PunchOut - Integrating with your Customer's E-Procurement System

About the Client

The Client is an American instrumentation company headquartered in Norwalk, Connecticut, with its main factory in Bridgeport, New Jersey. It has sales offices in the UK, Canada, Germany, China, Brazil, Singapore, Korea, Japan, and Mexico. Dealing with Sensing and process control experts that help connect challenges to solutions with products in temperature, pressure, flow and level, data acquisition and more.
At a Glance

INDUSTRY | Instrumentation
LOCATION | USA

USE CASE

A USA-based Instrumentation company wanted to enable integration between its e-commerce website and buyer’s procurement system.

CHALLENGE

The client had a complex business logic on cart page that needed to be incorporated for PunchOut system.

Business Challenge

1. The client uses customized promotions based on customers, products and corporate accounts. The client wanted to provide ease of access to their products and promotions and provide a seamless experience for their customers for the contracted prices.

2. The client has complex business logic on the cart page that needed to be incorporated for PunchOut system.

3. The client system is integrated with ConfigAir for product configurations, a highly used feature by buying organizations. Transferring the part number with the price and lead time created on the fly was challenging.

4. Buying organizations often seem to include the PunchOut catalog as a requirement when awarding new bids and requests for their vendors’ proposals. So, this became imperative for our client.

5. To give minimal exposure to the web features to provide a buying organization a very simplified experience.

6. Tight deadlines to implement the feature.

Our Approach

Our client’s website was built on SAP Commerce Cloud that comes with an out-of-the-box extension for PunchOut. The middleware PunchOut2Go was used to connect our customer’s SAP Commerce system and the buyer’s procurement system and below are the steps Royal Cyber took to implement the same.

1. Enable the out of The box extension for PunchOut.

2. The PunchOut user credentials were authorized so that the commerce system can accept a request to access the website for shopping in their procurement system.
Once authorized, the customers don't have to login to access the website when they are redirected from their procurement site.

Authenticated customers were allowed to browse, search and add products to the cart.

The customer can now get the sales and promotion offers on the products.

Once the buyer submits a request for PunchOut, the cart transfers to the procurement system successfully.

The client gained the following benefits:

1. Able to successfully integrate with their buyer's procurement system.
2. One-time development and now the system is ready to integrate with multiple buyers.
3. Improved user experience for customers. PunchOut overcomes the challenges of e-procurement systems and also streamlines the procure-to-pay process.
4. Gain exposure with new users within a single customer account.
5. More sales with current customers and provides the capabilities to attract new customers of any size.
6. Competitive advantage by becoming a supplier who can quickly and reliably provide PunchOut integration.

Key Takeaways:

- Higher Customer Retention
- More Sales With Existing Customers
- Easy Procure-To-Pay Process
About Royal Cyber:

Simplifying IT for Customers & Partners

Royal Cyber Inc. Headquartered in Naperville, IL is a leading software organization that provides services ranging from application development and deployment to training and consultancy. We commenced the operations in the year 2002 as a specialized Technology provider striding in as a software deployment service provider, assisting clients to meet the standards and demands of doing business in the rapidly changing marketplace. Today we stand tall as a One Stop Shop for all your IT needs.