

Enterprise Value Chain Using Mobility, In-Memory Computing, and Analytics

Spandan Mahapatra/TCS SAP Center of Excellence

November 9, 2011



Agenda

Enterprise Value Chain: The Business Imperative

- Need to power the enterprise value chain by leveraging the “tremendous trio” of the SAP HANA platform, mobility solutions from SAP, and analytics solutions from SAP

Leveraging the “Tremendous Trio” for Powering Industry Value Chains

- Illustration of the SAP ERP application (IS solution), SAP HANA, mobility solutions from SAP, and analytics solutions from SAP in an integrated play

TCS Experience

- TCS integrated offering on mobility

Powering the enterprise value chain: the business imperative

Why look at the enterprise value chain

- Enterprises are looking at a comprehensive integrated solution for their business requirements on the basis of the overall business value that they can derive from their investments.
- The comprehensive power of leveraging the SAP software backbone with all three industry-leading technologies of SAP HANA, mobility solutions from SAP, and analytics solutions from SAP has a promise of significant growth compared with separate initiatives.
- Enterprises can gain cumulative ROI based on leveraging the complete tool set. It's easy for business to recognize the value of this platform faster through integrated business value engineering.

Leveraging the complete power of SAP software with the pervasive power of the “tremendous trio”

It's not only about accelerated information access, anywhere in any medium; it's about driving business transformation using integrated SAP solutions.

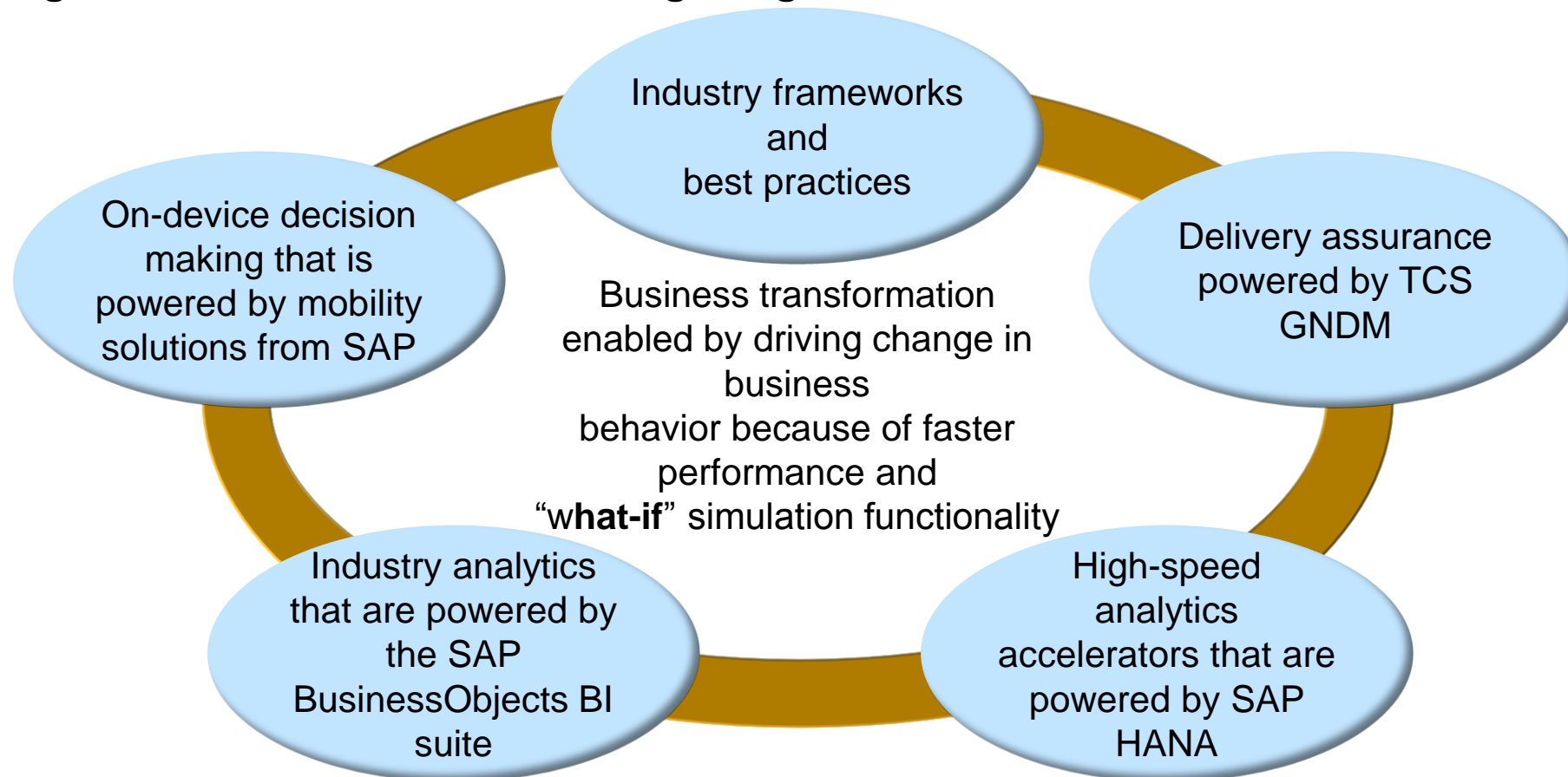
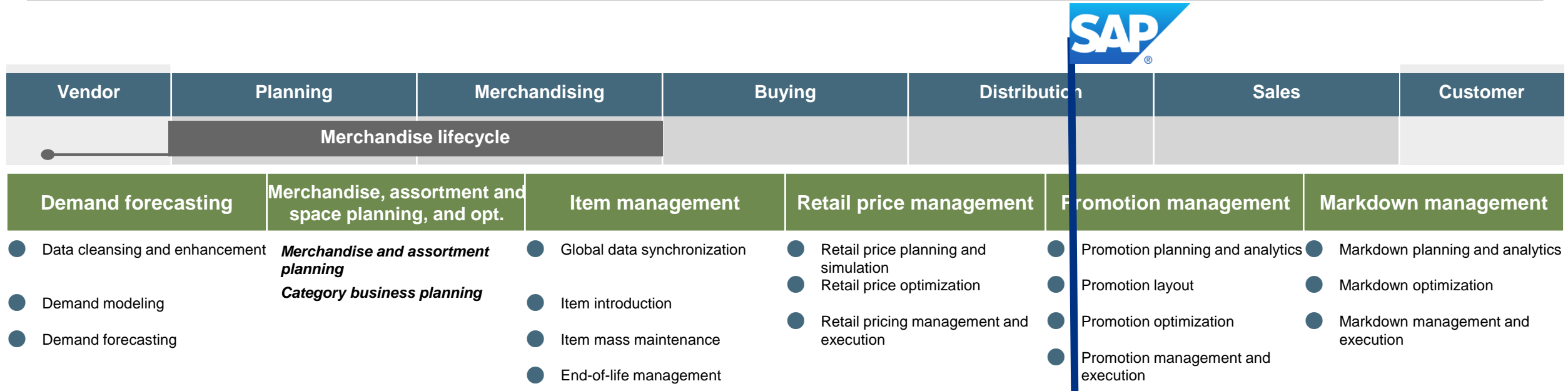


