WIV Wein International AG

» By using KaTe´s RESTful adapter, we are now able to control the external e-mail communication automated out of our ERP system. Here it was extremely important for us to meet up and keep our demands on a modern an visually appealing communication «

Starting Situation

Steffen Hauger, CRM Director, WIV Wein International AG

For the WIV Wein International AG it is important to send visually responsive and automated emails (order confirmation, shipping confirmation, etc.) to their wine customers. Therefore, only e-mails with HTML format came into consideration. Furthermore, a professional processing and analysis of the email dispatch is of great importance.

The WIV decided very quickly to use the email service "Mandrill" as they were already working with "MailChimp", a software of the same producer. Next step for the IT was to find a way to connect Mandrill with SAP. After it became clear that the technical connection only works with SAP Process Integration (PI) and that a RESTful Adapter is necessary therefor, the IT searched for a suitable Adapter and were hitting upon the company KaTe GmbH.

Implementation

The implementation began with a half-day workshop for mutual acquaintance, to discuss the requirements and determining the time frame. On the same day the adapter has been installed and together with KaTe the first structures in the PI applied.

 KaTe has taken over the implementation of all necessary APIs and supported all tests during the realisation phase. KaTe has proven to be a very competent and reliable partner here with short communication lines.

Short Profile

WIV Wein International AG, headquartered in Burg Layen in Bingen am Rhein is the world leader for sales of wines to the final consumer. In addition to direct sales, the non-listed family company is also active in the wholesale and retail trade, trade fair construction, as well as in the logistics sector. WIV AG employs in 19 countries around 5,000 employees and sales partners. For more information, see www.wiv-ag.com.

System Landscape

Microsoft Windows Server 2008
SAP ERP 6.0
SAP Process Integration 7.30

Kontakt

KaTe GmbH

Quellenstraße 7
D-70376 Stuttgart
www.kate-group.com

T +49 711 90796465
E info@kate-group.com

Conclusion

Now the WIV send emails of the required quality to their customers. Since the beginning of the productive operation, email delivery is running without any problems. It has shown that it was the right and expediant decision to rely on KaTe and their RESTful Adapter.

By using the RESTful Adapter we have been able to realise our requirements in absolute adherence to the budget and feel very well prepared for any future requirements.