

// diconium

Adobe Commerce B2B Fast-Start Package

Based on Microsoft Azure Technologies

Stuttgart

A person is walking away from the camera down a long, narrow tunnel. The tunnel is formed by a series of concentric, glowing purple circles that create a strong sense of perspective and depth. The background shows a city street at night with buildings and streetlights, all bathed in a deep purple light. The overall mood is futuristic and mysterious.

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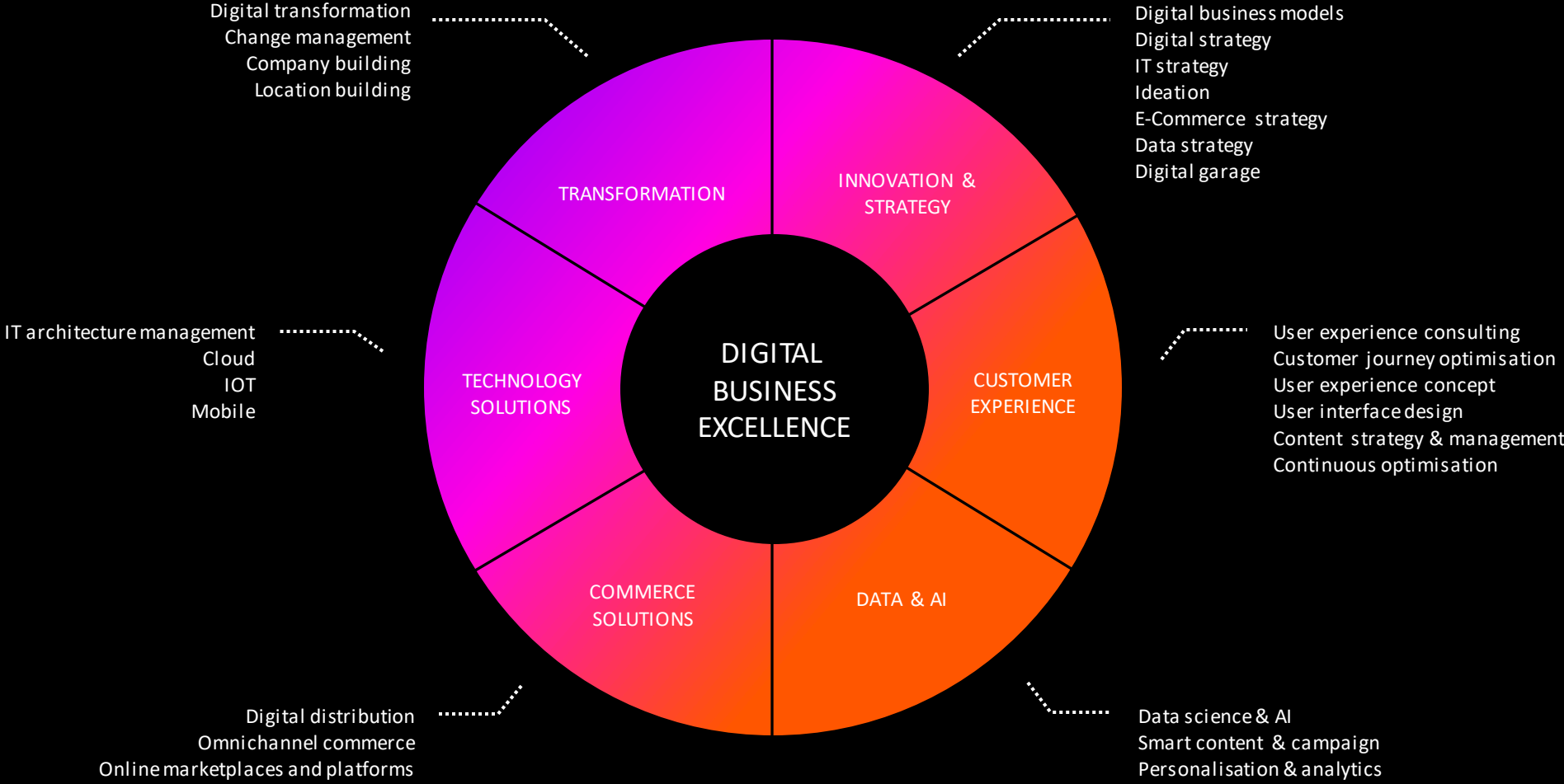
Enterprise

diconium

diconium is a **service provider for the entire process of digital transformation**: from innovation & strategy, customer experience, marketing & artificial intelligence, commerce and technology solutions to building up digital units.



