



PIONEER ELECTRONICS (USA) INC.

USING ENTERPRISE SERVICES TO ENABLE CREDIT CARD PROCESSING

QUICK FACTS

Industry

High tech

Revenue

US\$1.7 billion

Employees

1,300

Location

Long Beach, California

Web Site

www.pioneerelectronics.com

SAP® Solutions and Services

- Enterprise resource planning software from SAP
- SAP Customer Relationship Management (SAP CRM) application

Partner

Paymetric Inc.

Key Challenges

- Enable payment processing by connecting existing SAP® software to credit card payment clearinghouse without deploying new software
- Build a reusable foundation for future e-commerce initiatives

Ecosystem Engagement Highlights

- Leveraged Paymetric's relationship with SAP and participation in the Enterprise Services Community program, the SAP Developer Network community, and the SAP EcoHub solution marketplace
- Took advantage of participation in SAP user groups, communities, and conferences to get partner recommendations

Ecosystem Components Engaged

Payment integration services from Paymetric, an SAP software solution partner

Benefits

- Gained ability to convert remote function calls to Web services calls
- Gained centralized, real-time visibility into credit card usage across multiple Pioneer companies
- Implemented a credit card processing system using existing infrastructure with minimal IT investment
- Leveraged investments in SAP software in a new way

Lessons Learned

- Collaborate early with 3rd-party service providers
- Take advantage of the wisdom and experience of software vendors and partners
- Use discussion forums and communities to get feedback from other SAP customers on working with specific partners

Next Steps

- More tightly integrate SAP CRM application processes with enterprise services for card payment processing
- Leverage enterprise services to improve other strategic processes

Pioneer
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“Using Web services, we were able to extend the value of our existing SAP software and take advantage of an on-demand solution from Paymetric to enable credit card processing.”

Payal Shah, Manager, Financial Systems, Pioneer Strategic Business Services Inc.

Pioneer Electronics (USA) Inc. wanted to implement a direct-to-consumer e-commerce solution to increase revenue. To do so, it needed to connect its enterprise resource planning software from SAP to a credit card payment clearinghouse – ideally without deploying new software. Leveraging a payment integration service from Paymetric Inc. – an Enterprise Services Community member – along with Web services, Pioneer quickly enabled credit card processing for its customers.

Background

Headquartered in Long Beach, California, Pioneer Electronics (USA) Inc. (Pioneer) is the sales and marketing company of, and largest entity within, Pioneer North America, a subsidiary of Pioneer Corporation of Japan. Founded in 1938 as an audio products manufacturer, Pioneer is a world leader in electronics products for the car, home, and business markets. As the consumer electronics environment became increasingly competitive, Pioneer sought to implement a direct-to-consumer e-commerce solution to increase revenue and profit.

Challenge

Pioneer wanted to enable payment processing through the SAP® software that it had implemented to support financials and other key business processes. To do so, it needed to connect the SAP software to a credit card payment clearinghouse. At the same time, it did not want to have to deploy new software.

As a long-time SAP customer, Pioneer considered only solutions that had certified integration with SAP applications. The company actively participates in a number of SAP user groups, communities, and conferences, including the ASUG Annual Conference. On the basis of discussions and customer references, it turned to Paymetric Inc., which offers a payment integration service that had achieved SAP-certified integration with Pioneer's SAP software, using enterprise services. As an on-demand offering, the service enables fast implementation with low up-front costs.

Results

Paymetric is active in a number of SAP communities, including the Enterprise Services Community (ES Community) program, the SAP Developer Network community, and the SAP EcoHub solution marketplace. It also participates in events such as the ASUG Annual Conference and the SAP TechEd conference and is a two-time SAP Pinnacle Award winner. That means the company works closely with SAP and other community members

to stay abreast of current and emerging system standards and specifications. It also teams with SAP to help customers address critical issues.

Using Web services, Pioneer connected to Paymetric through its SAP software-based environment. Paymetric then connected the SAP software with the payment processing clearinghouse run by VeriSign Inc., a Paymetric partner. As an SAP partner, Paymetric was able to access SAP expertise as needed to keep the project moving smoothly. It configured its on-demand service to suit Pioneer's requirements, and within weeks Paymetric was able to roll out end-user training for Pioneer.

Pioneer benefited significantly from the SAP ecosystem, especially from Paymetric's partnership with SAP and its involvement in ES Community. The Paymetric solution converts remote function calls to Web services calls, filling a need that the enterprise resource planning (ERP) software from SAP did not meet at the time. Now two Pioneer companies, one in the United States and one in Canada, consolidate credit card processing requests to Paymetric's on-demand payment integration services via Web services. The results appear directly in the SAP Customer Relationship Management application and SAP software for ERP, providing Pioneer with centralized, real-time visibility into credit card usage.

paymetric

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