

SAP Retail Execution Overview



Improve Sales and Merchandising to achieve the "Perfect Store"









- Retail Execution (REX) Introduction
- Features and Benefits
- Value Proposition
- Demo
- Customer Success Stories & Roadmap
- Q&A and Next Steps
- Appendix Screen Captures from iPad
- Appendix Screen Captures from Android





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Successful consumer product companies

Harness the power of mobile to...

Customers & Consumers

Deliver mobile applications to customers and consumers to improve service, and build loyalty Result

- Increased sales
- Improved customer service
- Enabled self service access to key information

Retail Execution



Improve sales effectiveness and overall shopper experience

Result

- Improved distribution levels
- Consistent merchandising practices
- Pricing and promotion compliance

Supply Chain



Improve decision making by providing more real-time information and communication

Result

- Faster response to markets
- Improved ordering / shipping
- Fewer out of stocks
- Ability to sell inventory in other physical locations
- Improved inventory turns



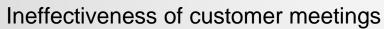
Retail Execution Challenges

BUSINESS SOLUTIONS

- Inability to leverage best practice business processes at the retail level
- Inability to ensure that product & brand strategies are being executed in the retail level in a consistent and reliable way
- Inability to monitor compliance of product distribution, plan-o-grams, trade promotions
- Poor return on brand and promotion investments
- Paper based and not integrated systems
- Poor sales decision-making
- Lost revenue and customer loyalty







0% Lack of business KPIs to measure and track performance

Consumergoods.com, November 2012

20%

30%

10%



SAP & Consumer Goods Technology Publish Custom Research on Mobile Sales Execution Applications – June 2013



Top Features / Benefits:

- Real-time access to customer data
- Ability to integrate to existing systems and data
- App can work offline and use online connectivity when available
- Ability to take a sales order in offline format
- Implement standardized processes and best practices
- Ability to plan customer visits

