

# SAP for Retail 2009 Solution Strategy



Peter Kabuth  
Vice President Retail  
SAP AG, Walldorf

***This presentation outlines our general product direction and should not be relied on in making a purchase decision. This presentation is not subject to your license agreement or any other agreement with SAP. SAP has no obligation to pursue any course of business outlined in this presentation or to develop or release any functionality mentioned in this presentation. This presentation and SAP's strategy and possible future developments are subject to change and may be changed by SAP at any time for any reason without notice. This document is provided without a warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement. SAP assumes no responsibility for errors or omissions in this document, except if such damages were caused by SAP intentionally or grossly negligent.***

# The Retail Solution



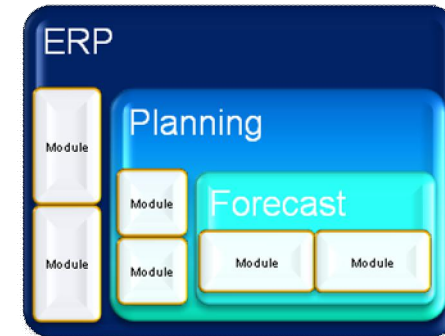
Understand the  
Shopper...

Anticipate the  
Need...

Inspire the  
Experience...

# SAP Building Block Strategy

## Avoid Pitfalls Of Point Solutions Or Monolithic ERP



- Expensive
- No long-term viability or direction
- Difficulty synchronizing integration between upgraded version
- Each must integrate to legacy applications

- Quick, modular approach drive value
- Standard, best in class, integration tools
- Upgrade on your schedule
- Integrated to legacy and new innovation

- Lengthy implementation cycle
- Huge change management
- Proprietary integration tools
- New upgrades = new implementation

# Retail

## Five Key Solution/Process Areas



### 1. Extensive Understanding of Shopper Demand –

Enable better decisions faster and exceed shopper expectations by executing against a shared view of shopper demand across the retail enterprise.

### 2. Anticipate your Shoppers Needs –

Achieve profitable growth through timely execution of strategic merchandise decisions based on a shared view of shopper demand.



### 3. Streamline Supply Chain Operations -

Have the right inventory and react faster to changes in the market through agility, transparency, and global capabilities throughout the supply chain.

### 4. Ensure an Inspired Shopping Experience –

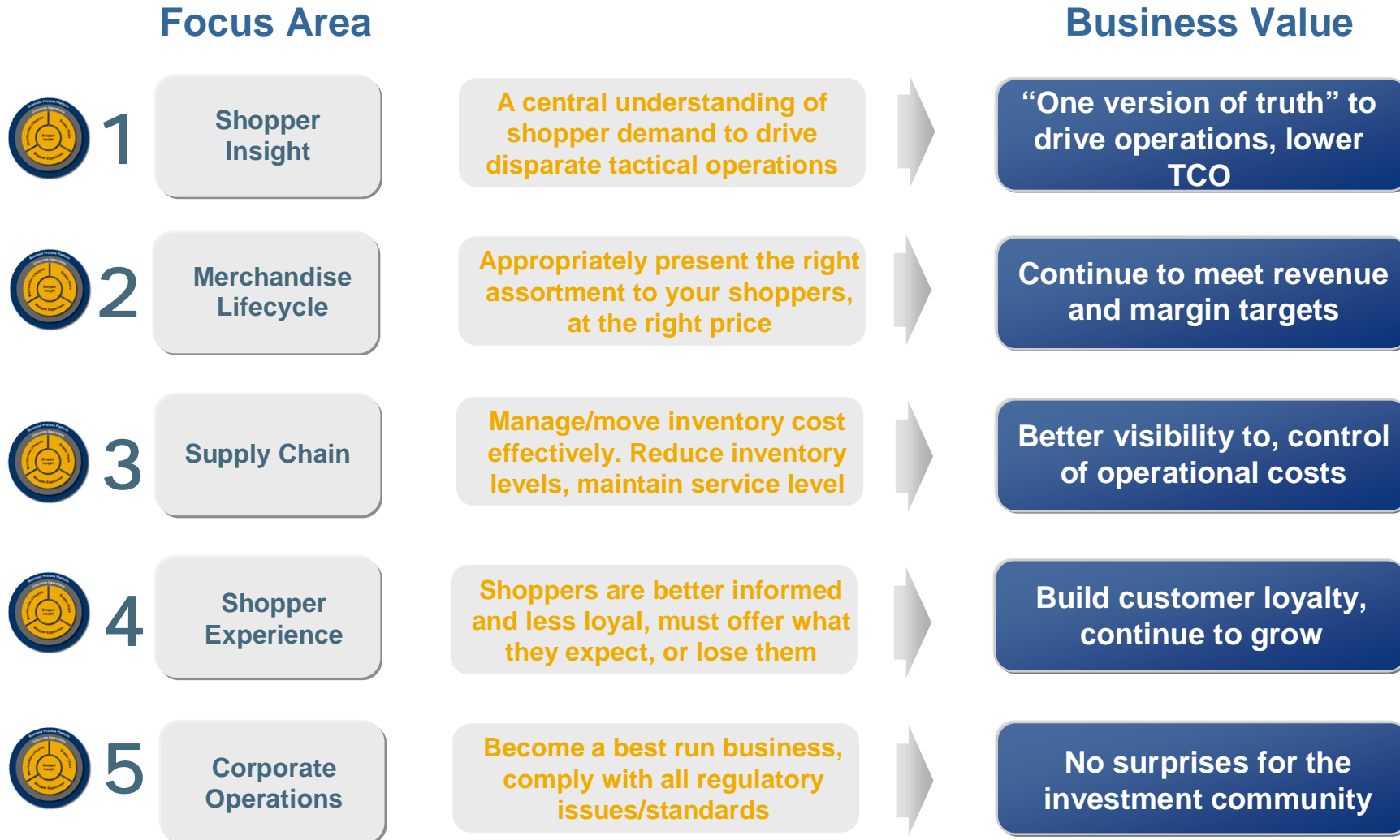
Build your store associates into a competitive advantage, empowered to deliver an outstanding shopping experience, using best business practices to achieve unparalleled operational efficiency while maintaining security and minimizing risk.

