Changi Airport Group Singapore Pte Ltd

iShopChangi.com

SAP Best Run Awards for SEA 2020
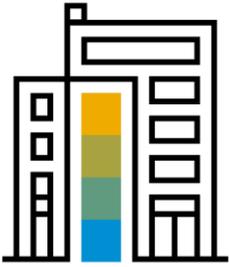
Company Information

Headquarter	Singapore
Industry	Aviation & Aerospace
Website	www.linkedin.com/company/changiairportgroup

Changi Airport Group (CAG) is the manager of Singapore Changi Airport, a leading air hub in Asia and one of the world's most awarded airports.

As airport manager, CAG performs the key functions of airport operations, air hub development, retail and commercial activities, infrastructure development and airport emergency services. CAG also manages Seletar Airport, and through its subsidiary, Changi Airports International, it takes Changi's presence beyond Singapore's shores through consultancy projects and investments in foreign airports.

Employing about 1,800 staff across its diverse business functions, CAG was named the 'Most Attractive Employer' by Randstad in 2016.

Why Sunbird for a Project Name?

The Crimson Sunbird is the **National Bird of Singapore**. It is a tiny bird packed with amazing abilities such as hovering over flowers and extracting nectar without perching itself on stems and leaves.

It is **colourful** and **vibrant** in appearance, which represents Changi's diverse travellers and visitors from all over the world and Singapore.

With its large wingspan to body ratio, it can **fly at a fast speed** and **propel itself to greater heights with ease**. That is a symbolisation of Changi's success and vision.

PROJECT
SUNBIRD

CHANGI
airport group

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Changi Airport Group Singapore Pte Ltd

CHANGI airport group

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We launched our new platform in the middle of 2020. This has enabled us to pivot and scale the business beyond pre-COVID levels, serving our customers amidst the pandemic.

- Teo, Chew Hoon,
Group Senior Vice President,
Airside Concessions -

Challenges

iShopChangi.com (ISC) was on a 5 year old legacy platform that was limited in terms of its capability, stability, scalability and extensibility, hampering the growth of the business to scale to support the growing market opportunity. The challenge was to build a travel retail marketplace befitting the world's best airport, providing a tax and duty-free e-store, and support Changi's vision of an O+o = omnichannel strategy. The aim was to create a seamless and holistic shopping experience for passengers and achieve 10 times growth for ISC in the next five years.

Solutions

SAP Commerce Cloud was selected as the Commerce Engine for ISC to provide a scalable and extensible platform out of the box, and a strong framework for customisations and agility to meet growing business needs. Additionally, for a more seamless experience, SAP SSO was implemented to provide ease of login for users to CAG systems.

Outcomes

The major revamp of iShopChangi with SAP Commerce as the Commerce Engine was deployed within 10 months from the start of the project, providing us more capabilities than the initial system. SAP Commerce has also proven to be a very stable platform and is able to handle twice the load as compared to the initial system.

Merchant Expansion by	SKU Expansion by	Customer Acquisition by
5x	**3x**	**> 70,000**

Business Challenge & Objectives

1. The technology at the time limited CAG's value proposition to retailers and consumers

2. Immature Commerce and Order Management System inhibited merchant and product range expansion and roll-out of new business initiatives

3. Platform was not scalable to enable ISC's growth ambition

4. Lack of suite of APIs to enable easy integration with other products/platforms

5. Limited marketplace capabilities to scale tenants and product range

6. Complex and limiting promotions configuration

7. Custom and bespoke legacy application

1. Implement a commerce platform that is sustainable for the next five years based on business needs, and with capacity of up to two million transactions per annum. The product design must be one that covers a strong Commerce Foundation and able to support the delivery of strong experiential capabilities and customer experience.

2. Scalable marketplace for on-airport and off-airport tenants

3. Continue to support the existing traveler market, and also non-traveler consumers

4. Improve taxonomy and categorization of products and brands

5. Support premium brands

Project / Use Case Details

With eCommerce growing exponentially in APAC in the next few years, largely fuelled by China, Indonesia, and India (Changi's five key markets). This presents both a threat and an opportunity for Changi. After having launched iShopChangi for five years, CAG wanted to build a world-class tax and duty-free e-store to create a seamless and holistic shopping experience for members and achieve a 10 times growth in the next five years.

Changi Travel Retail (prior to COVID) grew faster than passenger growth. Moving forward, several forces are expected to shape its evolution - changing traveller profiles, arrival of the digital consumers, renewed competition, new business models, and Changi's very own transformation. These create opportunities to differentiate new customers in order to engage them and and unlock new sources of consumer value. It also provides opportunities to access incremental revenue pools to serve traveller needs. While there was clear head-room for growth, as mentioned in the business challenge, some key issues needed to be urgently addressed.

SAP Commerce was selected as the Commerce Engine for iShopChangi.com providing several commerce capabilities out of the box and a strong framework for customizations to be developed where necessary. Key outcomes are as follows:

Implementation was achieved within a short period of 10 months due to the maturity of the capabilities and APIs of SAP Commerce. This has allowed CAG to ramp up our business initiatives at a faster pace, deploying many new features monthly.

The performance and stability of systems has enabled CAG to push our boundaries with our campaigns without the worry of the site crashing. CAG is now able to manage double the transactions of the previous system with healthy system performance.
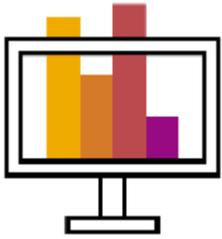
Benefits and Outcomes

Business / Social

In a period of six months,

1. Achieved expansion of merchant base by five times with unlimited scale of tenants for marketplace

2. Achieved expansion of customer base by more than 70,000 – scalable to support growing customer base, both travellers and non-travellers, for cross border trade

3. Achieved expansion of SKUs by three times with strong PIM product management

IT

1. Increased stability and scalability to manage twice the transactions of previous systems with no lag

2. Ease of integrating with external systems with well defines APIs

3. Ease of customization with defined framework

4. 150% increase in transaction volume for both peak and average periods

5. Double the site traffic capacity and throughput

6. Improved support and stability

7. More robust security and controls

Human Empowerment

1. Merchants and CAG users are able to have ease of access to the various platforms via SAP SSO

2. Stronger promotion engine is able to handle greater volume and complexity of promotion mechanics

3. Improved workflow and processing times of orders

4. Faster/real-time reporting and analytics

5. Improved access control and user permission with traceability and controls

If you have any enquiries, please email sapbestrunawardssea@in2ideas.com