Illustration of the Tremendous Trio



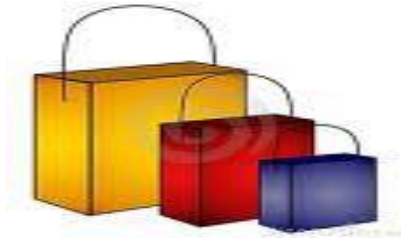
Retail enterprise value chain: merchandise lifecycle – retail solution from SAP



Business demands:

1. Real-time and high-performance access to information on massive data volumes with what-if simulation functionality based on business events such as unique competitor situations
2. Access anywhere and on any device
3. Intelligent, very focused, and configurable dashboards for rapid consumption

Retail merchants face business challenges and opportunities for high-performance requirements



Merchandise assortments analysis

- Plan assortments based on store clusters
- Decide assortments based on product performance
- Align assortments to portfolio strategy and merchandise financial plans



Promotional analysis

- What types of promotional events and tactics are most effective?
- How can we get visibility to the quality of in-store execution?

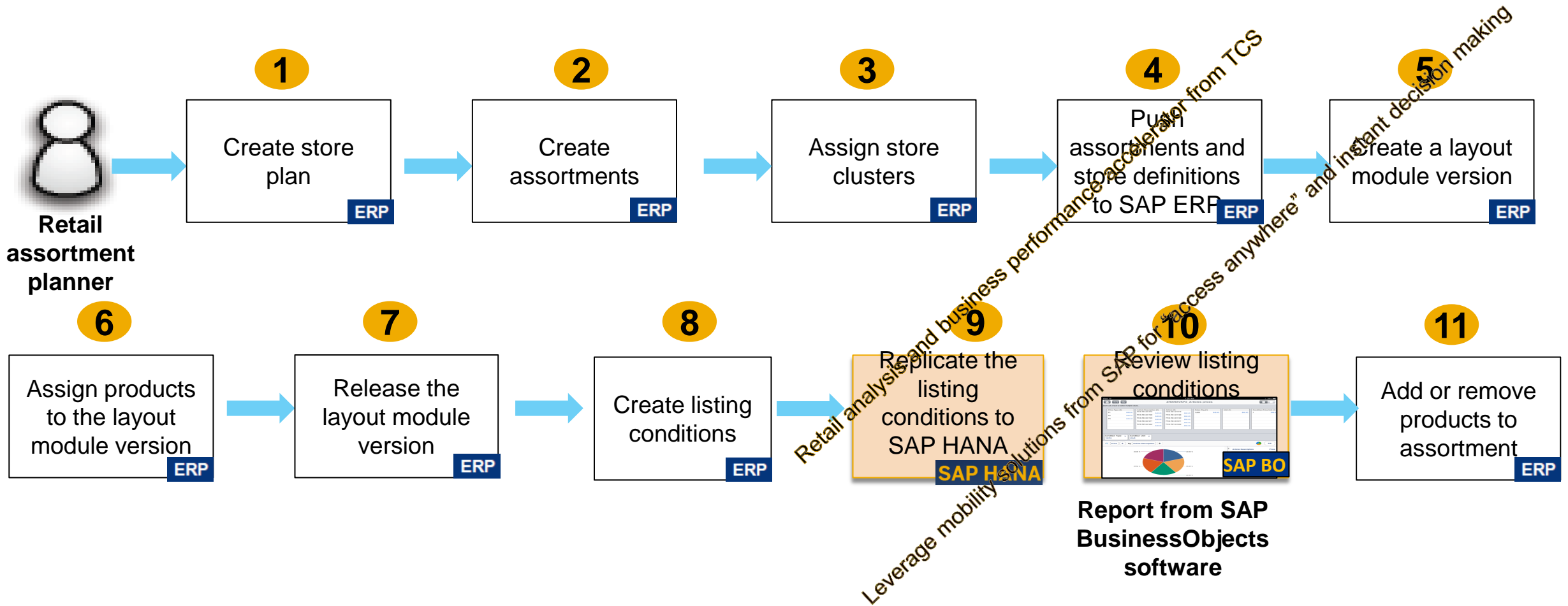


Price optimization analysis

- Need for an integrated tool that accesses retail price, base cost, moving average cost (MAC), gross margin percent for products at site level, and the ability to simulate “what-if” scenarios in a very high-performance manner to enable rapid business decision making either proactively or triggered by unique competitive situations

Assortment management

The aim of the assortment planning process is to define a set of articles that will be offered for sale within each store for a specific period of time.



SAP for Retail, SAP HANA, mobility solutions from SAP: active pricing integrated solution – demo at TCS SAP CoE Labs

Enabling retail merchants to review the active pricing through mobility solutions from SAP on top of SAP HANA

