



SAP Customer Checkout Integrated POS Solution of the Future

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Public

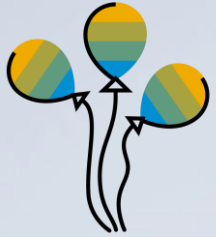
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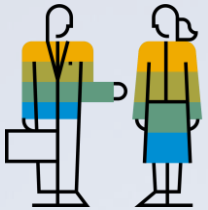
Congratulations for 50 Years!



**Big THANK YOU for ~10 years
successful collaboration!**



Trust and reliability



**Successful customer projects
since 2016 (TSG, SAP Arena, FCB,
Red Bull, Sansibar, Q6Q7,
Frankonia, Freenet, Mega,...)**



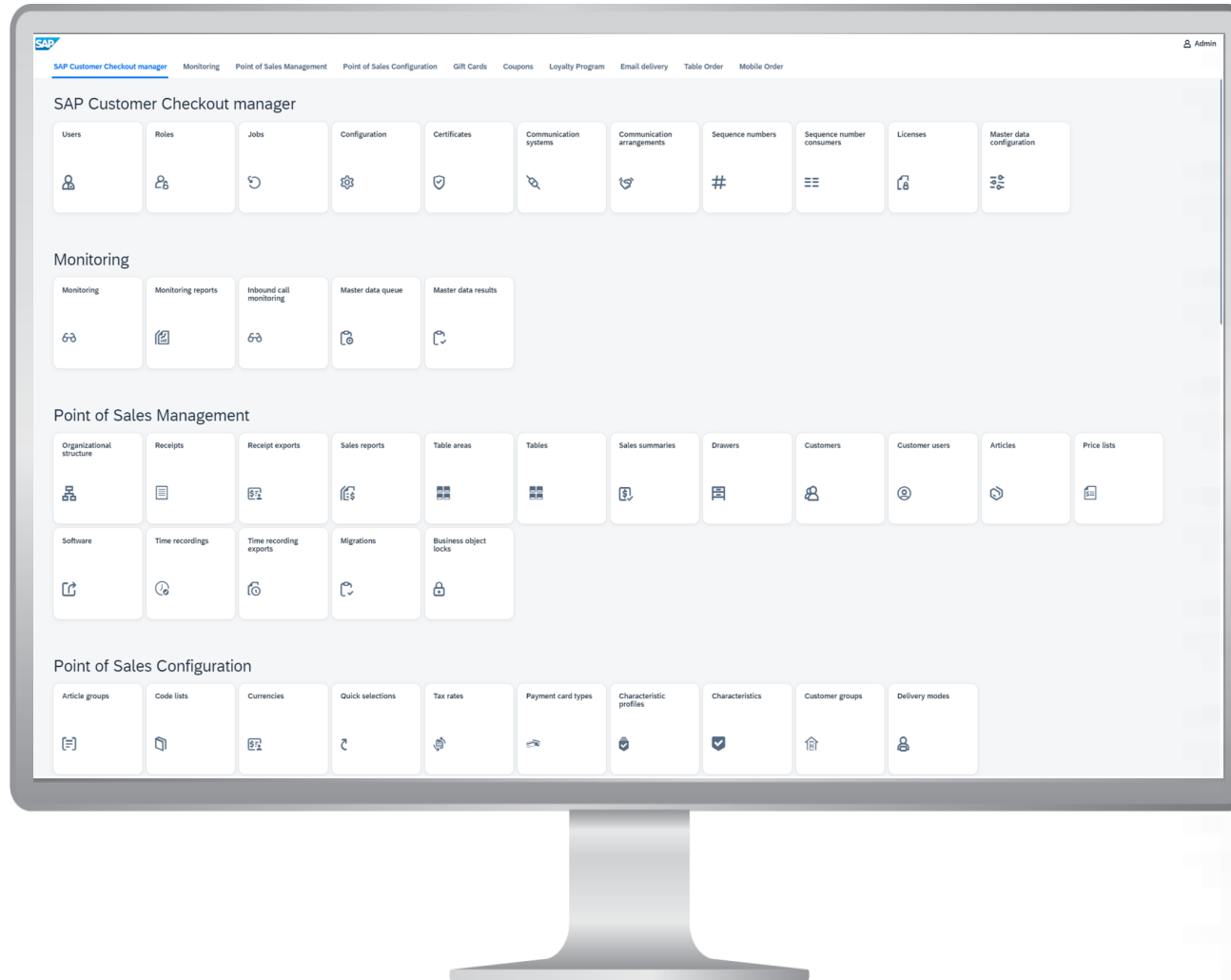
SAP Customer Checkout: What's Inside?



