

INTO THE FUTURE WITH BUNDLED CREATIVITY



With the acquisition of the majority stake in the Hamburg e-commerce agency Medienwerft, the SAP specialist FIS GmbH is extending its competences, especially in the field of SAP Hybris, online brand management, user experience and user interface design. In the interview, the Managing Directors of Medienwerft, Hendrik van Laaten, Frank Meier and Oliver Helms speak with FIS Managing Director Wolfgang Ebner and Dirk Schneider, Head of Sales of the Business Unit Smart Products at FIS, about the background to their future cooperation, the joint portfolio of services and shared aims.

From left to right: Hendrik van Laaten, Frank Meier, Oliver Helms, the Managing Directors of Medienwerft

FIS acquires an interest in the Hamburg e-commerce agency Medienwerft and puts together a unique service portfolio in the field of Customer Engagement & Commerce

How did Medienwerft and FIS first come into contact with each other?

Hendrik van Laaten
(Managing Director of Medienwerft – Consulting)

For 20 years Medienwerft has been combining the areas of brands and e-commerce. With the purchasing of Hybris by SAP and the strategic alignment of SAP to the field of Customer Engagement & Commerce (CEC), one of the world's biggest software companies has now also recognized for itself the potential of this field. Which we are of course happy about, because it opens up the way to exciting new options for us as a Hybris agency.

Frank Meier
(Managing Director of Medienwerft – Consulting & Technology)

In 2014 and 2015 companies kept approaching us from an extremely wide range of service provision fields; they recognized the potential of our services and wanted to participate in Medienwerft. Ultimately, however, we had different strategic ideas as to what was becoming relevant in times of the digital transformation: rational combination of our value creation fields – brands and e-commerce – with the requirements of modern corporate processes in the SAP environment. And this is where FIS quickly came into play. Contact was established via a consulting company.

Oliver Helms
(Managing Director of Medienwerft – Consulting, Finances & Organization)

We pictured a capable and strong partner, which not only pursued the same aims but with which we were also on the same wavelength on a human level. When we got to know Ralf Bernhardt, Wolfgang Ebner and then some more colleagues of FIS, we knew: This will work.

Wolfgang Ebner
(Managing Director of FIS GmbH – Head of Business Unit Smart Products)

Because we ourselves were also searching for a partner in the SAP-Hybris field at that time, we didn't have to stop to think for long when an M&A agency drew our attention to Medienwerft. After the first meeting with Oliver Helms, Hendrik Van Laaten and Frank Meier it was soon clear to us that the chemistry here was right.

Why will FIS be attaching such great strategic importance to the subject of Customer Engagement & Commerce in future?

Dirk Schneider
(FIS GmbH – Sales Manager Business Unit Smart Products)

This has to do with the world changing due to the digital transformation. In the course of this, one always looks at its first three cornerstones: digitization, automation and networking with customers and partners. Customer orientation is no less important in this. Because, with increasing digitization, the range of information is constantly growing and available, including information about competitors, companies cannot afford to lose contact with their customers.

We are noticing very clearly that our customers – across all industries – are taking a strong interest in the subject. It is more than just a trend; it is much more the starting point for many companies for orienting their business processes even more strongly toward the market and their customers. We do not regard ourselves as a software supplier but instead as the strategic partner of our customers. That is why we are making major investment in the area of CEC, so that we can advise our customers holistically.

Das ist SAP Hybris Customer Engagement & Commerce:

SAP Hybris Customer Engagement & Commerce (SAP Hybris CEC) bundles and networks marketing automation, sales and service CRM as well as e-commerce in one solution suite. The aim is the seamless integration of all customer-oriented processes and 360° management of valuable customer information for made-to-measure communication across all channels and customer touch-points. The SAP Hybris CEC Suite consists essentially of the solutions SAP Hybris Cloud for Customer, SAP Hybris Marketing and SAP Hybris Commerce.

What do FIS and Medienwerft anticipate from their merger in this respect and what can the customer expect?

