



## CUSTOMER STORY

Creating New Era's Self-Service  
B2B Site & 3D Cap Builder to  
Enable a Transformative B2B2C  
Customer Experience

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## ENGAGEMENT SUMMARY

Since partnering with EPAM to lead its eCommerce transformation efforts in early 2017, New Era has launched three regional B2C sites built on SAP Commerce Cloud to serve consumer markets in the US, Mexico and Australia. To bring the same great experience to core customers like resellers and sports teams comprising the majority of New Era's business, EPAM helped the iconic brand reimagine its B2B experience, from product inception to fulfilment.

Faced with challenges stemming from legacy systems and time-consuming manual processes, New Era and EPAM partnered to develop an enhanced customer portal with the same sleek, intuitive look and feel as the EPAM-designed B2C sites and a shared SAP Commerce Cloud codebase to maximize efficiency. In July 2018, New Era launched its transformed B2B portal with upgraded features and functionality, including an innovative 3D Cap Builder tool.

### *About New Era Cap Company*

Since 1920, New Era has been handcrafting the finest headwear in the world. Today, with apparel and accessories lines, the brand is a market leader rooted in sports and an influencer of street and lifestyle culture around the globe. With over 500 licenses in its portfolio, New Era is the brand of choice in the worlds of sport, fashion, music and entertainment. The company is headquartered in Buffalo, New York and its products are sold in more than 80 countries. For more information on New Era's global offices and partnerships, visit [www.NewEraCap.com](http://www.NewEraCap.com) and social channels @neweracap.

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## ADDRESSING A LACK OF SELF-SERVICE, POOR DATA QUALITY & OTHER CHALLENGES

In order to transform New Era's B2B customer experience from product inception to fulfilment, EPAM needed to solve a variety of challenges, including:

- Product inception delays stemming from a lack of self-service
- No real-time previews of cap designs
- Outdated sales tools and technology stack
- Isolated homegrown systems with different data sources

- Poor data quality and large volume data set (1.2M products, 10M SKUs)
- Manual processes outweighing automated processes and impeding production

The result of these technology challenges was the inability to scale New Era's growing digital business for its core B2B customers. To accelerate time-to-market and enable a transformative B2B2C customer experience, EPAM built upon the existing codebase, environment and experience components of the B2C platform.

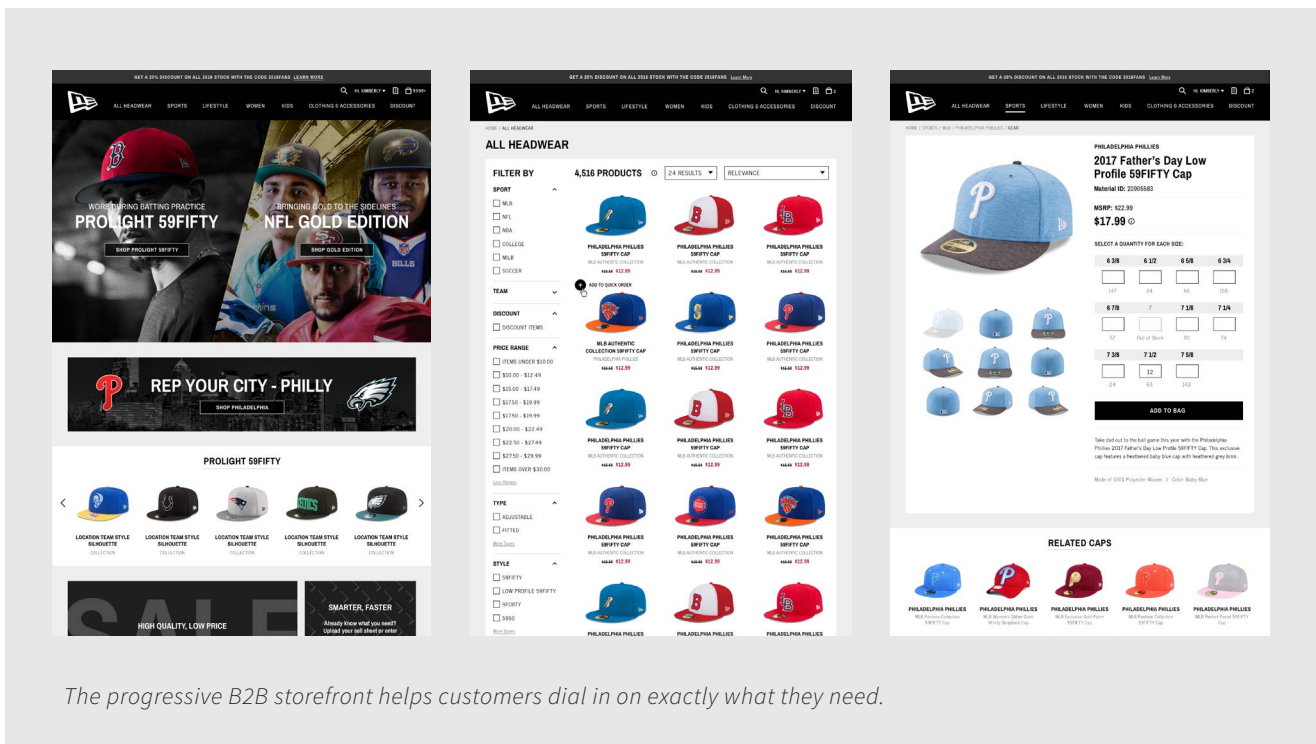
*"With the introduction of the 3D Cap Builder experience, our B2B customers have the real-time imagery and self-service design features they need to create a custom cap and place an order in minutes. We couldn't have done it without EPAM!"*