SAP Customer Checkout solution consists of two software components

- › **SAP Customer Checkout** – PoS solution that is running at the cash counter
- › **SAP Customer Checkout manager** – Management solution for central functions

SAP Customer Checkout Manager



More than 50 apps to manage...

-  **Organizational Structure**
-  **Monitoring**
-  **Users & Roles**
-  **Time Recordings**
-  **Integration**
-  **Day-End Closings**
-  **Receipts**
-  **Data Privacy**
-  **Reporting**
-  **Mobile Order**
-  **Loyalty Management**
-  **Jobs**
-  **Gift Card Management**
-  **Software**
-  **Coupon Management**
-  **And many more...**

Different User Interfaces

Quick Service

Kiosks, Food trucks, takeaway, Fast Food chains, and many more...



Retail

Merchandising, Grocery Stores, Fashion Stores, and many more...

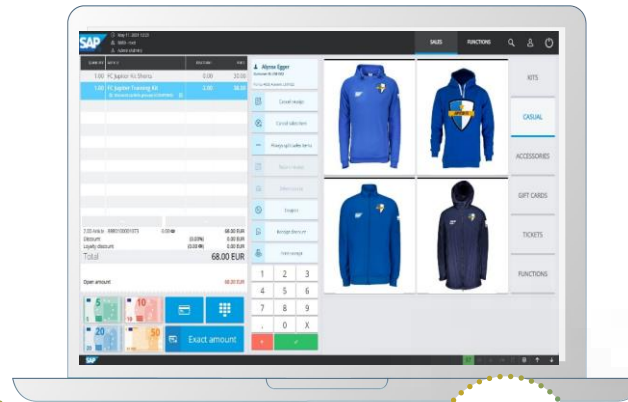
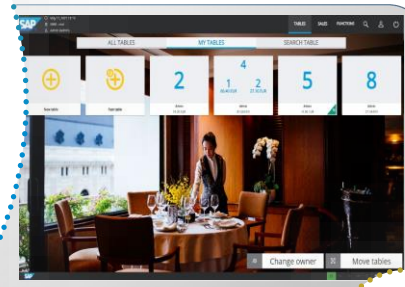


Table Service

Restaurants, Bars, Cafés, Bistros, and many more...



Mobile Order

Order and pick-up or delivery

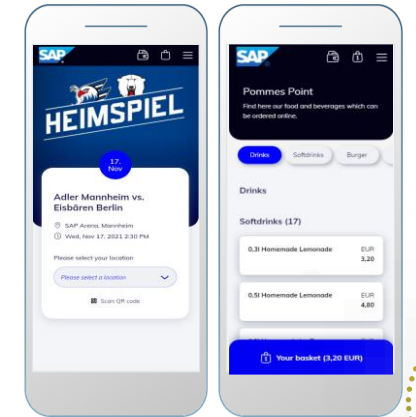
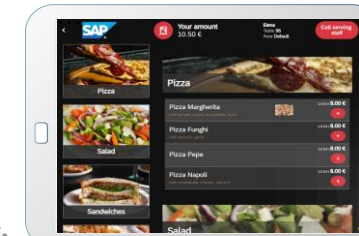


