

ACHIEVING THE IMPOSSIBLE: With a customized portal solution

CONCETO
Success Story
Portal-Lösung



CONCETO
ACROSS SYSTEMS.
BESIDE YOU.


pluradent

AT A GLANCE

FIGURES, DATA, FACTS

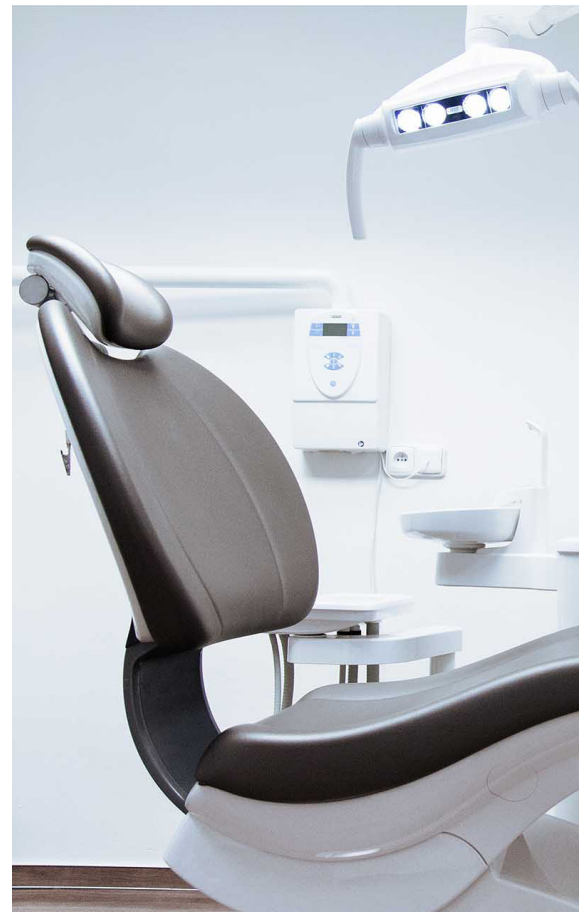
- **Industry/Sector:** Dentalfachhandel
- **Headquarters:** Offenbach am Main, Deutschland
- **Number of employees:** 550
- **Locations:** 19 in Germany, Austria and Denmark
- **International presence:** Europaweiter Vertrieb

THE CHALLENGE

- Construction of an end-user-friendly **SAP Cloud portal** in just four months

THE RESULT

- **Self-service** for customers
- **Reduced workload** for office staff
- **Intuitive use thanks to SAP Fiori interface**
- **Flexibility** thanks to portal solution



Pluradent is one of Germany's leading specialist retailers of dental products, supplying dentists, dental clinics, and dental laboratories with high-quality materials and equipment.

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With the help of CONCETO's portal solution, our customers gain autonomy, independence, and speed! For example, they can access information about invoices and orders in real time, easily contact service representatives, and ultimately manage their daily business much more quickly. At the same time, our office staff can make efficient use of the capacity that has been freed up.

Andreas Laure
Head of E-Commerce
Pluradent GmbH &
Co. KG

The starting point

How can you offer customers better service while at the same time reducing the workload for your own office staff? At first glance, this may sound like a contradiction in terms. But together with CONCETO, Pluradent wanted to digitize its system landscape and develop a service portal that would offer added value for end customers.

No problem! But that's not all: together, we have also laid the foundation for future challenges.

Pluradent is one of Germany's leading dental suppliers, providing dental practices, clinics, and dental laboratories with materials, equipment, and teeth. Pluradent stands for customized solutions and pioneering concepts. Just like CONCETO!

However, if you want to guarantee consistently first-class customer service in your internal sales department, you need to take the pressure off your sales and customer service teams. Tasks such as requesting invoice reprints and repair inquiries to technicians should, for example, be carried out by end customers themselves wherever possible – and not by the internal sales department. In addition, shorter waiting times and faster feedback further support customer loyalty.

The challenge

One of the main challenges of the project was the time pressure: the first release with comprehensive functionalities was to be delivered after just four months. At the same time, internal IT resources had to be able to continue to ensure the smooth running of day-to-day business.

Which solution is right for Pluradent?

This question first had to be clarified jointly. At first glance, the most obvious solution was to rely on the internal Pluradent NetWeaver portal (on-premise). However, SAP will only maintain and develop this until 2022, which is why this approach did not seem very sustainable.

The decision was therefore ultimately made in favor of the SAP Cloud Portal Service. This offered several advantages at once: First, the cost risk can be significantly reduced thanks to the pay-per-usage approach. In addition, the development effort was kept surprisingly low thanks to the appropriate SAP templates. Last but not least, Pluradent's internal IT resources can breathe a sigh of relief in the long term: SAP takes care of the entire infrastructure support for the platform.

