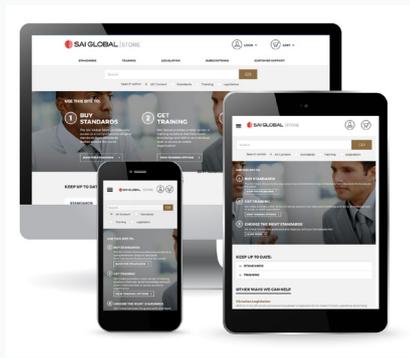


SAI Global Limited <https://infostore.saiglobal.com>

Company Background

In 1922, when construction of Sydney's iconic Harbour Bridge began, the first Australian standards and technical documents were created. SAI Global has since offered risk and management services such as risk and compliance software, ethics and learning, assurance training, standards and legislation, auditing, and property. In Australia, SAI Global is the largest provider of property information and settlement services to help businesses manage, approach and leverage risk. SAI Global's world-class solutions and team of professionals provide advice to businesses to ensure growth whilst committing to protect their reputation. The company now employs more than 2,000 people across 29 countries and 51 locations across Europe, North America and Asia.



SAI Global's Digital Commerce Proposal

With multiple offices across Asia Pacific (APAC), Europe (EMEA), and America (AMER), SAI Global needed a strategy that could integrate multiple service components together as well as an eCommerce platform that could facilitate future cross-sell and subscription management. In response, SAI Global's new enterprise eCommerce platform proposal was to get a core component of a broader Digital Commerce Strategy, which seeks to create competitive advantage in the way that SAI Global engages with, sells to and services its customers across industries via Digital Channels. The strategy comprised of multiple integrated components combined to deliver their vision of digital capabilities - customer engagement, sales channel and service delivery. SAI Global's digital platforms were aimed to serve all company portfolios and regions through a global website, with

channels for all regions.

The Project

There were 3 phases in total, stretching across 16 months, with an additional year for the sales process and legal negotiations to take place. SAI Global eventually opted for a SaaS agreement and a headless solution. SAI Global's plan was to roll-out this proposal progressively, region by region, starting with APAC.

Phase 1 - APAC The Requirements

In phase 1, there were three core areas of investment identified - Web Content Management, eCommerce and Subscription Delivery. Intershop was identified for the e-commerce middle layer. This program was to deploy an enterprise eCommerce solution followed by migration of a single point of sales (for once-off transactions) for one of their large stores, white-label partners, Instore and Assurance Training (APAC/AMER) products. The goal of the program was to enable a future cross-sell and subscription management.

Intershop's Solution

Intershop implemented Intershop 7.6.2.10, and the Core Rest API capability was used to deliver a headless solution for search, product/pricing details, checkout and fulfillment related functionalities. An integration occurred with existing SAI Global Master data/ catalog management systems to import 1.6 million product sets, which resulted in approximately 4.5 million master variations in the system. The integration to AWS Elastic search service led to the delivery of an advanced and efficient search system handling a bigger product set.

SQS/SNS messaging, a complex pricing logic with fall back mechanism and extensive utilization of campaigns and promotions modules were introduced. Intershop's back office was utilized by SAI Global staff across all regions to view orders, impersonate customers and put through quotes that assisted in more uniform cross-channel operations.

Phase 1 was officially launched in October 2016.

Phase 2 - EMEA Intershop's Solution

Scoping of Phase 2 started immediately after the launch of Phase 1. The goal was to expand and provide a single point of sales once-off transac-

tions (Standards) for the EMEA Region. Intershop implemented Intershop 7.6.3.5 and the Core Rest API capability. Phase 2 included a complex taxation (VAT) solution for transactions made in EMEA regions as well as the capability to allow selection and calculate shipping costs by integrating with Royal Mail and DHL services. Intershop introduced the search functionality to provide region specific result sets based on region and ranking of products. Transactions were fulfilled connecting to SAI Global enterprise systems populating EMEA specific region/taxation data in the order exports. Additional reporting capability with export features were made available for all channels.

Phase 2 was launched in February 2017.

Phase 3 - AMER

After launch of Phase 1 and 2, the next goal was to expand and complete the global experience with the launch of AMER's site, providing a single point of sales once-off transactions for AMER region and provide customers with an improved experience when interacting with the e-commerce store. At this point, Phase 1 and 2 had already formed the "baseline system" for configuring the America's system. AMER's channel was integrated with UPS for shipping cost calculations whilst the other features and functionalities remained similar to Phase 1 and 2.

Phase 3 was completed in May 2017.

The Outcome

Upon launch of Phase 1, SAI Global enhanced their corporate brand presence, effectively engaged their customers, consolidated and improved their e-commerce capabilities. After all phases were completed, customers in all regions had the ability to search and locate products via an Ektron Web CMS which then interfaced with an e-commerce platform (Intershop) to complete the purchase followed by fulfillment of the order (PDFs/Hard copies) via feeds/integration with existing systems. The project encompassed the global aspect of SAI Global by handling multi-region, multi-currency and complexities in selling across multiple tax jurisdictions including VAT. Each region now has a personalized interface, reflecting the region's specific requirements, look and feel. Through adapting the innovative solutions of Intershop, SAI Global has digitally transformed to provide a seamless user experience across various channels.

ABOUT INTERSHOP

Intershop is the leading independent provider of innovative and comprehensive omni-channel commerce solutions.

How do you achieve ambitious goals in times of change? All you need is a partner who can help make complexity simple.

Unlock your potential with the exciting possibilities of Intershop's unrivaled technology and extensive market knowledge.

For more information on our solutions and services, visit www.intershop.com.au

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