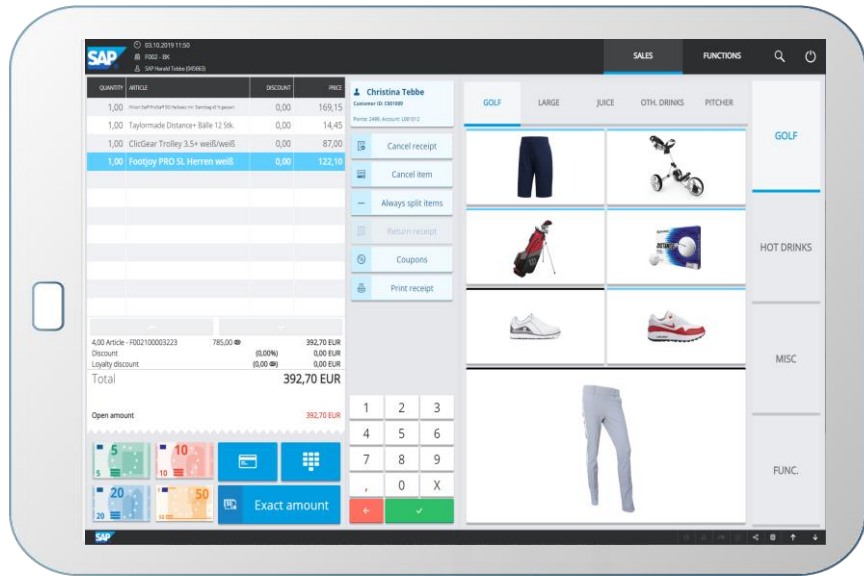
Table Order

Restaurants, Bars, Cafés, Bistros, where customers order by themselves



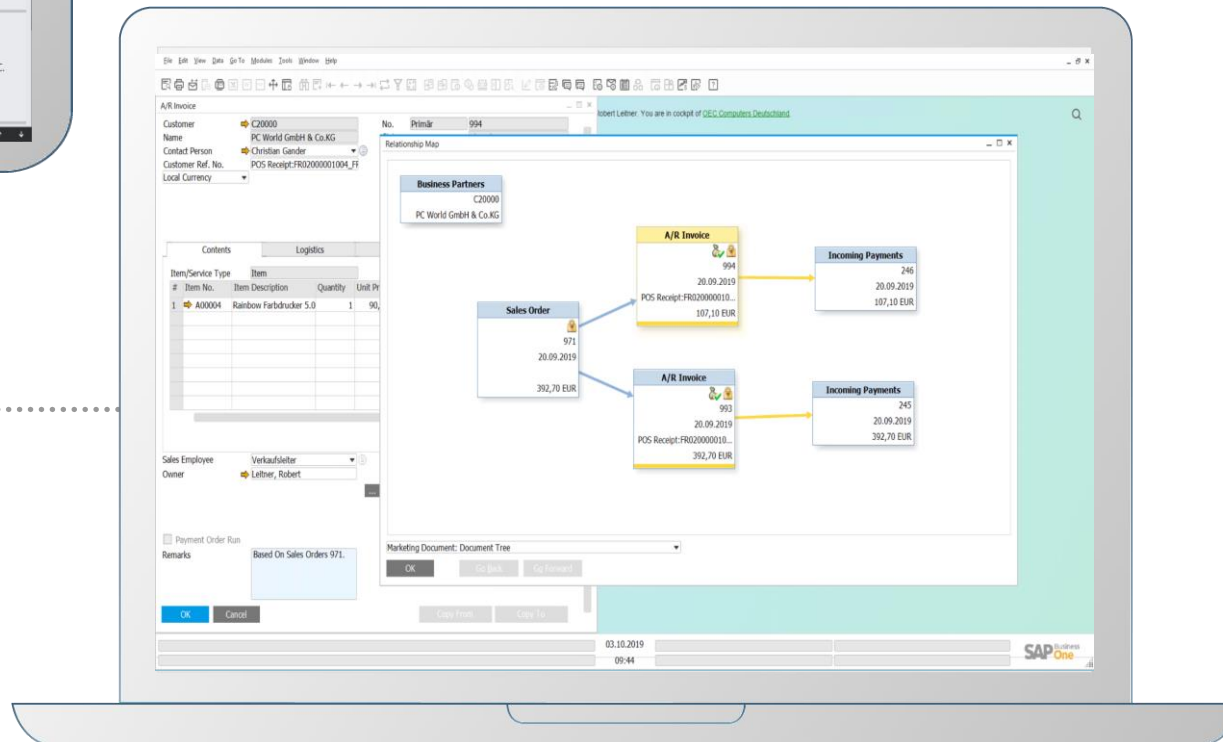
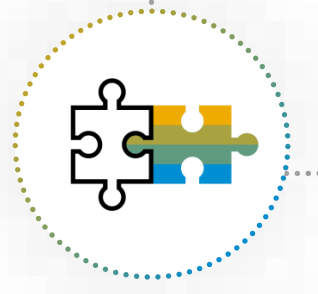
Self Checkout Order Monitor

Integration into SAP ERP Systems

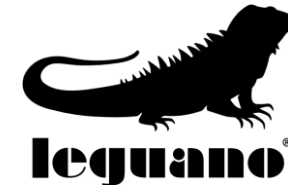


Real-time Integration

- › SAP S/4HANA Retail or SAP ECC Retail
- › SAP Business ByDesign
- › SAP Business One
- › SAP Integration Suite / 3rd Party Systems