### 5. A Solid Foundation for Your Business –

Streamline financial, human resource, and corporate operations to maintain compliance, deliver shareholder value, exceed employee expectations and become a best-run business.

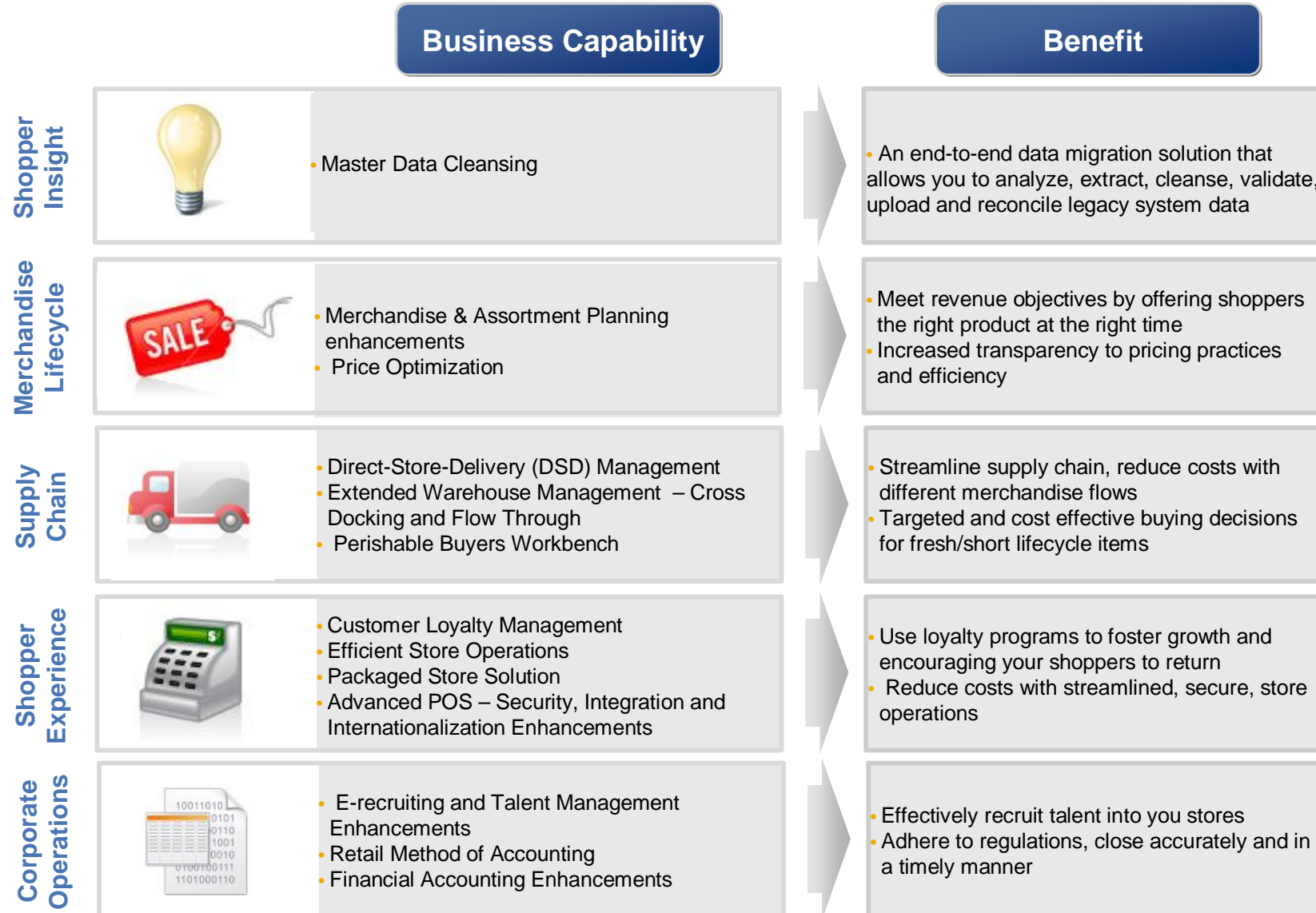
# Retail Roadmap Investment

## Key Focus Areas



# New from 2008

## - Roadmap Investment Areas



# Planned - Roadmap Investment Areas



## Business Capability

## Benefit

Shopper  
Insight



- High performance customer analytics
- Loss Prevention Analytics
- Promotion Analytics

- Better understand, and fulfill, shopper demand; reduce TCO with single forecast
- Transaction audit reduces fraud, gain revenue
- Ensure maximum return on promotion budget

Merchandise  
Lifecycle



- Next Generation Promotion Planning
- Merchandise & Assortment Planning enhancements

- Reduce costs through collaborative planning, *while* increasing revenue with more effective promotions
- Enhanced functional capabilities and improved implementation processes through configuration and best practice templates

Supply  
Chain



- Advanced Transportation Management
- Cold Chain Monitoring

- Streamline supply chain, reduce costs with new functionality, integration
- Reduce costs, and spoilage, with cold chain monitoring

Shopper  
Experience



- Advanced POS – Supportability, Deployment & Internationalization Enhancements
- Loyalty Management Enhancements

- Support store operations with efficient POS operations, enable global operations
- Rewards programs increase shopper loyalty

Corporate  
Operations



- Workforce Management Enhancements and Internationalization
- Financial Accounting Improvements

- In-store time & attendance management gives supervisors real-time visibility to time postings of staff, enables quick reaction to problems
