

# Meet our SAP E-Commerce experts at the SAP Insider CRM 2010 Conference

23 - 26 February 2010, Orlando, Florida



Visit one of our sessions (see next page for details), give us a call or write an e-mail (even during the conference) and we will get in touch with you!

**Patrick Hey** is a manager/senior consultant at SYCOR GmbH (Germany) with more than eight years experience with SAP E-Commerce. After receiving a degree in commercial information technology, he began his career designing and implementing solutions for a variety of business applications.

Today he is in charge of a team of 12 consultants, developers and solution architects who create solutions based on SAP Internet Sales 3.1/4.0, SAP E-Commerce 5.0, SAP Web Channel and SAP Portals.



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**Andreas Poelitz** is a solution architect at SYCOR GmbH. He is a well-versed project manager with experience in all phases, including requirements analysis, application and visual design as well as enhancement programming.

Over the past eight years, Andreas has worked with SAP E-Commerce and all previous versions of the solution. As a certified specialist in commercial information technology, he has a wealth of experience in this field.



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**Martin Walter** is a senior consultant at SYCOR GmbH. As a certified specialist in commercial information technology, Martin is an experienced project manager and ABAP/J2EE developer for SAP E-Commerce.

He has implemented numerous solutions in all phases, including requirements analysis, application and visual design as well as enhancement programming. He is currently responsible for several customers.



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# Sycor presentations at SAP Insider CRM 2010

Track 5: E-Commerce and online self-service

## SAP CRM E-Commerce customization decisions and options: What you should do now to get more from your site

*Martin Walter*

*Thursday, February 25, 11:45 am - 1:00 pm*

Understand where customizing your e-commerce application will bring you the biggest bang for your investment buck, especially when it comes to usability and stickiness.

- Learn when, why, and how to customize your SAP E-Commerce application by adding values, enabling or disabling features, and adding customerspecific enhancements using the web shop administration application
- Know when to use web shop administration versus the extended configuration manager, and the benefits and drawbacks of each
- Broaden your knowledge of the shop-specific configuration available within SAP E-Commerce, including creation of new tabs and parameters
- Learn how to set up multiple shops within a single SAP E-Commerce application and configure it with a variety of supporting features, like calculation methods for the initial requested delivery date
- Step through a live demo of the steps needed to rapidly create modifications based on your specific parameters
- Leave with coding samples of technical extension concepts to help you use these features once you return to your organization

## Apply Web 2.0 features to your SAP E-Commerce solution to boost sales

*Andreas Poelitz*

*Friday, February 26, 10:00 am - 11:15 am*

You will learn about Web 2.0 features, such as blogs, rating, and social bookmarks, and how to apply them to your e-commerce sites to bolster sales and establish more fruitful customer interactions. Attendees will get strategies and education on SAP functionality to support:

- The implementation of key functionality that supports user-generated content
- Significant improvements to your Web user interface, including improved navigation and searching
- Increased customer loyalty through active engagement and interaction using tools such as product rating systems and other feedback mechanisms
- Customer access to more independent information to help them in their buying decisions (e.g., peer reviews)
- Use of the latest Web 2.0 technologies, like AJAX (the language of Web 2.0)
- The use of detailed product pictures and other visual elements in online catalogs to make them more engaging