SAP HANA

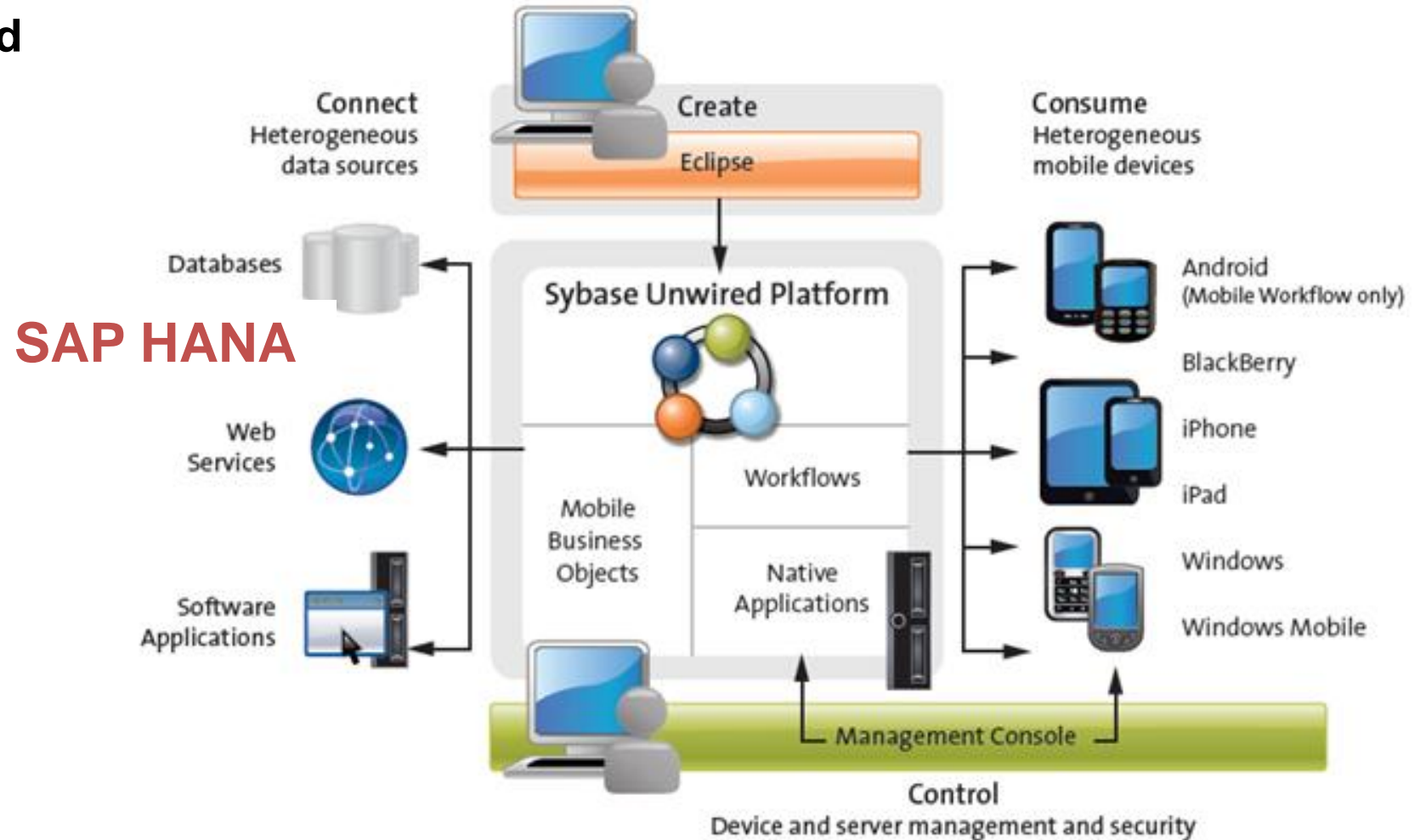
SAP BusinessObjects BI suite

Vendor	PCS-V111			
Article	Article Description	Article Type	Retail Price	Condition Unit
PCS-01-ART111	Ref. article skirts, long	MODE		1 EA
PCS-01-ART112	Ref. article skirts, short	MODE		1 EA
PCS-01-ART113	Ref. article shirts, 1/1 sleeve	MODE	148.48 USD	1 EA
PCS-01-ART114	Ref. article shirts, 1/2 sleeve	MODE	194.6 USD	1 EA
PCS-01-ART115	Ref. article shirts, 1/4 sleeve	MODE	156.48 USD	1 EA
PCS-01-ART116	Ref. article skirts, long	MODE	284.88 USD	1 EA
PCS-01-ART117	Ref. article skirts, short	MODE	194.6 USD	1 EA
PCS-01-ART118	Ref. article skirts, long	MODE	371.2 USD	1 EA
PCS-01-LKP111	Ref. article shirts, 1/1 sleeve	MODE	92.28 USD	1 EA
PCS-01-LKP112	Ref. article skirts, short	MODE	311 USD	1 EA
PCS-01-LKP113	Ref. article skirts, long	MODE	413.32 USD	1 EA
PCS-01-LKP114	Ref. article classic dresses, long	MODE	214.68 USD	1 EA
PCS-01-LKP115	Ref. article skirts, short	MODE	146.48 USD	1 EA
PCS-01-LKP116	Ref. article classic dresses, long	MODE	822.6 USD	1 EA

