



Calibre Scientifics Digital Transformation With SAP Commerce Cloud

Client Overview

Calibre Scientific stands as a beacon of innovation and excellence within the life sciences sector. This global entity has made its mark by providing an extensive array of life science reagents, tools, instruments, and consumables catering to lab research, diagnostics, and biopharmaceutical industries. Their commitment to serving the scientific community stretches across the world, with a significant business presence in the USA, Canada, and Europe.

Challenges Faced

Prior to their digital transformation, Calibre Scientific operated a legacy B2B storefront that was developed in-house. Despite its initial success, this platform struggled to scale with the rapid growth and evolving needs of the global market. The system's limitations hindered the company's ability to provide a seamless, efficient, and engaging customer experience, particularly for their brand Canadian Life Science, which relied on Hubspot as its legacy system.

The Solution

After a thorough evaluation of leading commerce platforms, Calibre Scientific chose the SAP Commerce Cloud solution for its robustness, scalability, and comprehensive feature set. They partnered with ASAR Digital, leveraging their expertise and the innovative "cheetah rapid deployment package" to streamline the implementation process. The project's scope centered on a standard out-of-the-box implementation of the SAP Commerce Cloud B2B Solution, specifically tailored for the Canadian Life Science legacy website.

Key Features and Integrations

- User and Account Management: Enhanced user experience with early login features and comprehensive account management capabilities.
- Product and Pricing List Management: Dynamic management of products and pricing to reflect real-time updates and offer personalized customer experiences.
- Catalog Management: Advanced product and content catalog management, utilizing SmartEdit for seamless content updates.
- Search and Navigation: Improved search functionality and intuitive navigation for a better browsing experience.
- E-commerce Essentials: Streamlined shopping cart, checkout, and order status updates for an efficient purchasing process.
- Data and Order Process Integration: Integration with S/4HANA through SAP BTP/CPI for accurate customer data management and with Paymetric (Worldpay) for secure credit card transactions during checkout.
- Multi-Language Support: Offering English and Canadian French options to cater to a diverse customer base.



The Impact

The implementation of SAP Commerce Cloud has revolutionized Calibre Scientific's digital storefront, particularly enhancing the customer experience for the Canadian Life Science brand. This transformation has not only enabled Calibre Scientific to scale their operations efficiently but has also set a solid foundation for creating multiple sites using the commerce site as a template, facilitating future growth.

With the new system, Calibre Scientific has seen significant improvements in customer engagement, operational efficiency, and the overall shopping experience. The seamless integration of core business processes and the adoption of a customer-centric approach have empowered Calibre Scientific to serve their global customer base more effectively, ensuring their position as a leader in the life sciences sector.

Conclusion

The successful collaboration between Calibre Scientific and ASAR Digital in implementing SAP Commerce Cloud marks a significant milestone in Calibre Scientific's digital journey. This strategic move not only enhances their operational capabilities but also reaffirms their commitment to innovation and excellence in serving the scientific community. Calibre Scientific's forward-thinking approach and investment in digital transformation are pivotal in driving their continued success and expansion in the global market.

[ASAR Digital](#)

630-423-5926

3030 Warrenville Rd. #610

Lisle, IL 60532