



SAP Innovation Awards 2019 Entry Pitch Deck

Improving Retail Compliance using SAP Cloud Technologies

Greggs Plc

THE BEST RUN





<https://www.youtube.com/watch?v=u9fleSCA6gc>

Improving Retail Compliance using SAP Cloud Technologies

Greggs Plc.



“Quote”

“As well as the cost reduction and end user improvements that will come from the initial project scope, we know that this solution can be utilised right across the 1850 shops in our business to improve compliance.”

**Sally Cooper -
Greggs Retail
Support Manager.**

Challenge

Greggs is the UK's leading bakery Food-on-the-Go retailer with over 1850 shops, 9 production centres of excellence and 22,000 employees serving millions of customers every week. Greggs required a way for the Area and Regional Managers as well as Corporate Executives to obtain accurate, real-time information about the state of the business at shop level and leverage that data to make informed decisions, increasing customer satisfaction and fuelling the business.

Solution

Develop an intuitive, integrated mobile application based on SAP Fiori that extends our existing on premise SAP Technologies into the cloud using SAP Cloud Platform. Reporting is handled by SAP Business Objects.

Outcome

Using SAP Fiori means an interface that the Area and Regional Managers are already familiar with, minimizing any learning curve. Now a range of cloud-based audit creation/management apps interface seamlessly into our existing SAP systems providing real-time reporting via SAP Business Objects. Allows for data-driven decisions about the business as a whole, by region and down to the individual shop.

Reduce Costs. SAP Fiori interface reduces training and ramp time; integration with on-premise SAP systems means no clunky 3rd party connector

SAP Integration. Reduce access/reporting issues and manual tasks by centralising our data.

Simplification + Expansion. Teams already know how to use SAP solutions and now the data allows reporting on everything from food safety to product quality and many more.



Business Challenge & Objectives

Whilst the current 3rd party solution was an improvement on our previous spreadsheet-based tool, it was adapted from a mystery shopper tool into an audit tool, therefore irrelevant functionality (such as claiming expenses) can't be removed without development time and cost. The same problem exists when adding options such as ratings and bespoke reports.

User accounts and shop estate files had to be maintained manually, resulting in frequent access/reporting issues when opening new shops or user changes.

Users can only access the tool via the 3rd party's website, so it's not utilised as much as our familiar in-house reporting tools.

The new system will be integrated with our SAP systems and as such will automatically update users and estate files in real time.

All administration will be managed in-house so there's no cost for setting up additional audits.

The end user experience will be simplified and focused, making it totally relevant for its purpose.

The introduction of additional scoring / rating mechanisms will enhance the end user experience.

The market intelligence will be available within existing reporting suites, making it easier for the end user to access and navigate. It also means that analysis can be extended to any piece of information held within SAP (e.g. financials, geography, location type, shop attributes).



Project / Use Case Details

The overall aim of the project is to enable Area Managers to perform on-site 'audits' from their mobile device using a range of **SAP Cloud Platform (SCP)** services integrated into our existing on-premise SAP systems, providing valuable market intelligence through **SAP Business Objects**.

System administrators compile and manage audits via a range of apps deployed to a cloud-based **Fiori Launchpad** using **SCP Portal**.

Once published, Area Managers complete audits with an offline-enabled mobile app deployed through **SCP Mobile Services** using the **Hybrid App Toolkit Add-on**.

Prototyping was conducted via **SAP Build**, with all apps developed in the **SAPUI5** framework, leveraging our existing knowledge and utilising the provided **SAP WEB IDE application templates**.



Benefits and Outcomes

Business / Social

Added flexibility to compile customisable audits -

Questions can include custom scoring, ratings, and icons (smileys), all configurable by the Area Manager.

Expansion to the wider business - Business areas beyond the initial scope have already expressed interest in using the solution

Manual process to maintain Users and Sites no longer required - Solves current access and reporting issues.

Real-time data - All audit data will be available immediately on submission.

IT

Move from 3rd party to in-house development - Greater control and faster response times in dealing with issues; also greater scope for future development.

Integration with current SAP Systems - Improved synergy between the solution elements; utilising current knowledge in existing system (Business Suite, Business Objects) and extending them with **SAP Cloud Platform**.

Reduced Costs - Additional 3rd party fees for custom audits will no longer apply; expansion into other Business areas can be achieved with little or no additional financial burden.