	CUSTOM RESEARCH					B7 KARA B	OMANOW
Γ	Mobile Technology		moune - Mobile Tec	Mobile Technology Investments		Note: MOM - Mobile Environ Managem 0700 - Deing Your Burn Denits	
L	SALES EXECUTION LEADS THE WAY		INVESTMENT	PLATFORM	14.2.44	SALES	BYED POL
L			Yes	ATT.	675	ESS CUTION	855
L	Mobility is one of the bottest trends in the will be the market leader for naggediand de-warch, 61 percent have such an application	with these organizations that sell through a		21%	10%	1976	275
L.	consumer goods (CC) industry, and its ap- peal continues to goor exponentially. While but on Android, 13 percent predicted Win- These projects focus on ways to make sales	direct store-delivery (DSD) model, but for 35	Convertly Evaluating	305	en.	11%	115
I.	peal continues to gross exponentially. While but on Android, 13 percent predicted Win- mobile technology has been implemented in down Mubble 8, and 9 percent whethed KOS. professionals more efficient and effective in	percent of respondents, it is not applicable. Considering the smaller number of non-DSD	Not Sans/Nat Applicable	25	25	25	15
	incommunitativity of other implementation in the structure of the protocol and the structure of the structur	companies, therefore, the implementation status is actually the highest; while 36 per-					
L	approximation for extended on extended and a formation metrical introduces, assess a low angle composition, of an increase assesses othermalisms. We recently strated which have- man processes multike locking is impact- ing most. This result, G27 and SVI look at devision extended with MOM in any angle assessment than looked.	"Sales execution applications	moune a Implemented Sales Execution-Based Mobile Applications				
L	infands investments and to dig a liftle deeper policies, security, software and services for into mobile odies overvitten applications, one mobile derices. Mere than half have aformal	are often the focus of mobile	APPLICATION	LIVE	EVALUATING FOR 12 MONTHS	NO PLANS	APPLICAS
	of the most popular areas for investment. policy in place for BYCO (bring your own de- business strategies. General sales execution	initiatives, and in our research,	Mubile Sales Execution Appo		22%	23%	2%
	 visit, and 38 percent are correctly evaluating apps and retail execution apps, including CURRENT TECHNOLOGY STATUS constants rell out multiple areasian clafform to read/a and the areasian 	61 percent have such an	Retail Execution/SFA for Sales/Mexchandining	42%	20%	23%	2%
	Before composition red roat multiple applicate platforms to reade applications development mereleandlarry, here a similar growth, with tions, there are foundational determents that across a variety of applications while 40 per-	application and 21 percent are	USD for Pre-Sales, Van Sellern Wired Bolen	43%	12%	80%	30%
	need to be decided upon. Almost half of ne- cent have already implemented one. almost another quarter currently evaluat-	currently considering one."	Centors App for Specific Roles	415	34%	35%	25
	spondents support multiple mobile operat- ing or planning to deploy within the next ing writens, with 27 percent protecting Ap- SALES EXECUTION INITIATIVES		Field Service for	305	10%	13%	255
	ing systems, with 22 prevent postering Ap- DALED EXECUTION INFIDENTIES year, and the lot quarter meeting anglants for plot (05 and 15 percent preferring Windows: Solar execution applications are often the Mobile. When asked which operating system: focus of mobile initiatives, and in our re- ers, van solars and mod roles are popular.	cent overall implemented rates execution applications in this area, 55 percent of com-	Service Professiceals				
U	Print Scher Under Scher U						
	USING MOBILE SALES EXECUTION TO DRIVE EFFICIENCIES	ecution applications vary low Figure 35, with the most popular bring real-time access to		THE ROOMER TO DATE			385
	Consumer packaged goods (CPG) CPG companies seek to improve store visits, activities, surveys, seek to improve their ability to ex-	customer data, followed by the ability to integrate to existing systems and data and	Ability to lategrate t			80	
	comparise searching for new and their field execution by utilizing multitudes, placing sales orders exute their edgentives fisationaly, innovative ways to improve their standardized processes and best and returns are some of the key. Customer satisfaction is a priority	the ability to work offline and use online connectivity when available. Interestingly,	Application of the second seco	or can work offi came clinity whe	ine and son	-	4
	Beld execution are turning to mo-practices across a given goop-features and benefits. Of rectators along with increasing sales, prof- bile sales execution applications raphy or class of trade with the delivery is another complex sales. Its and expending brand loyalty.	integration to customer relationship man- agement (CRM) and the ability to track time	Ability is report an acti			31%	
	for help. Our oursest survey shows goal to help maximize their brand execution application that com- more than 80 percent of compa-message and build consumer bines both soles and logistic pro- leted and proactive engagement	and GPS location information to check up on employees seem not considered priorities.	Ability to take a			28%	
	nise have either implemented, are brand loyaby. cess requirements for key user using new approaches and busi- currently investing in or evaluating Betail execution is perhaps roles like a pre-asiler, van eafler, new processes that will increase	More than half of respondents use their retail execution or SEA mobile application to	Implement standardized pr			28%	
	mobile sales execution applica- tions. Why? the most common mobile sales delivery driver and a mixed role, your visibility and overall success.	manage both existing and new customers, with only 26 percent using each technology	Ability to record prematice a	of Sity to place coust		19%	
	Most CPG companies have reps and merchandisers of com- applications include foodservice	for existing customers exclusively. •	Ability to record promotion a			95	

