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SAP Retail Execution Overview



Improve Sales and Merchandising to achieve the
“Perfect Store”





Agenda



- 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



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- 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

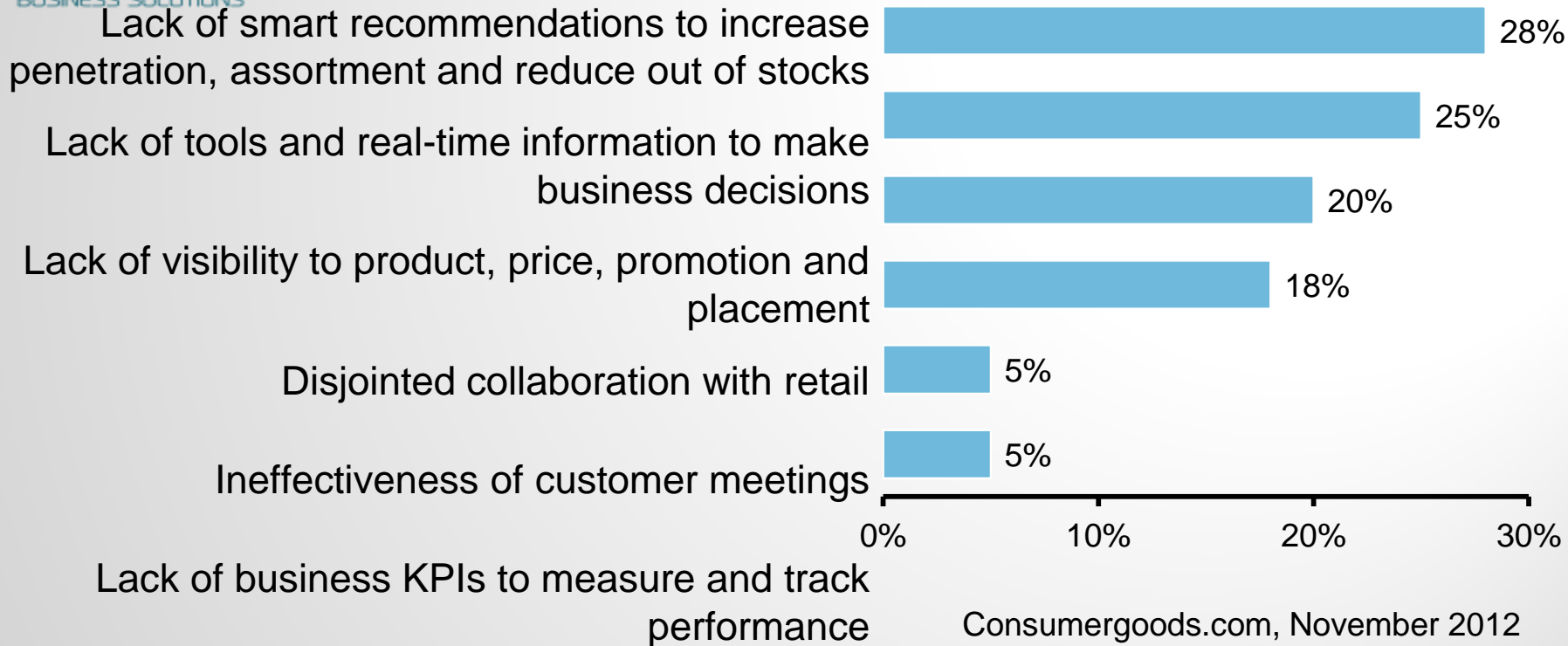




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Barriers to effective Retail Execution



Consumergoods.com, November 2012



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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



Link to CGT
Research



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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.

Retail Execution directly impacts Sales and Merchandising



Sales, Merchandising, Operations

Sales & Channel Planning



Sales, Distribution

Order to Cash



Cust. Service Rep

Customer Service

Sales Operations & Management

Customer Analysis

Target Setting

Order & Credit Mgt.

