



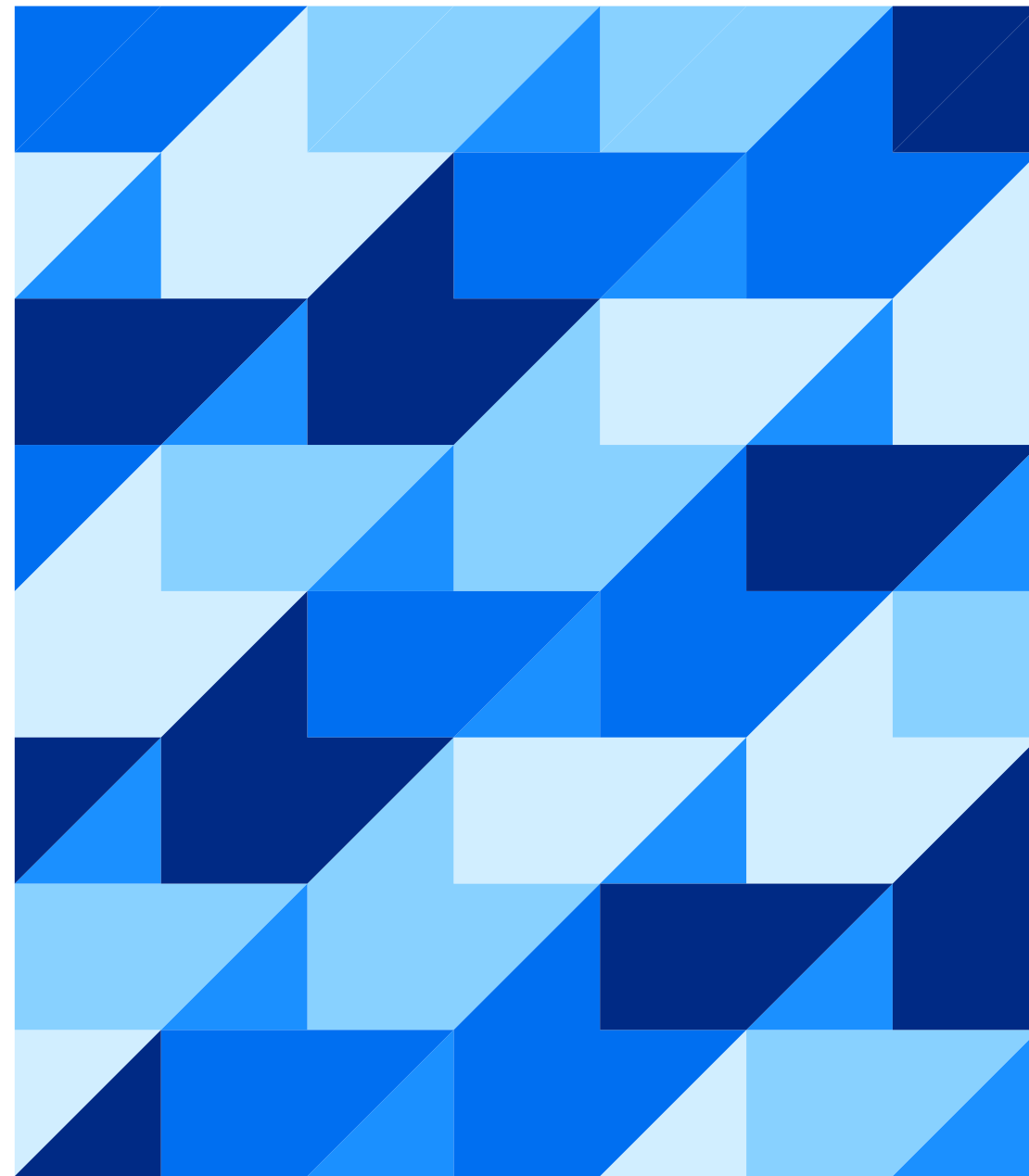
Entry Pitch Deck

Redefining the e-commerce experience with headless commerce by leveraging SAP Commerce Cloud APIs

Nestlé S.A.

Consumer-packaged Goods

PUBLIC



Company information

COMPANY NAME:

Nestlé S.A.

HEADQUARTERS:

Vevey, Switzerland

INDUSTRY:

Consumer-packaged Goods

WEBSITE:

<http://www.nestle.com/>

NUMBER OF EMPLOYEES:

277,000

Since 1866, Nestlé S.A. has been producing good food that nourishes and delights the senses, helping people live life to the fullest. Today, with more than 2,000 brands and a presence in 186 countries.

