

Knack Systems Showcases Better B2B offering with SAP Commerce, Sales, CPQ, Service, BTP & AI at SAP Connect Dallas 2026

WOODBIDGE, NJ, UNITED STATES, April 1, 2026 /EINPresswire.com/ -- Knack Systems, a leading SAP Customer Experience (CX) partner, will participate as a Gold Sponsor at SAP Connect Day Dallas 2026, taking place on April 7 in Dallas. At the event, Knack Systems will showcase its new Better B2B offering designed to elevate customer experience in complex B2B environments.

The new Better B2B offering combines industry-specific CX solutions built on the SAP suite with an AI-ready architecture, rapid deployment methodology, and a continuous improvement model designed to deliver value well beyond go-live.

Many organizations running SAP ERP and Customer Experience (CX) solutions still operate with fragmented systems across sales, service, commerce, CPQ, and marketing. As a result, teams often lack a clear, shared view of the customer and struggle to deliver a consistent experience.

Better B2B is Knack Systems' new offering to address this challenge, shaped by delivery experience across complex B2B environments. It brings together commerce, content, and collaboration across customers, partners, and internal teams, helping organizations connect processes, bring systems together, and apply AI in a way that supports real-world B2B operations.

"At SAP Connect Day Dallas, our focus is simple. We help customers make their CX investments work together," said Sandeep Nalgundwar, Partner & Chief Customer Officer, Knack Systems. "Better B2B reflects what we have learned from real programs. It is about connecting systems, aligning teams, and using AI where it adds value."

At SAP Connect Day Dallas, Knack Systems will demonstrate Better B2B in action, showcasing how it integrates within SAP CX environments alongside best-of-breed technology partners Contentful, Coveo, Alokai, and Zoovu. Attendees will see practical, real-world applications of AI across B2B scenarios, illustrating how these combined capabilities translate into faster decisions, smarter self-service, and more relevant buyer experiences.

About Knack Systems

Knack Systems is a global SAP Customer Experience (CX) consulting firm with over 27 years of experience helping organizations improve customer engagement and streamline operations.

The company brings a structured BetterB2B approach, along with industry-specific accelerators, to support CX transformation across building products, consumer goods, industrial manufacturing, wholesale distribution, and chemicals. Knack Systems specializes in delivering tailored solutions across e-commerce, sales, service, marketing, and customer data management, with experience spanning complex B2B, B2C, B2B2C, and marketplace environments. Learn more at knacksystems.com.

Media Contact:

Jitu Roy

Knack Systems – Corporate Communications

info@knacksystems.com

Visit us on social media:

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/903187990>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.