The building blocks of the solution

■ Systeme/Services

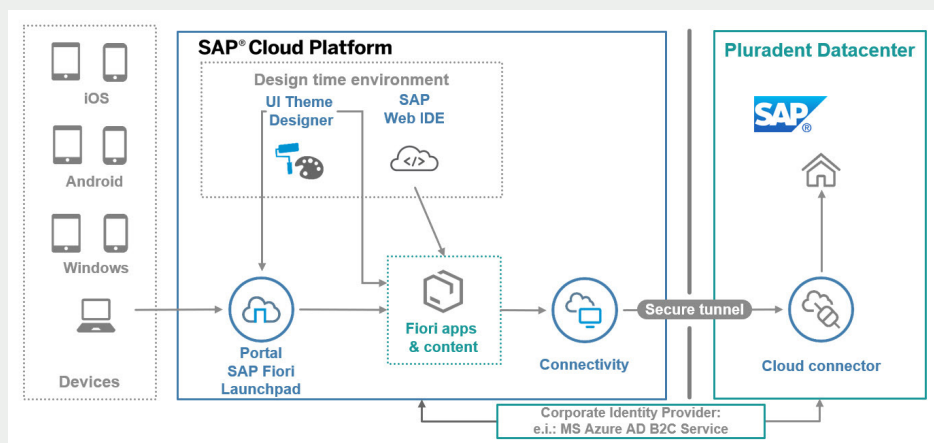
SAP ERP 6.08
SAP BTP (PaaS)
SAP Cloud Portal Services
SAP Cloud Connector

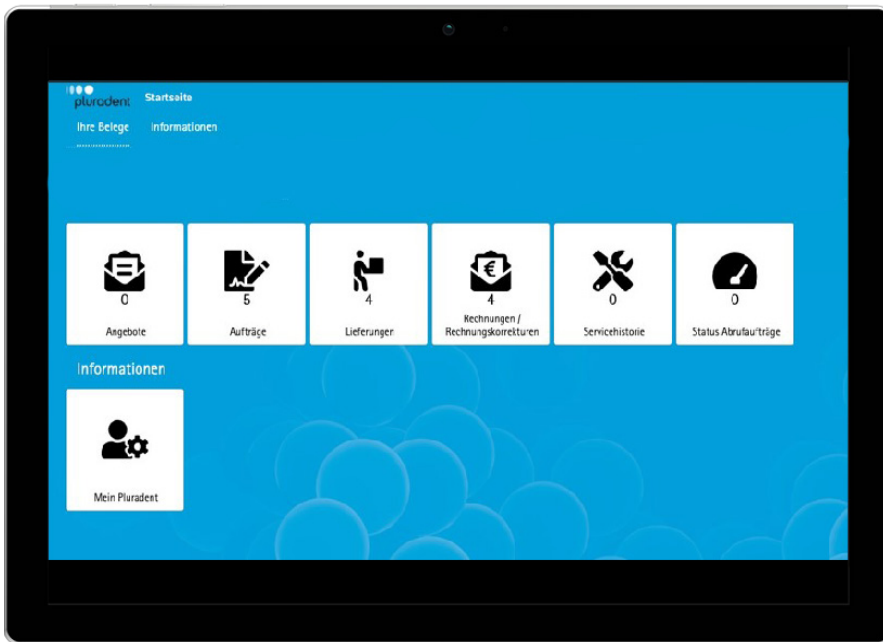
■ Frontend

SAP Fiori Elements
UI Theme Designer

■ Tools

SAP Web IDE





The clear interface makes it easy for end users to find their way around and quickly perform the desired action.

The solution

To implement the project technically, the SAP Business Technology Platform was introduced at the customer's site as Platform as a Service (PaaS). To establish secure communication between the cloud components of SAP BTP and the on-premise landscape, all that was required was to install and configure the SAP Cloud Connector. The SAP BTP portal service was then used to implement the customer portal quickly and cost-effectively using SAP templates. Connection to SAP ERP 6.08 was also quick and easy.

Thanks to SAP Fiori Elements and minor adjustments by UI Theme Designer, the customer user interface was designed to be intuitive and clear. This means that customers can access the portal quickly and from any device.

The result

The result after four months was remarkable: the first self-service options were made available to customers. Without the help of an office employee, customers could now independently reprint invoices or request service technicians, for example. What's more, Pluradent not only gained greater freedom in its office operations, but also created a sustainable solution for future requirements. This is because the possibilities offered by such a portal solution are diverse and can often be implemented quickly.

Increase customer loyalty, tap into new business areas, and relieve the burden on internal resources at the same time? This is not a contradiction in terms, but easier and cheaper than you might think.

We would be delighted to invite you to a no-obligation appointment with our experts!
Simply contact us by phone or email:

+49 (228) 53 40 97-0
info@conceto.de