



# Creating a compelling global brand experience

1919

year founded

> 200

business partners  
and agents

4,500

employees



## CHALLENGE

- Implement a comprehensive e-commerce solution
- Ensure a unified brand experience to compete with other global players online
- Strengthening and further development of digital B2B business

## SOLUTION

- Intershop Commerce Platform to implement a state-of-the-art B2B portal with market-specific and flexible pricing
- Optimal user experience and compatibility with the latest browsers and mobile devices
- REST API Framework to enable real-time requests to the company's SAP ERP system

## ABOUT INCITEC PIVOT FERTILISERS

Incitec Pivot Fertilisers is a key supplier of Australia's soil health and nutrition needs, helping farmers maximize productivity to remain competitive in global markets. The company partners with local distributors to provide farmers with an extensive distribution capability, exceptional customer service, innovative and high quality fertilisers and agronomic services.

**[www.fertshed.com.au](http://www.fertshed.com.au)**

## Benefits of B2B transformation

As part of Incitec Pivot Fertilisers's (IPF) core values of delivering on promises and being customer centric the core fertiliser business needed a solution that would focus on strengthening and advancing their B2B e-commerce presence. Intershop was selected by IPF to supply its SaaS (Software-as-a-Service) model offering to underpin the IPF upgrade of its B2B portal IPFonline.com.au to a new site and customer experience [www.fertshed.com.au](http://www.fertshed.com.au).

At the time of the launch, version 7.3 of the Intershop Commerce Platform was deployed as the backbone digital platform for the new site. At the outset, the essential business process coverage of the project was to provide IPF customers a fully transactional solution, providing the customer full control of the overall order process which includes Quote Request/Acceptance, Contract Create as well as Order Create flows.

The implementation also took advantage of Intershop's flexible REST API framework to allow for real-time calls into the business's SAP ERP system enabling powerful automation, efficiency and minimizing the risk of any ground for error, allowing IPF to deliver an excellent, unified brand experience. The new online portal also provided for the inclusion of market relevant and flexible pricing, including a number of other functionalities to keep IPF's online business competitive with other global players.

The deployment delivered business benefits in lifting the offline sales effort and admin into a digital offering where customers can better drive the process themselves, and for the IPF team it removes the manual overhead and better manages each customer's sale price considerations.

## The platform

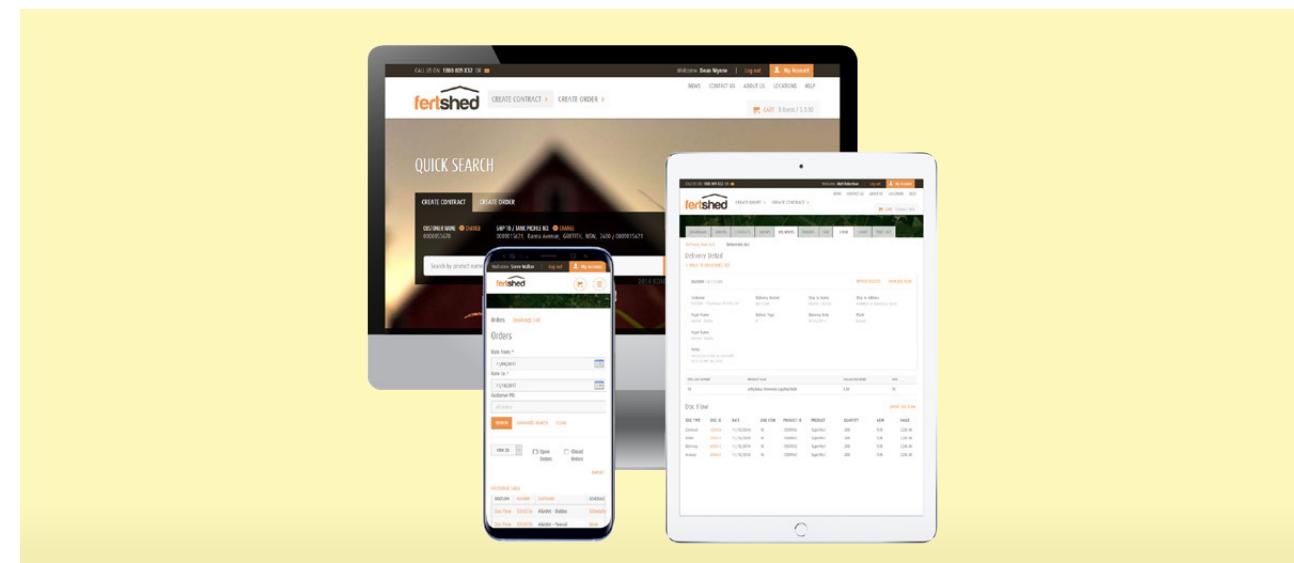
The site offers a rich user experience that performs nicely with the latest browsers and mobile devices. In addition, the site offers customers a fully integrated Truck Scheduling system for orders placed.

The implementation is highly integrated to SAP via web services and other 3rd party systems and services like Crystal Reports, FPD (custom) database and Google Analytics. Fertshed.com.au is fitted with content managed areas as well as a product image generator to provide a more engaging and enhanced visual user experience.

## Business insight

IPF have responded to their B2B customer communities and acknowledged that they are increasingly digital savvy and demand that their suppliers make their job easier if they want to retain their business. IPF in moving to the new site Fertshed.com.au have started the digital transformation for their own customer communities by setting in place a rich digital architecture in the Intershop Commerce Platform that can cross geography, culture, custom needs of each market segment and meet the ever increasing financial and regulatory obligations of a global company.

Moving forward, Intershop knew that overtime, IPF's B2B customers would demand for B2C like e-commerce functionalities in IPF's B2B website. Intershop Commerce Platform's architecture is always business ready for this challenge as we are conscious of the regrettable consequences of being substandard and not being able to fulfill customer expectations. Working together with IPF, our team's goal was to allow the IPF customer to find what they want fast, be able to act on the information they find and have confidence that the experience of doing business with IPF would be consistent across all channels.



**ABOUT INTERSHOP**

## Always nearby



Intershop is the engine that drives digital commerce. Our powerful B2B e-commerce platform enables the world's leading manufacturers and wholesalers to transform their business and increase revenue in a digital-first world.

Our cloud-based solutions give you an essential foundation for digital success, plus the flexibility to deliver

unique experiences and quickly react to changing needs. With a global presence and extensive partner network, we support your success every step of the way—creating opportunities to scale, innovate, and gain a competitive edge.

Intershop is built to boost your business. Discover what we can do at [www.intershop.com](http://www.intershop.com).

**SPEAK DIRECTLY WITH ONE OF OUR EXPERTS**

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