

SYBIT



a SYBIT company



Success Story

Serving up an agile B2B ecommerce solution to accelerate digital transformation



'We were able to completely change the way we interacted with our clients.'

Duni



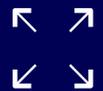
Forest Products



**Headquarters:
Malmö, Sweden**



2.500+ employees



**Global Impact:
15+ countries across 4 continents**



700m EUR+ revenue



**Technologies:
SAP Commerce Cloud
SAP Marketing Cloud
SAP Sales Cloud
SAP Service Cloud
SAP Cloud Platform Integration**

Objective

As a leading supplier of single-use table-top concepts, creative packaging and takeaway solutions, Duni embarked on a strategy to convert from using plastic into a sustainable organisation. Creating a new, greener Duni required a radical digital transformation. To achieve this they needed a partner to help them embrace their passion for creativity, sustainability and gastronomy.

Outcome

Working with the SAP Customer Experience team at e2y (a SYBIT company), Duni transformed their sales and marketing operations, moving to an online platform, focused on delivering an exceptional customer experience. Taking an agile approach, we enabled them to embrace the change and transform their sales environment integrating it seamlessly with critical back office systems, meaning that everything is interconnected from Finance over CRM and Marketing to the ecommerce portal, creating a true omnichannel experience.

Enhanced Customer Experience

With modern digital and sustainable foundations, Duni prioritises exceptional customer experiences. They have gained deeper client insights, enabling personalised customer service and proactive product recommendations to align with business goals. Together, we transformed their customer-facing operations, empowering proactive engagement by sales and marketing teams. Now with a unified client view, Duni fosters deeper relationships, strategically leveraging connections.

Streamlined Order System

Duni transitioned their ordering system online, enabling customers to log in and place orders independently. This streamlined process ensured seamless transactions for distributors, wholesalers, and customers, enhancing Duni's data analytics capabilities and facilitating rapid responses to market demands.

Sustainable Solutions

As a leading supplier of single-use table-top concepts, creative packaging, and take-away solutions, Duni pursued a strategy to ensure all their offerings embraced sustainability. As Duni transitioned away from plastics in their manufacturing process, they encountered a challenge: the sustainable materials they now utilise have a shorter shelf life. However, by leveraging their online sales platform, Duni has effectively stimulated demand for key products, minimising wastage.

'Working with e2y (a SYBIT company) we were able to completely change the way we interacted with our clients. This has ensured we deliver against our objective to create a digitally-led, sustainable organisation.'

Jacek Szymanski, CIO, Duni

We Create CX Champions.

500+

customers

350+

employees

100%

customer-centric

No.1

in CX across Europe

Top 10

IT employer

25+

years of experience



**Let's take the next
step together!**

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