



SAP  
Innovation  
Awards 2019



# SAP Innovation Awards 2019 Entry Pitch Deck

Customer empowerment through GDPR

Hennes & Mauritz AB (H&M)

THE BEST RUN



# H&M's GDPR journey with SAP Cloud Platform

## Hennes & Mauritz AB (H&M)

### “Quote”

“H&M group is committed to being transparent with customers’ personal data. GDPR required quick time to market so H&M and TCS partnered to build a scalable and agile solution on SAP cloud platform, empowering customers with their own data.”

Bjorn-Henrik Zink

Service Area Responsible

### Challenge

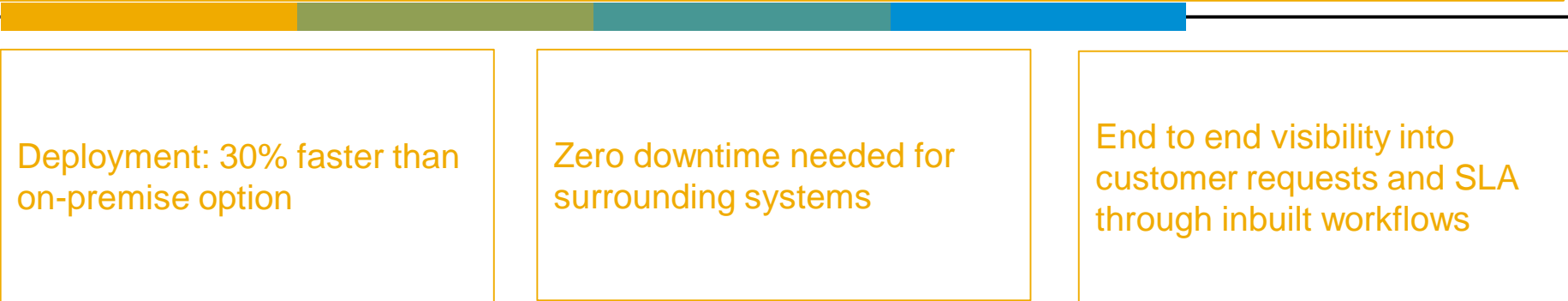
H&M needed a solution to comply with the EU GDPR directive that enables customers to request for their personal data stored across enterprise. Solution should be flexibility to integrate with varied and multiple enterprise systems seamlessly via web service calls, making this a solution which can be quickly adapted to varying requirements.

### Solution

Built using SAP cloud platform cloud foundry, our GDPR solution uses microservices architecture hence providing great flexibility and faster time to market. Seamlessly integrated with other systems (on-premise and cloud both) using SAP Cloud Platform Connectivity services.

### Outcome

H&M and TCS built a scalable and agile solution with Inbuilt workflows to provide visibility and tracking of customer requests. It has been live providing great satisfaction to our customers as well as customer service representatives.





## Partner Information

### Tata Consultancy Services

**Solution development, deployment and support**



” This is an important milestone in H&M, TCS and SAP relationship. We worked as a team to build state-of-the-art GDPR solution. We overcame many challenges and it has been a great learning. We find ourselves in better position to take similar challenges and look forward to leverage SCP platform to build innovative solutions.”

Amit Gupta, Cloud Architect



TATA CONSULTANCY SERVICES



## Business Challenge & Objectives

**Time to market:** Solution needed to support short time to market to meet EU deadlines

**Scalability:** Support for new markets and integrate with new data sources

**Flexibility:** Generic solution to handle various types of customer data like text, Images, documents etc.

**Agility:** Support for agile development with respect to infrastructure and development. Agility in onboarding new customer channels and quick integration with new sources

