SYBIT



Success Story

NovaTaste Expands Brand Presence with Multi-Brand eCommerce

How NovaTaste, together with SYBIT create new ways to get closer to customers and enhance service.

NovaTaste

The Starting Point

Sales Between Established Wholesale Structures and Growing Demand for Digital Channels

For many companies in sectors such as manufacturing, chemicals and food, sales have traditionally been shaped by established wholesale structures. For companies such as NovaTaste, this means proven partnerships on the one hand, but also limited opportunities to bring their brands to life digitally and engage directly with all business customers on the other. This creates a dilemma for sales and eCommerce teams: many customers are accustomed to digital services and straightforward ordering processes, yet when companies establish their own direct channels, they face the challenge of encouraging customers to make full use of their offering. Wholesale is often perceived as the more convenient option. At the same time, new products do not always make it onto wholesalers' shelves immediately – and therefore do not reach end customers straight away.

This was also the case for NovaTaste, one of the world's leading providers of taste and flavour solutions. The company was looking for a way to engage more directly with customers, strengthen its brand presence and unlock new revenue potential.



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The Goal: Entering eCommerce with a Clear Growth Strategy

NovaTaste wanted to do more than simply build an online shop. The aim was to create a scalable digital platform that would complement existing sales channels rather than replace them:

- Establish a proprietary sales channel to complement wholesale
- Bring the brands to life digitally, starting with the Wiberg seasoning brand
- Offer new services to increase efficiency and convenience
- Create a long-term foundation for higher margins and internationalisation
- Reduce the workload for the sales team by allowing small orders, for example from butcher's shops, to be handled online
- Achieve significantly higher customer satisfaction



The Foundation: Data, Architecture and the First Online Shop

Building on central Product Content Management (PCM) - the data foundation for product information and recipes - the first online shop for the Wiberg brand was created using a modern cloud architecture and a custom headless frontend, all based on SAP Commerce Cloud:

- **B2B shop:** Focus on brand presentation, customer experience and high-quality imagery
- **SAP Commerce backend:** Technological foundation for processes and integrations, complemented by a custom frontend and CMS
- **CRM integration:** : Automatic ticket creation in SAP Service Cloud for registrations, address changes and complaints
- **ERP integration:** Consistent pricing and terms logic throughout
- **Voucher process:** Fully integrated into the ERP system

This marked the first major milestone: a modern digital sales channel that brings NovaTaste closer to its customers and puts the brand centre stage.

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The Expansion Phase: From a Single-Brand to a Multi-Brand Shop

The next step was a relaunch as a multi-brand shop, which now features five NovaTaste brands.

- **Multi-brand structure:** A significantly expanded range for different target groups
- **Digital tools:** For example, a sausage casing selector and corresponding product configuration tools increase relevance for professional customers
- **New self-service options:** Including downloads of price lists and specifications
- **Online/offline integration:** Customers can view their order history and most recently ordered products at any time, regardless of the ordering channel
- **Broader target groups:** New target markets, including the food industry and butcher's shops, can now be reached
- **Loyalty marketing:** Customer- and product-specific voucher codes enable targeted promotions and campaigns

Step by step, the platform evolved into a central digital sales channel with a broader product range, new services and a stronger brand presence.

The Results: More Revenue, Greater Independence, Less Effort

The digital platform is already delivering clear benefits:

- Increased revenue through an expanded product portfolio and new target groups
- Higher margins thanks to direct sales channels and reduced dependence on wholesale
- Reduced sales effort by handling smaller customers through the web shop – personal support remains focused on larger customers
- Stronger customer loyalty through self-service functionality and digital services
- Stronger brands through direct visibility of NovaTaste brands in the digital space

Outlook: Internationalisation and Additional Services

The platform was designed to be scalable from the outset. The next steps are:

- International rollout into additional markets with multilingual capabilities
- Integration of a payment service provider to simplify payment processing
- Integration of additional brands

With these developments, NovaTaste is systematically advancing the digitalisation of its sales operations, with a clear focus on closer customer relationships, service and growth.

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Voices from the Project

Florian Schneider, Head of eCommerce Europe at NovaTaste

„With the new multi-brand shop, we are strengthening our NovaTaste brands and creating direct access to our customers. This not only gives them greater convenience, but also a noticeably better customer experience. SYBIT supported us with a high level of expertise and a strong understanding of our brand strategy."

Herbert Frohner, Global CIO at NovaTaste

„eCommerce is not just a project for us; it is a strategic decision that sets the course for the future. With the new platform, we have a scalable architecture that gives us the flexibility to enter new markets, add services and drive innovation – while sustainably improving the customer experience. SYBIT provided strong support, not only in laying the technical foundations but also in getting the processes right from the outset."



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Conclusion

Together with SYBIT, NovaTaste has made the transition from wholesaler-centred sales to a proprietary digital channel. With the multi-brand shop, the company is strengthening not only its brands and margins, but above all the customer experience: closer direct relationships, transparent services and a professional brand experience.

This case study shows – not only for eCommerce decision-makers – that digital platforms are key to actively shaping customer relationships, differentiating brands and driving growth independently.

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Let's Take the Next Step Together!

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