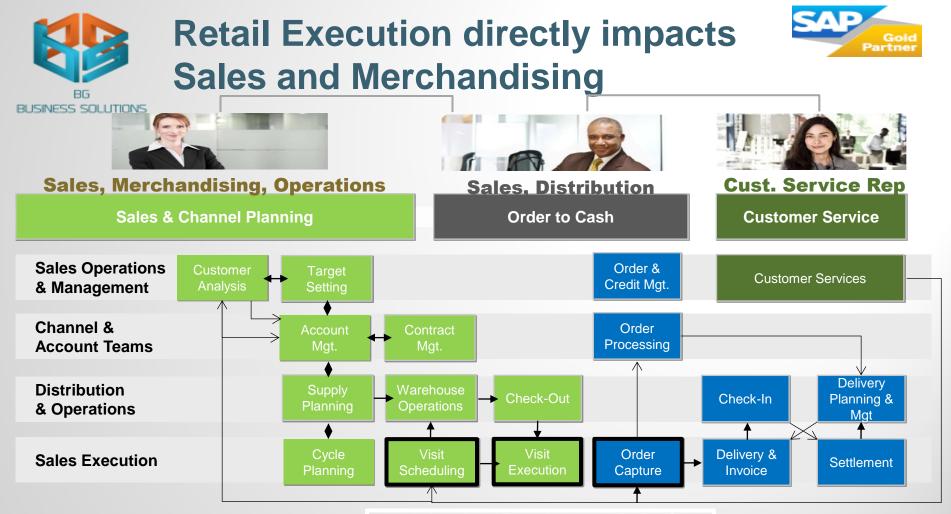




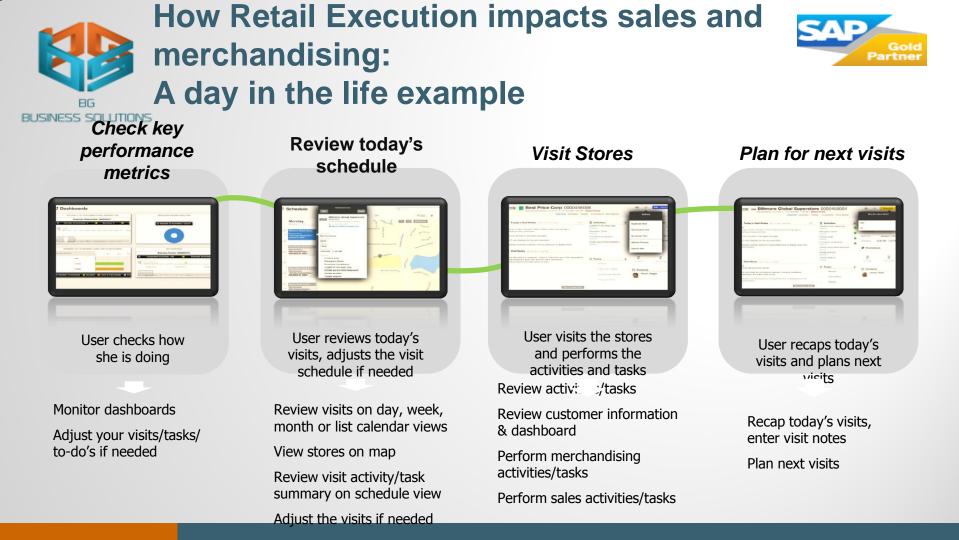
Use Retail Execution as part of a "Perfect Store" strategy



- Perfect Store: It's all about having the right product, in stock, at the right time, at the right price. It's a methodology that makes the most of information and takes a highly disciplined approach to achieving maximum sales.
- Today's best-run consumer product companies understand that "standardized" does not mean "inflexible." Standardized processes that can be tailored for individual customers enable you to optimize sales, profitability, and customer satisfaction.
- How well you execute the processes supporting sales, marketing, and service will directly impact your success. By becoming "best in class" in these areas, you have an opportunity to distinguish yourself in the eyes of your customers. You position yourself to deliver – consistently – the Perfect Store experience.



Areas where Retail Execution impacts Perfect Store







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SAP Retail Execution 3.x Key Features

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- Create and manage visits, activities and your calendar
- Monitor key areas at stores via audits and surveys
- View promotion calendar
- Monitor key performance metrics
- Access history of previous visits, orders, notes, photos and videos
- View and manage customer, contacts
- Create and manage orders, credits and returns
- Manage trade assets
- View store binder for sales assets



iPad, iPhone, Android Tablet and Android Phone



Key Benefits

Increase Revenue, Increase Effectiveness

BUSINESS SOLUTI Business Benefits



- Anywhere, anytime access to merchandising data
- Higher productivity of merchandisers and sales reps
- Improved compliance with product placement agreements and instore promotions
- Reduced Out of Stock
- Increased POG compliance
- Maximized spend RÓI



- Mobilized workforce on SAP applications
- Multi-device support
- Easy deployment
- Enterprise data encryption and security
- Increased ROI on SAP Business Suite investments





Retail Execution v3.x Feature Details



BUSINESS SOLUTIONS

Calendar

- View vour work schedule by Day, Week or Lists.
- Calendar Views split to holistically view schedule and visit summaries
- **Toggle between Maps** and Calendar
- Search on vour calendar by Customers or Visits
- 'Drag and Drop' visits
- Cancel Visits
- Native Events

