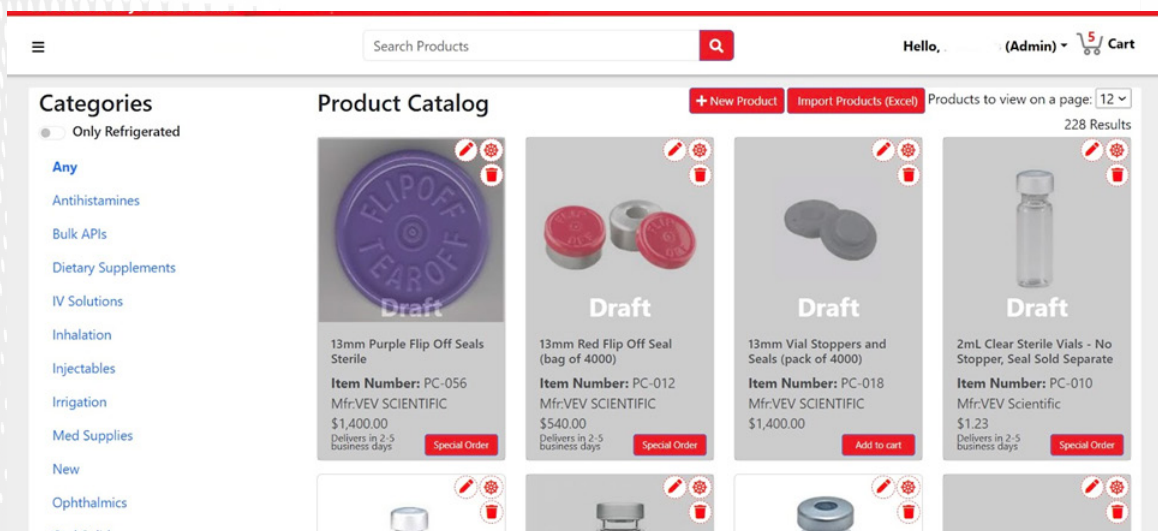
Product Catalog:

Categories to filter the products are on the left-hand side and include "Antihistamines", "Injectables", "Dietary Supplements", and more.

The center section presents the items in the grid – flip-off seals, vial stoppers, sterile vials, etc. Each product displays the name, item number, manufacturer, price, and delivery estimate, supplemented with buttons such as Edit and Special Order.
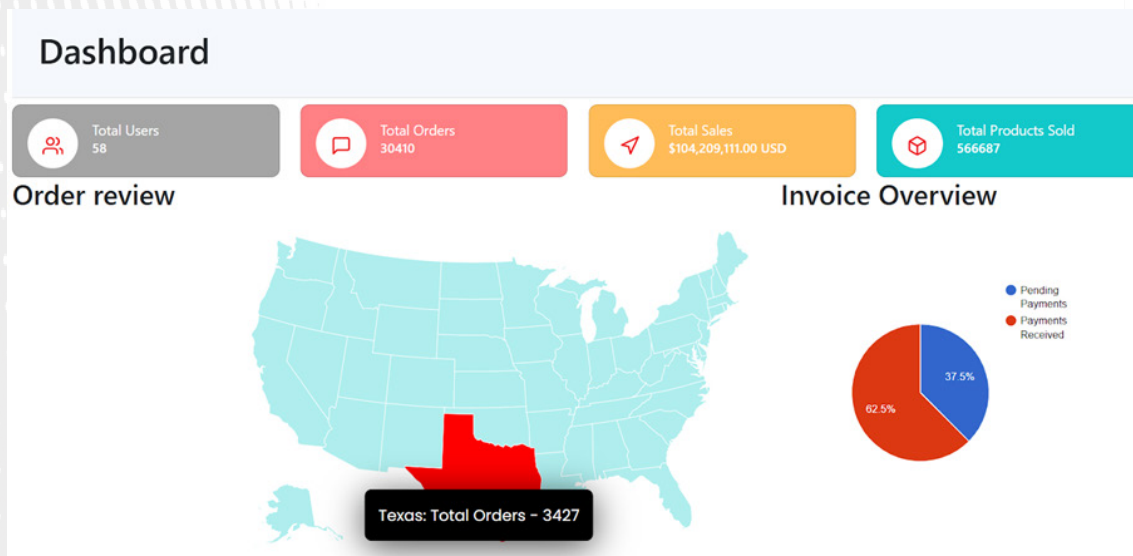
Dashboard:

The dashboard shares an overview of the key performance indicators of the platform with user engagement, total orders, and revenue. The order review section provides insights into regional activity and highlights key areas for focus. The invoice overview uses a pie chart to show the breakdown of payment status. Overall, this layout improves efficiency and speed in understanding the business performance.

Orders Overview:

The orders overview organizes orders by origin, completion stages, and key details such as customer information, order dates, and tracking numbers. Additionally, the status column updates the preparation or completion stage for easy tracking and management of orders. The interface is user-friendly and visually structured in a way to make it easier to monitor the orders.

Orders Overview

Order from SAP
Order from customer portal
In Preparation - Means a sales order has been loaded in SAP
In Process - The sales order has been released. Product is ready to be picked, packed and shipped. Impotant to note, the sales order may already have been released, picked, packed and shipped. There is no status change until it gets to "complete"
Complete - the sales order has been invoiced

ID	CUSTOMER	ORDERED DATE	TOTAL	PURCHASE ORDER	TRACKING NUMBER	STATUS	ACTIONS
		dd/mm/yyyy				--Select--	
	1009271	2025-01-14	$1,025.00	011425		In Process	Details
	1000391	2025-01-14	$800.00	38199		In Preparation	Details
	1007484	2025-01-14	$4,450.00	P39780		In Preparation	Details
	1002717	2025-01-14	$250.00	PO082410		In Preparation	Details
	1009271	2025-01-14	$1,025.00	011425		In Process	Details

Why it matters:

As we have discussed, there are countless possibilities for incorporating SAP's BTP into various industries to transform a business. Explore our website to discover how Titan Consulting can create the ideal solution to help your business thrive and get you started on your Digital Transformation journey.