

Project Note

SAP interface for an online platform with BizTalk

In this project, Zühlke assisted affilinet, one of the leading European affiliate networks, with interfacing its online marketing platform with the group-wide SAP system. This step allowed the company to create a standard billing process.

Task

affilinet is a specialist in affiliate marketing, a purely performance-based type of online marketing. Its platform acts as the interface between advertisers (businesses) and publishers (website operators) on the Internet. affilinet handles over 5 billion transactions a month with this platform. Its objective in this project was to enable all these transactions to be billed fully automatically in the group-wide SAP system. Zühlke was commissioned to integrate both systems to optimize the billing processes.

Implementation

The project was carried out in close cooperation with affilinet and the SAP Competence Centre of the parent group. Zühlke began by determining the requirements, analysing the processes and deriving integration use cases. These steps were followed by a detailed, system-wide mapping of the data. In the course of implementation, the online platform was interfaced directly at the database level so no adjustments were required at the application level. The SAP interface was based on BAPIs and batch files. SAP, File and SQL adapters were used for data exchange in both directions. Microsoft BizTalk served as the integration bus. Zühlke developed specific BizTalk components for addressing both systems. To verify the solution under realistic conditions, the team employed an innovative method called production-parallel testing. Tests were integrated in production to the greatest possible extent. Thanks to this approach, the integration solution worked correctly immediately when put into operation. To simplify administration and monitoring, Zühlke developed a web frontend, which the responsible department uses directly. This makes the processes transparent and minimises operating expenses.



Technical Data

- BizTalk
- MS SQL
- MS .NET Framework
- ASP .NET
- C#
- SAP

Customer benefits

- Thanks to the approach taken by Zühlke's integration specialists, the processes were well-understood and consistency was achieved between the systems.
- With innovative tests, Zühlke prepared the integration solution perfectly for commissioning, a crucial aspect given the huge volume of transactions.
- Expertise transfer: Throughout the project, the customer's team built up the knowledge they needed for the administration and further development of the BizTalk solution.

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