



bowdark

CASE STUDY

Digital Onboarding That Cuts Days to Minutes

SUMMARY

Bowdark partnered with a distribution company to build a digital onboarding solution that automated customer intake, validation, and approval workflows, accelerating onboarding times and improving regulatory compliance.

BUSINESS OVERVIEW

SIZE

~7,600 employees

INDUSTRY

Distribution

COUNTRY

United States

PRODUCTS & SERVICES

SAP Business Suite, MDM, Azure,
Customer E-Commerce Platform



bowdark

CHALLENGE

New customer onboarding relied on a mostly manual process, with paper forms and long approval chains that slowed down intake and made it hard to maintain accurate, up-to-date customer data across systems.

APPROACH

Bowdark partnered with the client to design a guided, web-based onboarding experience that could coordinate seamlessly with the company's existing backend systems, replacing manual paperwork with an automated, step-by-step digital process.

SOLUTION

Bowdark built a web-based onboarding application that guides new customers through a simple wizard-style roadmap. Behind the scenes, Azure Logic Apps coordinate and automate backend activities across SAP, MDM, and Entra External ID, eliminating manual handoffs and keeping customer data accurate and in sync from the first step of onboarding.

TECHNOLOGIES USED

 **SAP Business Suite**  **MDM**  **Azure Logic Apps**  **Entra External ID**

 **Customer E-Commerce Platform**

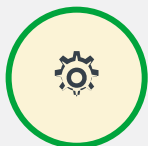
Outcome

By replacing paper forms and long approval chains with a guided digital experience, the company cut onboarding time from 2 days to 20 minutes, letting new customers start placing orders almost immediately. This directly supported a top-down business priority to accelerate time-to-revenue for new accounts, rather than leaving customers waiting on manual approval cycles.

KEY FEATURES & BENEFITS



**Guided Onboarding
Wizard**



**Automated Backend
Workflows**



**Rapid Time-to-First-
Order**



Seamless SAP/MDM Sync