



Empowering a Consumer Driven Demand Chain with Global Data Synchronization

Powered by SAP NetWeaver

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“Data, data everywhere but not a byte to use”

**With due apologies to Samuel Taylor Coleridge
“Water, water everywhere but not a drop to drink”
The Rime of the Ancient Mariner”**

Empowering a Consumer Driven Demand Chain with Global Data Synchronization

Powered by SAP NetWeaver

Motivation

Solution Overview

Functional Scope

Summary and Benefits

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“DATA”

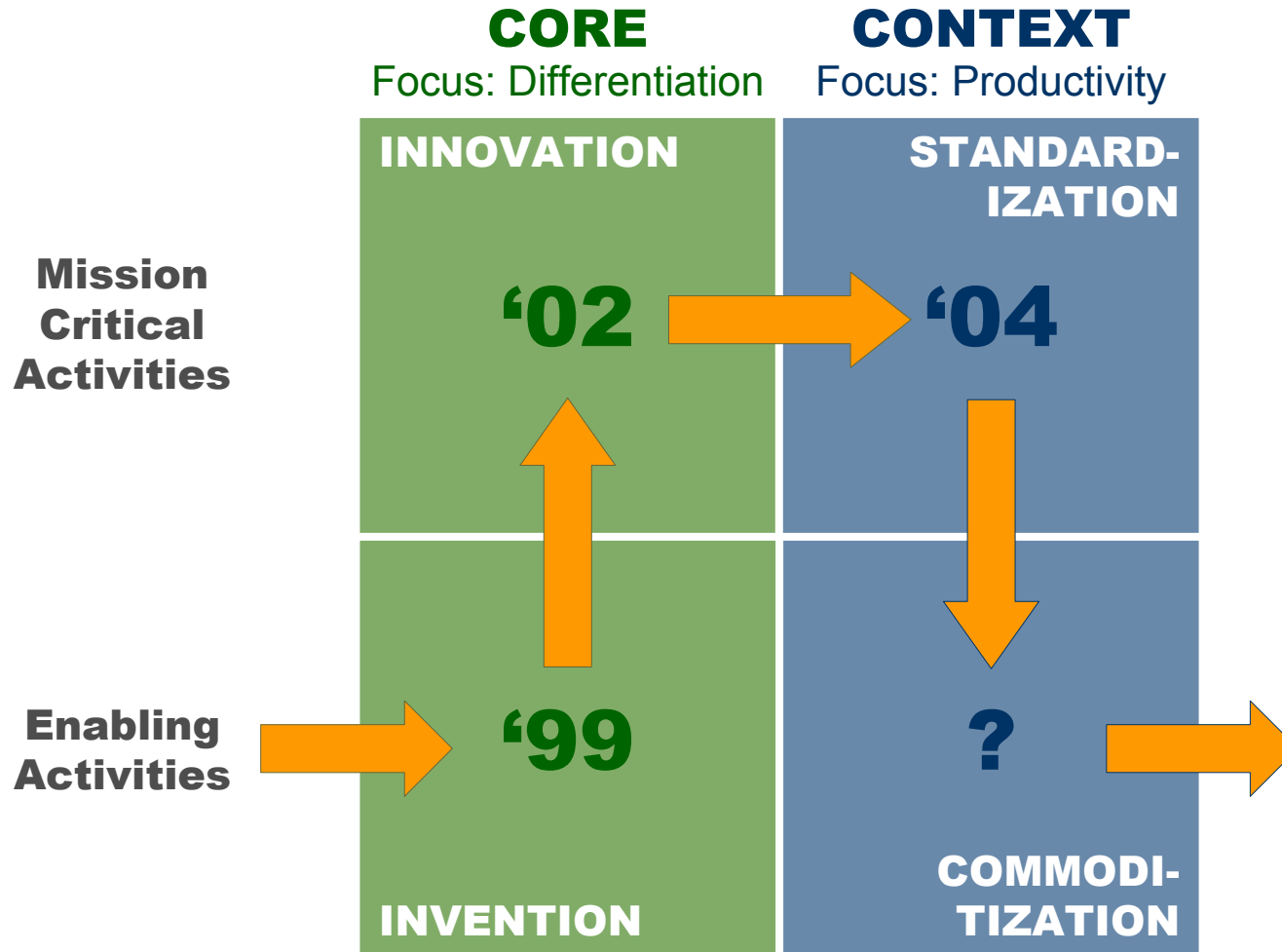
- Plenty of it but hard to discern “real information”
- Timeliness of it
- Accuracy of it
- Delivery of it to the right person