Customers of SAP Customer Checkout - Retail



750+
Customers



54+
Countries



15
Languages



15,000+
POS Devices

Customers of SAP Customer Checkout – Catering, Sports and Entertainment



Käfer

Oktoberfest 2022
3,000 guests daily
Wiesenschänke



FC Bayern Munich
250 POS terminals
Merchandise & Catering



750+
Customers



54+
Countries



15
Languages



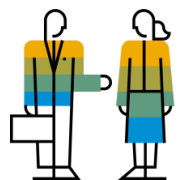
15,000+
POS Devices

Ecosystem

Implementation Partner



Technology Partner



130+
Active Partners



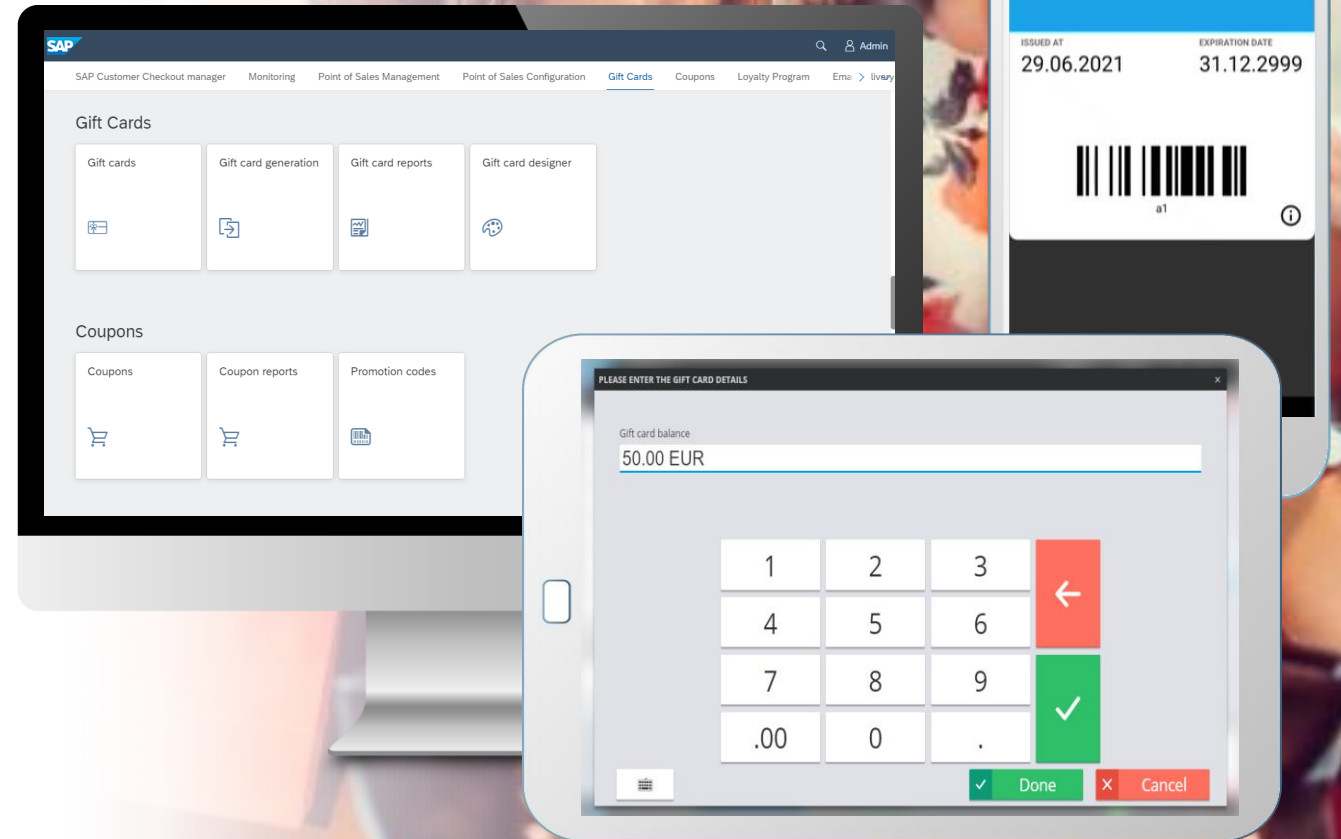
54+
Countries



Highlights

Gift Cards

- › Include gift cards into your business to **attract new customers and keep existing ones engaged**
- › **Out-of-the-box gift card management** for front- and backend
- › **Create and manage all gift cards** for customers
- › **Track all gift card transactions**
- › **Generate several gift cards** with one click
- › **Pay and redeem gift cards** at point-of-sale
- › **Pre-printed gift card** scenario
- › **APIs for 3rd party systems** (Webshop, Ticketshop, Mobile Apps)



