



K E R I N G
E Y E W E A R

Empowering Imagination

SAP FMS Project Presentation
HANA Enterprise Cloud
OCTOBER 29 | 2015

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KERING EYEWEAR

Company presentation



Kering Eyewear is a start-up company, part of the Kering Group, established in the last quarter of 2014 with the purpose of creating a dedicated Eyewear company pooling expertise in design, marketing, production and distribution for the majority of the Kering Group's brands and becoming the world leader in luxury and high-end eyewear

Mission

We will be the **world leader in Luxury and Hi-End Eyewear** (Frames & Sunglasses), developing a unique 'ensemble' of powerful brands

We will design, develop, manufacture and market to customers and consumers, the most desirable frames and sunglasses in two fast growing segments: **Luxury and Sport & Lifestyle**



Execution

Partially Internalized **Business Model & Value Chain**

- Internal: Marketing, Design, Product Development, Sales
- External: Manufacturing, Logistics

Brand Portfolio:

Bottega Veneta, Saint Laurent, Alexander McQueen, McQ, Stella McCartney, Brioni, Boucheron, Pomellato e Puma.



KERING EYEWEAR

Project objectives



The **aim** of the **Project** has stated to provide an Enterprise Resource Planning system within an integrated solution to enable the processes smoothly rising by a start-up Company in the eyewear industry:

- **Robust kernel**
- **Fashion Vertical solution**
- **Quick and scalable**
- **Lean infrastructure**
- **Flexibility**
- **Capability**

The identified solution has been **SAP Fashion Management®** deployed in **HANA® Enterprise Cloud®**.

SAP FMS KERING EYEWEAR PROJECT

Aeonvis presentation

Aeonvis is an **organizational and technology consulting firm**, a business partner able to help customers in design, plan, implement, and manage transformation programs by integrating processes, organization, human capital, and technology.

Growth and success of Aeonvis are based on the ability **to understand the context of the customer**, to meet the challenges of innovation and operational excellence with a **flexible** and pragmatic **results-oriented** approach.



Governance

- Program / Project Management
- ICT Governance
- IT sourcing
- Software selection
- Risk Management



Management Consulting

- Business Process Re-engineering
- Corporate Performance Management
- Advisory
- Change Management



System Integration

- System Integration - ERP, SCM, CRM, and Business Intelligence
- Industry Solutions (SAP AFS, SAP ECC, SAP VMS, SAP FMS, ...) implementation
- Middleware and EAI implementation