Our competencies

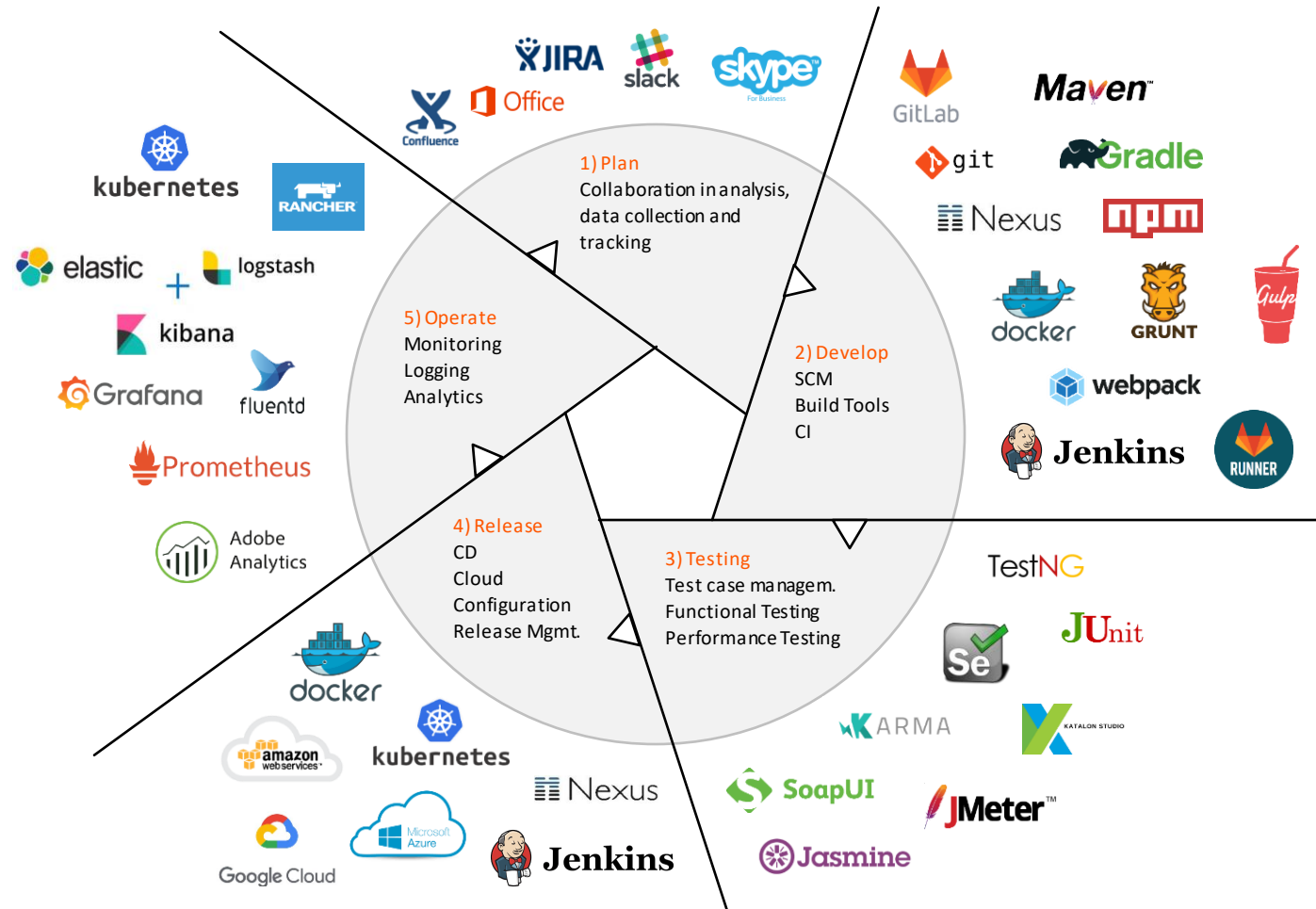


Who we are



Extract from the diconium default technology stack

State of the Art Software & Frameworks



Adobe Competence Center



SKILLS AT DICONIUM:

160+

Employees in the Adobe Competence Center at several diconium locations

thereof:

