



SAP Consumer Sales Intelligence

on SAP Business Technology Platform

PUBLIC



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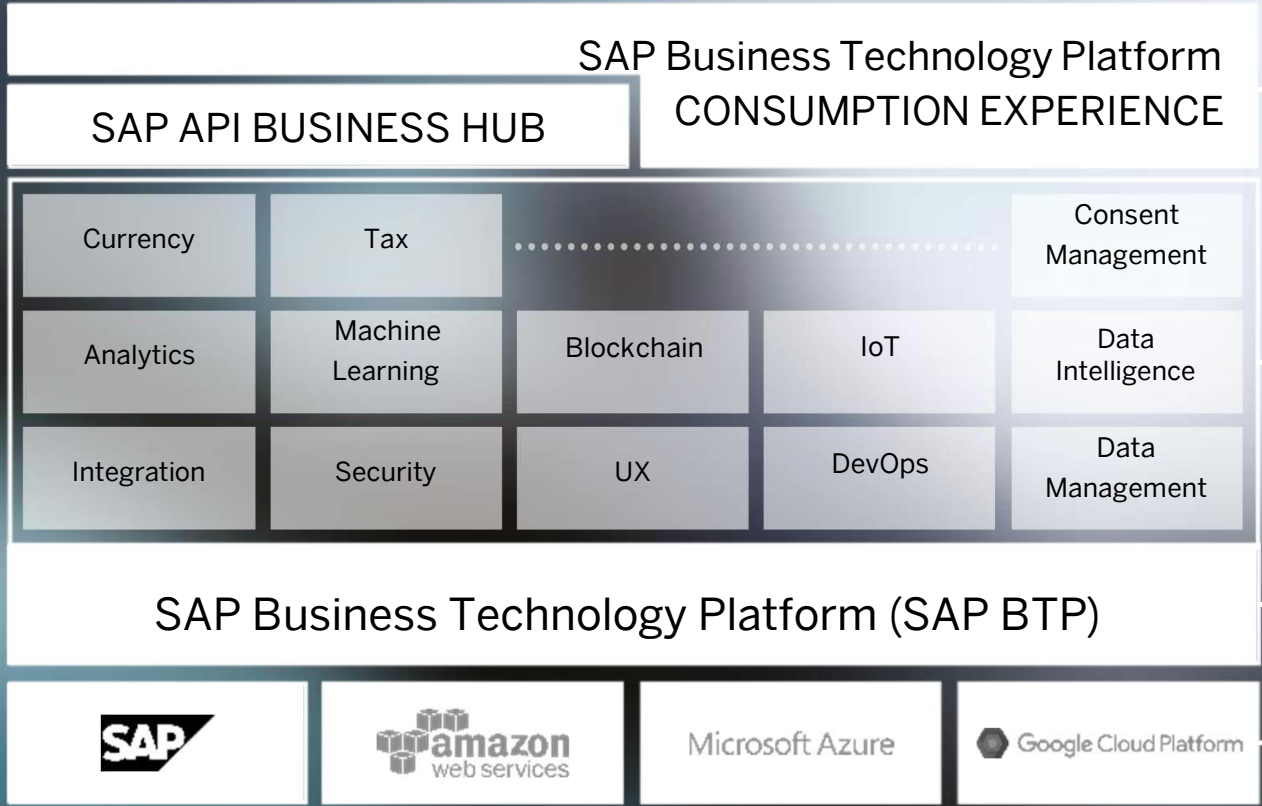
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AGILITY



CLOUD FOUNDRY

OPEN API INITIATIVE

CLOUD NATIVE COMPUTING FOUNDATION

ECOSYSTEM

SERVICES & APIs

OPERATED BY SAP

MULTI-CLOUD



EXPERIENCE

GET READY FOR THE FUTURE!

Platform Innovation Strategy – Foundation for SAP Leonardo

Intelligently Connecting People, Things, and Businesses

Build



Extend



Integrate



MESSAGE

PLATFORM
CAPABILITIES

Big Data Insights/
Machine Learning



User Experience/
Mobile



Collaboration



Digital/
IoT



Integration/
Security



LINES OF
BUSINESS

DDM

HCM

Procurement

SAP Concur

S/4HANA

SAP Commerce

SAP Fieldglass

...

