



FH is not just a implementer,
it is an expert e-commerce
company.

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BABYARTIKEL IMPLEMENTS SAP C/4HANA WITH FH






When Babyartikel realized the need to enter the omnichannel environment, it chose FH to develop its e-commerce.



#SuccessCase



OVERVIEW

 Industry	Manufacturing/ Retail
 Income	+ R\$110 Millions
 Employees	40
 Location	Germany
 Site	babyartikel.de

BABYARTIKEL IMPLEMENTS SAP C/4HANA WITH FH

Babyartikel is one of the largest online retailers of children's articles in Europe. Its big difference is the fast and convenient order delivery in Germany, with products being shipped within 24 hours of purchase time.

Nine years ago, the successful partnership between Babyartikel and FH began. The German company, which until then had only physical stores, made the decision to enter the omnichannel environment to keep up with retail trends and to be one step ahead of its competitors. Thus, Babyartikel sought the best partner with expertise in SAP C / 4HANA to develop its e-commerce.

The project was very dynamic and the success of e-commerce implementation was great. Due to the high volume of sales, this operation became much more profitable than maintaining the brand's physical stores in German malls. Babyartikel currently owns only its e-commerce channel and has already expanded its sales throughout the European Union with an average annual growth of 25%.

CHALLENGES

The client had no web operation, implementing the e-commerce from scratch, developing the e-commerce architecture and design and assist in marketing campaigns, Adwords, SEO, social media and automation of processes of a dynamic project based on a basic website, where new features have been added as market needs and increased company SKUs.

SUCCESS CASE

This project is a success case because after the implementation of e-commerce, nine years ago, the company grows on average 25% per year. Today is the largest seller of pushchairs and owns the 3rd largest e-commerce of baby products in Germany. Babyartikel was the first SAP e-commerce company in the world chosen by Amazon to implement the pilot of Amazon Payments. A year later, FH, in partnership with Amazon, developed a plug-and-play extension for SAP Hybris 5.0+.

OPERATIONAL BENEFITS

- # Increased revenues;
- # Extinction of physical stores due to project success;
- # Decrease in the number of employees;
- # Greater sales reach by expanding business across the European Union;
- # Implementation of express delivery when customers in Germany receive the product within 24 hours of purchase time;
- # Babyartikel's e-commerce conversion rate is 2.4%, a figure considered high when it comes to e-commerce, while Brazil's average conversion rate is only 1.65%.