



SAP
Innovation
Awards 2019



SAP Innovation Awards 2019 Entry Pitch Deck

Foundation to an innovative and unique B2B journey in
HVAC and refrigeration sector – Digital transformation

Lennox International

Partner

BORN Group Inc.

“Quote”

“We asked BORN to jump into a key program on short notice. They did so without hesitation, and continued to exceed expectations throughout the project. BORN staff quickly became part of our team, helping us with a critical step forward in the digitization of a complex business area. Watch out -

<https://youtu.be/0qelRPJLeg>”

Steve Bias,
Director, Program
Management at Lennox
International



Challenge

- No unified platform or portal to enable seamless customer experience
- Existing legacy system not compatible with changing technology landscape
- Impacted customer satisfaction due to slow speed and usability issue

Solution

- Research: Lennox conducted surveys (with about 400+ users) and interviews to arrive at the key themes – FASTER, EASIER and FLEXIBLE
- Benchmarking: Key themes were aligned to solution – Better platform/technology, enhanced user experience, consolidation of legacy systems, integration to ERP
- Solution: Foundation architecture and solution that enables to an innovative roadmap (AI/ML, IOT...)

Outcome

- Unified B2B digital transformation solution that serves as the foundation for an innovative tomorrow (to scale to AI/ML, IOT...)
- Reduced lead to quote (days to minute)
- Customer retention and satisfaction with enhanced user experience and performance

B2B digital transformation -
Unified platform to consolidate
legacy tools

Scalable foundational solution
for an innovative roadmap

Enhanced usability and improved
performance



Partner Information

BORN Group Inc.

BORN, a world-class, award winning digital agency focused on experience management and enterprise commerce. The company combines many specialisms to produce stunning brand experiences across 15 channels. We operate in 7 countries - Singapore, Japan, Malaysia, Indonesia, US, UK and India and now arguably, is now the largest independent agency in the world. Engaged in over 65+ Commerce implementations so far, the company has 180 engineers focused on the SAP platform.



*“We are proud to have **Lennox** as our strategic partner and our engagement with them has covered the full spectrum of the HVAC world including some best in class tech solutions that has enabled Lennox to innovate and go to market quicker. Riding on the wealth of SAP C4 Hana product portfolios, Lennox today stands unique among its competitors. We are glad to have partnered with Lennox in a way to pursue their role of innovators and pioneers in HVAC ecosystem. Conquering the B2B space together with Lennox has been a challenging and a fruitful journey.”*

Prakash Gurumoorthy

Partner & MD., Asia

<http://www.borngroup.com/>



Business Challenge & Objectives

The key business challenges were identified post a survey and research

- Quotation process turnaround time running to days resulting in business ineffectiveness
- Inefficiency in use of the then existing desktop based software application(built in 2010).
- Slow speed application impacting end user satisfaction and retention

Objectives

Key complaints	Solutions
Program speed	Improved platform technology
Ease of use	Enhanced usability
Scaled solution/functionality	Quick path navigation Integration with SAP (for custom pricing, specific FERTS, type matching and product availability check)



Project / Use Case Details

- Real-time Refrigeration Load Calculation for freezers and coolers has been transformed from Legacy application to the newly built Commerce application.
- Application with a unified user experience across devices has been implemented with multi lingual support
- Real-time pricing calculation based on customer specifics/requirements enables for a swifter Quotation processing
- Content personalization based on user groups helped optimize user journey through the website
- Heatcraft HUB integration to SAP ERP enabled the ideal IT landscape to enable One source of truth by ERP integration.



Benefits and Outcomes

Business / Social

An innovative edge over competitors in HVAC sector

Pioneer in B2B digital transformation

Improved turnaround time from lead to quote (days to minute)

Operational efficiency

IT

Unified platform with foundational and scalable architecture

The foundation solution considers the need for an innovative roadmap (AI/ML, IOT...)

Consistent performance and maintenance

Human Empowerment

Customer satisfaction and retention

Online solution enables the business to create quote in minutes along with load calculators which used to take a few days in the earlier tool used.

HRP Sales, Application Engineers, and Customer Service Reps can all work on the same quote and support the customer more quickly and easily.





