

# Case Study

Retail & E-Commerce



## About the client

The client is one of the world's Leading provider of bathroom solutions that prioritize sustainability, deliver value to stakeholders, and enhance customer experience. Their mission is to deliver innovative, high-quality bathroom solutions that embrace sustainability, cutting-edge technology, and emerging trends, while fostering customer-centricity, enhancing brand equity, and achieving significant growth in both mass and luxury markets.

## Why Choose Us?

- **Tailored Coverage:** Offering personalized plans tailored to your individual requirements.
- **Affordable Rates:** Competitive pricing that maintains high quality standards.
- **Expert Support:** Access to professional guidance from seasoned agents.
- **Fast Claims:** Streamlined and trouble-free claims procedures for rapid assistance.
- **Customer Satisfaction:** Committed to providing exceptional service and safeguarding our clients.

## Case Study Overview

This case study highlights the successful digital integration journey of a global retail and distribution company operating across multiple regions and channels. The client primarily conducted business through the Amazon Marketplace and relied on SAP S/4HANA as its core enterprise resource planning (ERP) system. To bridge the gap between its e-commerce operations and back-end processes, the company partnered with Gitakshmi Technologies to implement SAP Cloud Platform Integration (CPI).



## PROJECT SCOPE



The integration project was structured around several key business processes critical to e-commerce operations. This included seamless order ingestion from Amazon into SAP S/4HANA, ensuring that every order placed was captured, processed, and tracked in real time. The scope further extended to the automation of shipment and fulfillment status updates, enabling accurate delivery tracking and enhancing customer communication.

## Tools & Technologies



The integration leveraged a modern technology stack including SAP S/4HANA, SAP Cloud Platform Integration (CPI), and Amazon SP-API. Supporting tools and languages such as Postman, ABAP, OData, BAPI, and IDoc were employed for development and testing. These technologies enabled scalable, flexible, and secure integration across platforms.

## Business Objective

The client, a global retail and distribution company operating extensively on the Amazon Marketplace, faced challenges related to order accuracy, processing delays, and inefficient reconciliation between systems.

Their primary business objective was to eliminate manual dependencies in order management and financial reconciliation by establishing an automated, real-time data flow between Amazon and their core ERP, SAP S/4HANA. Additionally, they aimed to ensure inventory and pricing consistency across platforms to avoid discrepancies that could impact sales performance and customer satisfaction.

## Technical Architecture

At the heart of the solution was a modern, scalable architecture leveraging SAP Cloud Platform Integration (CPI) to bridge Amazon Seller Central's [SP-API](#) and [SAP S/4HANA](#). The design enabled secure, bidirectional data flows using pre-configured iFlows tailored to the client's use cases. Integration components included OAuth 2.0 for secure API authentication, along with SAP-standard protocols such as IDoc for structured data exchange, BAPI for business logic execution, and OData services for lightweight interactions.



**80%**  
reduction

Manual data entry and reconciliation efforts



**100% real-time**  
integration

Between Amazon and SAP S/4HANA



**50%**  
faster

Order-to-cash cycle time



**70% decrease**

in shipment tracking errors





## Outcomes & Benefits

Before the integration, the client faced multiple operational inefficiencies such as manual data entry, inconsistent shipment tracking, and delayed financial reporting. Post-implementation, the automated integration flows provided real-time data synchronization between systems. This resulted in an estimated 80% reduction in manual effort, faster processing times, and significantly improved accuracy and visibility across the order-to-cash cycle.

## Security & Compliance

Given the sensitivity of order, customer, and financial data involved, security and regulatory compliance were integral to the project design. The system was built using secure communication protocols and OAuth 2.0-based tokenized access for API calls, ensuring only authorized systems could exchange data. All transactional data flowing between Amazon and SAP was encrypted both in transit and at rest, protecting it from potential breaches. To maintain full traceability, audit logging was implemented to capture data exchanges and modifications across all systems.

## Implementation Approach



- Discovery & Design**
- Gathered requirements
  - Created architecture blueprint



- Development & Configuration**
- Built integration flows
  - Configured system settings



- Testing & UAT**
- Conducted comprehensive validation
  - Ensured alignment with business needs



- Go-Live & Support**
- Performed system handover
  - Enabled monitoring and stabilization

## Project Team



**Project Manager**



**CPI Consultant**



**SAP Functional Consultants**



**ABAP Developer**



**Amazon API Developer**



**QA Team**

## Timeline

The integration project was efficiently completed in 8 weeks. Week 1 covered planning and setup. Weeks 2–5 focused on developing CPI flows, SAP enhancements, and test configurations. Weeks 6–7 were dedicated to functional and user acceptance testing. Week 8 included Go-Live, user training, and support. The well-defined scope and experienced team enabled rapid delivery and value realization.

*“This integration has significantly enhanced our order-to-cash cycle. With SAP CPI bridging Amazon and SAP, our reconciliation is real-time.”*

## CIO, Global Retail & Distribution Company

### About Gitakshmi Technologies

Gitakshmi Technologies Private Ltd. is a information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. Born out of a vision to create a software development company where quality, innovation and personalized services trump low cost, makeshift solutions. Gitakshmi Technologies enables its clients to digitize, scale and transform in to high performance businesses.

Learn more at [www.gitakshmi.com](http://www.gitakshmi.com)

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