



**Enhance Value with Mobile  
Access to Direct Store  
Delivery Data and Processes**

---

**Summary**

The SAP® Direct Store Delivery mobile app helps you execute sales, merchandising, and delivery processes more effectively. The mobile app provides access to sales and logistics processes and data from the SAP ERP. Field personnel can perform customer-facing activities with greater efficiency and control while staying up-to-date on customers, products, daily itineraries, customer visits, activities, and more.

---

**Objectives**

- Help ensure efficiency in sales and logistics processes
- Eliminate inefficient route planning and execution
- Make the best use of field personnel time
- Increase the accuracy of customer, order, and delivery data on mobile devices

---

**Solution**

- Mobile integration of sales and logistics with SAP ERP
- On-device order management with precise pricing, online and offline functionalities, and tour-execution processes
- Comprehensive route accounting, settlement, and billing

---

**Benefits**

- Improved customer retention with personal service
- Optimized routes and improved in-store execution
- Increased visibility to reduce stock-outs for a better shopper experience
- Better control, visibility, and management of sales and delivery processes
- Fewer account settlement issues
- Less IT complexity

---

**Learn more**

Visit us online at [www.sap.com/pc/tech/mobile/software/applications/industries/applications/consumer-products.html](http://www.sap.com/pc/tech/mobile/software/applications/industries/applications/consumer-products.html).





---

Quick Facts

---

**Overview**

Direct store delivery requires the coordination of many processes across sales, manufacturing, distribution, delivery, and accounting. To maximize profitability, these processes need to be executed as efficiently as possible.

To enable better execution of direct store delivery processes, Capgemini, an SAP services partner, teamed up with SAP to help develop SAP Direct Store Delivery. Built with user centricity in mind, the mobile app streamlines key processes for merchandising, sales, presales, delivery drivers, and van sellers (see table on next page).

SAP Direct Store Delivery enables greater efficiency and profitability through the use of fully integrated mobile devices. For example,

improved transportation planning helps to streamline delivery routes and reduce fleet costs and driver time. Route settlement functionality helps reduce discrepancies and invoice changes to minimize processing and paperwork costs. Improved order management processes help reduce administrative tasks so your salespeople can focus on closing deals and building customer relationships.

By standardizing direct store delivery processes on the mobile app, you're able to reduce the complexity of your IT environment and eliminate the maintenance costs of third-party software. Working within an integrated environment also increases visibility across your supply chain for a faster response to market changes and greater planning, forecasting, and budgeting accuracy.

Continued on next page ►



## On-Device Sales and Logistics Processes

Process	Functionality
Customer planning	Flexible and integrated planning, dynamic transportation planning, and customer relationship management activity integration
Start of day	Flexible device pickup with options for a single-day or a multiday tour
Checkout	Configurable workflow and blind and nonblind checkout for materials and cash
Visit execution and route accounting	Execution of visit and accounting activities, including payment collection, invoice creation, delivery execution, and return of empties
Order creation and returns	Visit creation, pricing execution, order placement in SAP ERP, execution of available-to-promise and credit checks, offline order creation, and precise pricing with applied promotional conditions and synchronized pricing calculations
Throughout the day	Receipt of new visits during the tour, orders pushed to the back end, presettlement of visits when completed, reloading, and unloading
Check-in	Configurable workflow and blind and nonblind check-in for materials and cash
Settlement	Difference determination, creation and editing of sales and distribution documents, and payment posting to SAP ERP



© 2014 SAP AG or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP AG or an SAP affiliate company.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG (or an SAP affiliate company) in Germany and other countries. Please see <http://www.sap.com/corporate-en/legal/copyright/index.epx#trademark> for additional trademark information and notices. Some software products marketed by SAP AG and its distributors contain proprietary software components of other software vendors.

National product specifications may vary.

These materials are provided by SAP AG or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP AG or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP AG or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP AG or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP AG's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP AG or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.



The Best-Run Businesses Run SAP™