Customer Services

Channel & Account Teams

Account Mgt.

Contract Mgt.

Order Processing

Distribution & Operations

Supply Planning

Warehouse Operations

Check-Out

Check-In

Delivery Planning & Mgt

Sales Execution

Cycle Planning

Visit Scheduling

Visit Execution

Order Capture

Delivery & Invoice

Settlement

Areas where Retail Execution impacts Perfect Store



How Retail Execution impacts sales and merchandising: A day in the life example



Check key performance metrics



User checks how she is doing

Monitor dashboards
Adjust your visits/tasks/to-do's if needed

Review today's schedule



User reviews today's visits, adjusts the visit schedule if needed

Review visits on day, week, month or list calendar views
View stores on map
Review visit activity/task summary on schedule view
Adjust the visits if needed

Visit Stores



User visits the stores and performs the activities and tasks

Review activity/tasks
Review customer information & dashboard
Perform merchandising activities/tasks
Perform sales activities/tasks

Plan for next visits



User recaps today's visits and plans next visits

Recap today's visits, enter visit notes
Plan next visits



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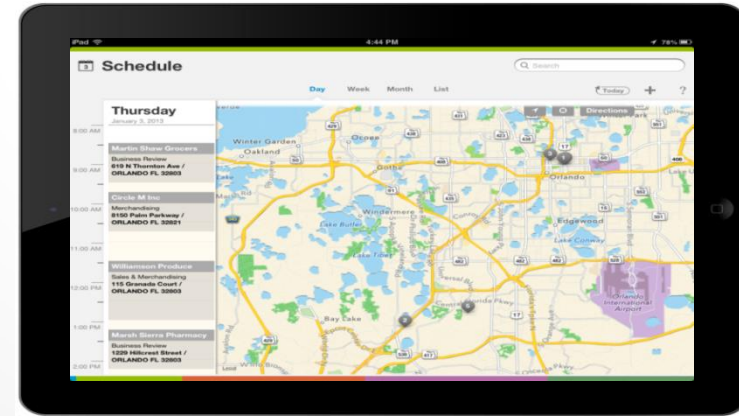


SAP Retail Execution 3.x Key Features



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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*



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Key Benefits

Increase Revenue, Increase Effectiveness



Business Benefits



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

IT Benefits



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



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Retail Execution v3.x Feature Details



Calendar

- ✓ View your work schedule by Day, Week or Lists.
- ✓ Calendar Views split to holistically view schedule and visit summaries
- ✓ Toggle between Maps and Calendar
- ✓ Search on your 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



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Retail Execution v3.x Feature Details



Trade Assets

- ✓ View Assets
- ✓ Create ERP Service Requests

Product Audit

- ✓ Exception Report
- ✓ Pre-fill Audits for efficient visits
- ✓ Offline determination

Promotions

- ✓ Future “n” week released promotions/campaigns
- ✓ Promotions details :
 - Discounts
 - Attachments
 - Products
 - Customer
 - Target Group

