



Revolutionizing Merchandise Order Management For Monster Energy With SAP Commerce Cloud Implementation

Introduction

Monster Energy, renowned for its extensive range of energy drinks, faced significant challenges with their manual, spreadsheet-based process for merchandise orders. This case study examines how ASAR Digital successfully implemented SAP Commerce Cloud to streamline Monster Energy's order management, enhancing efficiency and accuracy.

Background

The manual process at Monster Energy involved multiple stakeholders – bottlers, distributors, marketers, and internal staff – who placed merchandise orders using spreadsheets. These were then manually entered into the SAP ERP system by order entry clerks. This cumbersome process was prone to errors, time-consuming, and lacked real-time visibility of inventory and order status.

The Challenge

Monster Energy needed a robust, automated solution to manage merchandise orders effectively. The key challenges included:

- Reducing time and errors associated with manual order entry.
- Providing real-time visibility into merchandise availability and delivery timelines.
- Streamlining the overall order process for various stakeholders.

Solution

Selection of SAP Commerce Cloud

After evaluating several e-commerce platforms, Monster Energy chose SAP Commerce Cloud for its comprehensive capabilities. ASAR Digital was selected for the implementation due to our expertise and proven track record.

ASAR's Cheetah Rapid Deployment

Utilizing our proprietary 'Cheetah' rapid deployment package, ASAR Digital implemented the SAP Commerce Cloud solution efficiently, adhering to the set timelines and budget.

Implementation Highlights

- B2B Storefront: A user-friendly interface was developed for Monster Energy's partners and employees, facilitating easy merchandise order placement.
- User Registration and Management: Streamlined user registration process for bottlers, distributors, and marketers, with robust user management capabilities.



- **Product Catalog and Navigation:** A comprehensive product catalog with intuitive navigation features was implemented, enabling easy browsing and selection of merchandise.
- **Shopping Cart and Checkout:** An efficient shopping cart and checkout process were established, enhancing the user experience.
- **Order Management and Status:** Real-time order management and status tracking were integrated, providing transparency and improved order handling.
- **Integration with SAP ERP:** Seamless integration with Monster Energy's SAP ERP system ensured accurate and real-time data synchronization.
- **Integration with Salesify and OpenText DAM:** The platform was integrated with Salesify for enhanced marketing capabilities and OpenText DAM for digital asset management, enriching the content and marketing strategies.

Results

The implementation of SAP Commerce Cloud transformed Monster Energy's merchandise ordering process:

- **Increased Efficiency:** The automated system significantly reduced the time required for order processing.
- **Error Reduction:** The elimination of manual entry minimized errors, ensuring accuracy in orders.
- **Real-time Visibility:** Stakeholders gained immediate insight into product availability and order status, enhancing the decision-making process.
- **Enhanced User Experience:** The intuitive B2B storefront and streamlined process improved the overall experience for users.
- **Scalability:** The new system provided a scalable solution, accommodating future growth and changes in Monster Energy's business operations.

The Outcome

ASAR Digital's implementation of SAP Commerce Cloud for Monster Energy revolutionized their merchandise order management system. This digital transformation not only streamlined operations but also significantly enhanced the accuracy and user experience, reinforcing Monster Energy's commitment to operational excellence and customer satisfaction.

Want to discuss how ASAR Digital can help you transform your B2B Customer Experience, schedule a no obligation consulting call with Team ASAR!

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