



Driving the omnichannel road with (a) CAR powered by Industry Cloud

Stefan Binkowski

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May 10th, 2023



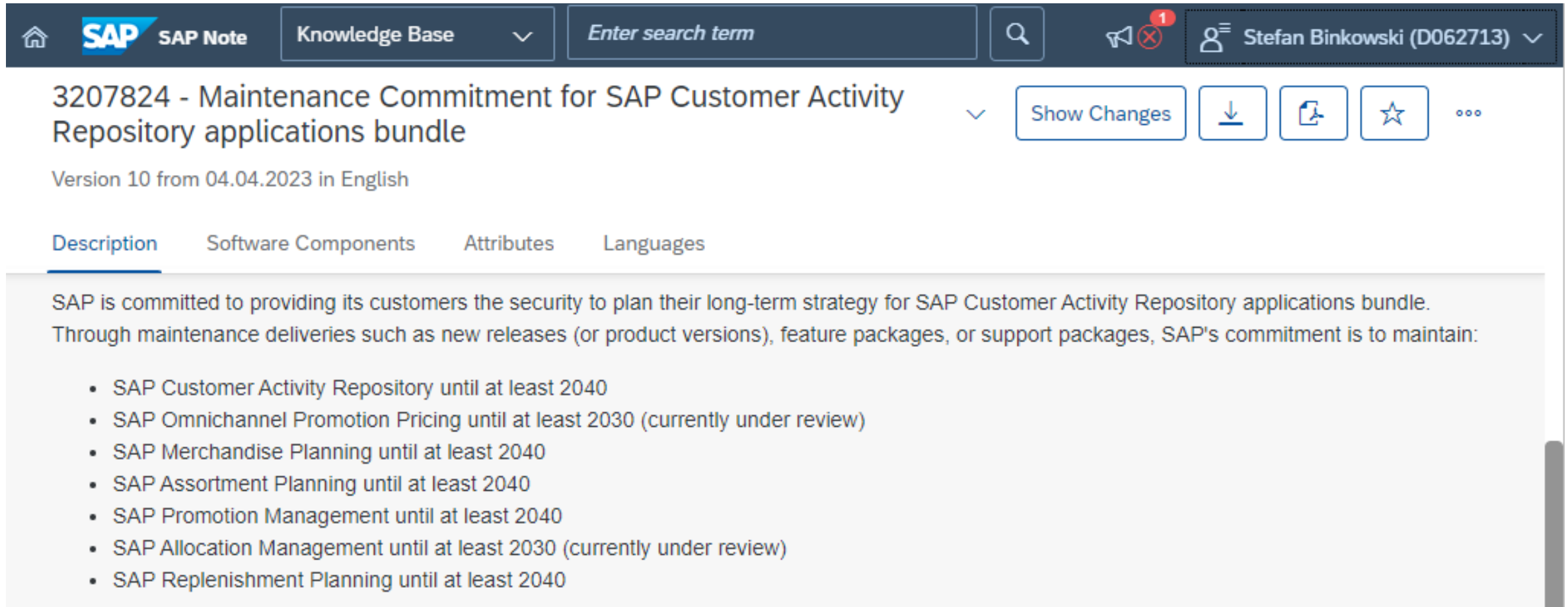
Chapter One: Dead End?





<https://www.istockphoto.com/de/foto/sackgasse-auto-schild-und-ende-der-stra%C3%9Fe-gm639225654-115087075>

Current status SAP Customer Activity Repository



The screenshot shows the SAP Knowledge Base interface. At the top, there is a navigation bar with the SAP logo, 'SAP Note', 'Knowledge Base', a search bar with the placeholder 'Enter search term', a search icon, a notification bell with a red '1', and a user profile for 'Stefan Binkowski (D062713)'. Below the navigation bar, the article title '3207824 - Maintenance Commitment for SAP Customer Activity Repository applications bundle' is displayed, along with a dropdown arrow, a 'Show Changes' button, and icons for download, print, and star. The article version is 'Version 10 from 04.04.2023 in English'. Below the title, there are tabs for 'Description', 'Software Components', 'Attributes', and 'Languages'. The 'Description' tab is active, showing the following text: 'SAP is committed to providing its customers the security to plan their long-term strategy for SAP Customer Activity Repository applications bundle. Through maintenance deliveries such as new releases (or product versions), feature packages, or support packages, SAP's commitment is to maintain:'. A bulleted list follows, detailing the commitment for various SAP modules until specific years.

3207824 - Maintenance Commitment for SAP Customer Activity Repository applications bundle

Version 10 from 04.04.2023 in English

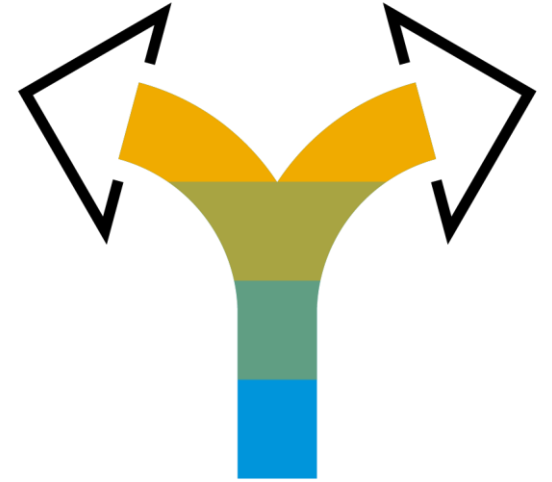
Description Software Components Attributes Languages

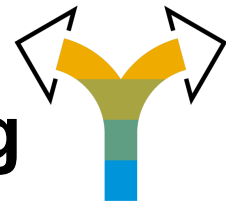
SAP is committed to providing its customers the security to plan their long-term strategy for SAP Customer Activity Repository applications bundle. Through maintenance deliveries such as new releases (or product versions), feature packages, or support packages, SAP's commitment is to maintain:

- SAP Customer Activity Repository until at least 2040
- SAP Omnichannel Promotion Pricing until at least 2030 (currently under review)
- SAP Merchandise Planning until at least 2040
- SAP Assortment Planning until at least 2040
- SAP Promotion Management until at least 2040
- SAP Allocation Management until at least 2030 (currently under review)
- SAP Replenishment Planning until at least 2040