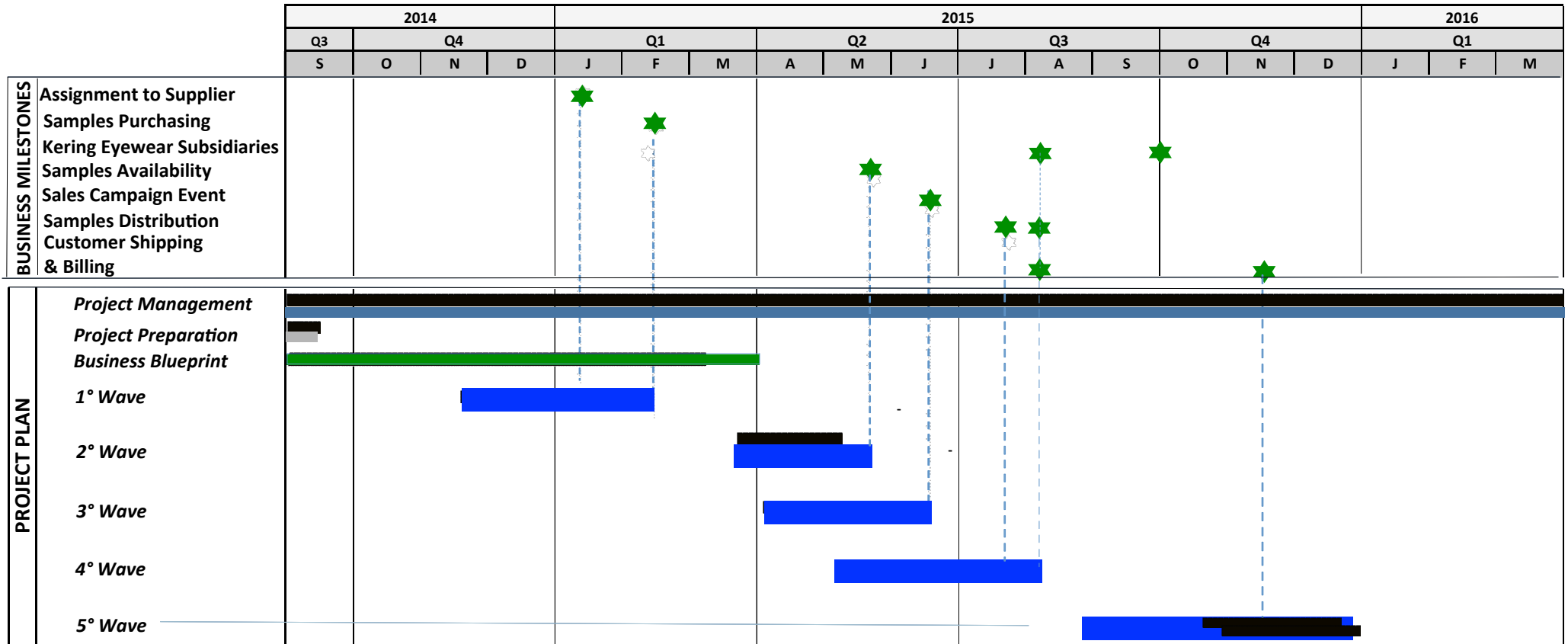


Mobile Solutions

- Platform and tool selection
- APP Design and development
- User experience

SAP FMS KERING EYEWEAR PROJECT

Approach: Project plan & Milestones



Geography

- HQ (Italy) live in January 2015 (wave 1 functionalities)
- Cluster 1 Roll-Out: Hong Kong, Kering Eyewear USA, Kering Eyewear Iberia, Kering Eyewear UK, Kering Eyewear Singapore
 - Cluster 2 Roll-Out: Kering Eyewear France, Kering Eyewear DACH, Kering Eyewear China, Kering Eyewear Japan

SAP FMS KERING EYEWEAR PROJECT

Methodology

- Focus on **core** business critical processes
- **Outsource not core** processes to specialized partners
- Define a **kernel** with a limited number of Process Owner (only Top Management involvement)
- Adapt the ASAP methodology to the peculiar context
 - Deploy the Business Blueprint based on the kernel guidelines
 - Adopt the standard ASAP methodology overlapping the phases according to the springs related to business waves (fig. 1)