**Security:** Need for very high security since sensitive customer data is involved

**Non-persistent:** Should not store customer data once delivered successfully to customer

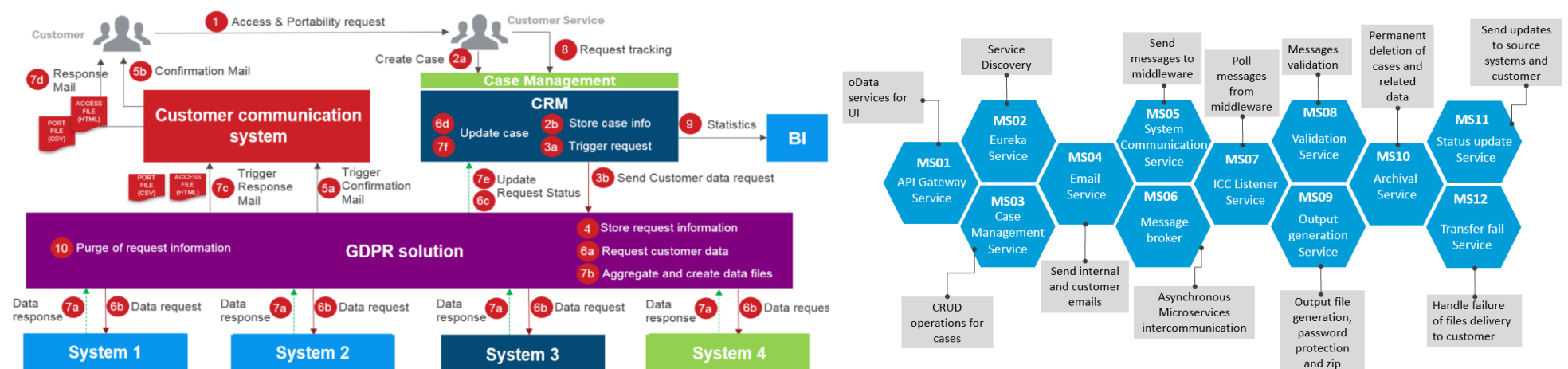
At H&M, we had an objective to comply with GDPR regulations by rapidly developing a solution while keeping our core applications and business processes running smoothly. We needed a platform that supports our current business processes and future roadmap by providing a real-time, secure environment to access data from various on-premise. We required robust integration capabilities and an engaging user experience along with possibilities to innovate.



## Project / Use Case Details

H&M's GDPR solution is built using microservices architecture hence providing great flexibility and faster time to market.

- API based approach ensures that its future ready and aligned to enterprise cloud strategy
- Seamlessly integrated with H&M's other systems (on-premise and cloud both) using SAP Cloud Platform Connectivity
- Cloud foundry solution with multi cloud support
- Front end built in SAP Fiori, providing user friendliness and reduce business user training since users are already familiar with SAP Fiori applications
- Supports manual routines in case of unsupported integrations
- Inbuilt workflow provides visibility and tracking of customer requests







# Benefits and Outcomes

## Business / Social

- Ensured GDPR compliance much ahead of EU deadline
- Improved and automated data collection and delivery process resulting in enhanced customer satisfaction