We have the most advanced science and innovation network in the food industry and invest CHF 1.7 billion every year in R&D as an engine for growth.

Our 4,000+ employees worldwide – from scientists and engineers to nutritionists and regulatory specialists – are key to our success and help drive sales growth through scientific research and fast innovation.

Our approach to sustainability is wide-ranging, underpinned by commitments to strive for net zero emissions, achieve and maintain deforestation-free supply chains, and advance regenerative agriculture practices.

Headless commerce with SAP Commerce Cloud APIs

Nestlé S.A.



CHALLENGE:

In recent years, we have seen a significant shift in how B2B buyers utilize digital channels to access information, make informed purchasing decisions, and interact with Nestlé.

In the current Out of Home digital landscape, customer portals have become standard offerings from suppliers. The absence of a customer portal puts Nestlé at a competitive disadvantage, impacting customer engagement and satisfaction compared to our competitors who provide robust self-service digital interactions and personalized customer experiences through their portals.

SOLUTION:

Nestlé Professional Designed and built a B2B ecommerce website with Drupal as front end and connected the existing **SAP Commerce Cloud** where the headless front end consumes the **SAP Commerce Cloud APIs** to enable a seamless B2C like ordering experience.

We also designed and built a digital center for self-service training experiences reducing the need for extensive customer support.

This solution supports business growth ambition, by expanding customer bases without a proportional increase in resources

OUTCOME:

Leveraging **SAP Commerce Cloud APIs** for **headless commerce** solution, customers can now access information, place orders, track shipments, and manage their accounts at their convenience, with an enhanced **B2C-like experience**, leading to improved satisfaction.

The tailored experiences based on customer preferences and purchase history will enhance engagement, loyalty and **lower sales administrative overheads** and improve **customer satisfaction**.

13

New Customers onboarded since Nov 2024, as part of controlled rollout plan for the MVP market

3%

Revenue generated from the new headless portal occurred within a three-month period.

66.67%

Streamlining the number of stores. The headless commerce model with SAP Commerce Cloud offers a range of **functionalities on a single platform**, thereby significantly reducing the necessity for multiple websites to accommodate each function.

“

Bringing the simplicity and ease of a B2C experience but tailored for B2B with a seamless ordering experience and personalized interactions (product recommendations), going beyond transactions by offering value-added self-service

”

Wayne Ashton
Project Manager-Commercial Excellence



Challenges



GLOBAL CHALLENGES

Analog ordering processes present significant challenges in today's fast-paced, digital world. They often involve manual tasks such as phone calls, faxes, and paper forms, leading to inefficiencies, errors, and delays.

They are often prone to human error, which can lead to over-ordering, stock mismanagement, and waste. Businesses may overestimate demand because of inaccurate records or miscommunication, that leads to unsold inventory which may eventually go to waste, particularly in industries like food and consumer goods.

A lack of data integration makes it difficult for businesses to monitor their carbon footprint or waste levels effectively. Without digital tools that provide detailed analytics, businesses miss opportunities to make data-driven decisions that would improve their sustainability efforts.



BUSINESS CHALLENGES

For Nestle, Digital Customer Experience is the New Battlefield where customers were utilizing two platforms to engage with us. One for brand advocacy only (no products were shown), then a separate eCommerce platform / legacy systems were used for placing product orders.

This approach was not aligned with the B2B digital customer buying journey and did not deliver an optimal customer experience. Further research with customers using the two platforms revealed a preference for a single platform that offered products, brand knowledge, a seamless B2C-like ordering experience, self-service digital services, and personalization.

Lack of Omnichannel capability for mobile or other sales touchpoints and difficulty integrating with third-party systems.

Objectives

PROJECT OBJECTIVES

Automation: Automating routine tasks such as order processing, invoicing, and customer support that will reduce Backoffice effort and errors.

Self-Service: Website will provide resources such as FAQs, knowledge bases, reducing the need for extensive customer support. by providing always-on self-service training center access.

Growth: The customer portal will support business growth ambition, by handling increased transaction volumes and expanding customer bases without a proportional increase in resources. It will facilitate all our customers by providing a platform that supports multiple languages, currencies, and compliance with local regulations.

Customer Retention: As we collect detailed data on customer behavior, preferences, and purchasing patterns, we will continuously improve the portal with new features base on customer in-sights and their needs, fostering long-term relationships and retention.