100+

trained and certified Adobe/Magento Developer

10+

Project Managers

10+

IT Consultants

20+

Test Experts

20+

Content, UX and Performance Managers



diconium can provide all Adobe resources from onsite, our own nearshore and offshore loactions upon request

EXPERIENCES:

2007

First AEM Implementation

2016

Member of Partner Advisory Board

2019

Adobe Experience Manager – Run & Operate Specialisation

2014

Adobe Business Solution Partnership established

2017

Adobe Experience Manager Specialised Partner

2021

Release of the new connector AEM – SAP Commerce based on Adobe I/o

diconium serves the **complete Adobe Marketing, Analytics and Commerce Cloud portfolio.**

Seamless integration into **enterprise eCommerce systems**, development, expansion and **worldwide rollout** of platforms and improvement of **marketing performance**

diconium works closely with Adobe product development in Basel and San José



Magento B2B Fast-Start Package

Magento B2B Fast Start Package

MAGENTO FUNCTIONS

Catalog/Merchandising

- Products
- Categories
- Shares Catalog

Marketing

- Promotions
- Private sales
- Newsletter
- Wish lists
- Reviews/Comparison

Sales

- Offers
- Orders
- Invoices & shipments
- Returns
- Invoice agreements
- Transactions Administration
- Users/Roles
- Configuration

Content

- Pages
- Blocks & Banners
- Widgets

Customers

- Management
- Segments
- Companies



SETUP, INTEGRATION, INDIVIDUALISATION

- Responsive store theme
- Storefront customized to your branding (colors, logo, font)
- Branded PDF and email templates
- Order management workflow
- Website & store configurations for one country with one language
- Tax, shipping, advertising, catalog, categories, currency
- Catalog import based on standard
- Magento schema
- Content pages (about, privacy policy, thank you) can be customized by customer
- Magento 2 Commerce Cloud Setup
- B2B Commerce Setup
- Conceptual design of Catalog information
- Architecture
- Analytics configuration
- Single payment gateway



ADOBE / MAGENTO Commerce Cloud

- Depending on online revenue
- Magento Commerce license (first 3 months "for free" with simultaneous 12 months contract)
- Free access to online training and on-demand content in Magento University
- = to be negotiated with Adobe/ Adobe Commerce



The task - creation of an initial online ordering option for existing customers, further expansion of functions and rollout in phase 2

Projekt goals

Phase 1 – MVP: Online Shop

- Establishment of an online ordering facility by using Adobe Commerce (Magento Commerce Pro Cloud).
- Integration of retail partners D/A/CH
- Presentation of assortment:
 - Partner-specific prices
 - In German and English
 - Automated updates (source CRM)

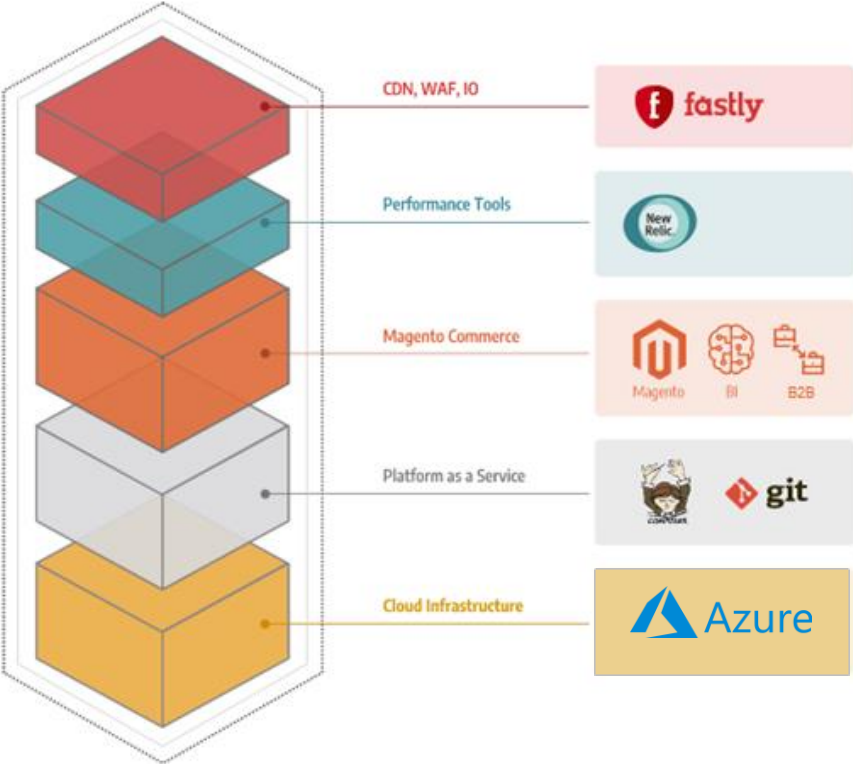
Phase 2 – Further Development: E-Commerce-Platform