INDUSTRIES

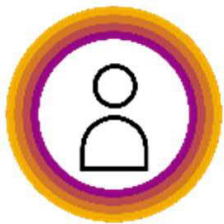
Industry Scenarios

ECOSYSTEM

Breadth of Innovation on SAP BTP Consumption Experience – Industry, LoB, Service Best Practice

Consumer sales data is the ticket to your success

Consumers expect the **same experience** whether in a store or through digital channels.



The retail value chain depends on close **collaboration with suppliers** and a better understanding of customers' behavior.



Store is transformed into a fulfilment center. Transparency and real-time insights within and beyond your company are crucial.



Store **employees need insights** on sales performance and accurate stock availability to respond quickly to changes and improve customer experience.



SAP Consumer Sales Intelligence

Retail transaction data – the lifeblood of any healthy retailer

SAP Consumer Sales Intelligence is the definitive SAP retail industry cloud solution to kick-start your digital transformation.



SAP Consumer Sales Intelligence + SAP BTP

- **SAP BTP offers** machine learning, the Internet of Things (IoT), Big Data, analytics, blockchain, and data intelligence.
- **Securely integrate** and seamlessly orchestrate business processes, decisions and data between cloud and on-premise applications in real-time.
- **Create delightful user experiences** across digital touchpoints and streamline user experience design and development, collaboration, mobility and user interaction



SAP Consumer Sales Intelligence – Uniqueness

One place for all Transactions and Inventory all accessible real-time from anywhere

Designed for SAP and Non- SAP back ends

Separation of data for **front office consumption**

Interfaces Based on **Rest APIs**

→ **Ecosystem that facilitates creativity**



Front Office Consumer Scenarios – breaking the offline barrier – Sample Only

Rest API Service for sales history view and single transaction view

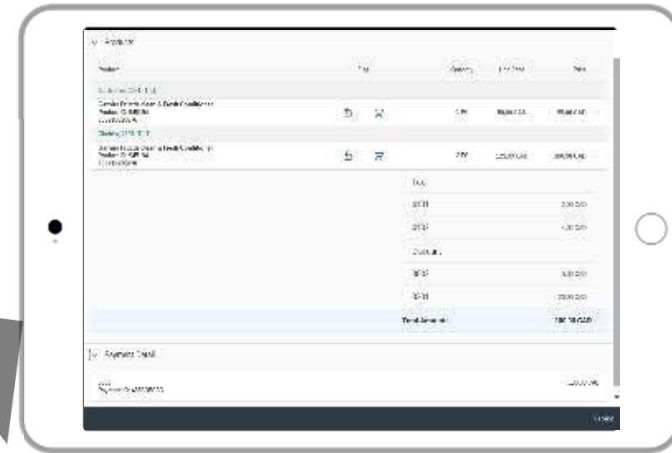
Further scenarios like analytics reordering and returns

Reduced printing costs



Break the barrier between offline and online

Easy to integrate in existing apps and websites.



Front office innovation

Bring your custom use cases to live
Hiding complexities of data model
Ensuring data privacy compliance
Leveraging elasticity and scalability
Scale out and high availability