Alerts

- ✓ Push Alerts

Planning

- ✓ Filter customer to plan visits
- ✓ Create visits by ‘Drag & Drop’ customers

Returns

- ✓ Create returns from orders
- ✓ Return Reason
- ✓ Print
- ✓ Signature Capture

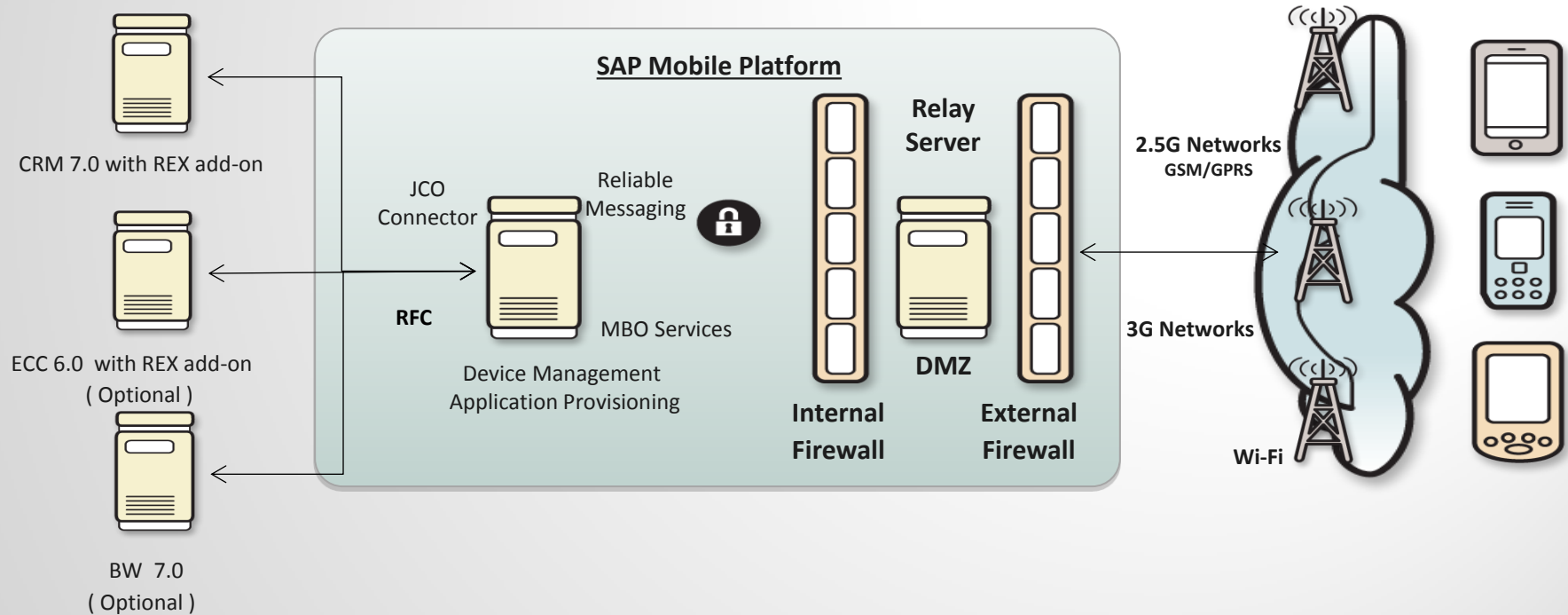
Target Groups

- ✓ Determination of promotions for a store by Target Groups
- ✓ Drill through to find “My Stores”

Analytics

- ✓ Configurable Dashboards

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

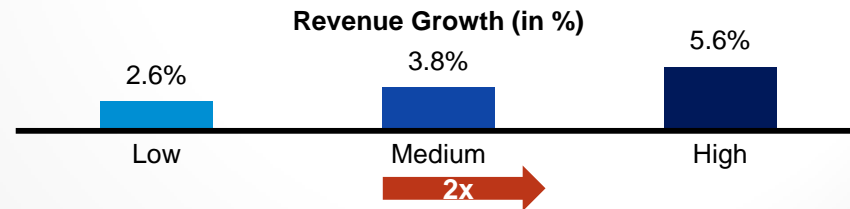


► Mobilize the Process to:

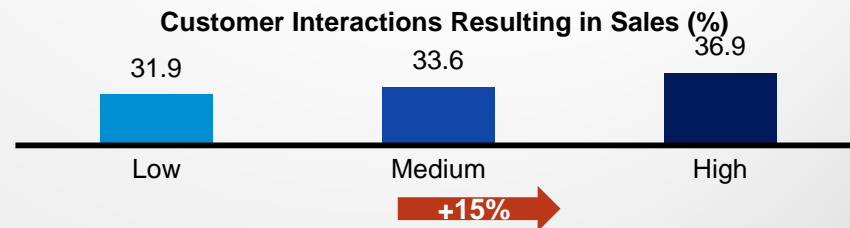
- Provide real-time visibility to sales information
- Promote greater customer engagement to increase sales and/or lower churn
- Capture customer preferences to drive additional cross-sell/up-sell revenue