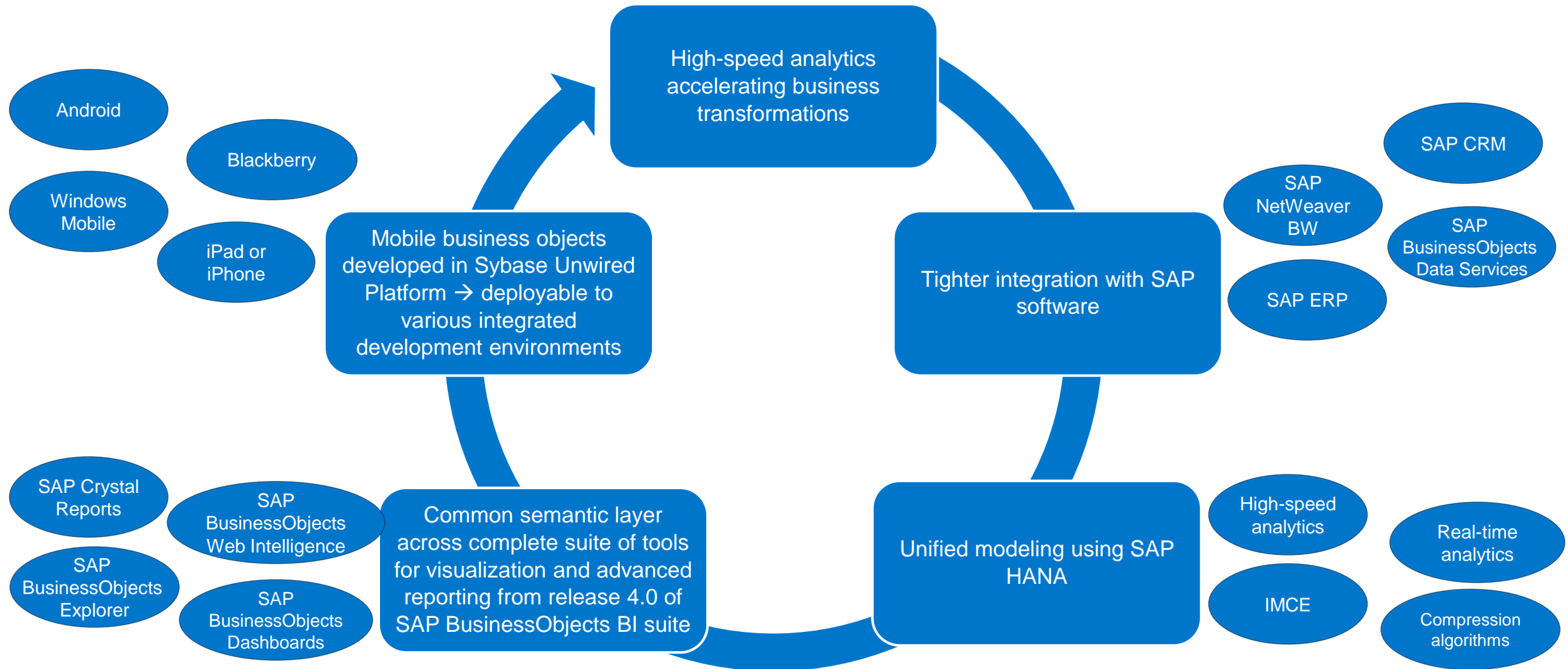
On-device content from SAP HANA orchestrated through Sybase Unwired Platform

SAP HANA and Sybase Unwired Platform: architecture deployed for demo at TCS SAP CoE Labs

SAP for Retail: content hosted on SAP HANA for specific retail use-case scenario is consumed on device by leveraging Sybase Unwired Platform.



SAP HANA + SAP BusinessObjects BI suite + Sybase Unwired Platform: tremendous trio combination



SAP HANA + release 4.0 of SAP BusinessObjects BI suite

✓ Article price overview analysis using SAP HANA + SAP Crystal Reports

Article Price Overview Analysis

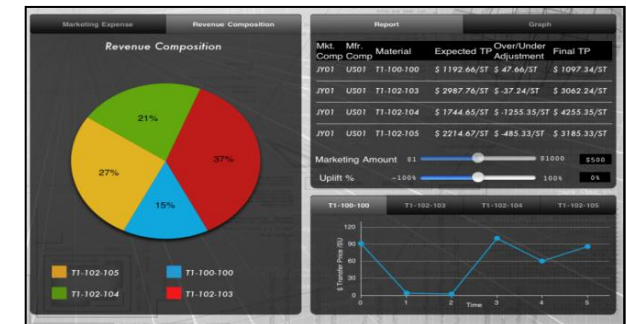
Article	Article Description	Assortment	Assortment Description	Sales Org	Distr Ch
BONUS1	Settlement article Bonus	000001000	Plant 1	1000	30
DUMMY	Dummy article for down payments	000001000	Plant 1	1000	30
PCS-01-ART111	Ref. article skirts, long	000001000	Plant 1	1000	30
PCS-01-ART11001	Ref. article skirts, long, white, S	000001000	Plant 1	1000	30
PCS-01-ART11002	Ref. article skirts, long, white, M	000001000	Plant 1	1000	30
PCS-01-ART11003	Ref. article skirts, long, white, L	000001000	Plant 1	1000	30
PCS-01-ART11004	Ref. article skirts, long, blue, M	000001000	Plant 1	1000	30
PCS-01-ART11005	Ref. article skirts, long, blue, L	000001000	Plant 1	1000	30
PCS-01-ART11006	Ref. article skirts, long, green, M	000001000	Plant 1	1000	30
PCS-01-ART11007	Ref. article skirts, long, green, L	000001000	Plant 1	1000	30
PCS-01-ART11008	Ref. article skirts, long, green, XL	000001000	Plant 1	1000	30
PCS-01-ART112	Ref. article skirts, short	000001000	Plant 1	1000	30
PCS-01-ART12001	Ref. article skirts, short, white, S	000001000	Plant 1	1000	30
PCS-01-ART12002	Ref. article skirts, short, white, M	000001000	Plant 1	1000	30
PCS-01-ART12003	Ref. article skirts, short, white, L	000001000	Plant 1	1000	30
PCS-01-ART12004	Ref. article skirts, short, blue, M	000001000	Plant 1	1000	30
PCS-01-ART12005	Ref. article skirts, short, blue, L	000001000	Plant 1	1000	30
PCS-01-ART12006	Ref. article skirts, short, green, M	000001000	Plant 1	1000	30
PCS-01-ART12007	Ref. article skirts, short, green, L	000001000	Plant 1	1000	30