Faster go to market for in house innovations

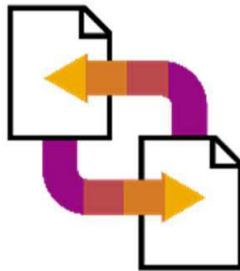


Use Cases enabled with SAP Consumer Sales Intelligence

Consumption of micro-service to build digital sales receipts offering



Flexible use of micro-service to build a supplier sales data collaboration



Store Inventory Visibility of stock quantities



Use of Consumer Sales service for Real-Time Data Analytics



Sales Audit Manager, Outbound Services/ Enterprise Suite integration

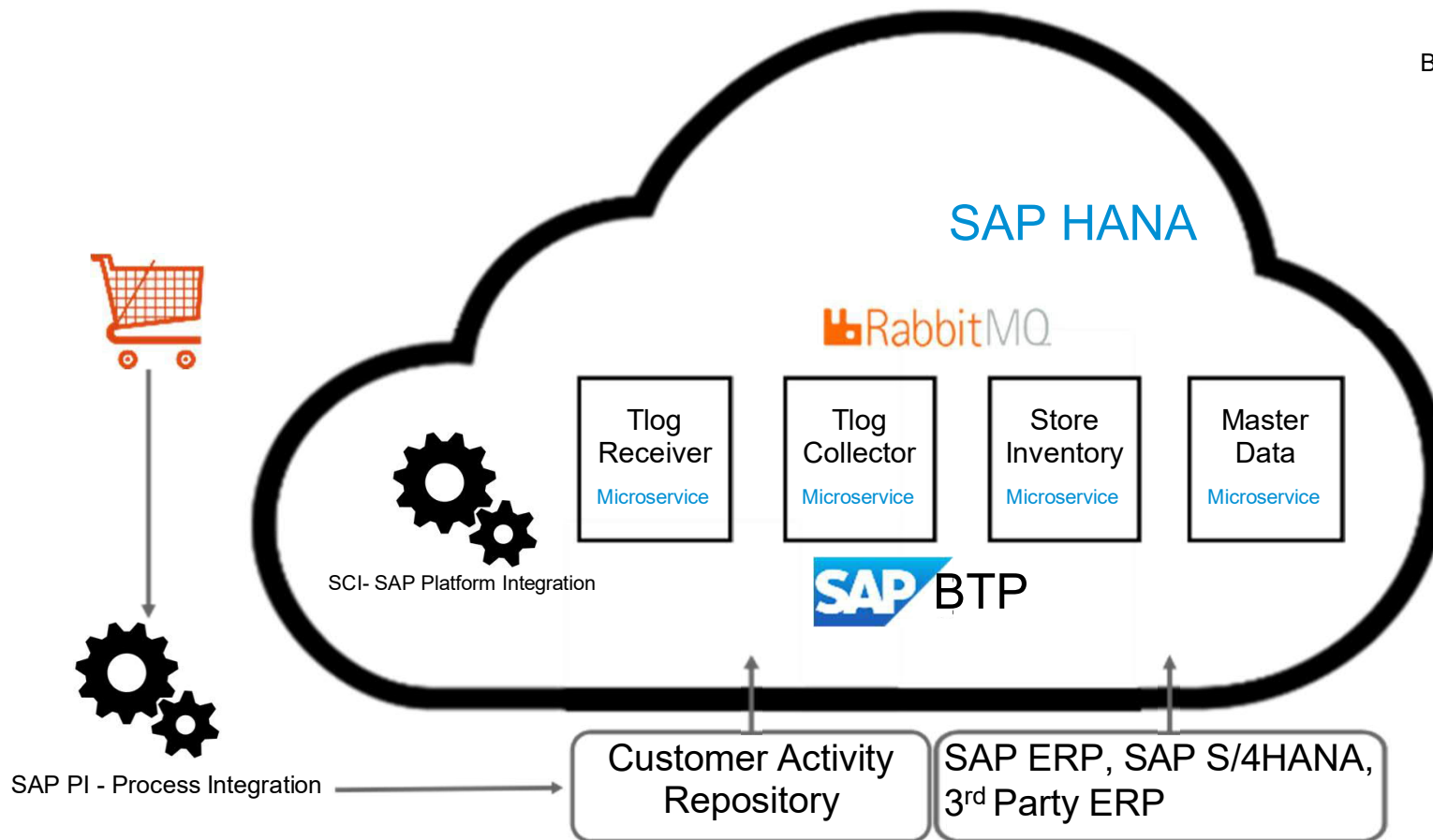


Architecture

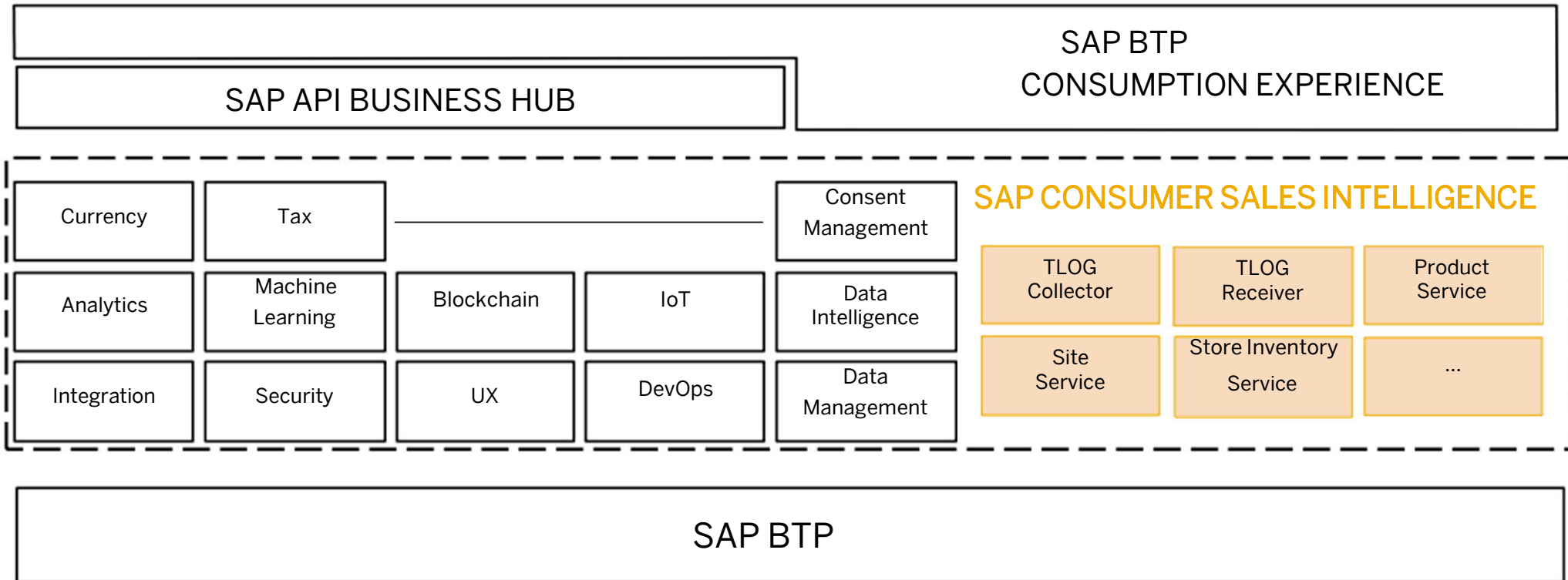
High Level Simplified Architecture Principles – 1st Release



Backoffice and Consumer Applications



SAP Consumer Sales Intelligence on top of SAP BTP



IT Benefits of SAP Consumer Sales Intelligence



- High-performance public cloud infrastructure that can handle high data volumes and increased bandwidth at peak times. This allows SAP Consumer Sales Intelligence to cover both supplier and consumer scenarios.



- SAP takes care of compliance with all data protection and privacy regulations centrally for the content delivered.



- Open interfaces and microservice architecture enable customers and partners to deploy and innovate on new scenarios.



- SAP Consumer Sales Intelligence can be deployed in stand-alone mode as well as in co-deployment mode with SAP Customer Activity Repository.
- Customers who need a fast deployment can gain quick benefits from the services offered through SAP Consumer Sales Intelligence.

SAP Consumer Sales Intelligence – Key Takeaways

High Performance

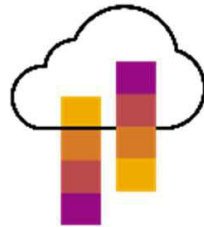
Capable of managing **high data volumes** and scale out when needed while maintaining performance



State of the art

Infrastructure able to cover intra company, consumer and supplier scenarios.

Able to satisfy performance, privacy and extensibility requirements.



Simple and Fast

Delivered as a subscription model, predefined interfaces provide **frictionless and fast deployment** of solution.



Innovative Integrated Platform

Leveraging existing infrastructure with or without SAP CAR to build out **new, or extend** existing use cases.



SAP Consumer Sales Intelligence

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