Visit Management

- Check-in/Check-out visits
- Visit Contacts
- Visit Hierarchy
- Offline Survey Determination
- Retail Audit
- **GPS** Tagging of Visits
- Re-assign Visits to your colleague
- Mass Visit and Activities creation
- Assign Tasks (To-dos) to your visits
- View valid promotions for the store
- Start Visit by barcode scan

Products

- Images
- Marketing attributes
- Rules based download
- Documents and Media
- Notes
- EAN / UPC Codes
- Sales UoM/ Base UoM
- Multiple levels of product hierarchy
- Listings and Assortments
- Listing Set Type

Order Management

- Item proposals
- **Delivery status**
- ATP/Delivery Schedule
- Hybrid Pricing
- Copy orders
- Manual discounts
- Historical orders
- Print order summary
- **Barcode Scanning**
- Signature Capture
- Free Goods
- **Promotions Integration**

Store

- Store communication Details
- Contact communication Details
- Marketing Attributes
- Customer Classification
- Business hours
- Listings and Assortments
- Interaction History
- **Documents**
- Store Promotions
- Binders
- Binders from Customer Hierarchy
- Account factsheet



Retail Execution v3.x Feature Details



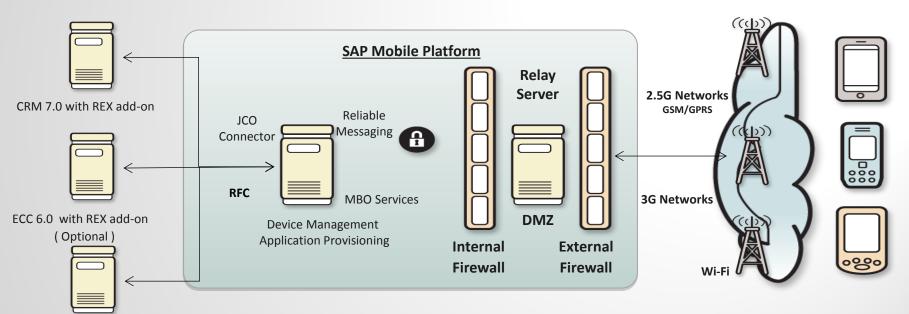






SAP REX Architecture Overview









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Successful Consumer Product Companies

Are Able to....

Mobility for Consumer Product Industry

Mobilize Key Processes

Customers & Consumers improve service, build loyalty

Retail Execution improve sales effectiveness

Supply Chain improve decision making with more real-time information

• Higher revenue growth

- More customer interactions resulting in sales
- Fewer stock-outs
- Increase employee productivity
- More on time in full deliveries
- Improve margins

Build Scalable and Secure Mobile Infrastructure

Mobile Application Platform

Establish a standard and scalable mobile application platform

Mobile Device Management implement robust and secure mobile device management system

- More mobile employees
- Better mobile access



Mobilize Key Processes: Customers & Consumers



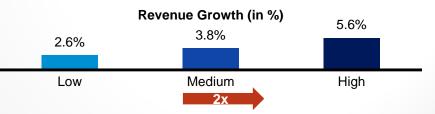
Mobilize the Process to:

- Provide real-time visibility to sales information
- Promote greater customer engagement to increase sales and/or lower churn
- Capture customer preferences to drive additional cross-sell/upsell revenue

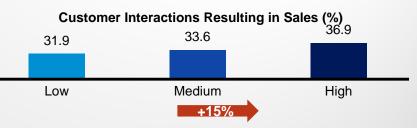
Note 1: Based on 300+ responses to the Enterprise Mobility BM survey Note 2: Based on 150+ responses to Customer Contact Center BM survey

Impact of Mobility

"Organizations¹ with a higher % of users with mobile access: Field Services typically double their average Revenue Growth"



"Organizations² with agent visibility into product information have on average 15% higher interactions resulting in sales"





Mobilize Business Processes: Retail Execution



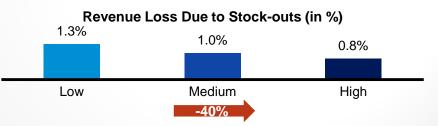
Mobilize the Process to:

- Connect salespeople to accurate customer and product information
- Maximize the value of retail visits with mobile access to information in SAP CRM
- Provide merchandisers and promotions planners with critical insights

Note 1: Based on 86 data points for Consumer Products Industry Note 2: Based on 300+ responses to the Enterprise Mobility BM survey

Impact of Mobility

"Consumer Products¹ organizations with higher Forecast Accuracy have, on average, 40.2% lower revenue loss due to Stock-outs"



"Companies² with a higher % of users with mobile access: CRM experience on average 8% higher Employee Productivity"



Mobilize Business Processes: Supply Chain



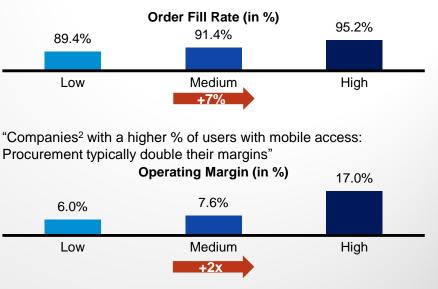
Mobilize the Process to:

- Manage/record the picking/putaway processes via a hand-held device
- Improve supply chain collaboration with tracking and tracing of goods and shipments
- Enable dynamic spend analysis and deliver actionable insights to procurement personnel
- Automate asset installation. removal, maintenance, inspection and repair processes

Note 1: Based on 103 data points for Consumer Products Industry Note 2: Based on 300+ responses to the Enterprise Mobility BM survey

Impact of Mobility

"Consumer Products¹ organizations with real time enterprise wide visibility to inventory have on average 7% higher Order Fill Rate"





Build Scalable and Secure Mobile Infrastructure



Standard Mobile Application Platform

Mobilize the Process to:

- Communicate with multiple device types and data sources
- Reduce time and cost to develop new applications
- Reduce total cost of ownership for mobile application development

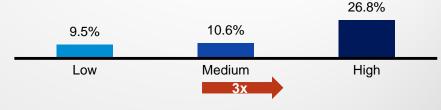
Impact of Mobility

"Companies¹ that implement mobile platform standards and policies to limit application complexity have on average 55% more mobile employees" % of Mobile Employees (in %) 25.7%



"Consumer product companies² which are leveraging a single, scalable, secure mobile platform have almost three times more mobile employees"

% of Mobile Employees (in %)



Note 1: Based on 300+ responses to the Enterprise Mobility BM survey Note 2: Based on 20+ responses from consumer product companies to the Enterprise Mobility BM survey



Build Scalable and Secure Mobile Infrastructure Mobile Device Management



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Mobilize the Process to:

- Enhance security updates for enabling simplified device management
- Improve Mobile Worker Equipment Uptime
- Enable easier software deployment, configuration and management

Note 1: Based on 300+ responses to the Enterprise Mobility BM survey Note 2: Based on 20+ responses from consumer product companies to the Enterprise Mobility BM survey

Impact of Mobility

"Companies¹ with a policy in place to ensure data security, protection and compliance have on average, 99.7% higher Average % Users with Mobile Access to Cross Functional Applications" % Users with Mobile Access to

A Users with Mobile Access to Cross Functioner 15.1% Low Medium +99.7%

"Consumer Product Companies² that ensure their mobile workers have the correct software and data, and adherence to security policies have 50% higher % Users with Mobile Access to Cross Functional Applications" **Users with Mobile Access to**







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Retail Execution Examples

BUSINESS SOLUTIONS

- <u>Retail Execution Overview Video</u>
- Ferrero Retail Execution Presentation
- <u>Carlsberg Webcast on Retail Execution</u>
- Carlsberg REX presentation from SapphireNow
- Werner & Mertz REX presentation from SapphireNow
- Werner & Mertz Polishes Sales processes with SAP Retail <u>Execution</u>
- <u>DB Breweries Gets Enterprise Mobility Right, On Time the First</u> <u>Time, with SAP</u>





CONTACT DETAILS:

BG BUSINESS SOLUTIONS LTD 137 Tsarigradsko Shose Blvd, fl. 2 Sofia 1784, Bulgaria Tel: +359 2 904 2336 E-mail: info@bgbs.bg