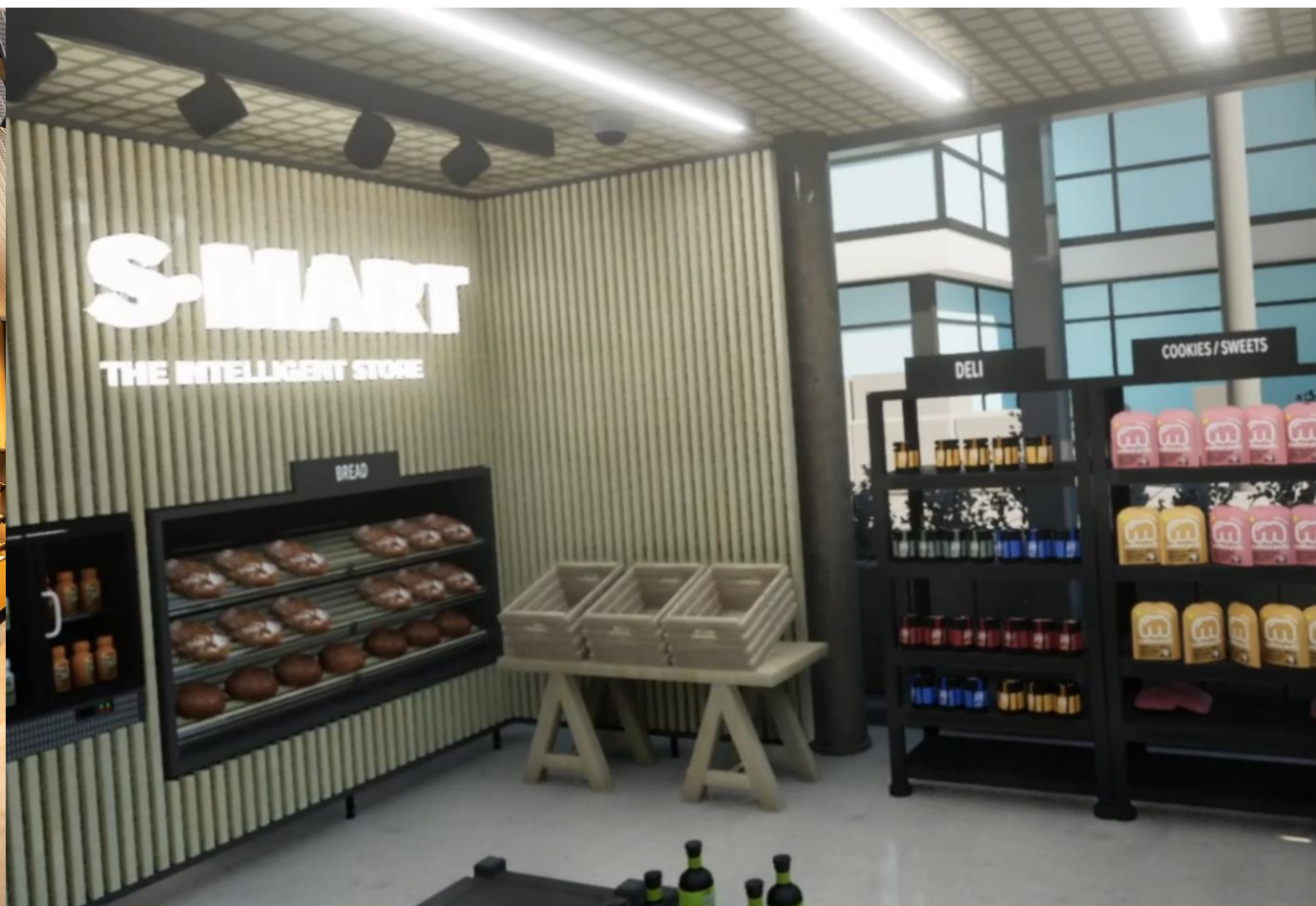
<https://launchpad.support.sap.com/#/notes/3207824>

Chapter Two: Omnichannel road





Omnichannel roads are growing



OMNICHANNEL




BUYING BEHAVIOR


PERSONALIZED EXPERIENCE


AVAILABILITY & PRICE


ORDER

CUSTOMER ENGAGEMENT

COMMERCE

DXP
Digital Experience Platform

Loyalty

Customer Data, Identity & Consent

CRM
Customer Relationship Management

SALES

SERVICE

SAP Industry Cloud

Omnichannel Promotion Pricing

Order Management foundation

Order Management for Sourcing and Availability

Order Fulfilment

Intelligent Returns Management



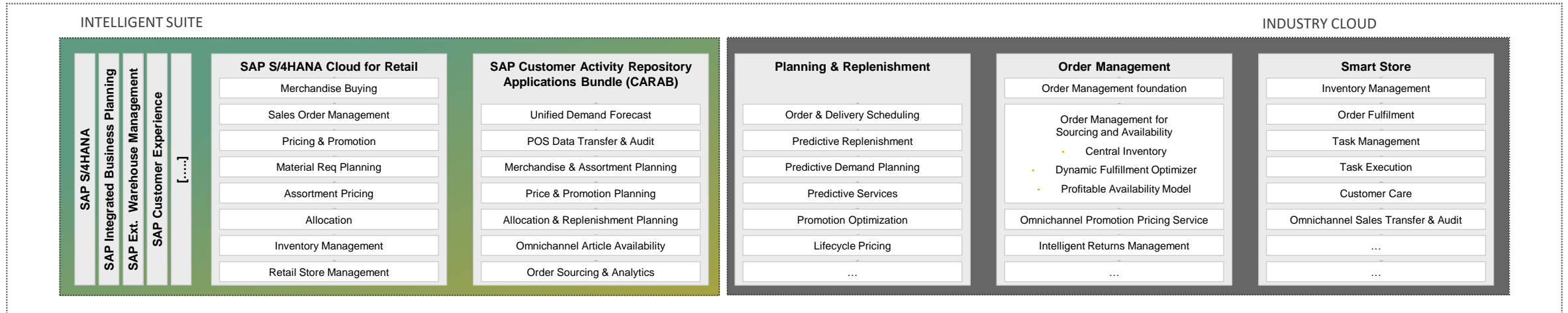
NAVI - Captana for SAP by Nagarro ES GmbH