Human Empowerment

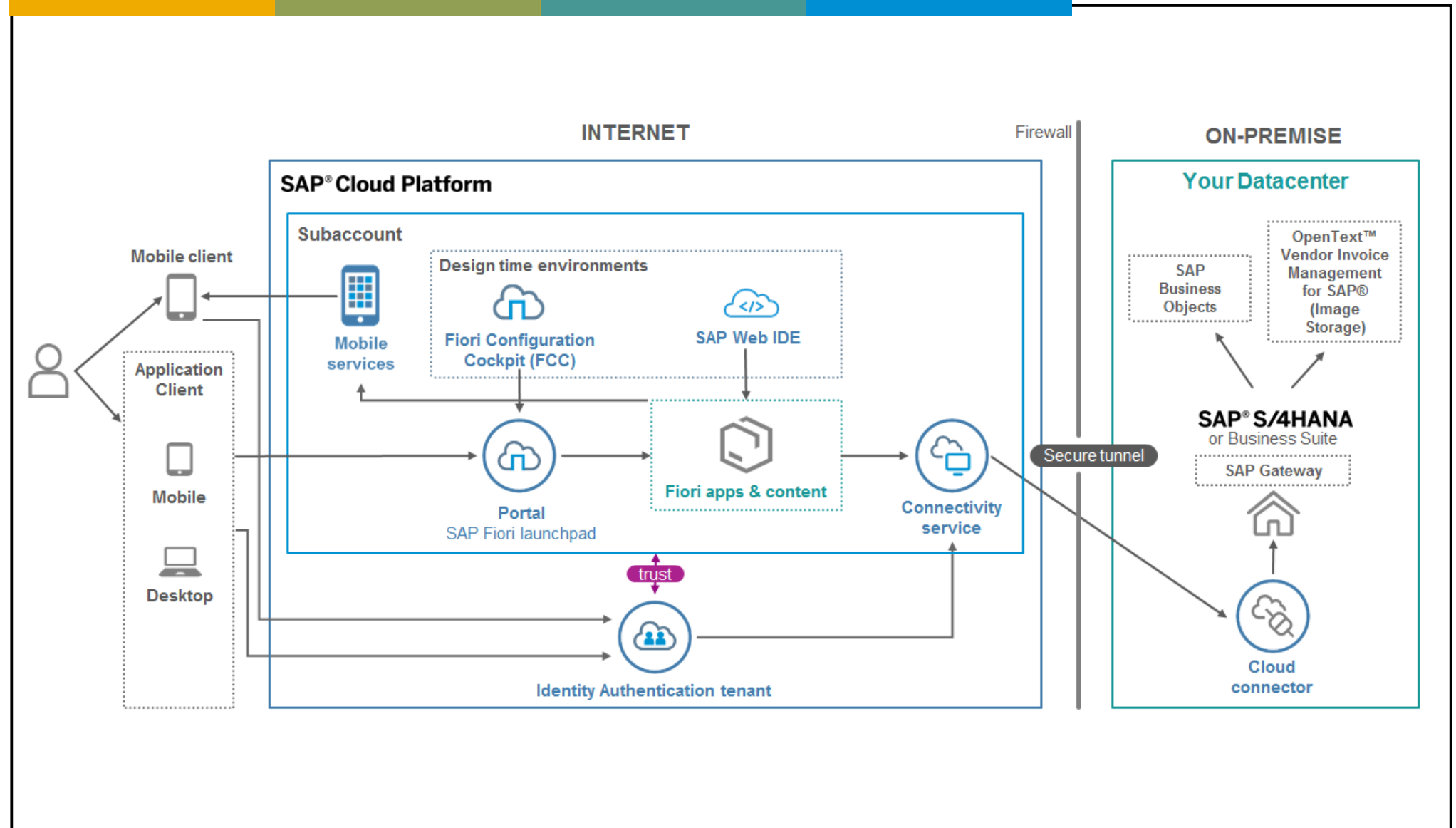
Simplification of the current mobile app - Saving the Area Manager time and effort by stripping out unnecessary functionality and process steps.

Consolidate Reporting into the existing MI (SAP Business Objects) - Enable the user to leverage their existing BO knowledge, and also to cross references other business metrics, providing greater value.

Centrally managed deployment - Mobile app is deployed/updated to the appropriate end user devices automatically with no interaction required. Previous solution used app stores.



Architecture





Deployment

Date of Deployment or POC: POC

Number of live users: 200+

SAP Technologies Used:

SAP Cloud Platform	POC
SAP Business Suite	Live
SAP Business Objects	Live
OpenText Vendor Invoice Management for SAP	Live
SAP Cloud Connector	POC

Server Processor:

Linux Distribution:



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
5.	API Economy / Integrate the Intelligent Enterprise	Yes	Integrating our existing SAP Business Suite / Business Objects systems to provide an effective solution.
6.	Cloud Native / Event Based Architectures	Yes	Mobile app's Cordova functionality ,which features image capture and offline oData synching triggered by network connection listeners.
7.	Extending the digital core with SAP CP / ABAP in SAP CP	Yes	Prototyping, building and deploying the Cloud / Mobile side of the project using a range of SAP Cloud Platform services and deployment methods, while interfacing with our existing on premise SAP Business suite core via cloud connectors. Huge potential for rapidly mobilising our existing suite of on premise applications.