

CASE STUDY

MOVE2CLOUD WITH STRATEGY AND VISION

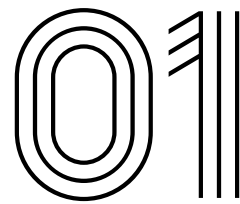
Ringfoto excites its members with an impressive range of cloud based functions and a comprehensive supply of information.

Whether as a hobby, profession or as a passion – photography has a significant status in society. Those who don't take photos themselves at least like to look at them. A considerable proportion of photo retailers in Germany and Austria are members of Europe's largest photo association – Ringfoto Group. This association provides its members with several advantages. Since the Move2Cloud of their B2B platform RIO 4.0, additional benefits became available.



Company:	Ringfoto GmbH & Co. KG
Industry:	Association of photo retailers
Products:	Consulting // marketing // logistics
Revenue:	more than €500 million
Members:	1120
Headquarters:	Fürth // Germany
Project:	Move2Cloud of SAP Commerce Solution
Project duration:	11 months





Initial Situation

With more than 1000 members and 1600 sales outlets, Ringfoto Group is probably the largest photo association in the world. In Europe, they have already secured that title.

As an association, the company offers its members numerous advantages.

These include procurement advantages, optimized terms and conditions, and central invoicing. Access to exclusive brands as well as high payouts and attractive bonuses also make membership worthwhile.

Ringfoto Group generates around 98 percent of its warehouse sales through its B2B portal.

SAP Commerce and SAP ERP have provided the system framework for this since 2017. The Move2Cloud was already a major focus before the Covid-19 pandemic. Developments during the lockdowns further emphasized the importance of an engaging online presence and a strong commerce community.

The primary objective of the move, therefore, is to accelerate the pace of transformation.

A well thought-out omnichannel experience is designed to better support retailers and engage customers. The Move2Cloud will bring the system environment up to date to effectively utilize the opportunities in e-commerce.





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The Project

For the move to the cloud, Ringfoto has asked for professional support from the All for One Customer Experience who have already been servicing the SAP Commerce solution since 2017. Together, they do not only want to relocate the server, but also create an even better portal with optimized functions and promising growth opportunities.

SAP ERP will remain on-premises, while SAP Commerce Cloud will be used for the portal.

Both are connected via the Integration Suite of SAP Business Technology Platform (SAP BTP). The storefront is provided by SAP Spartacus. The headless design of the store interface thus enables quick adjustments without affecting the back end.

Nothing is lost with the move to the cloud – instead, the move offers the opportunity to optimize processes and expand functions.

A major advantage of the cloud is the regular updates that keep the solution constantly on the cutting edge and meet high security standards. Scalability is also a major benefit. Ringfoto has decided to offer the most important services as quickly as possible via the B2B platform and to subsequently make all other offers available following the launch.

It took a total of 15 months to get from the initial concept to the launch of the new B2B portal.

PEOPLE



**THE GREATEST INNOVATION
DOESN'T MATTER IF THE USER
FAILS TO UNDERSTAND IT.**

OLIVER HACHMANN, CIO, RINGFOTO GMBH & CO. KG





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Results

The new B2B portal is called RIO 4.0 and has a lot to offer retailers and end customers. Users can access the portal via their browser on PC/laptop, tablet or mobile device.

Notifications for sales such as cashback promotions and stock value compensation are conveniently submitted online and are sent collectively to the industry. In a subsequent step, Ringfoto returns the respective credits to the retailers. This reduces the administrative effort for everyone and ideally leads to better business conditions.

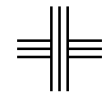
Moreover, the association offers its members plenty of information through self-services in the cloud. Retailers also have the option of entering their own store data into the system. Receipts and documents can be downloaded via the portal as well.

Members also get access to product videos, tutorials and customized content. This optimizes advising customers and exchanging information. Raffles and special promotions enhance customer loyalty even further.

The highlights of the portal also include flexible integration options for connecting additional systems from retailers and industry partners. This eliminates the need to switch between different applications.

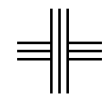
With its Move2Cloud, Ringfoto has made an enormous upgrade to the customer experience. Members and end customers benefit from usability, optimized processes and many other benefits.

MORE SPECIFIC



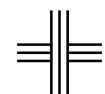
CUSTOMER FOCUS

Processes that normally involve a lot of effort run very simply and smoothly within the portal.



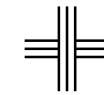
INTERFACES

Connection to on-premises ERP and solutions of partners is achieved with SAP Integration Suite.



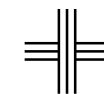
SELF-SERVICES

Accessing information, maintaining your own data, or downloading documents: The portal provides specialist retailers with a wide range of options.



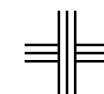
EASE OF USE

Thanks to Spartacus, the portal simply comes as a WebApp on tablets and cell phones. This increases ease of use and enables a portable application.



TRANSPARENCY

Viewing documents, downloading data, adding information – for members, all processes run transparently and are traceable.



OPTIMIZED MARKETING

By bundling important resources and data, marketing measures can also be made more effective.



USEFUL HINTS

01 MAJOR CHALLENGES:

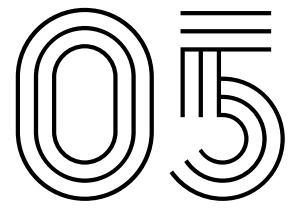
- Connecting external warehouses.
 - User-friendly representation of complex processes.
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02 MOST IMPORTANT LESSONS:

- Especially for portals with a lot of content, it is essential to reflect on the layout in advance.
 - Make internal resources available for system maintenance at an early stage.
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03 KEY FACTORS FOR SUCCESS:

- A lean start & steady expansion.
- Considering and leveraging standard solutions before individual adaptations are made.
- Consulting a partner with the necessary expertise.



Contacts

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