CGR SAP Connector | Supreme

SAP-integrated eCommerce, without an SAP team.

When a life-science client's Magento store and SAP stopped agreeing with each other, Supreme Optimization found a partner to own the SAP side.

More than two years later the integration is still running, and Supreme brings CGR in whenever a client runs SAP.

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At A Glance

Agency	Supreme Optimization — marketing and digital agency for healthcare and life sciences
Client	A global manufacturer of precision laboratory products
Systems	Magento (Adobe Commerce) storefront, SAP ECC 6.0, Payeezy payment gateway
Who did what	Supreme: everything on the Magento side. CGR: everything on the SAP side
CGR's role	SAP consulting (card payments in SAP), then CGR SAP Connector (storefront integration)
Go-live	Under four weeks for the storefront integration
Result	$60,000-a-year middleware subscription eliminated; in production for more than two years

THE AGENCY

Supreme Optimization is a marketing and digital agency for healthcare and life sciences: around 200 people, 65 of them PhD scientist-marketers. Supreme runs the whole digital picture for its clients, from brand and demand generation to the eCommerce platform underneath it.

THE CLIENT

The client is a global manufacturer of precision laboratory products, formed from three long-established laboratory glassware brands. It sells a very large catalogue to scientists and laboratories worldwide through a Magento (Adobe Commerce) storefront, and it runs its business on SAP ECC 6.0.

The Problem

The storefront and SAP were connected through a middleware integration built by a previous partner. It cost $60,000 a year, and it never worked properly.

- Prices on the storefront were often wrong.
- Stock showed up that did not exist.
- Sales orders went missing between the two systems.
- Orders and new customer registrations moved in batches, so fulfilment and account activation lagged.

Parts of the integration had never been finished. The client's customer service team spent its days reconciling sync failures instead of helping scientists, and the working relationship with the partner who built the middleware had broken down.

WHY THIS WAS THE WORST KIND OF PROBLEM FOR AN AGENCY

The failures showed up on a storefront Supreme was responsible for, but the fix lived inside an ERP that Supreme did not manage.

Finding CGR, And The First Project

Supreme went looking for a better way to connect Magento to SAP, and found CGR Software through its own web research.

CGR is an SAP Development Partner whose founders have more than 60 years of combined SAP experience. Its product, CGR SAP Connector, turns SAP tables, reports, BAPIs and function modules into REST APIs from inside the SAP system itself.

CARD PAYMENTS INSIDE SAP

Before anyone touched the storefront, CGR's SAP consulting team took on a harder problem inside SAP: credit card payments. They built a fully integrated card payment process in the client's SAP system using the Payeezy APIs.

At order creation

The card is tokenized and pre-authorized through Payeezy — for every sales order in SAP, whether it came from the web store or was entered by hand.

At billing

When the client runs billing, SAP calls Payeezy again and the card is charged.

ONE PROCESS, EVERY CHANNEL

Every card payment now follows the same process inside SAP, regardless of where the order came from. That project is what earned the next one.

Replacing The Middleware

With payments running, Supreme and the client asked CGR to replace the failing middleware with a direct integration between Magento and SAP, built on CGR SAP Connector.

THE SPLIT OF WORK NEVER CHANGED

CGR did everything on the SAP side. Supreme did everything on the Magento side. Supreme's developers called CGR's REST APIs from the storefront — they never needed to work within SAP.

FOUR THINGS NOW RUN LIVE

- **Real-time pricing.** The storefront asks SAP for the customer's price, and SAP's own pricing procedures answer — including tiered pricing and customer-specific discounts.
- **Live stock.** Inventory comes straight from SAP through the client's existing function modules: logic the client already trusted, exposed instead of rebuilt.
- **Customers created at sign-up.** A B2B buyer who registers on the storefront is created in SAP immediately, using the client's own customer creation logic.
- **Orders straight into SAP.** Orders post through a standard SAP BAPI. If one fails, on a credit limit for example, the buyer sees why straight away instead of the error disappearing into a batch.

The Results

$60,000	Under 4 weeks	2+ years
annual subscription removed	to replace the middleware	in production since

- **Live in under four weeks.**
- **The $60,000-a-year middleware subscription is gone.**
- **Storefront prices are calculated by SAP**, so they match what SAP invoices.
- **Stock is live instead of batched**, and new customers can order the moment they register.
- **About 90% of integration errors disappeared** along with the translation layer that caused them.
- **Customer service went back to serving scientists** instead of fixing sync errors.
- **More than two years later**, the storefront integration and the payment process are both still running in production.

MOST INTEGRATION ERRORS ARE NOT BUGS

The middleware held its own mapped copy of the pricing logic — two versions of the truth, drifting apart. Removing the layer removed the drift, because the storefront now calls the actual SAP pricing procedure and gets the actual answer.

What It Changed For Supreme

The project did not end at go-live.

Supreme now works with CGR as its SAP adviser on other projects. When a Supreme client turns out to be running SAP, Supreme brings CGR in.

Supreme can say yes to SAP clients and its developers stay focused on the work they do best.

THE PATTERN, FOR ANY AGENCY

THE AGENCY KEEPS

The client relationship, the storefront, the platform work, the timeline — and its developers stay in the stack they already use.

CGR TAKES

Everything inside SAP: the connector, the whitelisted objects, the SAP users and roles, and any function module a flow needs.

> *CGR Software has been a big help to us and our clients. They fit right into how we work and adjust to each client's needs, wherever they are with SAP. Having SAP experts we can count on allows us to provide more value.*



ERIK MØRK-BARRETT
Senior Director of Web Development · Supreme Optimization

Running SAP behind a storefront you are responsible for?

CGR Software is an SAP Development Partner. CGR SAP Connector is a native SAP add-on that turns SAP tables, reports, BAPIs and function modules into secure REST and OData APIs, with no middleware.

Supreme Optimization is a marketing and digital agency for healthcare and life sciences.

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