WHY SAP

- Nestle and SAP's strong association from many years.
- SAP Commerce Cloud integrates seamlessly with other SAP solutions which provides an end-to-end solution for managing the entire ecommerce lifecycle.
- SAP Commerce Cloud offers Restful APIs that allow for seamless integration with any front-end (Headless Commerce) or third-party systems.
- Offers Security which ensures that the sensitive customer data is protected.

Project or use case

OVERALL USE CASE

Digital commerce, self-service, and personalization, is now top-of-mind for B2B buyers, in fact 86% of B2B decision-makers prefer to use online self-service options, rather than using the phone or talking with a salesperson, and 72% expect frictionless B2C like digital experiences when interacting with supplier's products and services.

Utilizing the Restful APIs of **SAP Commerce Cloud** which has a seamless integration with other SAP solutions (**SAP Process Integration and SAP ECC**), we focus to achieve great user experience and robust training and education digital services.

← Before

- Brand website which displays products
- Website for placing orders



→ After

- Flexibility thought the headless approach, enabling the omnichannel towards a better customer experience
- One connected website with ordering and Self Service trainings



◆◆ USE OF ARTIFICIAL INTELLIGENCE IN THE PROJECT

Our Project is set to leverage **Coveo** for AI-powered search and personalization in Phase 2 (Q2 2025).

Impact on the Project:

- Self-learning AI search will help customers find products and content previews faster with less friction
- Automatic pre-selection of filters for categories
- Intelligent product recommendations based on user journeys

Benefits and outcomes 1 of 2

BUSINESS OR SOCIAL

- Reduce customer Churn through transparency and self-service options.
- Higher efficiency of training due to targeted materials and reduced number of training sessions thanks to self-service materials.
- Headless integration with SAP Commerce Cloud ensured seamless data exchange and functionality, enhancing the overall performance and capabilities of the customer portal.
- Delivered a consistent brand experience across different devices and platforms.
- Easy content management and updates for both the Customer Portal and the digital services, allowing for the timely addition of new content and resources to keep customers engaged and informed.

IT*

- By leveraging APIs provided by **SAP Commerce Cloud**, the headless commerce enabled greater flexibility in developing and scaling applications as we could independently update or modify the front-end without impacting the back-end systems.
- SAP Commerce Cloud's Product cockpit empowered product managers to maintain the product data efficiently which is further accessed by the Headless front end.

*IT benefits are required if you are using SAP Business Technology Platform offerings