## IT

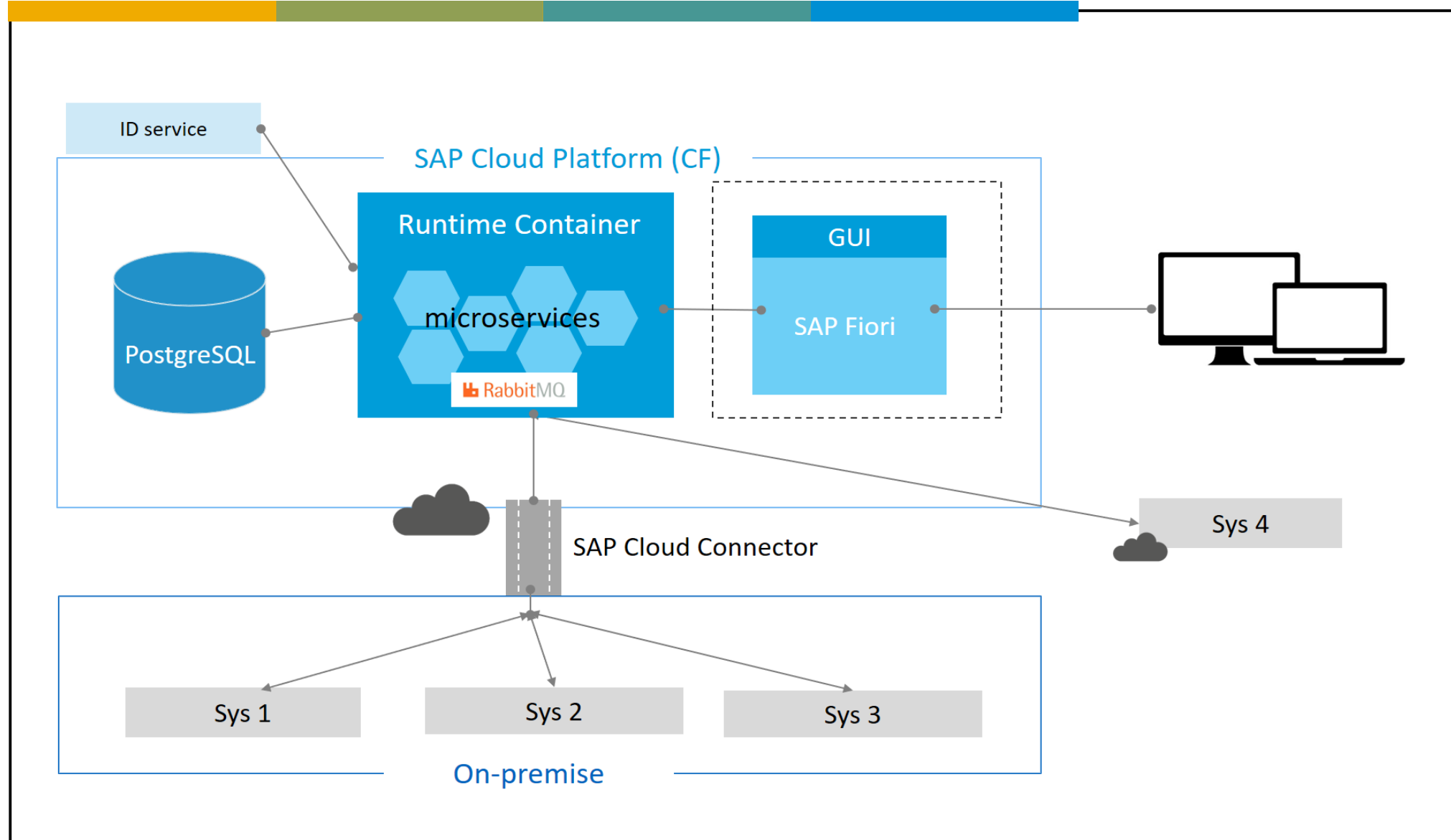
- 30% faster development and deployment cycle as compared to on-premise option
- Zero impact or downtime on surrounding systems
- Agile release cycle leading to faster time to market

## Human Empowerment

- 50% less efforts on user training since users already aware of Fiori applications
- Customer service representatives have end to end visibility into customer requests



# Architecture





# Deployment

Date of Deployment or POC: 25 May 2018

Number of live users: 100+

SAP Technologies Used:	
SAP Cloud Platform – Cloud foundry	live
SAP Fiori	live
SAP Cloud Platform - Connectivity	live

Server Processor: SAP Cloud Platform Cloud foundry on MS Azure

Linux Distribution: NA





## 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	No	
2.	IoT	No	
3.	3D printing	No	
4.	Blockchain	No	
5.	API Economy / Integrate the Intelligent Enterprise	No	
6.	Cloud Native / Event Based Architectures	Yes	SAP CP (CF) is used as PaaS
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	