- Connection to ERP
- Connection to e-procurement systems (OCI/punch-out)
- Evaluation and feedback options
- Extension of payment functions
- Expansion of marketing and sales activities

Magento Cloud – the complete technology stack is provided by Adobe, development and deployment is owned by the customer which is totally responsible

Technology stack

Think of the Magento / Adobe Commerce Cloud as five functional layers, as shown here:



Adobe and Microsoft Azure

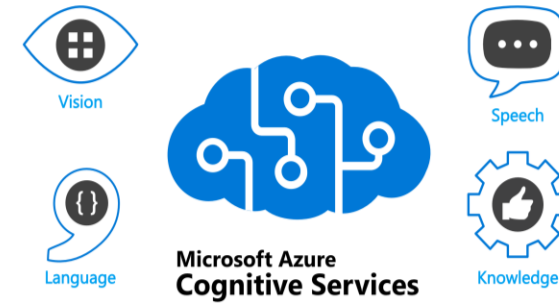
Proven platform



- Adobe builds all solutions on Microsoft Azure, including Adobe Experience Cloud
- Adobe Experience Cloud on Azure is available in more regions worldwide than on AWS
- More customers use AEM on Azure than on any other platform
- Adobe and Microsoft are part of the Open Data Initiative

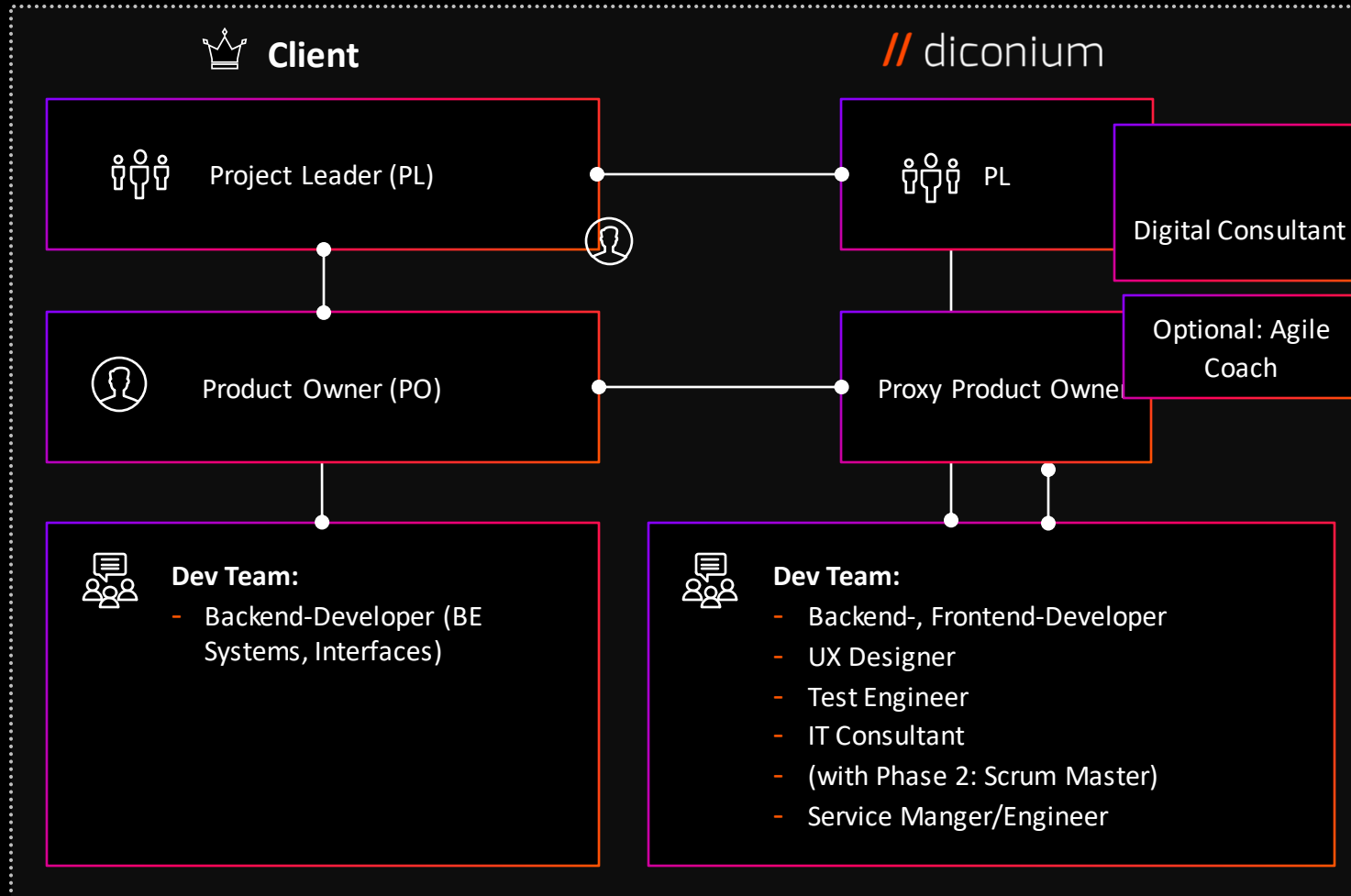


Smart services



- Azure Cognitive Services enable digital transformation with AI
- Azure Bot Services use AI to optimize the customer experience

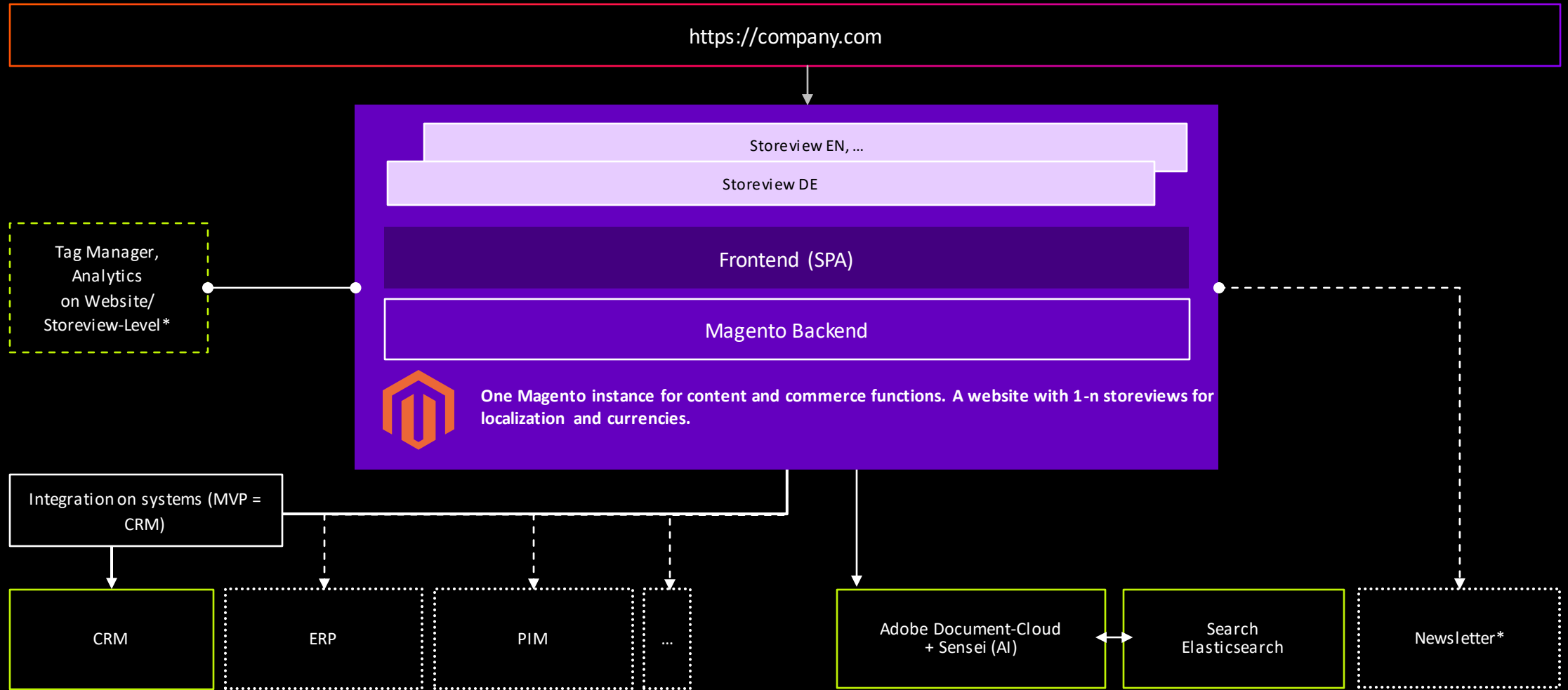
diconium Team & Budget – Agile development and parallel conception of future functions and business models



