

SEEBURGER Cloud Integration Services

Streamlined Distribution Processing: Automation of B2B Communication with SAP S/4HANA

“Forever Faster” – PUMA’s mission – embodies not only fast products for fast athletes, but also the overall goal of being the fastest sports brand in the world. Additionally, this mission drives efficient sporting goods distribution for PUMA.

PUMA seasonal sports and lifestyle collections are distributed via wholesalers and international e-commerce platforms that are based on customer-specific catalogues with very different types of data. This data ranges from master data for local offline stores, to multilingual attributes for global online shops, to explicit e-commerce content such as textile and washing specifications according to EU regulations.

In the past, heterogeneous ERP and EDI systems impeded fast and seamless sales processes. Onboarding new customers was slow and painstaking. PUMA’s main challenge was preparing and transmitting catalogue data tailored specifically to each online sales partner and the PUMA field sales team.

Greater sales efficiency through SEEBURGER Cloud Integration Services

Due to the low process speed, a difficult staffing situation, and complicated data transfers, PUMA decided to use the SEEBURGER Cloud to automate inefficient quote generation and sales activities:

- **More efficient handling of operative B2B sales processes**
in combination with SAP S/4HANA as EDI full service
- **Individual catalogue transmission to strategic customers**
in combination with the ERP system, the central data warehouse and content service providers

The secure handling of effort-intensive processes reduces the workload on key areas of the company. Through gradual integration and real-time access to SAP S/4HANA, this business model continues to gain speed.



About PUMA

PUMA is one of the world’s leading sports brands, designing, developing, selling and marketing footwear, apparel and accessories. For over 70 years, PUMA has created the most innovative products for the world’s fastest athletes. The company offers performance and sports-inspired life-style products in categories such as football, running & training, basketball, golf and motorsports. PUMA collaborates with world-renowned designer labels, bringing innovative and dynamic design concepts to the world of sports.

The PUMA Group owns the brands PUMA, Cobra Golf and stichd. The company distributes its products in more than 120 countries and employs approximately 14,000 people worldwide. The company headquarters are located in Herzogenaurach/Germany.

www.puma.com

Standardized and individual B2B processes via the SEEBURGER Cloud

The SEEBURGER Cloud Integration Services ensure integration and connection of all customers, partners and systems involved in the sales process. In addition to reducing the workload on PUMA staff, the services provide the necessary flexibility in executing processes. Business processes are individually adapted to the needs of PUMA by SEEBURGER consultants and must meet set performance levels.

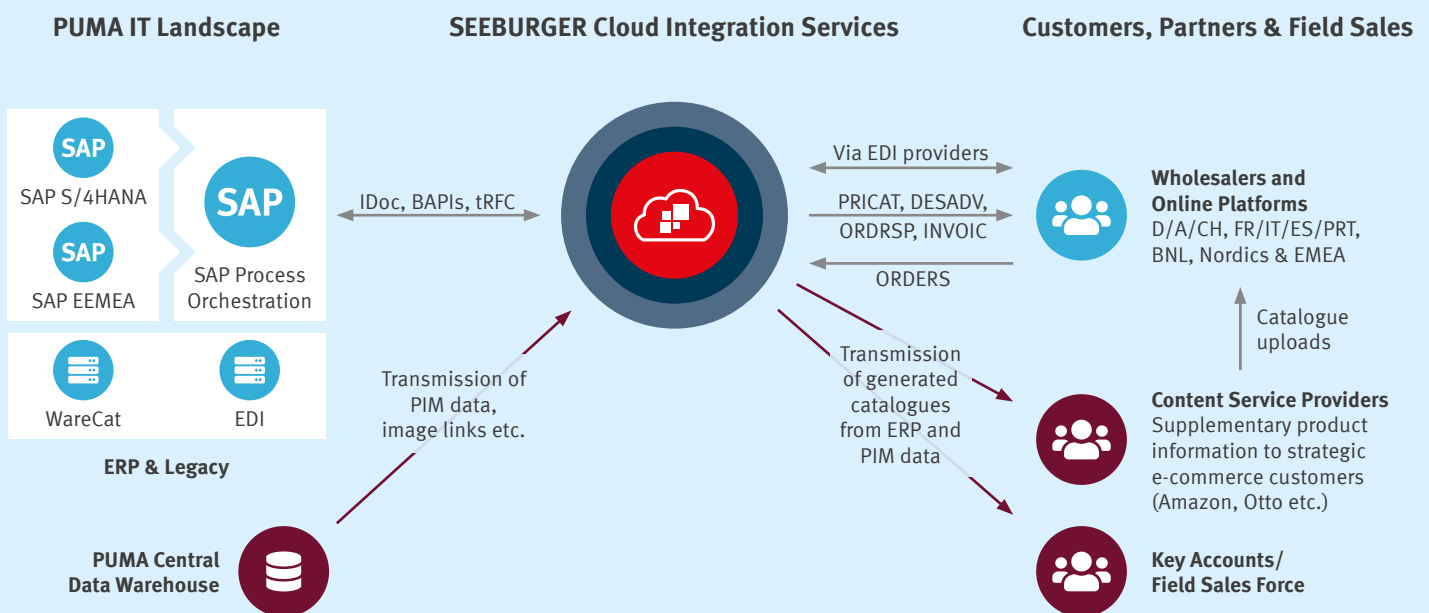
PUMA uses SEEBURGER Cloud Integration Services for:

- Integration of PUMA's central ERP platform, SAP S/4HANA, and the EEMEA SAP system via their existing middleware, SAP Process Orchestration
- Integration of other ERP systems such as WareCat, and any required legacy systems
- EDI connection of customers with PRICAT, ORDERS, INVOIC, DESADV, etc. processes in the EU and EEMEA regions
- Comprehensive integration of catalogue data through:
 - Catalogue creation: Import of product data from multiple sources such as ERP systems and the central data warehouse
 - Catalogue processing: Generation of individual catalogues through customer-specific mappings
 - Catalogue delivery: Dispatch to individual key accounts, to the PUMA sales team, or to content service provider Salsify, which prepares and uploads detailed e-commerce content for strategic customers in Europe.

Benefits for PUMA

- Security and reduction of the IT department's workload through outsourcing
- Transparency and cost reduction through consolidation of integration tasks
- High flexibility through adaptable full-managed-service operation
- Automation of quotation and sales processes to business partners
- Holistic digital processes with all trading partners

As part of PUMA's digital sales activities, SEEBURGER Cloud Integration Services facilitates fast and secure processes with customers, partners and its field sales team.



“The worldwide consolidation of global EDI systems in the SEEBURGER Cloud, together with the SAP S/4HANA migration and data warehouse integration ensure more efficiency in the entire quotation and sales process. Thanks to automation, we can handle all standardized B2B/EDI business processes with our customers as well as optimize the transmission of individual product data to retailers.”

Michael John, Team Head of IT Sales Solutions, PUMA SE