✓ Reviewing assortment using SAP HANA + SAP BusinessObjects Web Intelligence

Vendor PCS-V111

Article	Article Description	Article Type	Retail Price	Currency	Per	Condition Unit
PCS-01-ART111	Ref. article skirts, long	MODE	413.32	USD	1	EA
PCS-01-ART112	Ref. article skirts, short	MODE	371.2	USD	1	EA
PCS-01-ART113	Ref. article skirts, 1/1 sleeve	MODE	156.48	USD	1	EA
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PCS-01-ART116	Ref. article skirts, 1/1 sleeve	MODE	284.88	USD	1	EA
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PCS-01-ART118	Ref. article skirts, short	MODE	371.2	USD	1	EA
PCS-01-LXP111	Ref. article skirts, 1/1 sleeve	MODE	92.28	USD	1	EA
PCS-01-MDP111	Ref. article skirts, short	MODE	311	USD	1	EA
PCS-01-RET111	Ref. article skirts, long	MODE	413.32	USD	1	EA
PCS-02-ART111	Ref. article classic dresses, long	MODE	214.88	USD	1	EA
PCS-02-ART114	Ref. article skirts, short	MODE	146.48	USD	1	EA
PCS-02-ART116	Ref. article classic dresses, long	MODE	622.6	USD	1	EA

✓ Gross margin analysis dashboard using SAP HANA + SAP BusinessObjects Dashboards

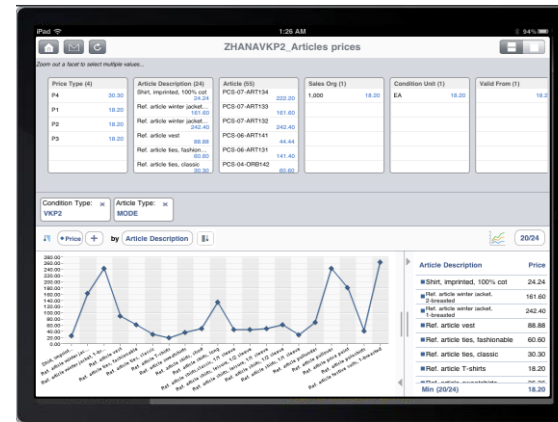


SAP HANA + SAP BusinessObjects Explorer on mobile devices

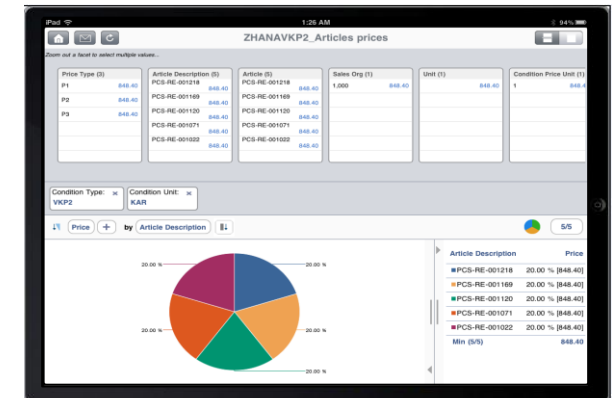
✓ Article price overview analysis using SAP HANA + SAP BusinessObjects Explorer on an iPad