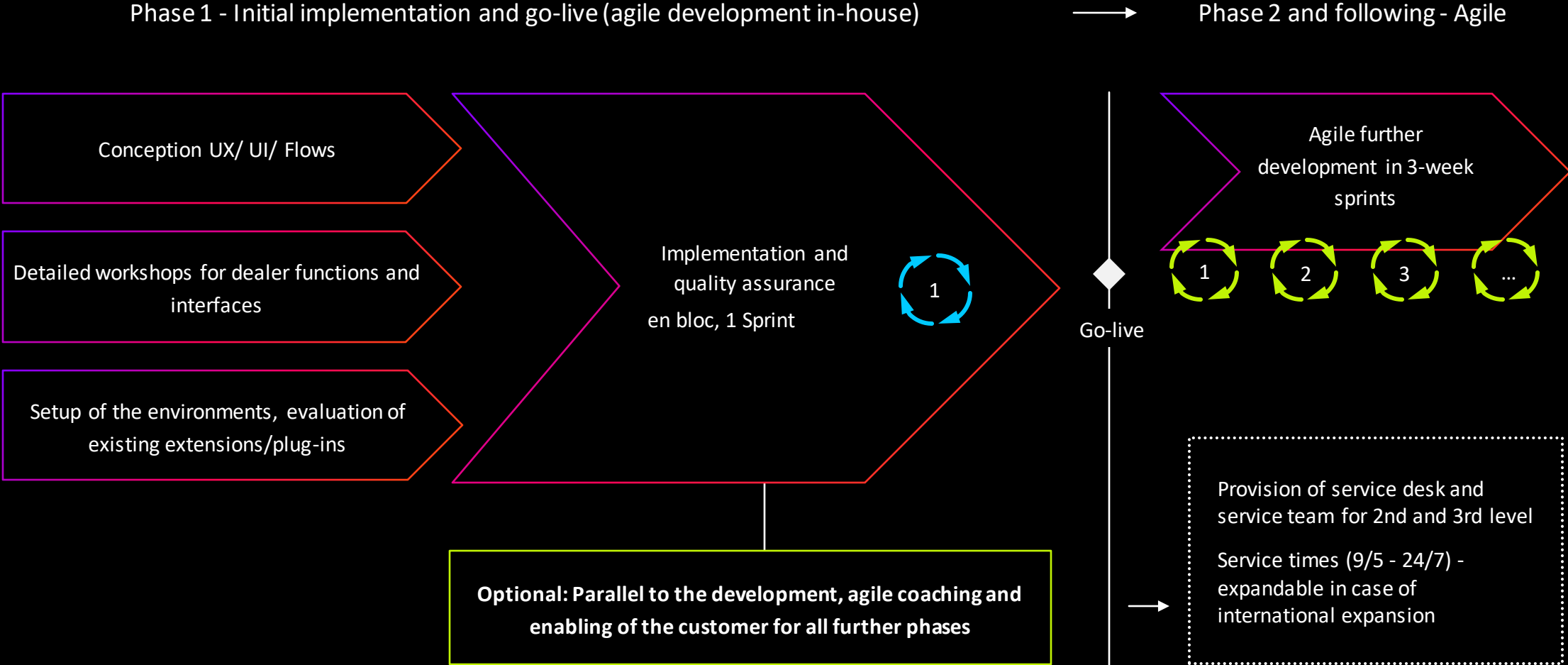
Total price MVP from
100,000 €

Ongoing service costs
from 1,000 €/mth.

The B2B order channel requirements can be implemented with a Magento instance. Languages and catalogs are realized via OOTB "store concept".