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”



Note 1: Based on 300+ responses to the Enterprise Mobility BM survey

Note 2: Based on 150+ responses to Customer Contact Center BM survey

Mobilize Business Processes: Retail Execution

► Mobilize the Process to:

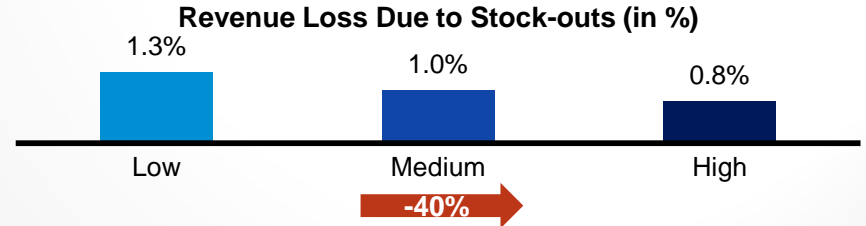
- Connect salespeople to accurate customer and product information
- Maximize the value of retail visits with mobile access to information in SAP CRM
- Provide merchandisers and promotions planners with critical insights

Note 1: Based on 86 data points for Consumer Products Industry

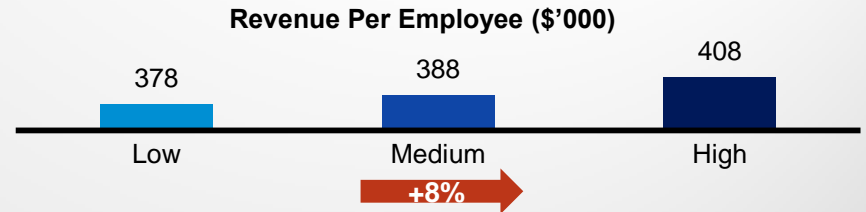
Note 2: Based on 300+ responses to the Enterprise Mobility BM survey

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”



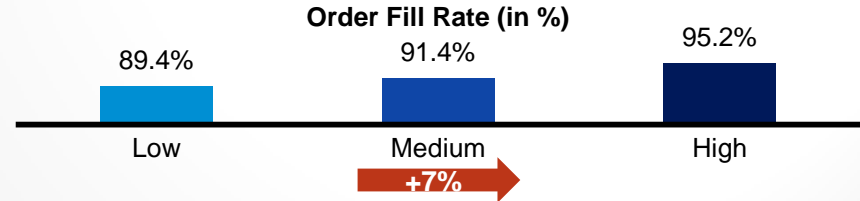
Mobilize Business Processes: Supply Chain

► Mobilize the Process to:

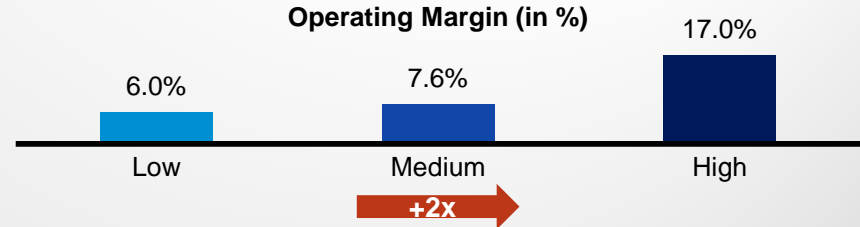
- Manage/record the picking/put-away processes via a hand-held device
- Improve supply chain collaboration with tracking and tracing of goods and shipments
- Enable dynamic spend analysis and deliver actionable insights to procurement personnel
- Automate asset installation, removal, maintenance, inspection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

Impact of Mobility

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



“Companies² with a higher % of users with mobile access: Procurement typically double their margins”