SAP S/4HANA | SAP Customer Activity Repository | Digital Supply Chain

Business technology platform

Chapter Three: SAP Customer Activity Repository & Industry Cloud

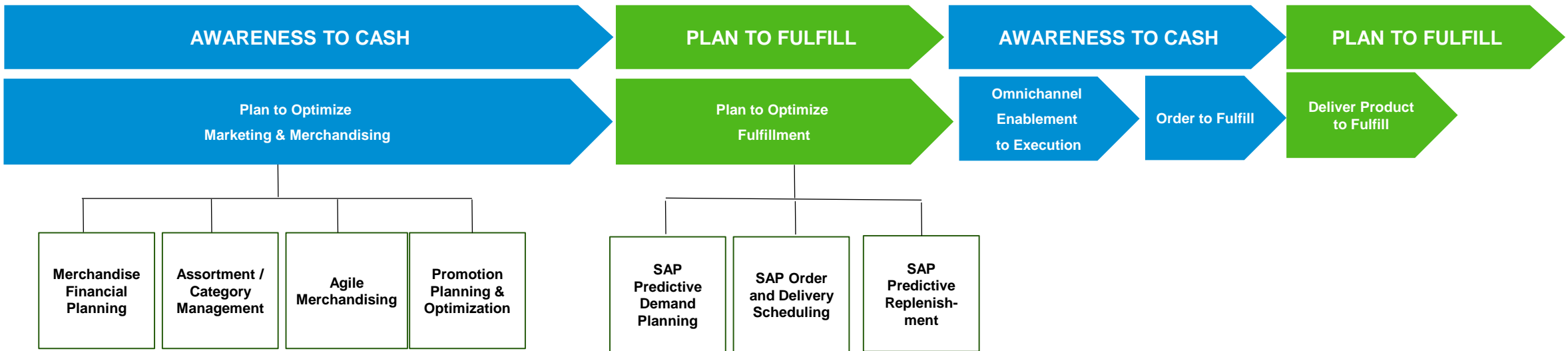
SAP Customer Activity Repository & Industry Cloud



Retail planning processes in a modular approach

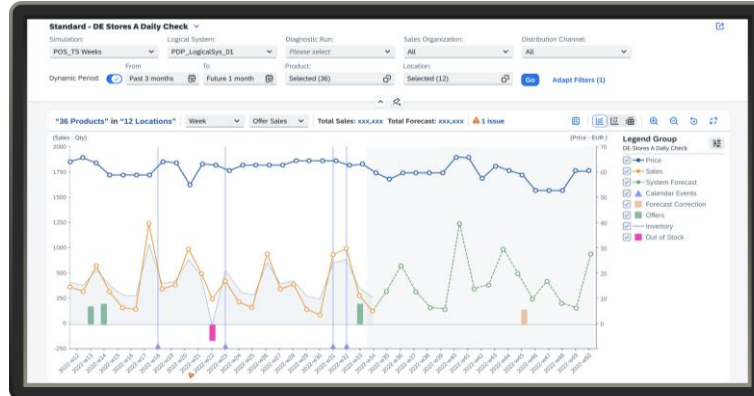
Planning & Replenishment
Order & Delivery Scheduling
Predictive Replenishment
Predictive Demand Planning
Predictive Services
Promotion Optimization
Lifecycle Pricing
...

 Predictive Planning & Inventory Orchestration



Demand Forecasting

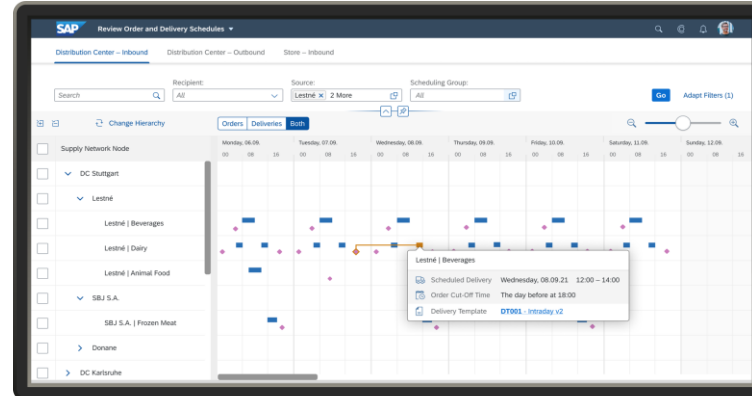
SAP Predictive Demand Planning



RTC planned for 2023

Order & Delivery Scheduling

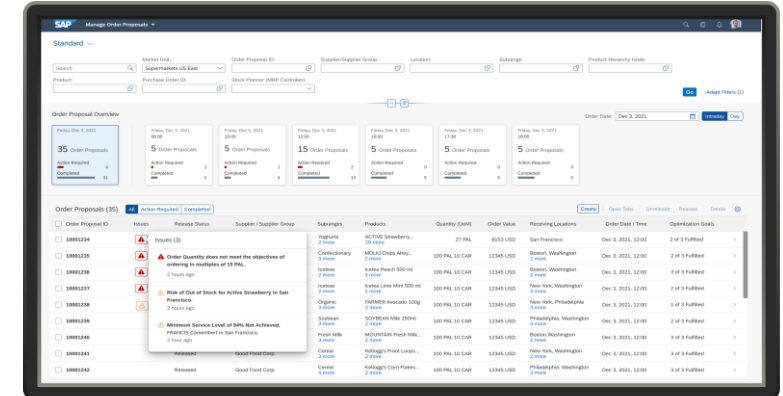
SAP Order and Delivery Scheduling



Released 2022

Replenishment

SAP Predictive Replenishment



Released 2022

Feeds **precise ML-based demand forecasts** (daily and intra-day) into business-critical planning applications

ML-based demand modeling and forecast, with **system-based consideration of relevant demand influencing factors** (e.g., prices, promotions, seasonality, day-of-week effects)

Users can **model additional demand influencing factors** or **adjust forecasts** in exceptional cases - also on an aggregated level

Central tool to create order and delivery patterns for all product flows

Offers **optimal day/time patterns** for procuring and delivering products by considering holiday and event calendars as well as temporary changes

Can be **integrated into consuming systems. All systems can build upon this plan**

Optimize and automate replenishment

Produce the (cost-) **optimal order quantity** and manage critical demand and inventory situations

