

## SAP Online store - Services



### *Sycor.QuickStart*

**Would you like to start selling online and are already running SAP?**

*Sycor.Quickstart* familiarizes you with the SAP online store. We set up a test environment with interfaces to your backend system and your data. We hold a workshop with you to define your requirements and develop a custom online store concept for you, including a quotation and an implementation schedule.



### *Sycor.ContentPack*

**Would you like to be able to edit content in your SAP E-Commerce online store quickly and easily?**

With the *Sycor.ContentPack* you can edit the content of your online store quickly and without any programming skills. CMS functions are installed in certain areas of your pages. In this way, you or your marketing team can maintain content directly on your online store and review it in a preview feature. This reduces your content maintenance work substantially. The solution can also be easily used in your current SAP online store (B2B & B2C).



### *Sycor.SEOptimizer*

**Are you not receiving enough traffic to your online store?**

With the *Sycor.SEOptimizer* we optimize your SAP Web Channel for search engines. We replace the long and cryptic URL addresses normally created by SAP E-Commerce with clear and concise URLs. As a result, search engines will easily find and display your products with the correct keywords. With this package, visitors to your web site also have the option of creating bookmarks and sending them to friends.



### *Sycor.LayoutPack*

**Are you already running an SAP E-Commerce online store and would like to make the store more attractive and user friendly?**

You have the choice of suggesting a specific layout for us to implement or having us propose a design based on your corporate identity. Thanks to our many years of experience with SAP E-Commerce, unlike conventional web designers, we are able to factor in the basic capabilities and limitations of the SAP E-Commerce online store right from the beginning.



### *Sycor.Analytics*

**Do you know how visitors surf your site and would like to eliminate weak points in your site?**

*Sycor.Analytics* gives you insights into how your visitors are moving around your site. You can analyze orders users actually create as well as the pages from which they typically leave the site. *Sycor.Analytics* helps you detect weak points in your online store and improve your site.



## Presentations

### Sycor SAP<sup>®</sup> E-Commerce presentations at the SAPPHIRE NOW 2011 in Orlando

From 15 to 18 May 2011, experts from SYCOR GmbH will appear at the SAPPHIRE NOW and ASUG Annual Conference conference in Orlando, Florida.



**Our presentation on May 18th from 4pm - 5pm:**

**Critical success factors for boosting your SAP Web Channel** (Patrick Hey, Jan-Philipp Erk)

It is an easy task to set up a SAP Web Channel application, but nowadays you need more than just a shop to stand your ground in the online market. Within this session you will learn about the key success factors for online stores. Using examples and best practices such as search engine optimization, user friendly URLs and optimized bookmark support you will see how this knowledge can be put into practice. Gain an understanding of what search engine optimization means (theoretically) and find out how you can optimize your SAP Web Channel. Step through the process of implementing SEO functionality and user friendly URL within SAP Web Channel. Another key feature for web shop success is being up-to-date with the content. Visitors do notice if websites remain stagnant or always show the same information. Hear about a best practice for editorial content maintenance on-the-fly.

### Our presentations at CRM conferences in the past

#### 2011 - Orlando, Florida / USA

- Demystify SAP Web Channel – An innovative introduction to creating a SAP web shop application (6 hrs)
- How to use web analytics to increase your customer conversion rate in e-commerce (1 hr)

#### 2010 - Orlando, Florida / USA

- Apply Web 2.0 features to your SAP E-Commerce solution to boost sales (1 hr)
- SAP CRM E-Commerce customization decisions and options: What you should do now to get more from your site (1 hr)

#### 2009 - Nice/ France

- Give your web shop customer-specific branding by using the SAP E-Commerce theme concept (1 hr)
- SAP E-Commerce customization options you need to know (1 hr)
- Use Adobe<sup>®</sup> Flex<sup>®</sup> 3 to spice up your web shop appearance (1 hr)
- Simultaneously create sales orders and purchase orders using SAP CRM and SAP Enterprise Buyer (SAP EB) (1 hr)

#### 2009 - Orlando, Florida / USA

- Give your web shop customer-specific branding by using the SAP E-Commerce theme concept (1 hr)
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