Benefits and outcomes 2 of 2



PEOPLE RELATED: PERSONAL PERSPECTIVE

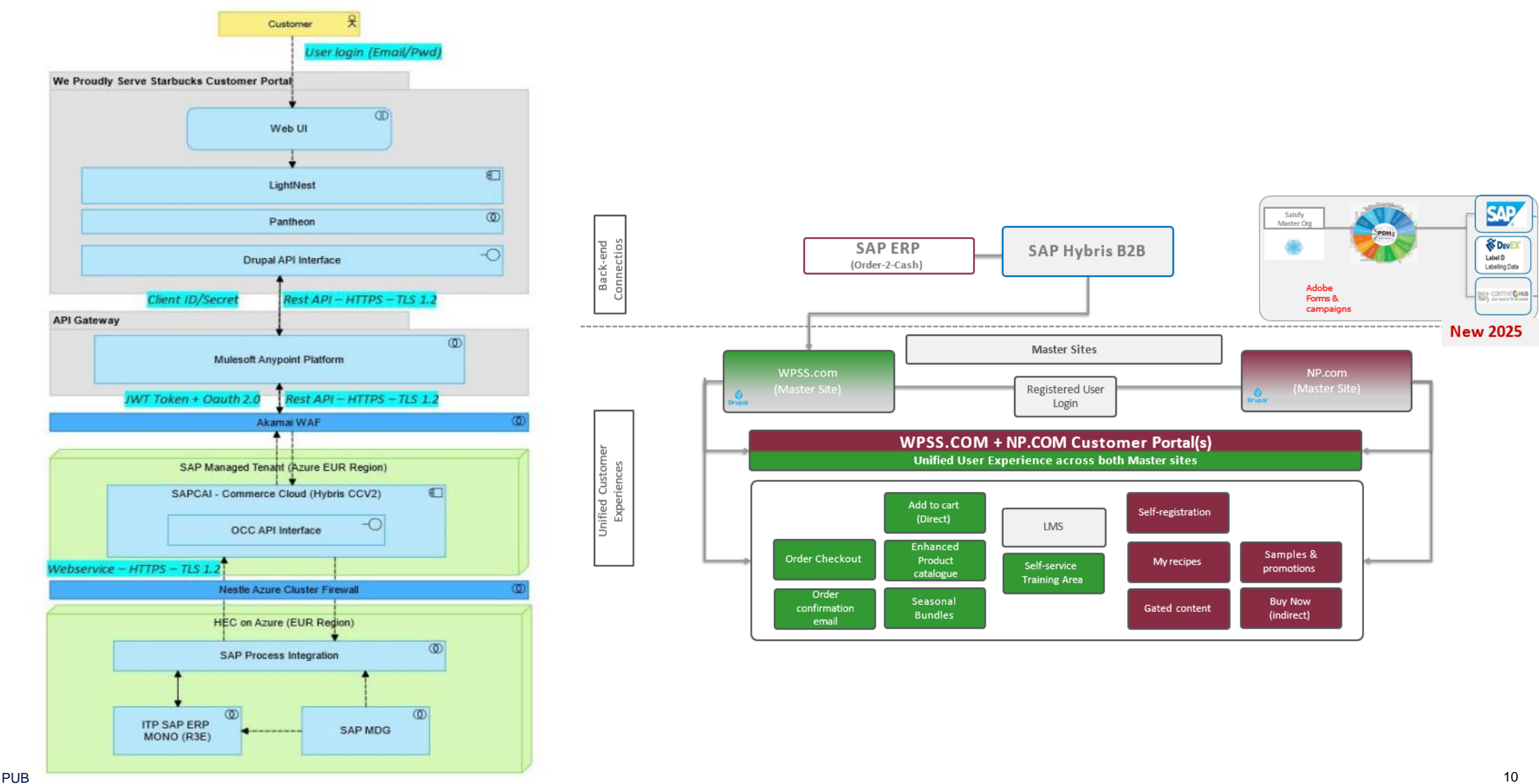
- Enabled Food and Beverage Managers to stay on top of food trend styles with vast trainings embedded in the B2B website
- Reduced effort of content managers to add media and knowledge bases seamlessly.
- Ensured less enquires to customer support for order status, vehicle tracking and customer account statements.

“

**I can make my own
choices and have an
always-on,
salesperson-free
buying experience**

”

Architecture



Deployment details 1 of 3

SAP TECHNOLOGIES USED

	SAP Offerings	DEPLOYMENT STATUS LIVE Proof of Concept	SAP Business AI SCENARIO (if applicable)	CONTRIBUTION TO PROJECT
1	SAP ECC	Live	n/a	Contributes to the Order to cash cycle, accounting and data source for Purchase history, product prices, Listing
2	SAP Commerce Cloud	Live	n/a	Tightly integrated with SAP ECC and provides Restful APIs as a base for the headless commerce front end
3	SAP Process Integration	Live	n/a	Middleware for data integration between SAP ECC and SAP Commerce Cloud
4				
5				

DEPLOYMENT STATUS:

Live

DEPLOYMENT COUNTRY:

United Kingdom

DATE:

November 2024

NUMBER OF END USERS:

13

TRANSACTION VOLUME:

+120 orders

Deployment details 2 of 3

The following SAP Business Technology Platform (SAP BTP) solutions are part of the project:

	TECHNOLOGY	SAP BTP SOLUTION	CONTRIBUTION TO PROJECT
1	Application Development and Automation		
2	Extended Planning and Analysis		
3	Data and Analytics		
4	Integration		
5	Artificial Intelligence		

*For partners only

*LICENSED THROUGH THE SAP BUILD/TECH ADOPTION PROGRAM:

*LISTED ON SAP STORE:

*MONETIZED (SOLD TO YOUR CUSTOMERS):

*CO-INNOVATION WITH SAP:

*NUMBER OF CUSTOMERS USING THE SOLUTION/APP:

Deployment details 3 of 3

The following offerings from SAP services or application packages were utilized during the implementation or deployment phase.

	SAP SERVICE OR APPLICATION PACKAGE	CONTRIBUTION TO THE PROJECT
1	Enter the SAP Service or Application Package	Provide impact; contribution; purpose of service or package within this project; and the value achieved.
2		
3		
4		
5		

Other Packages

☐ SAP DISCOVERY CENTER MISSION:

Additional information

NEW Front-end eCommerce Customer Experiences