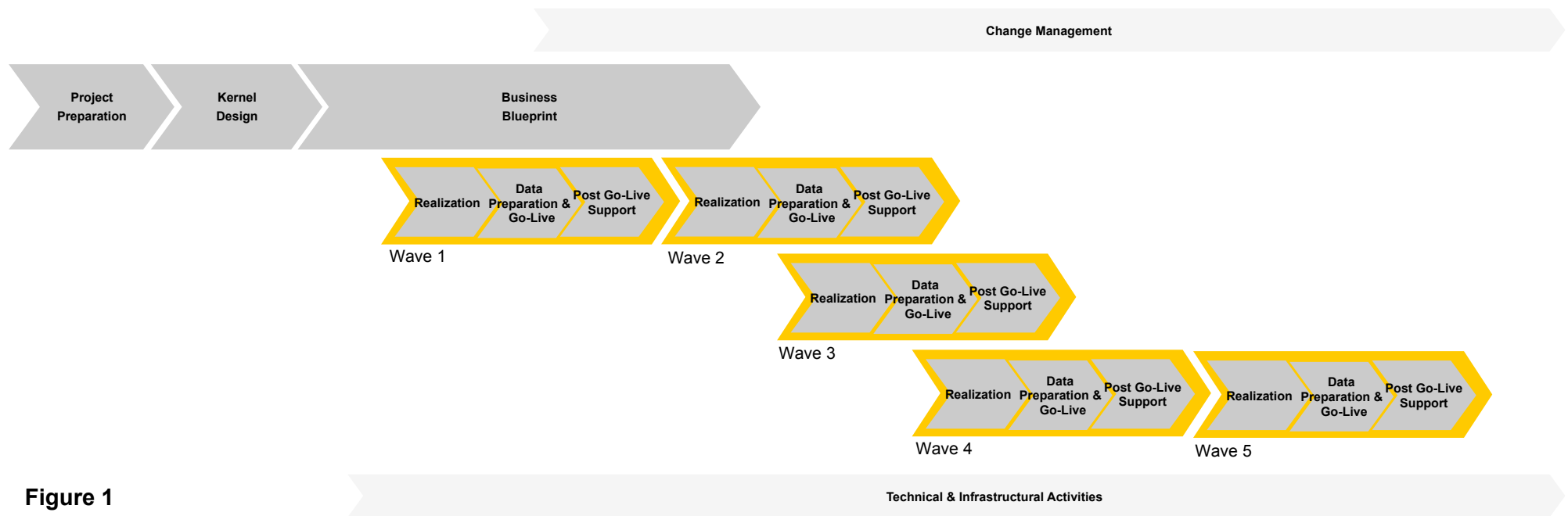


Figure 1

The Operating Model, defined during the **kernel design**, is based on the following pillars:

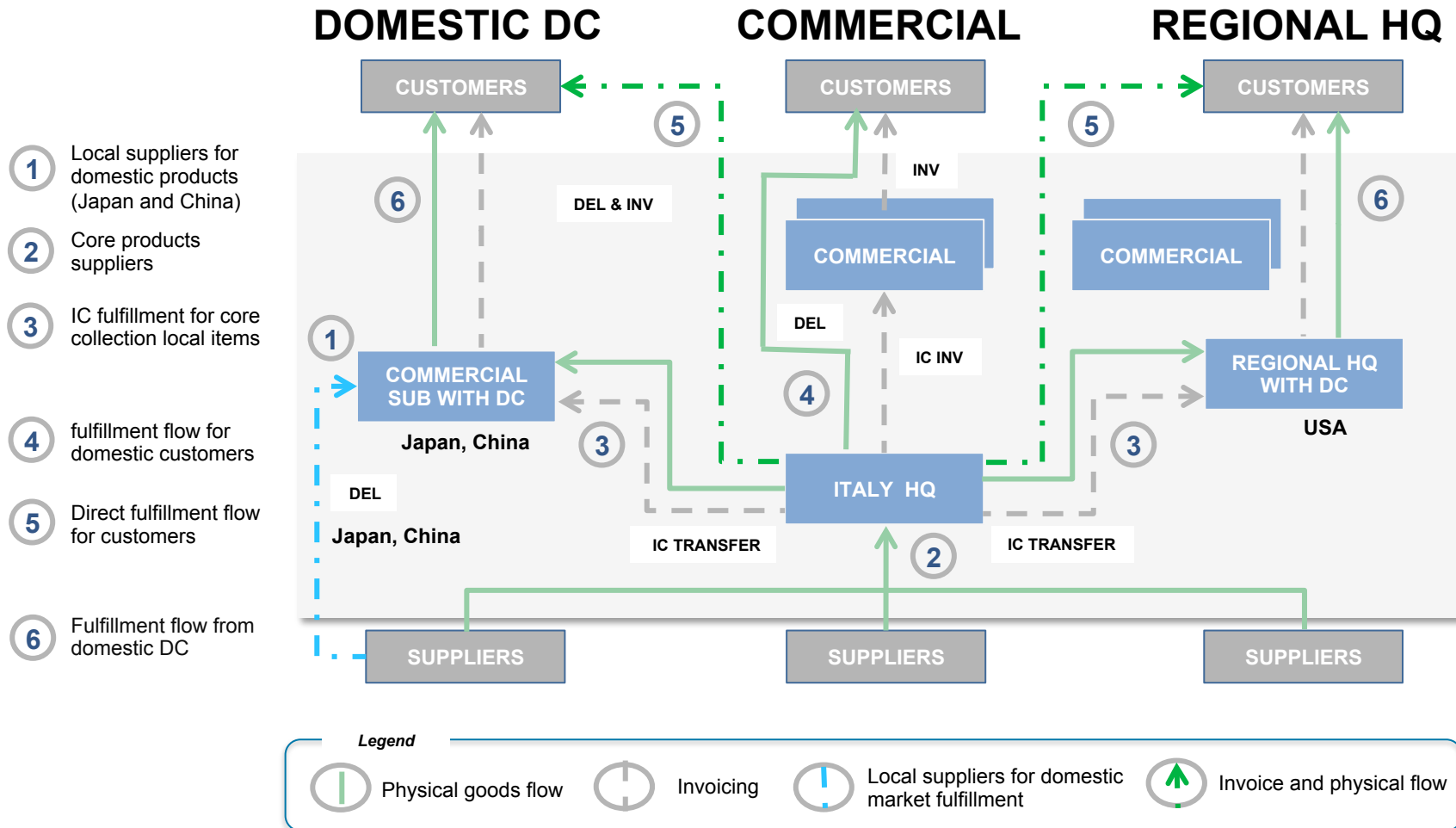
- **Centralized processes in Headquarters**
 - **Master data and merchandise**
 - **Planning** (Sales Forecasting and “Make to Order”)
 - **Operations** (Purchasing, Suppliers, Quality)
 - **Sales** for large customers