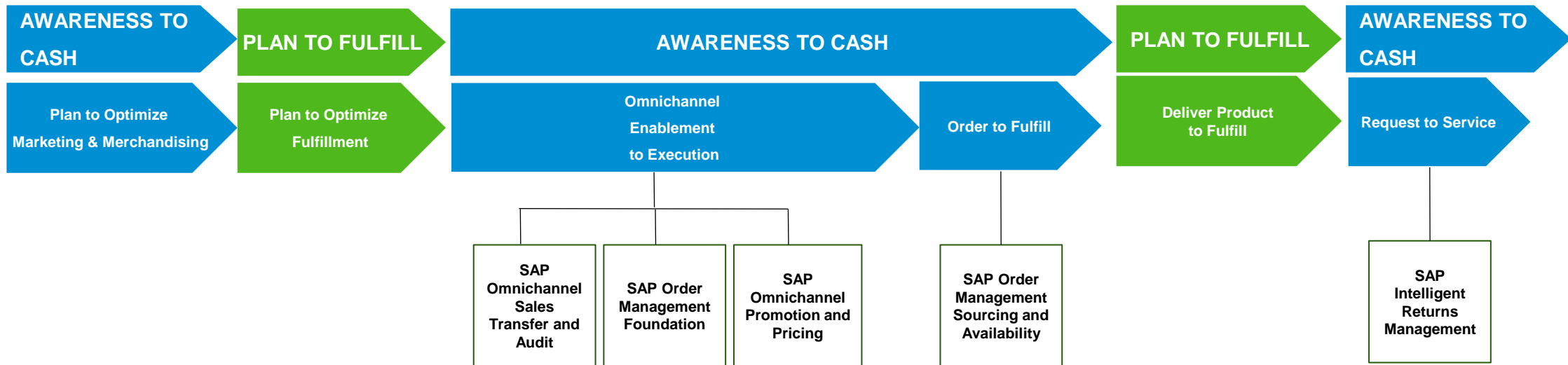
Reduce cost and logistical bottlenecks while **increase service levels**

Consider **vendor restrictions** and internal **logistical constraints**

Reduce manual repetitive tasks and provides an outstanding user experience for situation-driven interventions

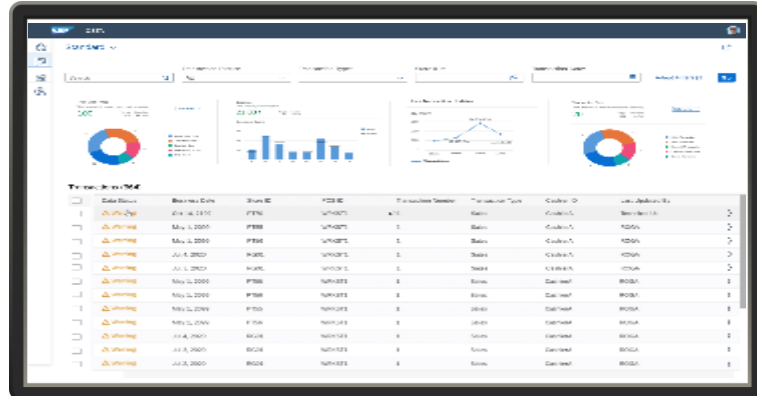
Order Management processes in a modular approach

Order Management
Order Management foundation
Order Management for Sourcing and Availability <ul style="list-style-type: none"> Central Inventory Dynamic Fulfillment Optimizer Profitable Availability Model
Omnichannel Promotion Pricing Service
Intelligent Returns Management
...



POS data management

SAP Omnichannel Sales Transfer & Audit



Released 2021

Automated checks can be configured and executed by your personal rule set

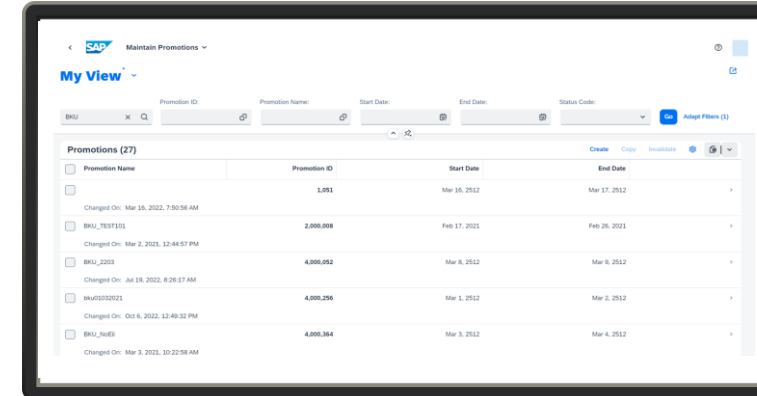
Rule based error routing ensures that each error get forwarded and processed by the responsible person

The **error push-notification** lets you know whenever there is an error which needs to be processed manually

The **error push-notification** lets you know whenever there is an error which needs to be processed manually.

Omnichannel price calculation

SAP Omnichannel Promotion Pricing



Released 2021

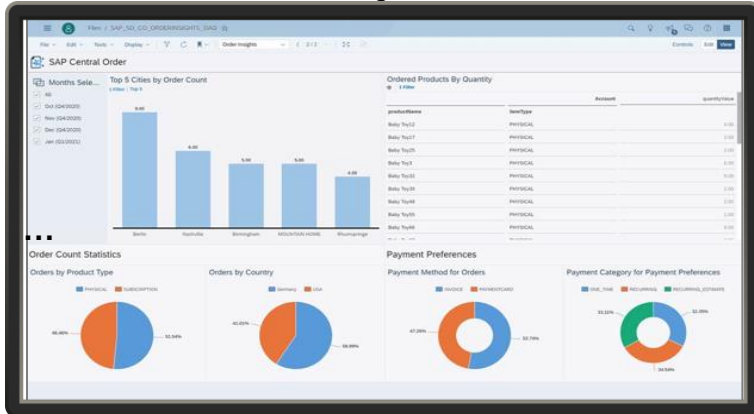
Upload service for regular sales prices and promotional rules

Calculation of **effective sales prices** across different sales channel applications - web, POS, sales order

App to **maintain promotions and promotional rules** directly in the cloud repository