— Lorenz Gan, Chief Information Officer, New Era Cap

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## BUILDING A BRAND-NEW B2B CUSTOMER EXPERIENCE



*The progressive B2B storefront helps customers dial in on exactly what they need.*

Based on New Era's challenges and requirements for a new B2B customer portal, EPAM developed a seamless solution built on SAP Commerce Cloud with the following custom features and functionality:

- Intuitive self-managed portal with a redesigned, optimized user experience
- Advanced business logic to reduce manual data entry, design errors and improve turnaround time
- Progressive B2B storefront, leveraging the same look and feel and sharing components with the B2C solution to unlock omnichannel efficiencies
- Fully interactive 3D cap builder tool with 360° rotation
- Customizable, scalable and reusable data-driven framework for 3D objects

EPAM worked to integrate over thirty analytics, delivery, social media, payment, tax, marketing and homegrown systems with the SAP Commerce Cloud implementation to enable an all-in-one, easily manageable eCommerce ecosystem for New Era. The solution leveraged EPAM's SPARK for SAP Commerce Cloud accelerator to support many of the site's core capabilities.

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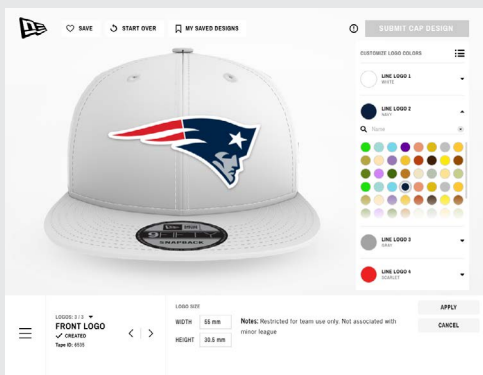
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## INSIDE NEW ERA'S 3D CAP BUILDER

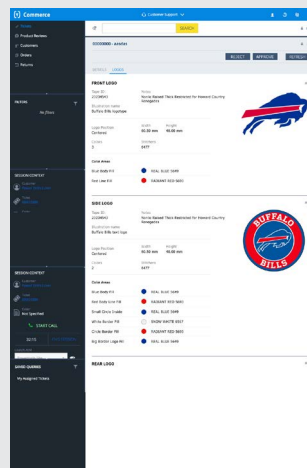
To simplify and speed up how B2B customers create custom caps, New Era needed an intuitive, self-service solution that offers design validation and shows the final product in real-time. EPAM deployed a team of visual designers and 3D artists to bring the cap builder to life, instituting the following features:

- **Logo library:** Over 500 ready-to-use photo-realistic logos
- **Colors:** More than 200 solids and patterns to choose from
- **360°:** Fully-interactive 3D model providing a 360° view of the cap
- **Customization:** More than 20 customizable cap components, including panels, fabric, colors and threads

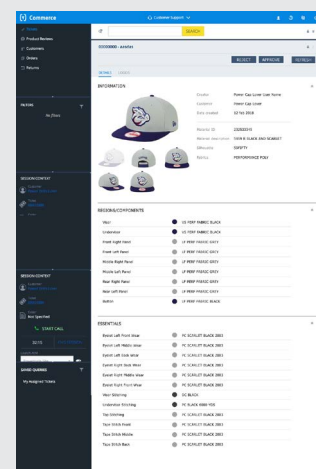
EPAM's solution provides New Era and its customers with a streamlined process for creating and approving logo and cap designs while creating standards and reusable components for use in future cap designs. Each step of the process is tracked and viewable to New Era staff and customers, providing transparent updates and eliminating the need for time-consuming manual communications.



*The cap builder in action for B2B customers.*



*The cap builder's back-end view for New Era developers.*



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## DELIVERING A DELIGHTFUL DIGITAL EXPERIENCE FOR NEW ERA'S B2B CUSTOMERS

In July 2018, the New Era B2B experience was successfully launched, meeting the following objectives for the brand:

- Launched a brand-new B2B eCommerce solution that seamlessly bridges the gap between customers and sales reps from product inception to fulfilment
- Delivered a self-managed customer portal that is fully integrated with 30+ external systems and built on the same SAP Commerce Cloud codebase as the B2C solution
- Designed a progressive storefront and intuitive user experience
- Developed a robust and scalable application ready to be customized and expanded to other New Era markets
- Created the photo-realistic 3D Cap Builder customizer with a cutting-edge technology stack for 3D modeling

New Era is planning to roll out the B2B solution to new regions throughout 2019, including EMEA and Japan.

*"The team handled tight timelines and constantly changing requirements with grace and true partnership. Multiple regions throughout New Era can't wait to start their deployments. The Cap Customizer is the shining jewel in our B2B solution, and our customers love it! Thank you to the New Era EPAM team for making it possible!"*

— Thi Tran, Director, Business Architecture, New Era Cap

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*The EPAM team celebrates a job well done.*

## ABOUT EPAM + SAP COMMERCE CLOUD

With over 1,300+ dedicated SAP Commerce Cloud specialists, 50+ delivered projects and 40+ satisfied customers, EPAM has been a trusted SAP Commerce Cloud development and integration partner since 2010. We have also earned the “Recognized Expertise in SAP Commerce Cloud” credential from SAP and contributed a large volume of software to the SAP Commerce Cloud ecosystem, developing various accelerators, connectors, microservices, add-ons and new features to drive value across all channels.

To learn more, visit [www.epam.com/sap-customer-experience](http://www.epam.com/sap-customer-experience).

### QUESTIONS?

Contact us today to learn more about our SAP Commerce Cloud capabilities:  
Sales@EPAM.Com

