



INFOSYS INTEGRATION SOLUTION

A STRUCTURED
APPROACH TO
INTEGRATION FOR
SAP EMARSYS
AND SAP S/4HANA

Infosys[®]
Navigate your next

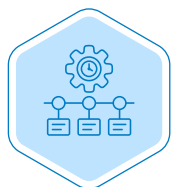
As organizations increasingly rely on enterprise data to drive customer engagement, integrating transactional systems with marketing platforms has become an important focus area.

However, connecting complex data objects such as sales orders between ERP systems and engagement platforms requires a structured and scalable approach to ensure consistency, accuracy, and usability.

Bridging Complexity Across Systems

Integrating SAP S/4HANA with SAP Emarsys for sales order data often involves significant complexity and effort. In many cases, organizations rely on custom-built integrations, leading to longer implementation timelines and higher resource requirements.

Key challenges include



Longer implementation timelines and higher resource requirements



Extended delivery cycles across backend systems, middleware, and testing



Managing large volumes of data and ensuring reliable synchronization



Handling errors across systems

To address these challenges, Infosys has developed a structured integration approach for connecting SAP S/4HANA and SAP Emarsys.

The Infosys Solution

The **Infosys Integration Solution for SAP S/4HANA and SAP Emarsys** is a robust and flexible pre-packaged solution that enables seamless sales order data integration between SAP S/4HANA (and potentially other ERP systems) and SAP Emarsys.

It provides a standardized approach for integration by identifying suitable data load strategies and defining the integration mechanism. The solution simplifies data integration between ERP systems such as SAP S/4HANA and SAP Emarsys through pre-determined fields and data mapping, enabling minimum viability for segmentation, particularly for complex objects such as sales orders.

The solution supports **efficient and scalable data replication** for both initial and delta loads. It is designed to extract large volumes of data for initial load from SAP S/4HANA in an optimized manner, with enhanced performance for both initial and delta load extractions. A robust error logging mechanism is implemented at both **SAP S/4HANA** and **CPI layers** to support reliable data processing.

Key Capabilities: Built for Flexibility, Reliability, and Speed



First-to-Market Capability



Pre-Packaged Integration Framework



Robust Error Logging Mechanism



Adaptable Architecture Design



Cost-Efficient Integration Approach



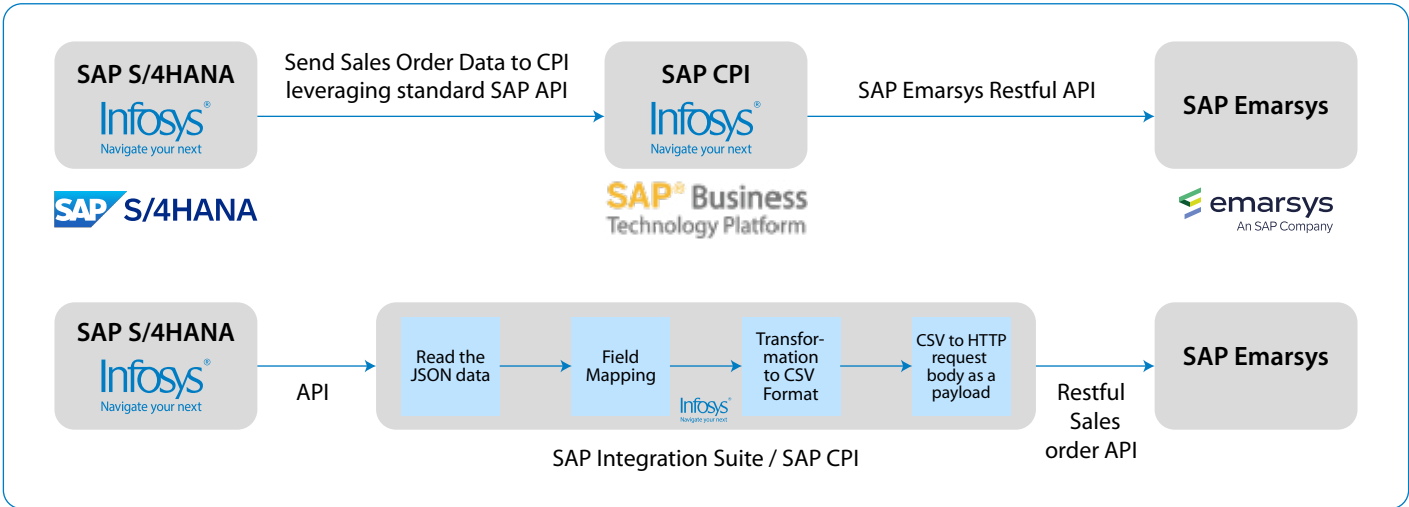
Accelerated Time-to-Market

Solution Architecture

An Integrated and Scalable Framework

The solution is built on an integrated architecture designed for flexibility and scalability. It uses SAP Business Technology Platform (BTP) Integration Suite, also known as SAP Cloud Platform Integration (CPI) as the middleware layer for data transformation and routing.

This enables seamless data exchange between SAP S/4HANA and SAP Emarsys. The architecture supports extensibility, allowing additional data elements to be incorporated as needed. Robust error logging mechanisms across both SAP S/4HANA and CPI layers help ensure reliable data replication and operational continuity.



Technology Landscape



Business Outcomes



Simplified Integration

A structured framework reduces complexity and effort associated with system integration.



Cost Efficiency

Reduced customization and streamlined processes help lower overall integration costs.



Faster Time-to-Market

Streamlined processes help reduce overall project timelines.



Enhanced Customer Engagement

Enables more targeted communication based on customer purchase history and transaction data.



Scalable Data Throughput

Supports high-volume data processing, with approximate throughput of over 40,000 records per minute (up to ~2.4 million records per hour), enabling efficient handling of both initial and delta loads.

For more information, contact askus@infosys.com



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