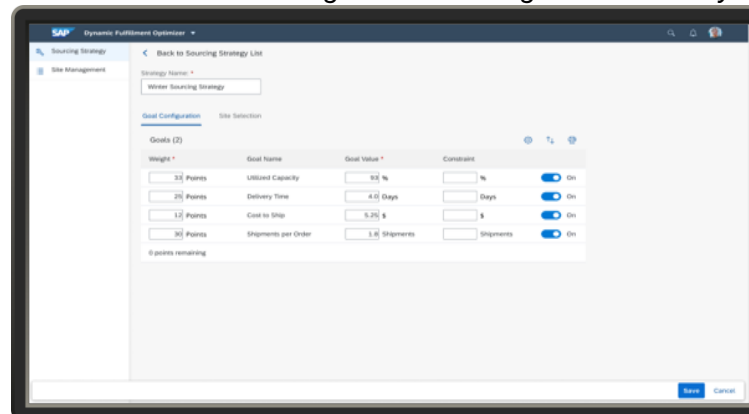
Order management

SAP Order Management Foundation



Released 2022

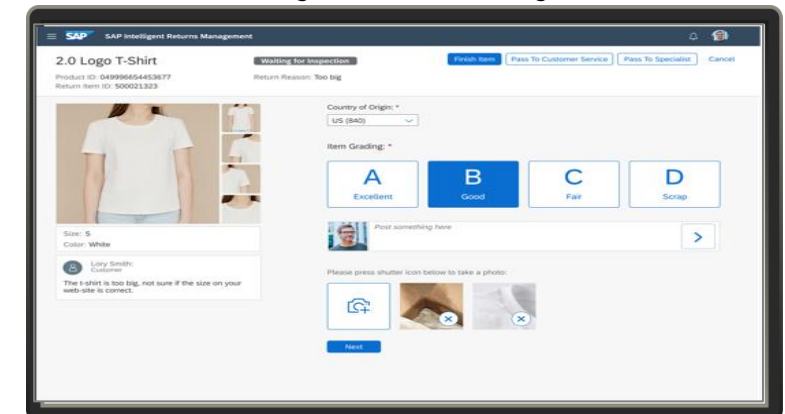
SAP Order Management Sourcing and Availability



Released 2022

Returns

SAP Intelligent Returns Management



Released 2021

Support anywhere commerce with a central order hub

Orchestration of flexible fulfillment methods and backends with real-time update on order activities

Agility layer for orders by decoupling order from backend and streaming events

Configure your individual process flows, define how to handle exception cases

Monitor KPIs, get alerts in case of errors, Self-Healing Systems help to resolve issues

Central inventory service to provide real-time inventory for sale across the supply network

Manages real-time reservations and supports sourcing optimization

Dynamic fulfillment optimizer identifies the optimal fulfillment node(s) for all orders using sourcing strategies based on KPI's (not rules)

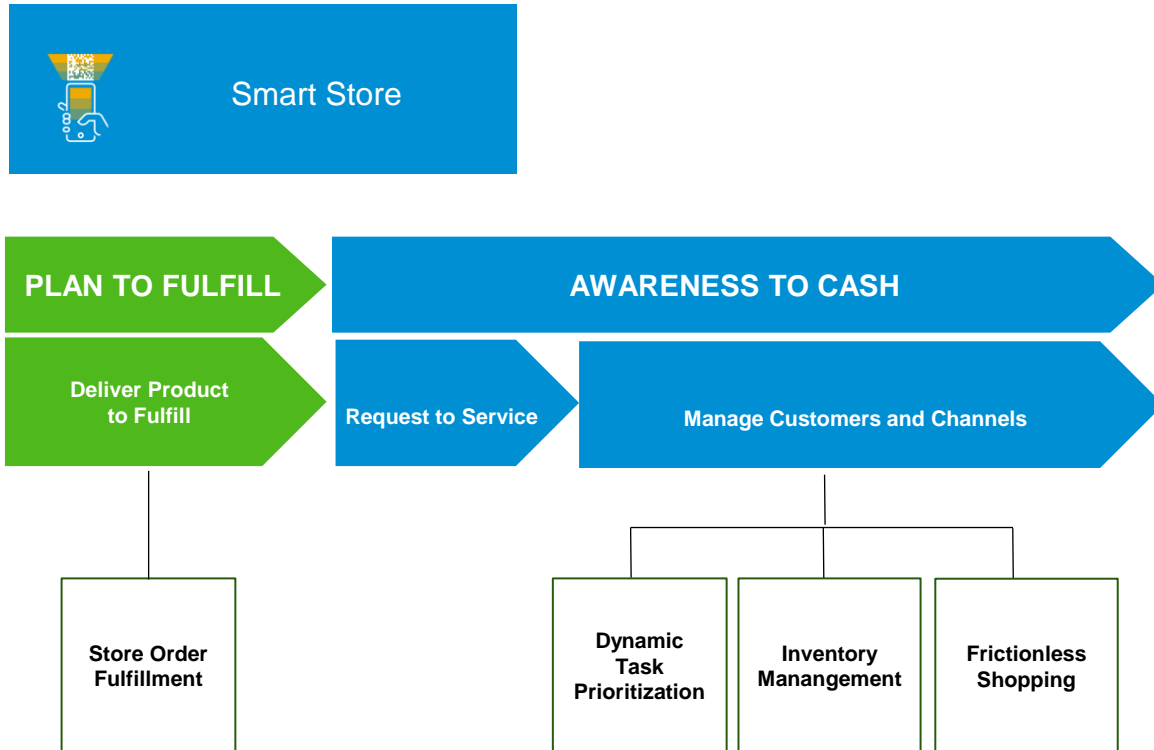
Recommends **return options** to customers, optimizing for customer experience and retailer costs

Recommends **disposition** decisions to warehouse associates to limit value leakage and improve consistency

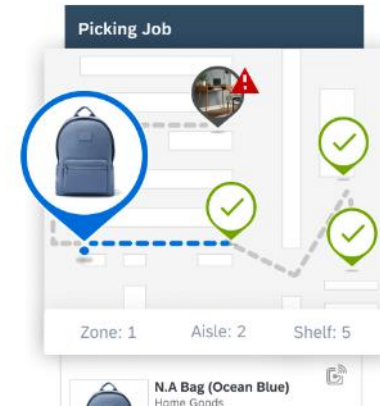
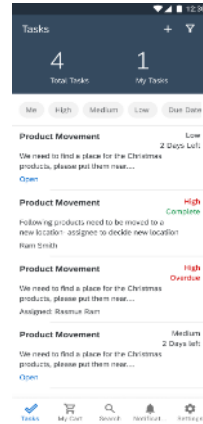
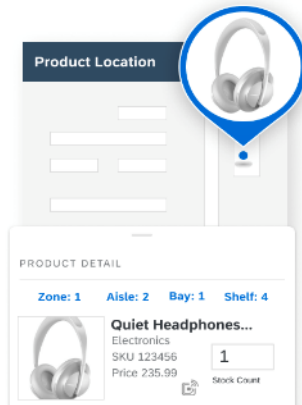
Introduces newfound **visibility** into your end-to-end returns processes to help leaders make data driven decisions

Retail Store processes as a modular approach

Smart Store
Inventory Management
Order Fulfilment
Task Management
Task Execution
Customer Care
Omnichannel Sales Transfer & Audit
...
...