- Accelerate financial close, better manage risk & compliance

# Future Themes

## - Roadmap Investment Areas



### Business Capability

### Benefit


Shopper Insight



- Cross Industry Forecasting Support

- Support retailer-manufacturer collaboration related to shopper demand forecasting


Merchandise Lifecycle



- Markdown Optimization supports fashion as well as grocery and hardlines.
- Enhanced vendor deals processing capabilities and pricing integration with SAP Merchandising

- Optimize clearance pricing strategies to increase sell-through and margin
- Vendor deals to offer the promotions that best meet corporate objectives

Supply Chain



- Planning and Allocation for Softlines
- Green Track & Trace
- Advanced Transportation Management enhancements

- Streamline operations, automatically role up store allocation plan to the assortment plan
- Support of sustainability requirements

Shopper Experience



- Advanced POS – Integration, Product Standards & Internationalization Enhancements
- Mobility Enhancements, Packaged Store
- Store & Channel Integration,
- Multi Channel E-Commerce

- Offer a compelling shopping experience, leverage electronic shelf labels, digital signage
- Improve customer satisfaction with cross-channel integration, CRM based store solution
- Increase customer satisfaction/loyalty with a consistent cross-channel shopping experience

Corporate Operations



- Workforce Management Enhancements and Internationalization

- Ensure your staffing is aligned to both your strategic/financial goals, as well as to the store goals that will ensure your a positive shopping experience

Thank you!

Copyright 2008 SAP AG  
All rights reserved



No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP AG. The information contained herein may be changed without prior notice.