- **Delegated processes to Commercial Subsidiary**
 - Customer master data
 - Sales Orders collection (following HQ guidelines)

- **Lean logistic footprint**

SAP FMS KERING EYEWEAR PROJECT

Operating Business Model: flows



SAP FMS KERING EYEWEAR PROJECT

Application landscape

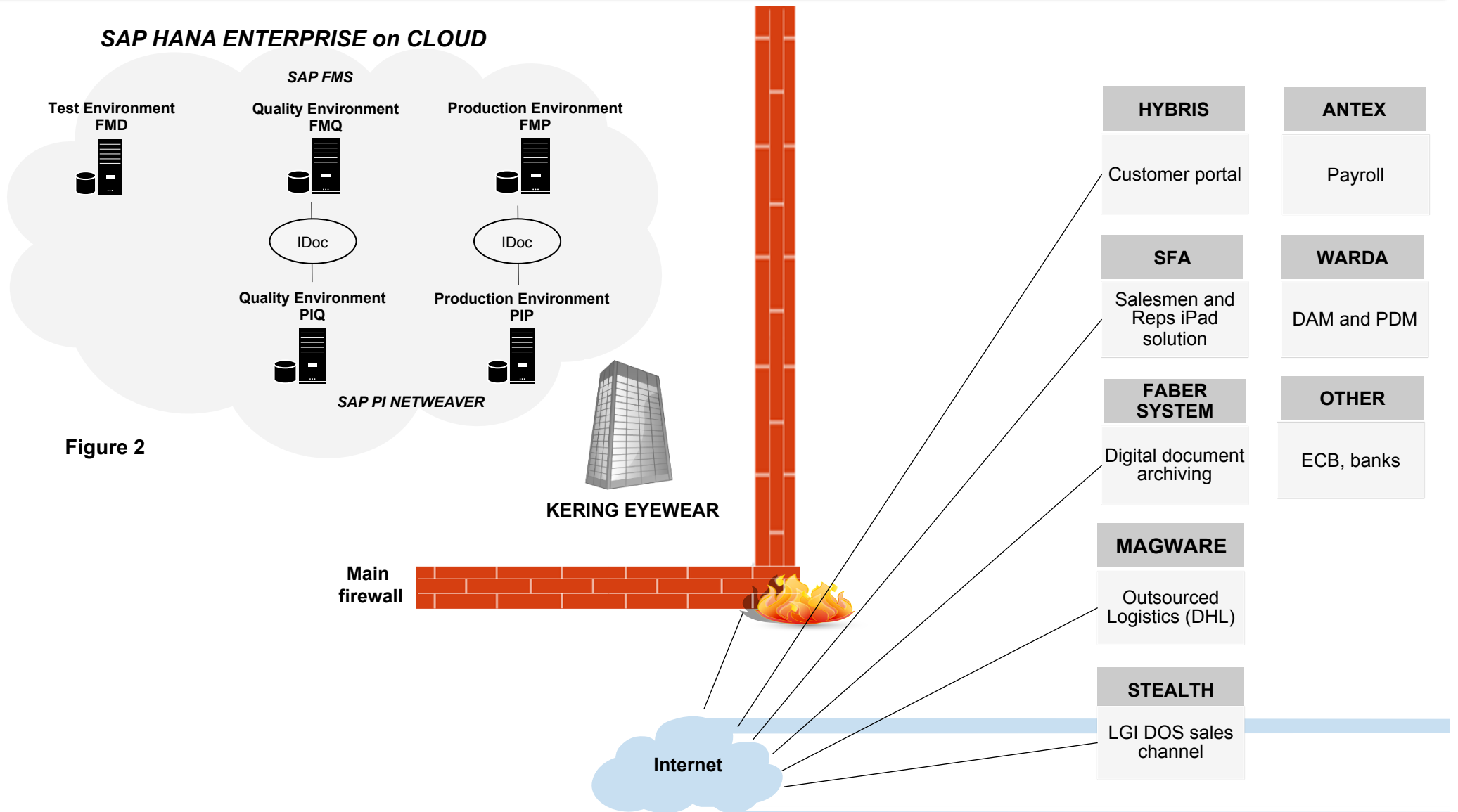


Figure 2

SAP FMS KERING EYEWEAR PROJECT

Business Processes Scope: overview

SAP FMS® was released to Kering Eyewear in SAP HANA® Enterprise Cloud environment on 15th December 2014 (Development system)

- The implementation along the Project has concerned all the main business processes in scope (see fig.3)
- The system configuration and processes set-up regarded both SAP Retail® embedded functionalities and brand new SAP FMS® capabilities