Frank Meier

We are sure that, with this partnership, we can do justice to the current change and the importance of digital networking and communication. This combination of highly creative and communicative expertise in the subject of brands & e-commerce and comprehensive technical competence reaching deep into the SAP systems is unique in Germany to date. Companies that "order" CEC from us, profit from being able to accompany their customers through the entire customer life-cycle and to trigger impulses to buy, again and again – in real time.

Wolfgang Ebner

We want to offer our customers a comprehensive and integrated solution from marketing to sales to e-commerce and service. We therefore regard participation in Medienwerft as an excellent addition in the framework of the strategic orientation of FIS. As well as the traditional SAP business relating to S/4HANA enterprise management and our smart products, with our participation in Medienwerft, we are also excellently set up for the SAP themes in the CEC environment.

On top of this, we offer everything that is necessary in the web environment, from strategic advice on the conception, design and SAP integration including the appropriate process know-how up to the downstream services and outsourcing. In this regard too, to agree with Frank Meier, this is a virtually unique range of services on the German-speaking SAP market.

The organizational preparations for the shared future are surely already in full swing. What is the situation here at the moment?

Wolfgang Ebner

With FIS and Medienwerft, two supposedly different corporate cultures met. In the individual areas of administration, projects, sales, marketing and support, it was first necessary to get together and find common ground – which then worked very quickly. For both sides, it was also a question of informing the employees, being responsive to them and allaying their fears. At present we are hard at work filling the lead pipeline, and if everything goes according to plan we will be able to acquire our first joint customer for SAP Hybris this year.

Oliver Helms

Together we are working on various sub-projects of a road-map with the aim of being operatively successful in the team as soon as possible. It feels as if Grafenrheinfeld and Hamburg are moving

closer to each other week by week. So we are already excellently networked, e.g. in sales, because our New Business Dept. and the FIS Sales Team are already working hand in hand. The initial meetings together with customers are showing that after two months it is already working excellently.

Frank Meier

At the same time, the aim is to do justice to the development speed of SAP in the CEC field and to continue to build up and develop the team. We are making especially good progress in the field of the Hybris developer, both through new recruits as well as via internal and external training of our employees.

In such a position, what goals are FIS and Medienwerft striving towards for the near future?

Dirk Schneider

We have, after all, been looking after customers in the B2B sector for 15 years, with established e-commerce solutions and professional consulting. We want to tie in with this and to massively expand the business with the Hybris applications from the coming year. We have also already implemented projects in the CRM field. So we see an excellent starting point for CRM and e-commerce for the coming financial year.

Thanks to the association with Medienwerft we have a CEC portfolio that is unique in the market. One can only advise the customer here optimally through the aspects of strategy, process optimization and change management and the right software instruments. In the first step, we will address these subjects with our existing customers. We want to establish FIS as one of the leading CEC providers.

Hendrik van Laaten

For next year, we are planning to acquire the first complete CEC cases. Assisting customers through all areas of Customer Engagement & Commerce is an exciting challenge. But one we are happy to accept!

To finish, let us take a look into the crystal ball. Where do you see FIS and Medienwerft in 5 years?

Wolfgang Ebner

In 5 years we would like to be able to say that we, together with Medienwerft, are the SAP partner for everything to do with Customer Engagement & Commerce in Germany, Austria and Switzerland.

Oliver Helms

And we will achieve this together!



- Agency for brands & e-commerce, founded in 1996 in Hamburg
- SAP Hybris Partner with 20 years of e-commerce experience – one of the most experienced internet service providers in Germany
- Approx. 1 billion euros turnover per year on websites and shops essentially designed or maintained by Medienwerft
- Since 2016, a company in the FIS Group strategically oriented to the SAP Hybris CEC portfolio

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- SAP experience since 1986, independent company since 1992
- SAP Gold Partner and one-stop provider for SAP projects with more than 600 employees in the company group
- TOP provider for industry-independent solutions with deep SAP integration and high customer benefit
- Market leader in technical wholesale in Germany, Austria and Switzerland
- Together with Medienwerft, FIS is now the holistic partner for the implementation and integration of SAP Hybris Cloud for Customer, SAP Hybris Marketing and SAP Hybris Commerce

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