Retail store management



Inventory management provides accurate real-time representation of the on-hand stock count and its location in the store

View products locations and accurate stock on-hand

Accurate tracking of product movements within the same store and storage locations

Collaboration with Trigo – IoT connectivity (digital twin)

Dynamic Task Prioritization one place to see all tasks that need to be done in a store, increasing task execution and overview of employees

Get all tasks, from the headquarter or created in the store in one list

Intelligent ranking of tasks pending their overall importance based on KPI's

Store order fulfillment using optimized sequencing based on product location for order picking, DC to store shipments, etc.

Streamline store operations through intelligent sequencing of store tasks

Reduce TCO by leveraging this content to drive inventory insights for existing retail applications

Collaboration with gk (grocery) and MERCAUX (luxury, fashion)

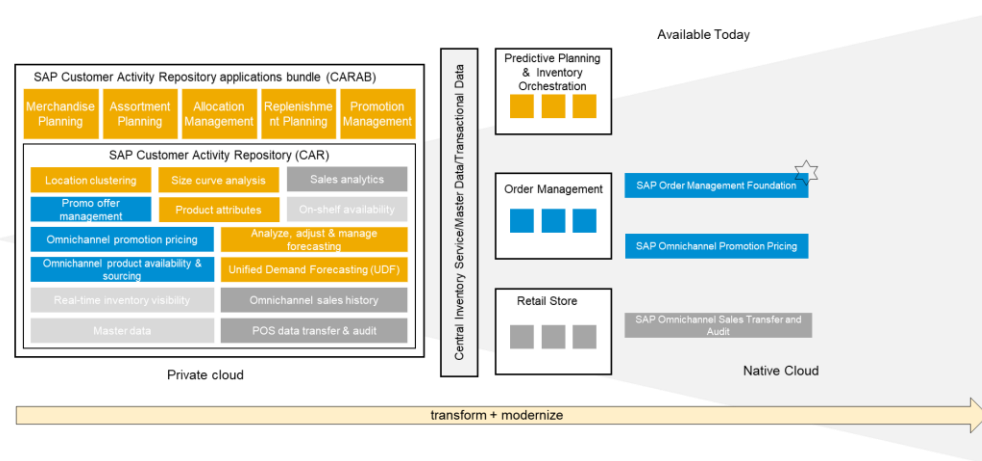
Frictionless shopping for consumers end-to-end including registration/consent, shopping, marketing, pricing, payment, complaints

End-2-End customer data and consent management including complaints management

Order management for **Grab&Go**, **Scan&Go** and **Smart Carts** with one Framework

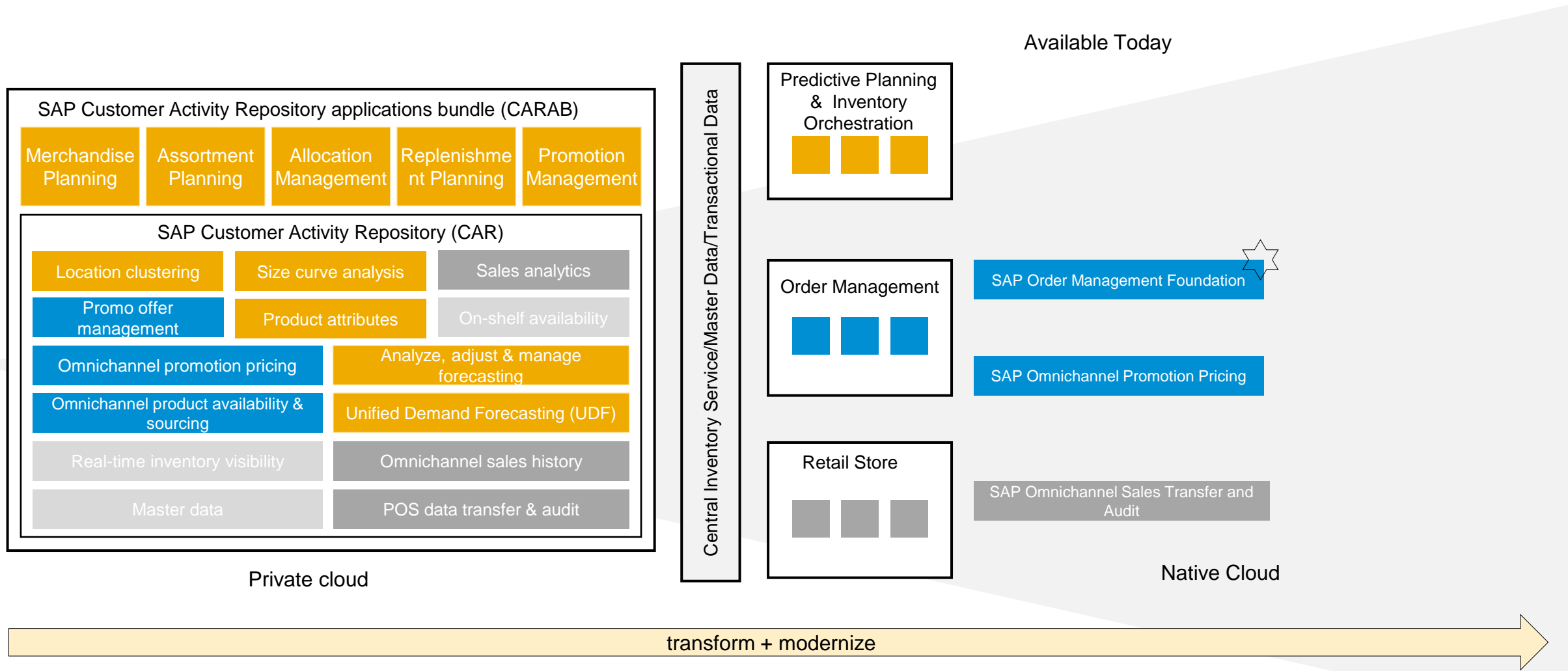
Partner scanner & tracker technology to deliver shopping list and customer behaviour connected to service framework