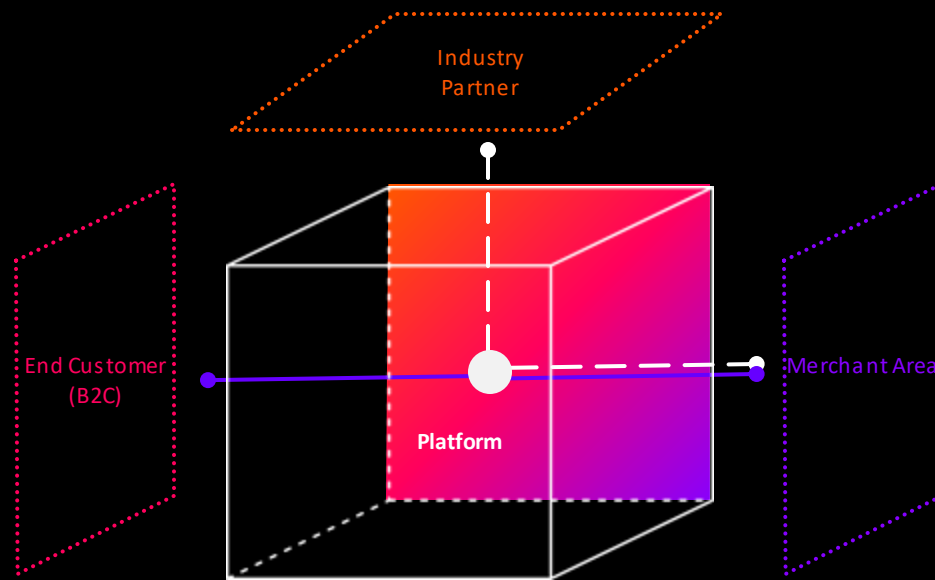


Setup phase and development of the MVP in a long sprint, followed by transition to agile further development with incremental rollouts



E-commerce platform: A look into a possible future after MVP and online ordering offers numerous business models and revenue opportunities

Trading services offer only one revenue stream. Looking further ahead, other business models (B2B merchant services, DTC, B2C or pure-data-driven) should be considered and implemented.

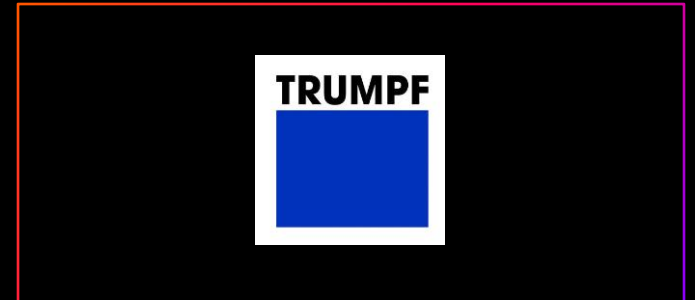


Other revenue streams besides pure sales (may already exist):

1. Offer of content/content to merchants for marketing purposes, self-promotion (profile).
2. Marketing integration (email campaigns, app push, ...)
3. Integration (API) of industry partners
4. Offer of interfaces for merchants (open API)

> Realizable with **one** Magento instance and 1-n websites as well as different store views

Customer Abstract



Microsoft
Partner

Silver DevOps
Gold Cloud Platform
Gold Application Development
Gold Application Integration

“We are in a strategic partnership with Microsoft and Adobe since several years. This enables not only us but more importantly our customers with a state-of-the-art platform for their future endeavours. Our Gold status does not only show technical capabilities but a track proven record with our customer base.”

Leif Humpert
Partner Manager Microsoft

Dell Express Affiliate Store



Goals

- Assisted Order Module, Split Order Module, Referral direction from Dell site, Store ordering system, Order approval mechanism, Embedded ERP integrated, Tally Accounting Integration
- Streamlined order processing
- Easy management of affiliate marketing process as a Dell affiliate
- Complex multilingual search & display
- Site on Magento's latest Enterprise version

Services and successes

- Successful integration with enterprise systems to improve operational efficiency
- Increase in traffic, sales and overall order value per customer due to digital marketing efforts
- Integration with the company's customer registration portal, that includes a continuously-evolving database.
- Strategy and consulting for an optimal system, usability, hosting and operations

Customer

Dell is a global company with over 157,000 employees that develops, sells, repairs and supports computers and related products and services.



Employees: ca. 157, 600



Business model: B2B



Revenue: 90,6 bn EUR (2019)



Technology: Magento



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