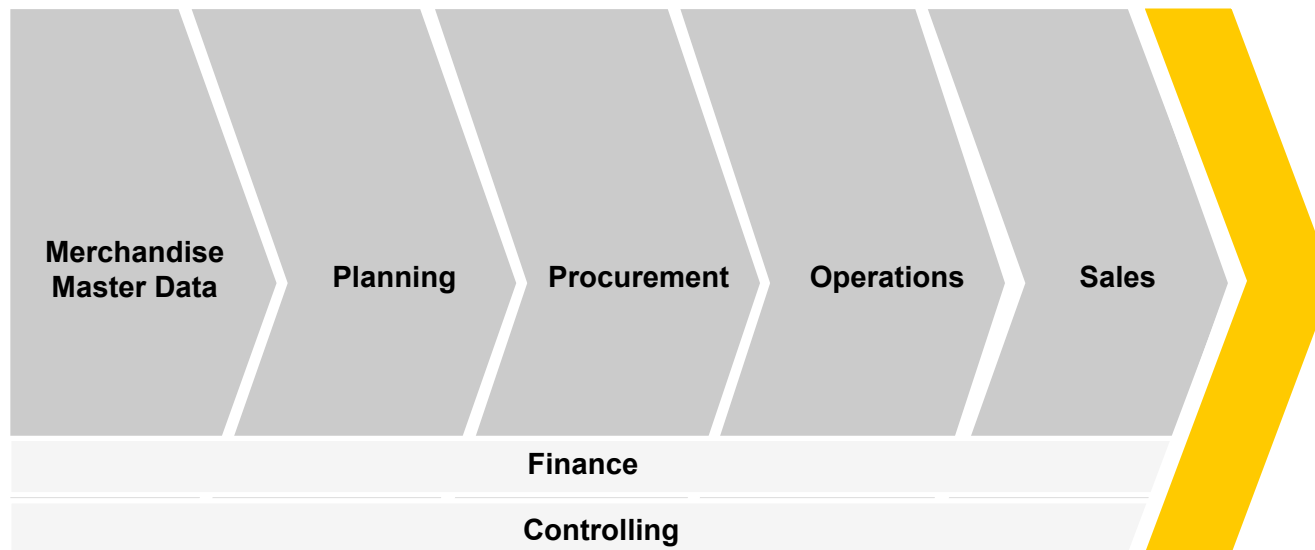


Figure 3

TECHNOLOGY INFLUENCES BUSINESS

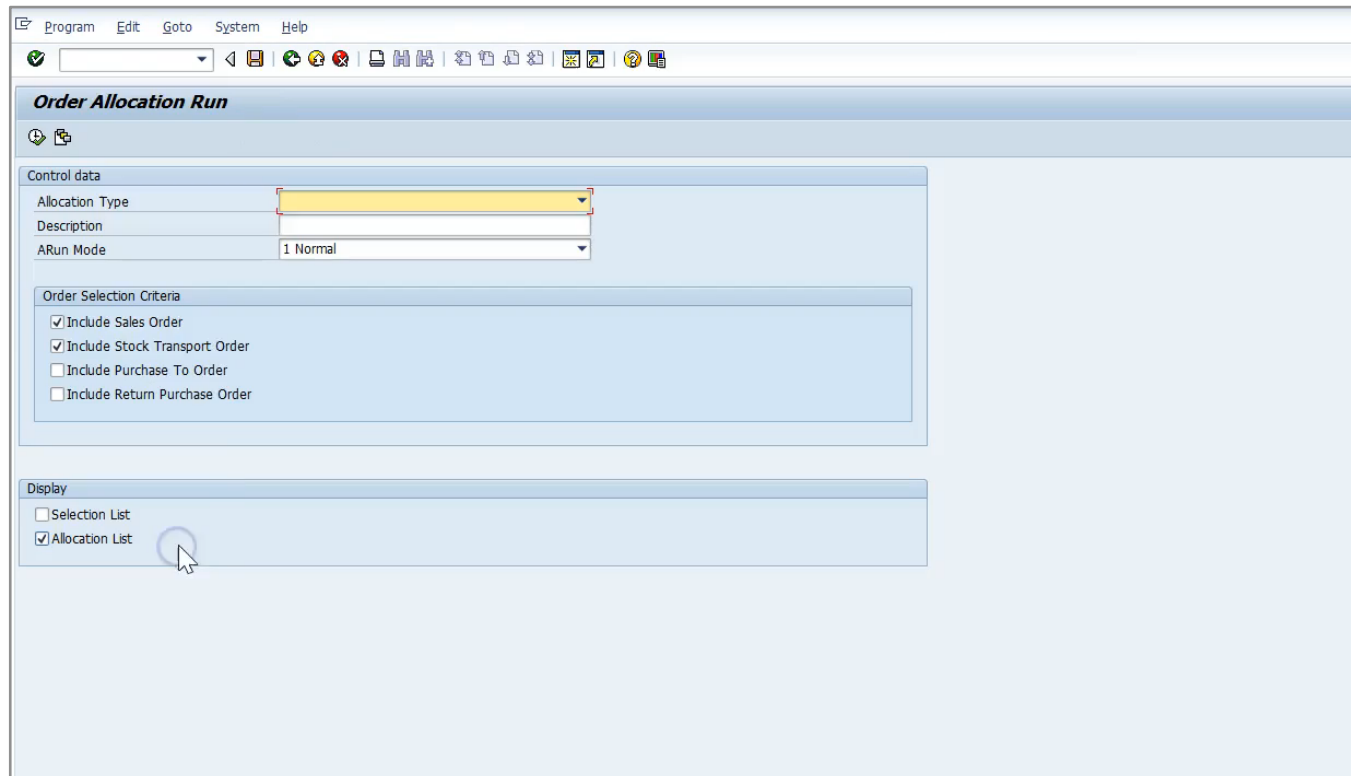
New way of working

2.000 article references⁽¹⁾

120.000 SO items (700.000 pieces)⁽¹⁾

60.000 pieces allocated⁽¹⁾

500.000 available pieces in stock⁽¹⁾



SAP Fashion Management enables the companies in the fashion industry to use the power of in-memory computing **SAP HANA®** based to analyze large data volumes.

SAP Order Allocation® still works as a batch process with amazing fast performance.

- Chance to use **Simulation** before the executive Order Allocation during the business day
- **Light constraints** in job schedule plan with time zone limitation
- **Bottleneck removed** in Logistics operations