Chapter four: Stepwise transition and hybrid landscapes

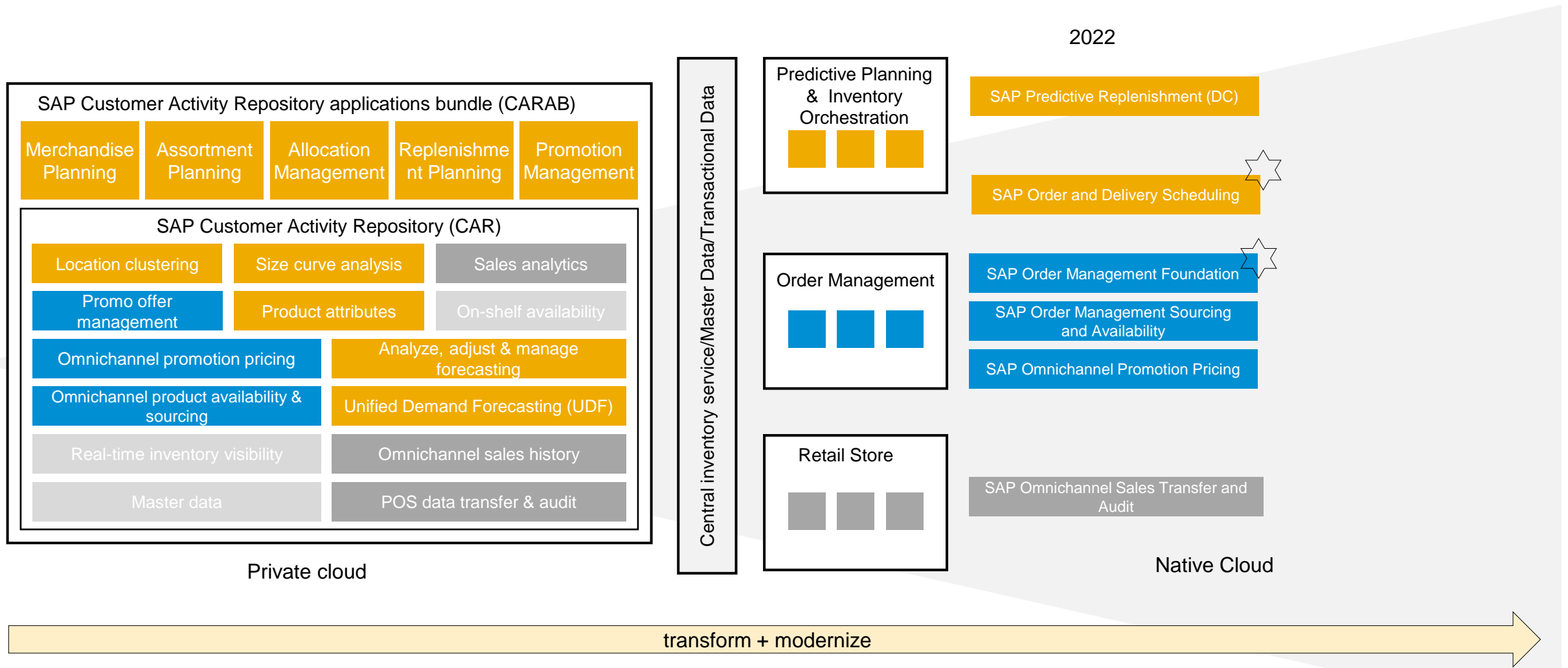




SAP Customer Activity Repository applications bundle – a stepwise transformation

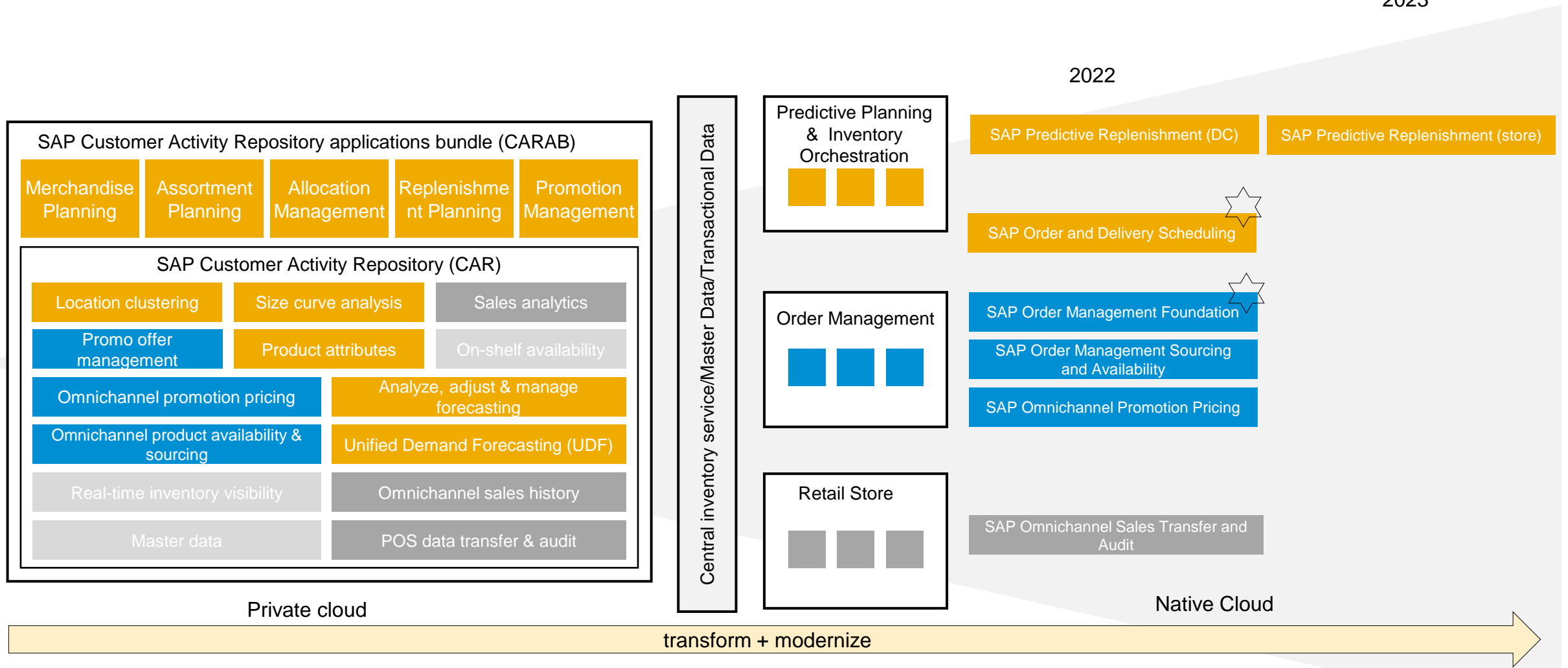


SAP Customer Activity Repository applications bundle – a stepwise transformation



SAP Customer Activity Repository applications bundle – a stepwise transformation

2023



**Final Chapter:
You should not miss!**

Transformation trifft uns alle!



Deutschsprachige SAP Anwendergruppe (DSAG)



DSAG

Kontakt Presse

LEISTUNGEN ▾ MITGLIEDSCHAFT ▾ EVENTS ▾ VERBAND ▾ DSAG-ACADEMY ▾

Deutschsprachige SAP Anwendergruppe e.V. (DSAG)

Sie möchten Teil der DSAG-Community werden? Die Probemitgliedschaft bietet SAP-Anwenderunternehmen die Möglichkeit, die Vorteile einer DSAG-Mitgliedschaft für acht Monate kostenfrei zu testen.

[MITGLIED WERDEN](#) [ZUM DSAGNET](#)

Titel

AK Handel - Treffen: Schwerpunktthema
Kundenmanagement und Vertrieb

Beginn

21.06.2023 10:00

Ende

21.06.2023 16:30

Adresse

Fangdieckstraße 45, Hamburg Hamburg 22547, Deutschland



Titel

AK Handel - Treffen: Schwerpunktthema Supply Chain

Beginn

29.11.2023 10:00

Ende

29.11.2023 16:30

Zusatzangaben zum Standort

Raiffeisen-IT GmbH, Wolfsschlucht 15, 34117 Kassel
4. OG / Raum 402

<https://dsag.de/>

Strategy Update – SAP Customer Activity Repository and Industry Cloud

120 minute(s) | Webinar | Individual Lesson | Free



23 Jun 2023 Webinar: Strategy Update – SAP Customer Activity Repository and Industry Cloud

As outlined by Achim Schneider on recent events, SAP Customer Activity Repository is still the backbone and digital core for retail. In addition, the market is demanding software services for specific use cases. The SAP answer for this are the industry cloud solutions and SAP Business Technology Platform.

Now there are a couple of questions:

- How does the strategy for SAP Customer Activity Repository look like?
- How does the strategy for retail specific solutions in industry cloud look like?
- Which industry cloud solutions are already available and what is their functional scope?
- What kind of transition scenarios from SAP Customer Activity Repository to industry cloud are seen by SAP?
- Which role plays the SAP Business Technology platform?