Resulting in

- Poor decision-making
- Loss of revenue and cost-cutting opportunities
- High cost and frustration
- Redundant inconsistent data stores

THE BUSINESS CASE FOR CHANGE

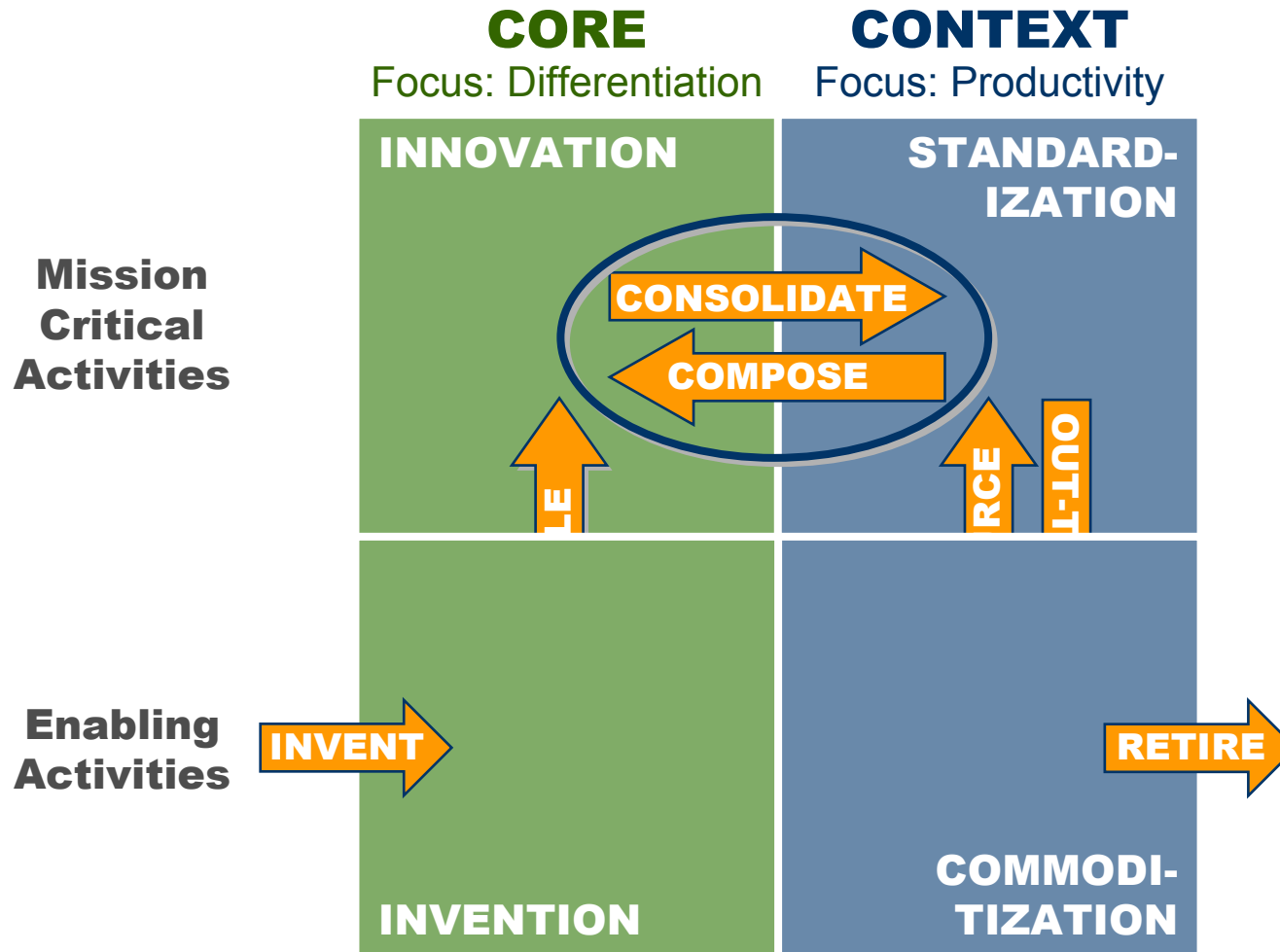
EXAMPLE: AIRLINE CHECK-IN KIOSKS



Courtesy to G. Moore's "Living on the fault line"

