



SIMPLIFIED PURCHASE PROCESS FOR CUSTOMERS WITH PUNCHOUT INTEGRATION FOR A SOUTH DAKOTA TECHNOLOGY COMPANY

CASE STUDY

A B2B PUNCHOUT INTEGRATION & AUTOMATION CASE STUDY



A development company keenly focused on one single mission, to assist a leading marketing automation company with channel partners, distributed marketing, and remote sales teams, wanted to simplify their end customer's purchase process by implementing a custom technology solution.

The objective was to automate and simplify end customer's access to the supplier's website (Third-party Distributed Marketing Platform) directly through the procurement software.

PROBLEM STATEMENT

Our client exclusively handles the technology needs of a leading all-in-one marketing support company. The marketing support company offers products such as printing and mailing to cross-channel marketing and automated collateral management solutions.

The marketing support company's end customer uses procurement software for their order placement and business needs. Therefore, it was difficult for the marketing support company's customers to go back and forth to place orders with multiple credentials in the supplier's vendor application (Third-party Distributed Marketing Platform) and follow up with the procurement software for their various business needs.

- Also, the marketing services company's customers wanted all the transactions like purchase orders, invoices, and approvals, to go through their procurement application for a centralized system.

To overcome these challenges and streamline the entire workflow for greater control and visibility, our client wanted a technology solution that integrates all the distributed systems.

Our client compared different vendors and technology options to build a cost-effective custom solution and finalized Zuci Systems for end-to-end integration of systems and support.



BUSINESS GOALS



Enable Single Sign-On (SSO) for both procurement system and supplier platform



Integration of marketing product catalogs and contract pricing directly into the procurement system



Automating all manual processes



Ease-of-use, scalability, and cost-effectiveness

SOLUTION



Our business analysts evaluated the end customer's existing IT infrastructure to define the success metrics beforehand. This helped the project team and client to understand the business goals before starting the project.

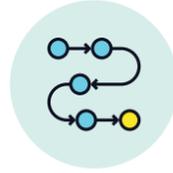
After understanding the business requirements, our project team created a development release timeline to build a custom solution with Single Sign-On (SSO) and punchout integration and configured it with the supplier platform (Third-party Distributed Marketing Platform) and procurement application.

Finally, the solution was deployed in twelve weeks, which allowed the supplier's application to communicate with any procurement system. Also, our solution simplified the access to provide B2B punchout integration to other third solutions in the future. Such as punchout catalogs, electronic purchase orders, purchase order acknowledgments, advanced ship notices, invoices, quote, and quote acknowledgments.

HOW ZUCI SYSTEMS HELPED?



Understood the requirement based on information provided by the client



Provided a strategic roadmap for easy adoption to the newer solution



Divided the new system design into two primary business implementation cycles

Single Sign-On

- To improve enterprise security by reducing login to one set of credentials

Punchout Integration

- Enabled buyer to access the supplier's (Third-party Distributed Marketing Platform) website through the buyers own procurement application
- Configured and customized for individual customers with negotiated pricing, punchout catalog, terms, etc.

HOW ZUCI SYSTEMS HELPED?

- Redirected buyer back to their own procurement system for approvals
- Once approved, a purchase order is created in the buyer's procurement system and sent to supplier via same punchout transaction
- Finally, invoices are sent to the buyer after shipment in the same punchout transaction in PDF or XML format



Grouped all the broad features of implementation cycles into releases cycles



Adapted lightweight development approach towards business logic to process huge volumes with no performance issues

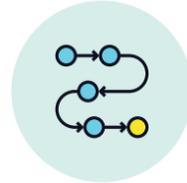


Deployed and tested the solution on the supplier's staging environment and handed over the integration guidelines



Post acceptance of stakeholders, our team moved to production, followed by ongoing support to stakeholders with workshops and Q&A sessions

PROCESSES AUTOMATED



Approval workflow



Data validation



Exception reporting and metrics



Invoice matching

BUSINESS OUTCOME

3x

faster processes

52%

reduced TAT

41%

increase in overall
operational efficiency

24%

increase in revenue

ROI realized in
5 months

Business Strategy

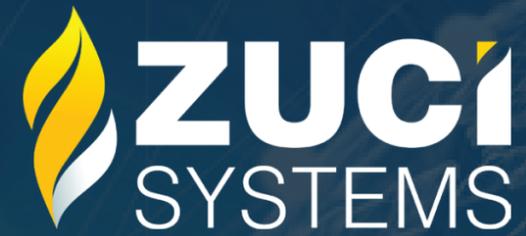
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