Note 1: Based on 103 data points for Consumer Products Industry

Note 2: Based on 300+ responses to the Enterprise Mobility BM survey

Build Scalable and Secure Mobile Infrastructure

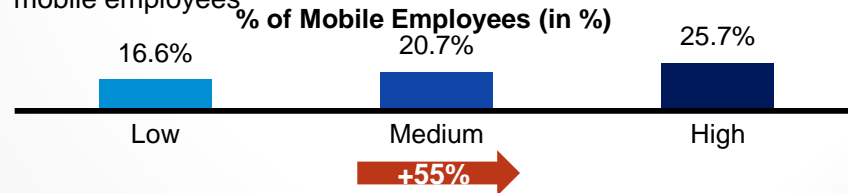
Standard Mobile Application Platform

► Mobilize the Process to:

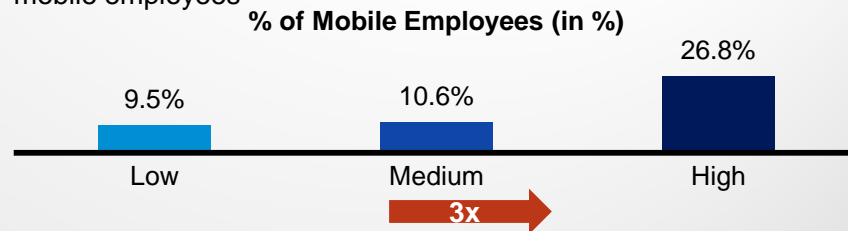
- Communicate with multiple device types and data sources
- Reduce time and cost to develop new applications
- Reduce total cost of ownership for mobile application development

Impact of Mobility

“Companies¹ that implement mobile platform standards and policies to limit application complexity have on average 55% more mobile employees”



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



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

► Mobilize the Process to:

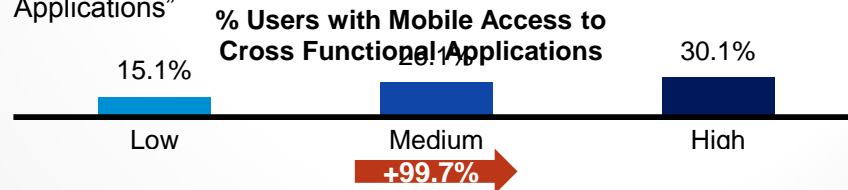
- Enhance security updates for enabling simplified device management
- Improve Mobile Worker Equipment Uptime
- Enable easier software deployment, configuration and management

Note 1: Based on 300+ responses to the Enterprise Mobility BM survey

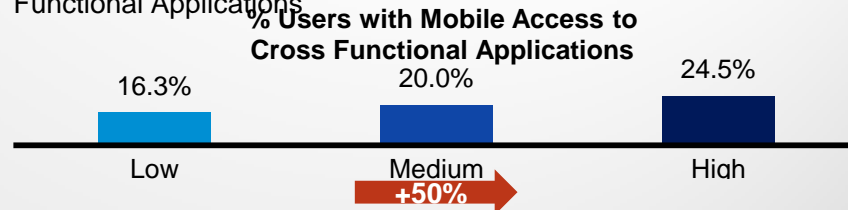
Note 2: Based on 20+ responses from consumer product companies to the Enterprise Mobility BM survey

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”



“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”





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- **Customer Success Stories & Roadmap**



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Retail Execution Examples



- [Retail Execution Overview Video](#)
- [Ferrero Retail Execution Presentation](#)
- [Carlsberg Webcast on Retail Execution](#)
- [Carlsberg REX presentation from SapphireNow](#)
- [Werner & Mertz REX presentation from SapphireNow](#)
- [Werner & Mertz Polishes Sales processes with SAP Retail Execution](#)
- [DB Breweries Gets Enterprise Mobility Right, On Time the First Time, with SAP](#)



Thank you!



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