Coupons

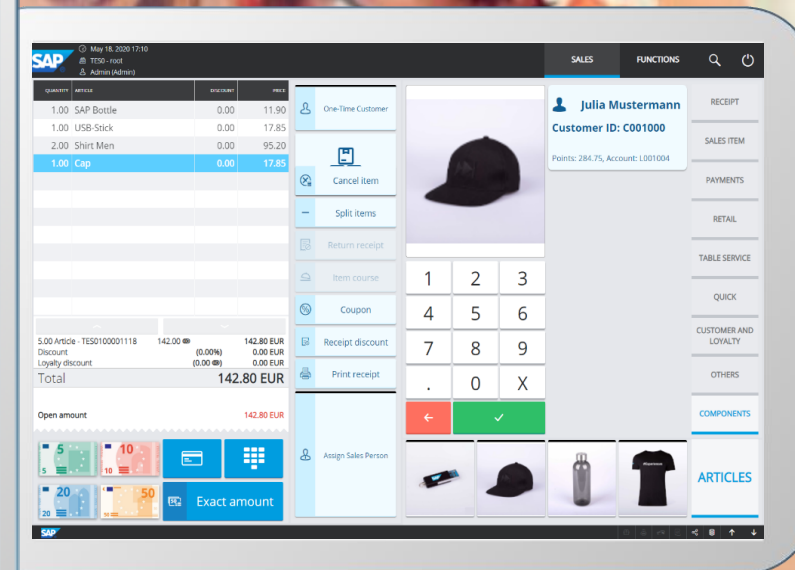
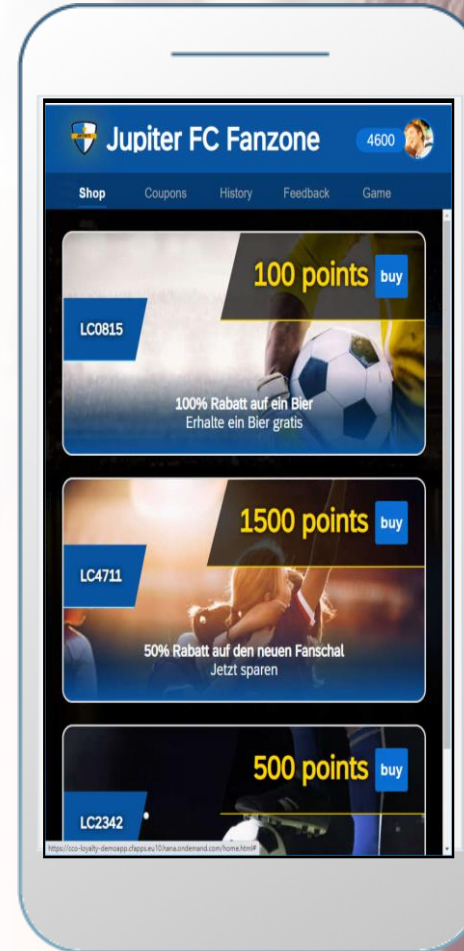
- › **Include coupons into your sales processes** at POS to attract customers, or reward employees while saving money on purchases
- › **Out-of-the-box coupon management**
- › **Create coupons** for customers, employees and loyalty programs
- › Create **general and personalized coupons**
- › Define your own **discount conditions and discount rules**
- › **Generate coupon reports** to track all coupon interactions
- › **Loyalty and influencer coupons**

The image illustrates the SAP coupon management system across different devices. The laptop screen shows the SAP Customer Checkout manager interface, featuring a navigation bar with options like Monitoring, Point of Sales Management, and Coupons. The main content area is divided into 'Coupons' and 'Loyalty Program' sections, each with several functional tiles. The smartphone displays a user-facing view titled 'YOUR COUPONS' with two active coupons: one for a t-shirt (CODE20) and one for a discount (CODE15). The tablet shows a 'SELECT COUPON' dialog box with a table listing coupon details.