This webseminar is going to cover these topics. In addition, you will have the chance to raise your questions.

Learning Objectives: SAP Customer Activity Repository road map

In case of any issues, please raise a [ticket](#).

Speaker :

- Frank Vullers
- Stefan Binkowski
- Peter Horsch

Time: 10:00 AM CEST to 12:00 PM CEST

RETAIL INNOVATION DAYS SPECIAL: SMART STORES 24/7 - AUTONOM IN DIE ZUKUNFT?

11./12. Juli 2023

Bildungscampus Heilbronn (Aula)
Navigationsadresse: Weipertstraße 51, 74076 Heilbronn

24 / 7



RETAIL INNOVATION DAYS SPECIAL

SMART STORES 24/7 - AUTONOM IN DIE ZUKUNFT?

Vorträge von: Zappka, Wanzl, GK Group, Autonomo, Walkout Technologies, Kübler GO, Edeka Südwest, Syreta, Stüwer, Reckon.ai, Ferrero, MCS, Friedas24, Knapp Smart Solutions, Tante-M, Latebird, Kesseböhmer, BakerSoft, Selecta und der DHBW Heilbronn geben.

<https://handel-dhbw.de/rid-smartstores/>

Multichannel day - Die ganze Welt des Onlinehandels

MULTICHANNELDAY: Die ganze Welt des Onlinehandels

Jetzt Ticket buchen!

- ✓ Über 125 Top-Aussteller
- ✓ Ganztägige Top-Verpflegung
- ✓ Lehrreiche Vorträge & Workshops
- ✓ Kostenlose Parkplätze am Stadion
- ✓ Nutzbringendes Networking
- ✓ Inspiration & Mindset
- ✓ Außergewöhnliche Location
- ✓ Klimatisiert

31.08.23 – save the date!

RheinEnergie Stadion Köln

International Retail Forum by Retail Solutions



<https://www.retailsolutions.co.uk/news/international-retail-forum-2023>

Geschichten von Kunden und relevante Veranstaltungen



The image shows a LinkedIn profile for Stefan Binkowski. The background is a roller coaster track against a blue sky with the sun. A circular profile picture of Stefan Binkowski is on the left. The profile text includes his name, title, and various roles. There are also social media icons for LinkedIn and SAP, and a red hand-drawn arrow pointing to a notification bell icon.

Stefan Binkowski (he/him)

SAP VP Retail & Wholesale Advisory 🇩🇪 | Speaker 🗣️ | Moderator 🎤

Themen: #retail, #ecommerce, #smartstore, #omnichannel und #socialnetworking

Ratingen, Nordrhein-Westfalen, Deutschland · [Kontaktinfo](#)

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Thank you...



...for your time!



Stefan Binkowski

Vice President Retail & Wholesale Advisory, Middle & Eastern Europe (MEE), SAP

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E-Mail: Stefan.Binkowski@sap.com