Benefits and Outcomes

Business / Social

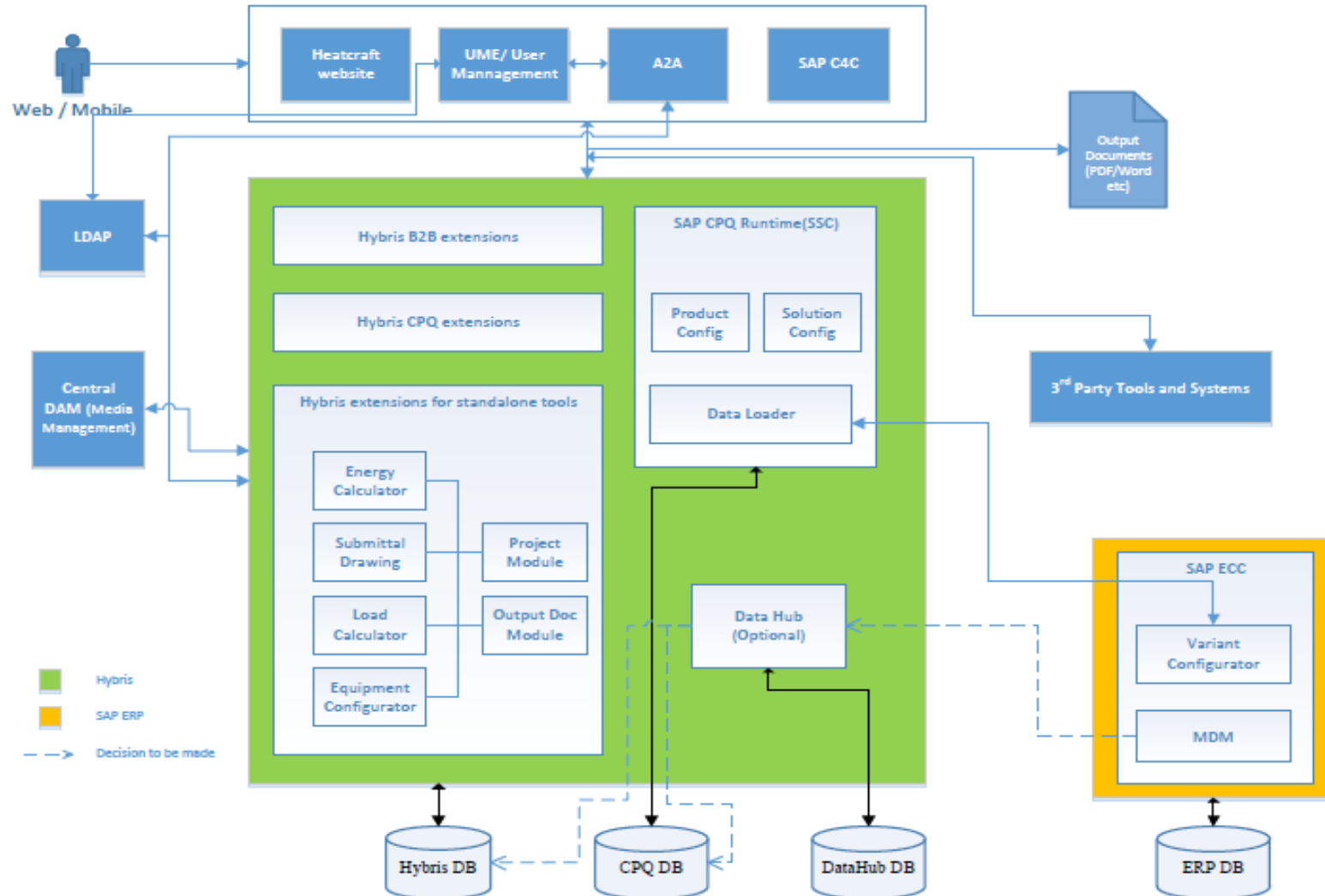
IT

Human Empowerment

Key Criteria	 Before	 After
Platform Robustness		
<i>Fast Program Speed</i>	✗	✓
<i>Ease of Use (Intuitive UI/UX & Navigation)</i>	✗	✓
<i>Interoperable Suite of Tools</i>	✗	✓
<i>Web & Mobile Devices</i>	✗	✓
Functionality		
<i>Product Configurator</i>	✓	✓
<i>Professional Quote & Submittal Documents</i>	✓	✓
<i>Energy Calculations</i>	✓	✓
<i>Simple Box Load</i>	✗	✓
<i>Quick Submittal Drawings</i>	✗	✓
<i>Customer Specific Pricing</i>	✗	✓
<i>Product Availability/Type Matching</i>	✗	✓
<i>Electronic Order Automation</i>	✗	✓



Architecture





Deployment

Date of Deployment or POC: April 30 2018

Number of live users: 1,500

SAP Technologies Used:

- SAP CX Commerce
- DataHub
- SAP S/4 HANA
- CPQ

Server Processor: OTHER

Linux Distribution: OTHER



Emerging Technologies and Use Cases

The following Emerging Technologies and use-cases are part of the project and describe the contribution

	Technology or Use Case	Yes/No	Contribution to Project
1.	Machine Learning / Artificial Intelligence	Big consideration in the roadmap	
2.	IoT	Big consideration in the roadmap	
3.	3D printing	No	
4.	Blockchain	No	
5.	API Economy / Integrate the Intelligent Enterprise	No	
6.	Cloud Native / Event Based Architectures	No	
7.	Extending the digital core with SAP CP / ABAP in SAP CP	No	
8.	SAP Leonardo Application (extending SAP application, using Industry Innovation Kits or result of Design Thinking workshop)	No	