Coupon id	Title	Discount purpose code	Coupon application moc
COUPON3	Discount (article groups)	1000 - General	One per receipt
COUPON1	Discount (certain articles)	1000 - General	One per receipt
COUPON2	Employee Discount	1000 - General	One per receipt

Loyalty Programs

- › Include **loyalty programs into your business**
- › Offers the **technical basis to integrate your own loyalty programs**
- › **Easy configuration set-up for loyalty management**
- › **Out-of-the-box loyalty management** for front- and backend
- › Define your **own point calculation**
- › **Create loyalty users at point-of-sale**
- › **Customers can collect and redeem loyalty points at point-of-sale**
- › **APIs for 3rd party systems** (Webshop, Ticketshop, Mobile Apps)



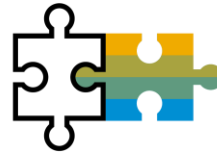
USPs



**Extensible
Platform**



Easy to deploy



**Out of the box
Integration**



**Global Partner
network**



Scalability



**Global Support
team**



**Localization,
customers in 50+
countries, 15
languages**



Reliability of SAP



**Gift Card, Loyalty
and Coupon
Management**



Hardware agnostic



Outlook and Roadmap

Feature Pack 16: Retail UI

The screenshot displays the SAP Retail UI interface. At the top, the SAP logo and user information (08.05.2023 22:05, CCRT - HAM, SAP Harald Tebbe) are visible. The main area shows a table of sales items:

#	ARTICLE ID	ARTICLE	QUANTITY	UNIT	STKZ	UNIT PRICE	DISCOUNT	PRICE
1	L000002	Faster	2,00	EA	A2	190,00	0,00	380,00
2	L000001	Toursport Evo Textiljacke	1,00	EA	A2	150,00	0,00	150,00
3	L000003	Integralhelm	1,00	EA	A2	80,00	0,00	80,00
4	L000004	Zündkerze	1,00	EA	A2	2,00	0,00	2,00

Below the table, a summary section shows:

- Discount: 0,00 EUR (0,00 %)
- Loyalty points: 0,00
- Tax: 97,71 EUR
- Total: 5 items, 612,00 EUR
- Open amount: 612,00 EUR

The bottom section contains navigation buttons categorized by function:

- HOME:** Print receipt, Cancel receipt
- SALES ITEM:** Receipt discount, Cancel item
- CUSTOMER:** Park receipt, Return receipt, Resume receipt, Reverse receipt
- RECEIPT:** Create manual set, Split items
- OMNI-CHANNEL:** Change pricelist Reduziert, Item discount 0,00 % / 0,00 EUR, Special sales item

Additional features include a numeric keypad, currency selection (5, 10, 20, 50 EUR), and a 'Quick selection' button.

Feature

- Optimized UI for Retail customers
- Increased size of the Receipt Component
- Receipt component configurable
- Color of button and text configurable
- Button text size configurable

Feature Pack 16: Receipt Reversal and Copy

The screenshot displays the SAP mobile application interface. At the top, the SAP logo is visible on the left, and the date and time '08.05.2023 22:38' are shown. The user is logged in as 'CCRT - HAM' with the ID 'SAP Harald Tebbe (045663)'. The main navigation bar includes 'SALES' and 'FUNCTIONS' tabs. Below the navigation bar, a table lists receipt items:

#	ARTICLE ID	ARTICLE	QUANTITY	UNIT	STKZ	UNIT PRICE	DISCOUNT	PRICE
1	221	Nolan N90 Louis 75 Special Edition	2,00	EA	A2	99,00	0,00	198,00
2	142001	Sommer Jacke, BLACK, S	2,00	EA	A2	19,48	0,00	38,96
3	143	HARTMANN BREMSSCHEIBENSCHLOSS	1,00	EA	A2	126,66	0,00	126,66
4	142005	Sommer Jacke, WHITE, S	1,00	EA	A2	74,99	0,00	74,99

On the right side of the table, the receipt details are shown: 'Receipt ID: CCRT100001132' and 'Price list: Reduziert'. A 'Select customer' button is visible with the text 'Click to search for a customer, or scan a customer ID'. Below the table, there is a 'Discount' field showing '0,00 EUR' and '0,00 %'. A 'HOME' button is located in the bottom left corner. A 'Print receipt' button is highlighted in green, and a 'Cancel receipt' button is in a greyed-out state. A confirmation dialog box is overlaid on the screen, asking: 'Do you want to reverse the current receipt: CCRT100001132'. The dialog has two buttons: 'Yes' (green) and 'No' (red).

Feature

- One click receipt reversal
- Copy reversed receipt into new receipt

Feature Pack 16: Quickselection – usability improvements

The screenshot displays the SAP POS configuration interface for 'Quick selections'. On the left, a table lists configurations for 'Casual' mode. On the right, a receipt preview is shown with a 'Hide grid' button overlaid on the top-left corner.