Some software products marketed by SAP AG and its distributors contain proprietary software components of other software vendors.

SAP, R/3, xApps, xApp, SAP NetWeaver, Duet, SAP Business ByDesign, ByDesign, PartnerEdge and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and in several other countries all over the world. All other product and service names mentioned and associated logos displayed are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

The information in this document is proprietary to SAP. This document is a preliminary version and not subject to your license agreement or any other agreement with SAP. This document contains only intended strategies, developments, and functionalities of the SAP® product and is not intended to be binding upon SAP to any particular course of business, product strategy, and/or development. SAP assumes no responsibility for errors or omissions in this document. SAP does not warrant the accuracy or completeness of the information, text, graphics, links, or other items contained within this material. This document is provided without a warranty of any kind, either express or implied, including but not limited to the implied warranties of merchantability, fitness for a particular purpose, or non-infringement.

SAP shall have no liability for damages of any kind including without limitation direct, special, indirect, or consequential damages that may result from the use of these materials. This limitation shall not apply in cases of intent or gross negligence.

The statutory liability for personal injury and defective products is not affected. SAP has no control over the information that you may access through the use of hot links contained in these materials and does not endorse your use of third-party Web pages nor provide any warranty whatsoever relating to third-party Web pages

Weitergabe und Vervielfältigung dieser Publikation oder von Teilen daraus sind, zu welchem Zweck und in welcher Form auch immer, ohne die ausdrückliche schriftliche Genehmigung durch SAP AG nicht gestattet. In dieser Publikation enthaltene Informationen können ohne vorherige Ankündigung geändert werden.

Einige von der SAP AG und deren Vertriebspartnern vertriebene Softwareprodukte können Softwarekomponenten umfassen, die Eigentum anderer Softwarehersteller sind.

SAP, R/3, xApps, xApp, SAP NetWeaver, Duet, SAP Business ByDesign, ByDesign, PartnerEdge und andere in diesem Dokument erwähnte SAP-Produkte und Services sowie die dazugehörigen Logos sind Marken oder eingetragene Marken der SAP AG in Deutschland und in mehreren anderen Ländern weltweit. Alle anderen in diesem Dokument erwähnten Namen von Produkten und Services sowie die damit verbundenen Firmenlogos sind Marken der jeweiligen Unternehmen. Die Angaben im Text sind unverbindlich und dienen lediglich zu Informationszwecken. Produkte können länderspezifische Unterschiede aufweisen.

Die in diesem Dokument enthaltenen Informationen sind Eigentum von SAP. Dieses Dokument ist eine Vorabversion und unterliegt nicht Ihrer Lizenzvereinbarung oder einer anderen Vereinbarung mit SAP. Dieses Dokument enthält nur vorgesehene Strategien, Entwicklungen und Funktionen des SAP®-Produkts und ist für SAP nicht bindend, einen bestimmten Geschäftsweg, eine Produktstrategie bzw. -entwicklung einzuschlagen. SAP übernimmt keine Verantwortung für Fehler oder Auslassungen in diesen Materialien. SAP garantiert nicht die Richtigkeit oder Vollständigkeit der Informationen, Texte, Grafiken, Links oder anderer in diesen Materialien enthaltenen Elemente. Diese Publikation wird ohne jegliche Gewähr, weder ausdrücklich noch stillschweigend, bereitgestellt. Dies gilt u. a., aber nicht ausschließlich, hinsichtlich der Gewährleistung der Marktgängigkeit und der Eignung für einen bestimmten Zweck sowie für die Gewährleistung der Nichtverletzung geltenden Rechts.

SAP übernimmt keine Haftung für Schäden jeglicher Art, einschließlich und ohne Einschränkung für direkte, spezielle, indirekte oder Folgeschäden im Zusammenhang mit der Verwendung dieser Unterlagen. Diese Einschränkung gilt nicht bei Vorsatz oder grober Fahrlässigkeit.

Die gesetzliche Haftung bei Personenschäden oder die Produkthaftung bleibt unberührt. Die Informationen, auf die Sie möglicherweise über die in diesem Material enthaltenen Hotlinks zugreifen, unterliegen nicht dem Einfluss von SAP, und SAP unterstützt nicht die Nutzung von Internetseiten Dritter durch Sie und gibt keinerlei Gewährleistungen oder Zusagen über Internetseiten Dritter ab.

Alle Rechte vorbehalten.