SUCCESS STORY: Kodak

To exmemplify our new report, The State Of Manufacturing: Digital CX, lets scrutinize the customer journey of an ASAR Digital client, Kodak. Kodak is leveraging the power of SAP, through ASAR Digital's implementation of SAP Commerce Cloud across 30 countries worldwide.

Industries: Manufacturing & High Tech

Kodak provides packaging, functional printing, graphic communications, and professional services for businesses around the globe. Its main business segments are manufacturing of Print Systems, Enterprise Inkjet systems, Macro 3D GO printing and Packaging, Software and Solutions.

Business Challenge

Replace current Kodak legacy Partner Place portal with SAP Commerce Cloud B2B Accelerator storefront across 30 countries. Just as Kodak reduced the barrier to entry for businesses doing commercial printing, the company needed to reduce e-Commerce complexity for B2B clients.

ASAR DIGITAL SOLUTION: Customer-Centric e-Commerce

ASAR leveraged the Cheetah Rapid Deployment package to implement SAP Commerce Cloud and revamp their Custom Parts Return and Replacement process to make it more customer friendly and profitable. In addition to standard OOTB functionality, the following was delivered by ASAR Digital:



ACTIONS

One contact enabled to order for multiple sold-to's with same login credentials.



ACTIONS

Order and Returns Management with seamless SAP backend integration.



ACTIONS

Real-time shipment tracking integration with 3rd party logistics providers



ACTIONS

Invoice management for balance and past due info, with the option to download invoices.

EXPLORE KODAK'S JOURNEY

"SAP Solutions helps us live up to the modern customer's expectations of an innovative name like Kodak."

JIM CONTINENZA | KODAK | CEO

*"The **SAP Commerce Cloud** solution helps us meet the demands of our current customers while, at the same time, making it possible for us to expand into entirely new markets."*

JIM CONTINENZA | KODAK | CEO

ASAR SUCCESS STORY: Kodak

Businesses want to buy Kodak products. An enhanced e-commerce experience based on SAP solutions will empower them to do so, thanks to Kodak's powerful IT foundation enhanced with a variety of intelligent SAP solutions, including those for analytics.

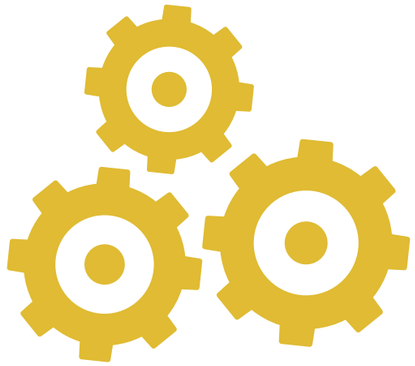
These solutions keep Kodak moving, even during times of disruption. They even helped Kodak continue to meet customers' expectations amid the challenges of the pandemic.

Employees were able to quickly shift to a work-from-home model on SAP solutions.

"The bulk of our revenue comes from overseas and 80-plus other countries. I need a global platform that allows customers to do business with me anytime they want," Kodak CEO Jim Continenza tells SAP.com.

Just as easily as Kodak can do business overseas on SAP solutions, it can enter entirely new markets and begin selling products and services in new countries. The company can scale its new e-commerce experience on the SAP Commerce Cloud solution to meet growing demand.

SAP solutions will enable Kodak to live up to its legacy as an innovator. The company continues to revolutionize commercial printing as it innovates in chemicals, and its new e-commerce experience will enable customers to buy these products quickly and transform how they print.



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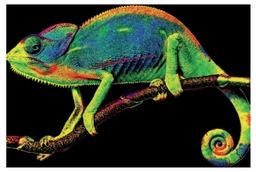

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