Name	Row	Column	Type	Value
Sommer Jacke	0	0	Article	142005
Nolan N90 Loui...	0	1	Article	221
HARTMANN BR...	1	0	Article	143
Sommer Jacke,...	1	1	Article	142001

The receipt preview shows a total of 63,35 EUR and includes a grid of buttons for various actions like 'Print receipt', 'Cancel receipt', and 'Exact amount'. A 'Hide grid' button is overlaid on the top-left of the receipt area.

Feature

- Dynamic preview loading
- Hide and unhide grid
- Optimized button creation out of the preview
- New receipt component


Feature Pack 16: Digital Download Page (Receipt and Gift Card)



SAP				
Receipt				
D	CCRT100001132			
Date	May 8, 2023 10:21:47 PM			

			EUR	
221	2 EA x 99.00		198.00	A2
	Nolan N90 Louis 75 Special Edition			
142001	2 EA x 19.48		38.96	A2
	Sommer Jacke, BLACK, S			
143	1 EA x 126.66		126.66	A2
	HARTMANN BREMSSCHEIBENSCHLOSS			
142005	1 EA x 74.99		74.99	A2
	Sommer Jacke, WHITE, S			
Subtotal			438.61	
Total			438.61	
Net amount			368.58	
Tax amounts			70.03	
Cash			438.61	

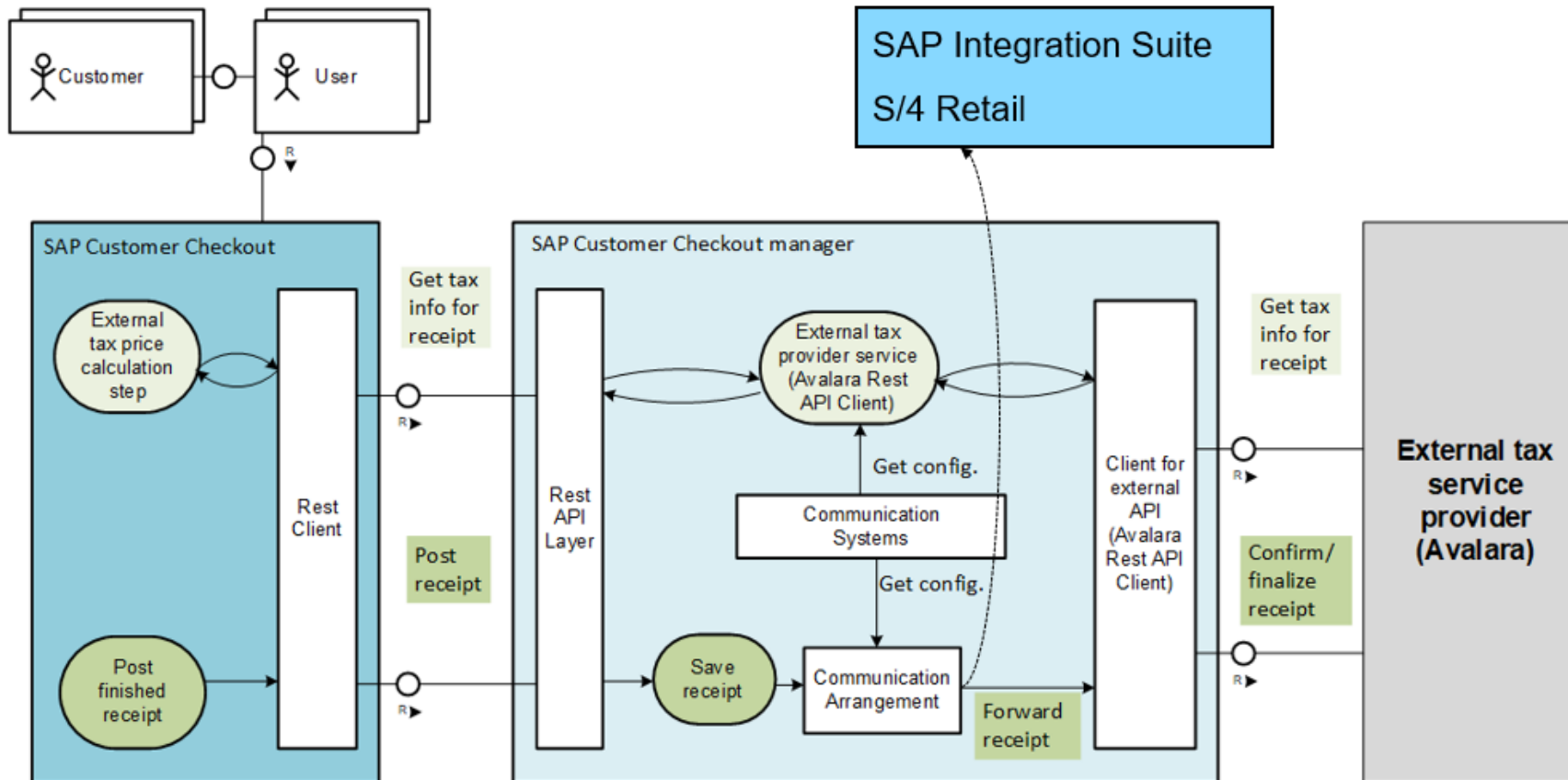
Tax details				
D	Rate	Net	Tax	Gross
A2	19.00%	368.58	70.03	438.61