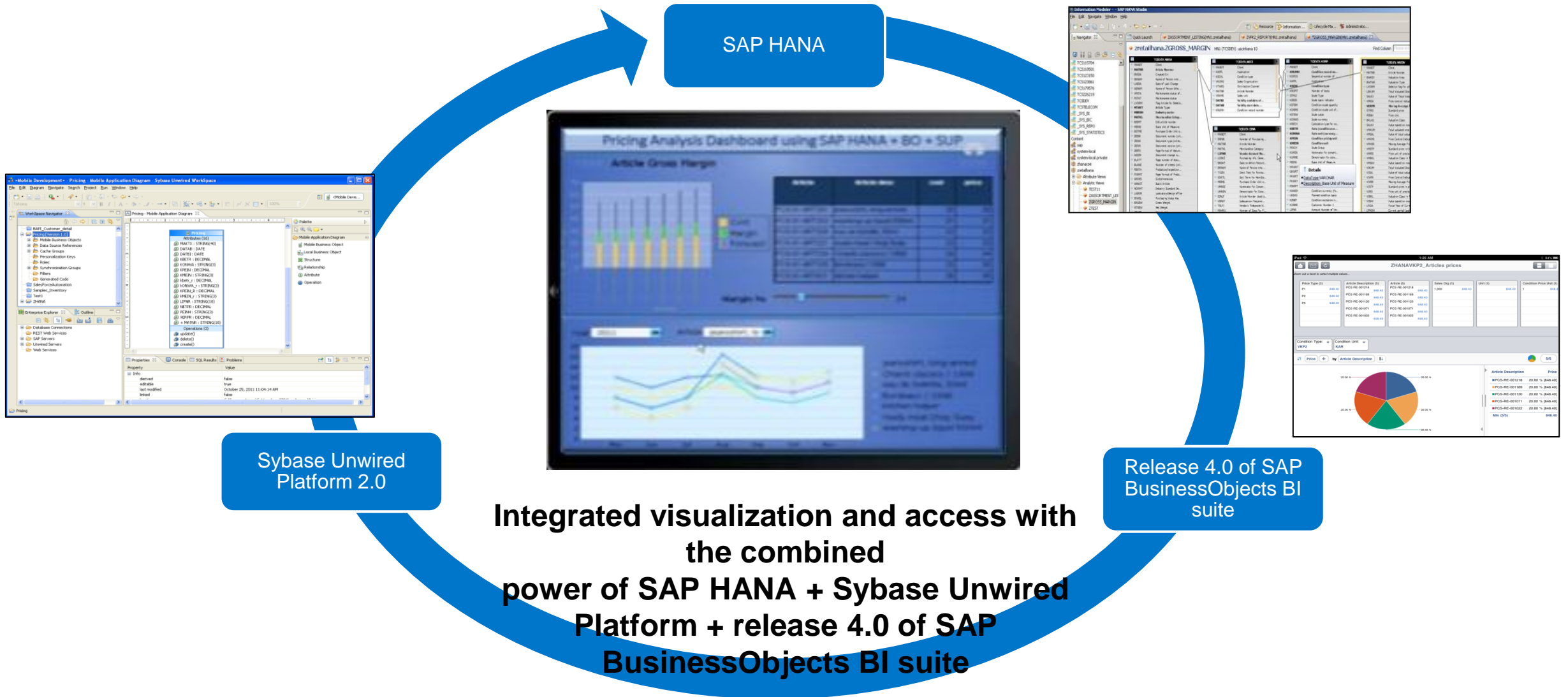
✓ Article pricing trend analysis using SAP HANA + SAP BusinessObjects Explorer on an iPad



✓ Price distribution across articles using SAP HANA + SAP BusinessObjects Explorer on an iPad



