



About the Company:

Founded in 1898, Schwarzkopf Professionals has become a leading provider of hair care products to professional salons worldwide. Over the years, Schwarzkopf has successfully introduced products that have been adopted by the mass-market including: the prototype for all modern shampoos, as well as the first line of mousse and hair spray. Their successful business model and future outlook recently prompted The Henkel Group to take a majority stake in the company.

“Backsoft’s bTalk enabled us to simplify the entire integration process and extend our SAP R/3 system to the Internet in a matter of minutes. As a result, our business can take advantage of the functionality of Allaire Spectra to access our SAP back-end solution and ensure that necessary information is easily shared by the professional salons we work with.”

Christina Rueter
Marketing Manager
Schwarzkopf

Henkel-Schwarzkopf

A Case Study of a Backsoft Corporation

The Vanguard of Hair Care:

As a proven pioneer within the hair care industry, Henkel-Schwarzkopf has not only improved its product line over the years, but has managed the changing nature of its business processes as well. Throughout its history, Henkel-Schwarzkopf’s systematic ability to fuse products, consultation, training, and now technology, has led many in the industry to model their business practices.

As the first company in the hair-care market to embrace the Internet, Schwarzkopf launched its initial online effort in early 1997. As a result, Schwarzkopf customers have reaped the benefits of online shopping for a number of years. This overwhelming initial success recently led the company to consider a more comprehensive e-Business effort to support its primary business partners.

This recent move to enhance their online initiatives not only signals Schwarzkopf’s commitment to e-Business, but to their business partners as well.

Project Overview:

The principle goal of Henkel-Schwarzkopf was to establish a B2B sell-side application to increase the efficiency by which their primary business partners purchased products, while unifying the sales process of their worldwide offices.

The scope of the initiative was to improve upon Schwarzkopf’s previous investment in their SAP R/3 system by making it available to their partners via the Internet. By providing access to that data, Henkel-Schwarzkopf would empower their existing partners to control their own purchasing experience.

With the application, business partners are able to view material availability, have access to multi-lingual views of the site, and personalize their online experience. Additionally, Schwarzkopf management is now able to set role-based security, generate a customized discounting system, and cross-sell selected products.



Web-Enabling SAP with bTalk:

Backsoft believes a true e-Business application must have a solid business engine behind the scenes. Deploying a web site that promotes online purchasing is easy, but running an e-business requires a completely integrated business system that handles Purchase orders, order history, recurring purchases, inventory management, workflow, and many other critical business functions.



Company Vitals:

Backsoft Corporation
Founded: 1997
Ownership: Private
Financing: Venture Funded
Employees: 50+

Primary Products:

Backsoft Generation™
bTalk™

Corporate Headquarters:

Backsoft Corporation, USA
6960 Professional Parkway East
Suite 100
Sarasota, FL 34240
Toll Free: 1.888.222.6047
Fax: 1.941.907.6643
info@backsoft.com

Backsoft Corporation's Contribution:

SAP R/3, when interfaced through the Internet, allow companies like Henkel-Schwarzkopf to turn their data into rich information to strengthen their business relationships, unify their sales force, and earn a quick return on their investment. On reason Henkel-Schwarzkopf selected Backsoft as its' e-Business software partner because Backsoft's bTalk was able to take advantage of their previous investments in both Allaire and SAP AG products.

The e-Business platform comprised of Backsoft, Allaire, and SAP products led to the deployment of a B2B sell-side application designed to compliment the efforts of their direct sales team. By streamlining the purchasing habits of their business partners, the application assists in selling product, ensuring partner satisfaction, and increasing efficiency throughout the enterprise.

Technology:

Henkel-Schwarzkopf's B2B sell-side application was deployed using Allaire's ColdFusion and Spectra software products in parallel with bTalk. Backsoft's bTalk served as the software used to extend their SAP R/3 to the Internet, while Allaire Spectra served as the framework upon which the applications multi-lingual, personalization, and security functions were implemented.