TECHNOLOGY INFLUENCES BUSINESS

New way of working

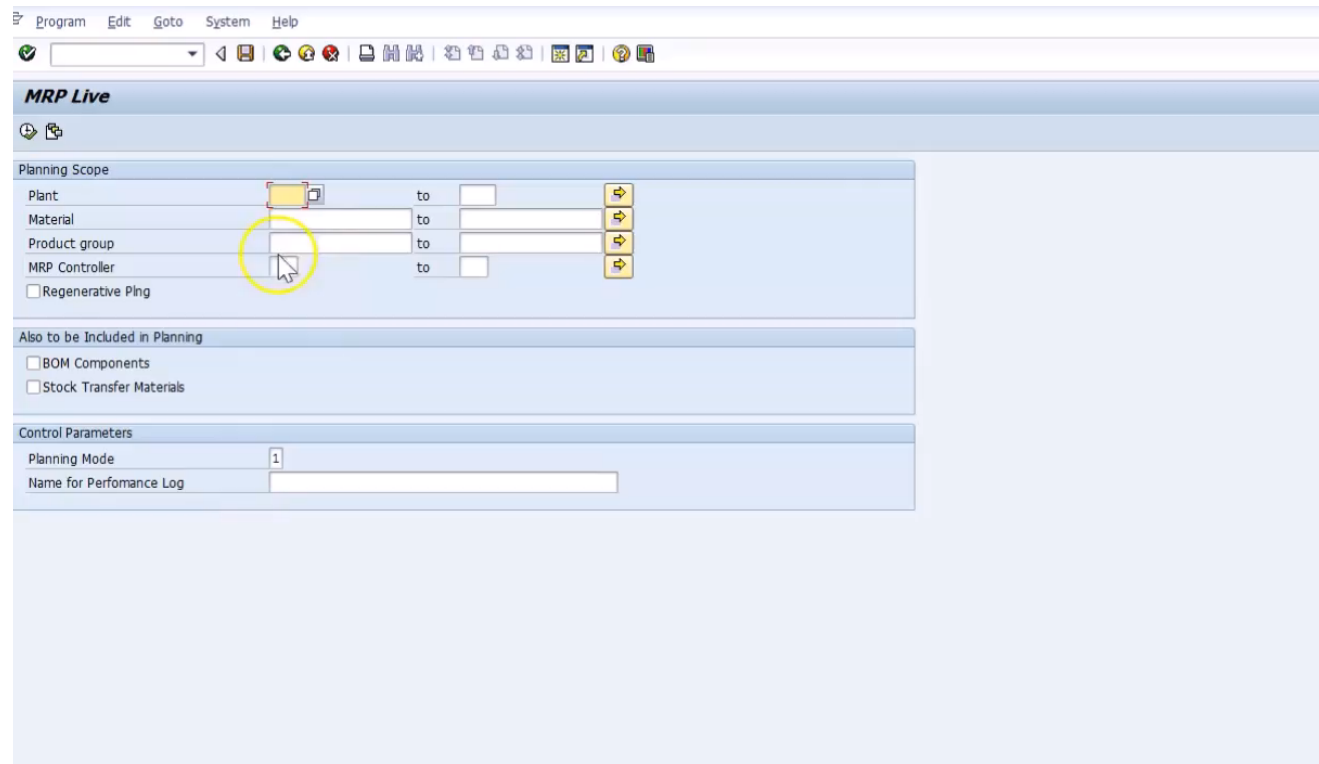
2.000 article references

120.000 SO items (700.000 pieces)

500.000 available pieces in stock

60.000 pieces allocated

10.000 PO items (**1.000.000** pieces)⁽¹⁾



The screenshot shows the SAP MRP Live interface. The 'Planning Scope' section includes fields for Plant, Material, Product group, and MRP Controller, each with a 'to' field and a dropdown arrow. A yellow circle highlights the Material field. Below this, the 'Also to be Included in Planning' section has checkboxes for BOM Components and Stock Transfer Materials. The 'Control Parameters' section includes a 'Planning Mode' field with the value '1' and a 'Name for Performance Log' field.

SAP Fashion Management enables the companies in the fashion industry to use the power of in-memory computing **SAP HANA®** based to analyze large data volumes.

Live RP® from batch to real time processing.

- **Optimize the Supply Chain** with performing time to market
- **Inventory Control** along the whole Supply Chain
- **Light constraints** in job schedule plan with time zone limitation

TECHNOLOGY INFLUENCES BUSINESS

Cloud drives to Business focus

SAP FMS® was deployed to Kering Eyewear in SAP HANA® Enterprise Cloud enabling the Company to focus **on core business** priorities in a SAP Project: process design and ERP implementation:

- **Reduced** fixed costs
- **One fee** including license costs, maintenance, cloud service
- **Lean infrastructure**, personnel and consulting variable costs for technology
- **Quick time** to set-up SAP environment
- **Outsourced** technical activities
- **Flexible sizing**
- **Scalable** software solutions

TECHNOLOGY INFLUENCES BUSINESS

Coming soon



Kering Eyewear is completing the last wave SAP FMS® Project and refining the functionalities released in the previous waves.

The roll-outs are in progress, new stimulant challenging initiatives are in the roadmap:

- SAP FIORI® for **web based** and **mobile** SAP transactions
- Business Intelligence Project with SAP BO® and SAP Lumira® on top on SAP HANA® from data warehousing to **real time operational** reporting

SEE YOU SOON ...

TO THE NEXT YEAR SAP FORUM AS OUR CUSTOMERS



K E R I N G

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