				
CCRT100001132				

Feature

- New Ui Design for Digital Download Page
- Support of Google reCAPTCHA
- Central Maintenance of legal notice, imprint and cookie text

Feature Pack 16: US localization



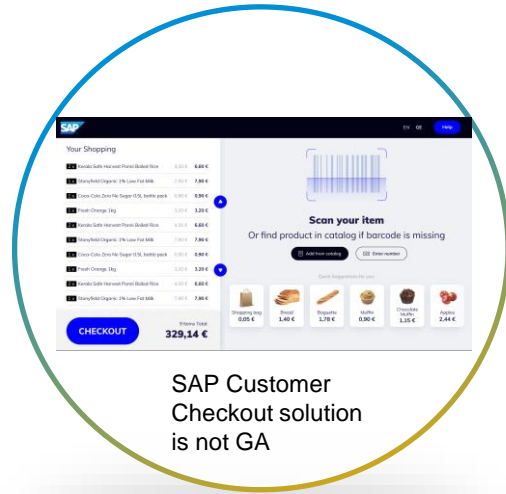
Feature

- FP15: Plug and Play Integration with Avalara for US Tax calculation and reporting
- Open for further external tax calculators
- FP16: Local Tax calculation with manual maintenance of tax rates
- FP17: Integration with S4 Retail

PoS Evolution in Retail / CCO perspective

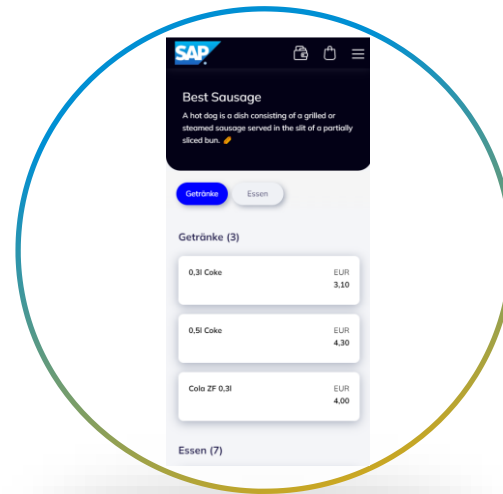


Classical PoS



SAP Customer Checkout solution is not GA

Self Checkout



Scan & Go



Frictionless Checkout

- SW Based
- Integration PoS/ERP
- Click & Collect

- Customer as Cashier

- Process discontinuities
- Customer as cashier with his own device

- Scanning revolution
- Digital transformation

SAP Customer Checkout – *What comes next*

Short-Term



2.0 Feature Pack 16 (Q2/2023)

- UX: Optimized Retail UI
- Receipt Reversal
- Local US Tax Calculation, Digital Receipt Download Page, Article Export



2.0 Feature Pack 17 (Q3/2023)

- Deletion / Archiving of old data
- Performance optimization
- UX: Quickselection optimization for receipt component

Long-Term



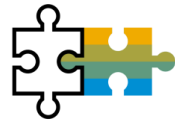
Strengthen the Core

- Functional extensions
- Robustness and Performance
- Adapt legal requirements



Security and Cloud

- Security compliance
- Cloud offering for SAP Customer Checkout manager



Integration

- Integrated Enterprise
- Deepen Integration with other SAP products



UX (User Experience)

- Optimize Retail UI
- Continuously improve Usability
- Cash Desk Closing UI
- Self-Checkout UI



(Intelligent) Self-Checkout

- Market shift from traditional PoS to self-checkout scenarios
- Frictionless checkout



Mobile Order/ Scan & Go

- Digitalization of the sales and checkout process



Discount Schemas

- Bonus Buy
- OPPS Integration



Central Management/ Configuration

- Central management of all configurations
- Reduced TCO for customers

Thank you.

Contact information:

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