



LIFTMASTER

Aug 2015 - Jan 2016

RESULTS SUMMARY



Pageviews have increased 115%.



The hybris solution manages hundreds of unique orders per day, serving thousands customers.



In early 2015, only 13% of all business was conducted online; post-deployment saw 20% and rising, with the average order value increasing 10%.



In a true partnership with LiftMaster, ICF Olson identified and cleaned hundreds of records.

BUSINESS CHALLENGE

LiftMaster had outgrown its legacy, in-house developed .NET dealer portal solution, and they needed to replace it with a system that would provide enhanced functionality to keep pace with their growing business. As an SAP client, hybris was selected as the new commerce platform. Business executives also wanted a redesigned product configurator to provide customers with the online ability to order custom engineered solutions. In addition to migrating from the legacy system to hybris, ICF Olson was called on to wholly integrate hybris with SAP for product, customer, and pricing master data.

SOLUTION

The newly implemented dealer extranet leverages hybris B2B Accelerator Storefront and the SAP hybris Data Hub:

- hybris version 5.6
- hybris eCommerce, Assisted Service Module, and Data Hub
- SAP ECC
- SQL Server
- Dynatrace (Monitoring)

The solution was developed to be seamlessly rolled out internationally in future releases.

Integration specifics:

- Asynchronous Integration: Utilized Data Hub for Asynchronous transfer of Master Data from SAP ECC to hybris. Master Data included Material Master and Customer Master. An additional feed was developed to allow hybris to ingest data from other legacy systems.





The hybris solution easily processes 4 times the number of orders per day as compared with pre-deployment.



A fully integrated product configurator with SAP allows customers to now order unique solutions online.

SAP Hybris (v)

- Synchronous Integration: SOAP services were used for Order Simulate, Order Create, Order History, Order Details, and Vertex. REST services were used in other instances.
- hybris integrated with the following systems: SAP ECC, Balihoo, Nvision, Vertex, Google Analytics, Google reCAPTCHA, and several custom, and essential legacy repositories.
- Six cores were deployed in the recommended architecture.

RESULTS

In early 2015, only 13% of business was done in the online channel, and since launching, LiftMaster has reached the 20% mark. Additionally, the average order value has increased by 10%, and average daily sales have increased by 2%.

“This site makes it easier than ever to find, purchase, install, and service LiftMaster products, and provides our customers with an array of business tools, as well as sales and marketing resources.”

John Villanueva, VP Marketing, LiftMaster