SAP HANA + Sybase Unwired Platform + SAP BusinessObjects BI suite



TCS mobility practice: snapshot

1,100+ consultants

150+ customer engagements

31 patents



Competencies

android	brew	Windows Mobile	symbian	
palm	RIM	J2ME	iPhone	

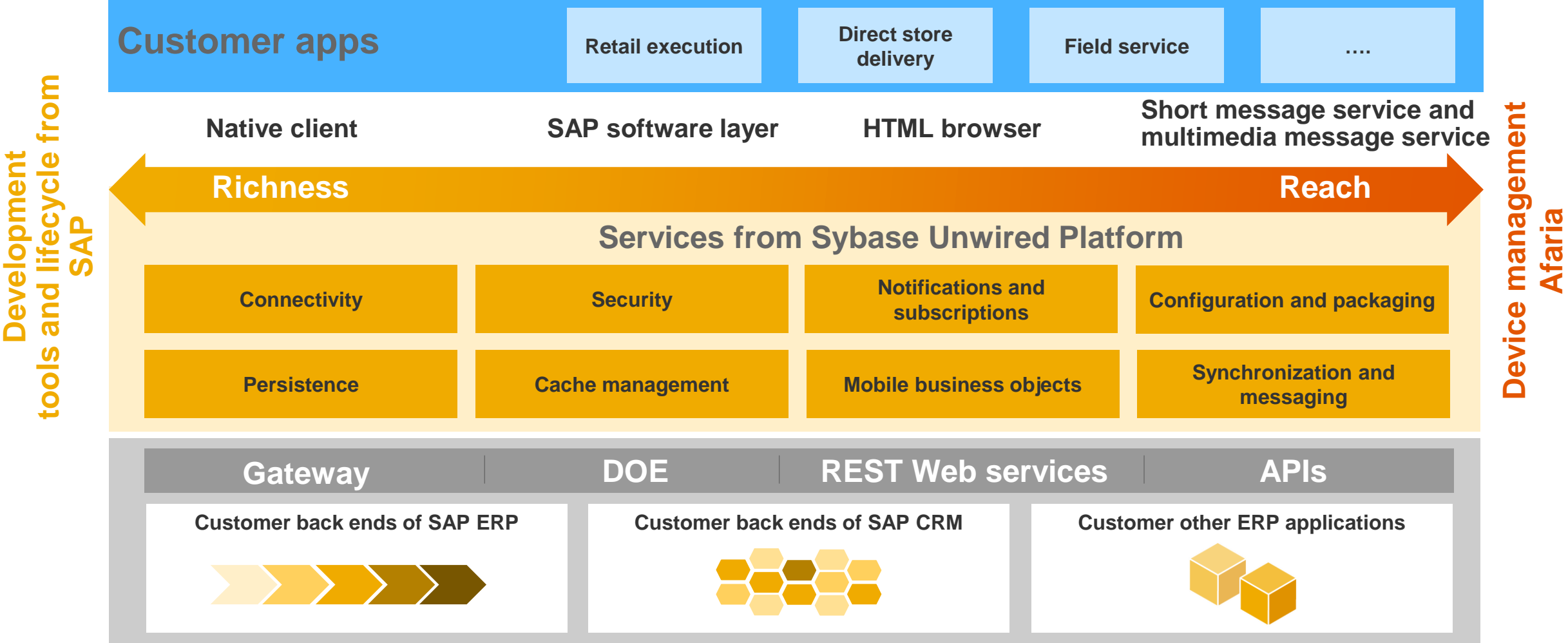
Partnerships

SAP	SYBASE	ORACLE
MOTOROLA	Apple	RIM

Industries

Banking / Financial Services	Insurance	Telecom, Media & Information Services	Retail & Consumer Goods	Government	High Technology	Life Sciences & Healthcare	Travel Transportation & Hospitality	Energy, Resources & Utilities	Manufacturing

TCS and SAP are delivering enterprise mobility at a leading consumer products company

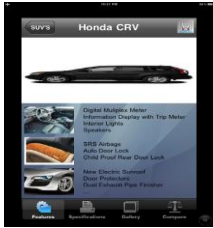
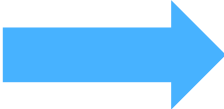


TCS mobility offerings

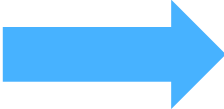


TCS enterprise mobility solutions: sample verticals

Manufacturing



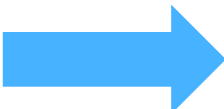
Professional services



Retail and consumer products



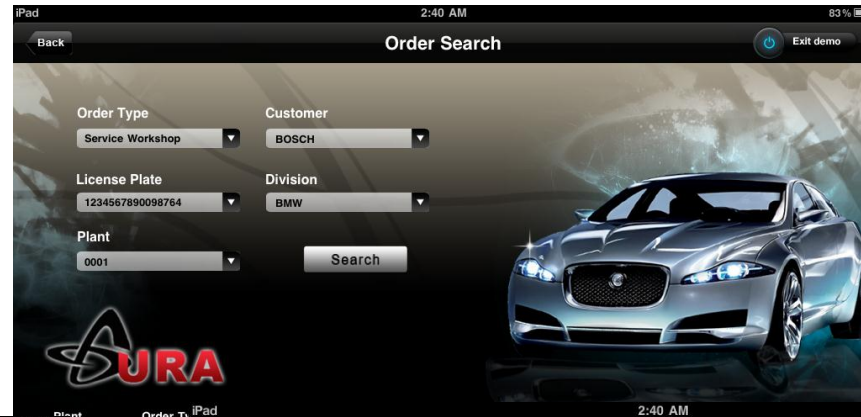
Insurance



Professional Services (Legal) Value Chain – Leveraging Mobility Applications integrated with TCS Legal Management Solution (LMS)



TCS AURA (Automotive Retail Accelerator)





Thank You!

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