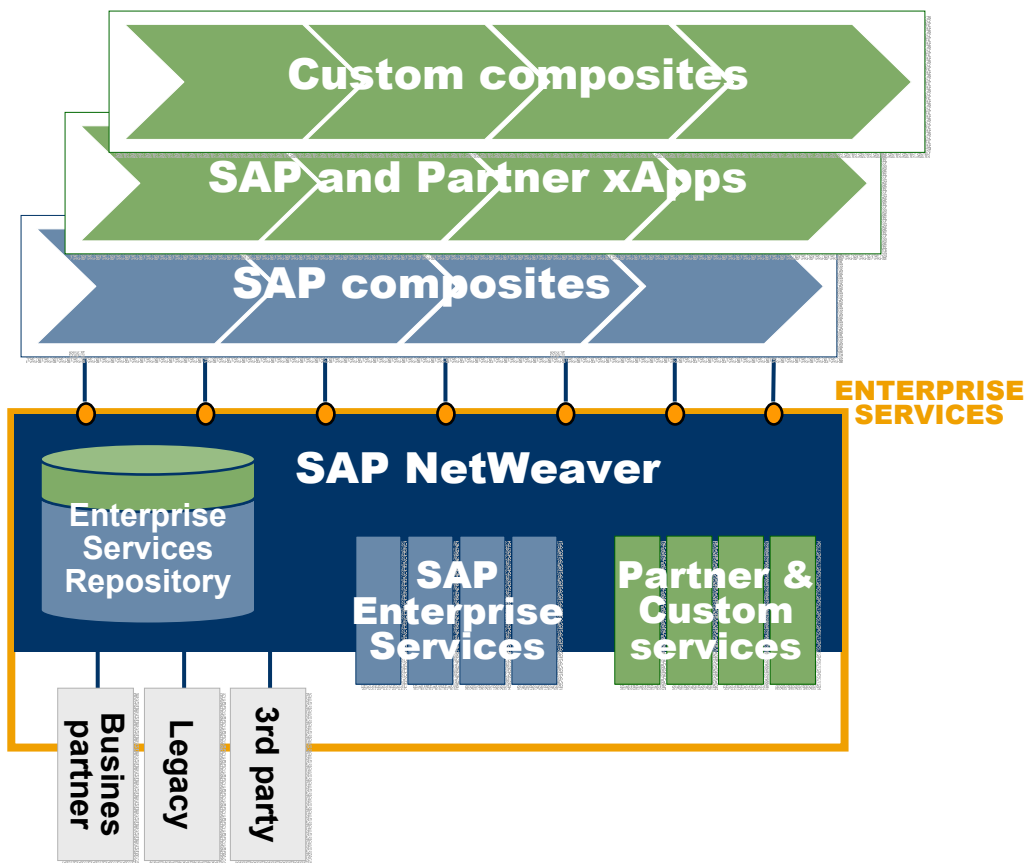
BUSINESS IS NOT A ONE WAY STREET

NEW I.T. CAPABILITIES REQUIRED FOR THIS EVOLUTION



Courtesy to G. Moore's "Living on the fault line"

A BUSINESS PROCESS PLATFORM EMERGES THAT COMBINES APPS FUNCTIONALITY AND TECHNOLOGY



**COMPOSITE
APPS DRIVE
PROCESS**

**BUSINESS
PROCESS
PLATFORM**

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Auto-ID Infrastructure & NetWeaver

SAP Auto-ID Infrastructure

- Filters, aggregates, stores, manages & communicates RFID data from RFID data capture devices to back-end applications to drive business processes

SAP Mobile Infrastructure

- Enable RFID device reader/write device controller.

SAP Enterprise Portal

- Role based access to Auto-ID information

SAP Business Warehouse

- Business analysis of Auto-ID information captured

Master Data Management

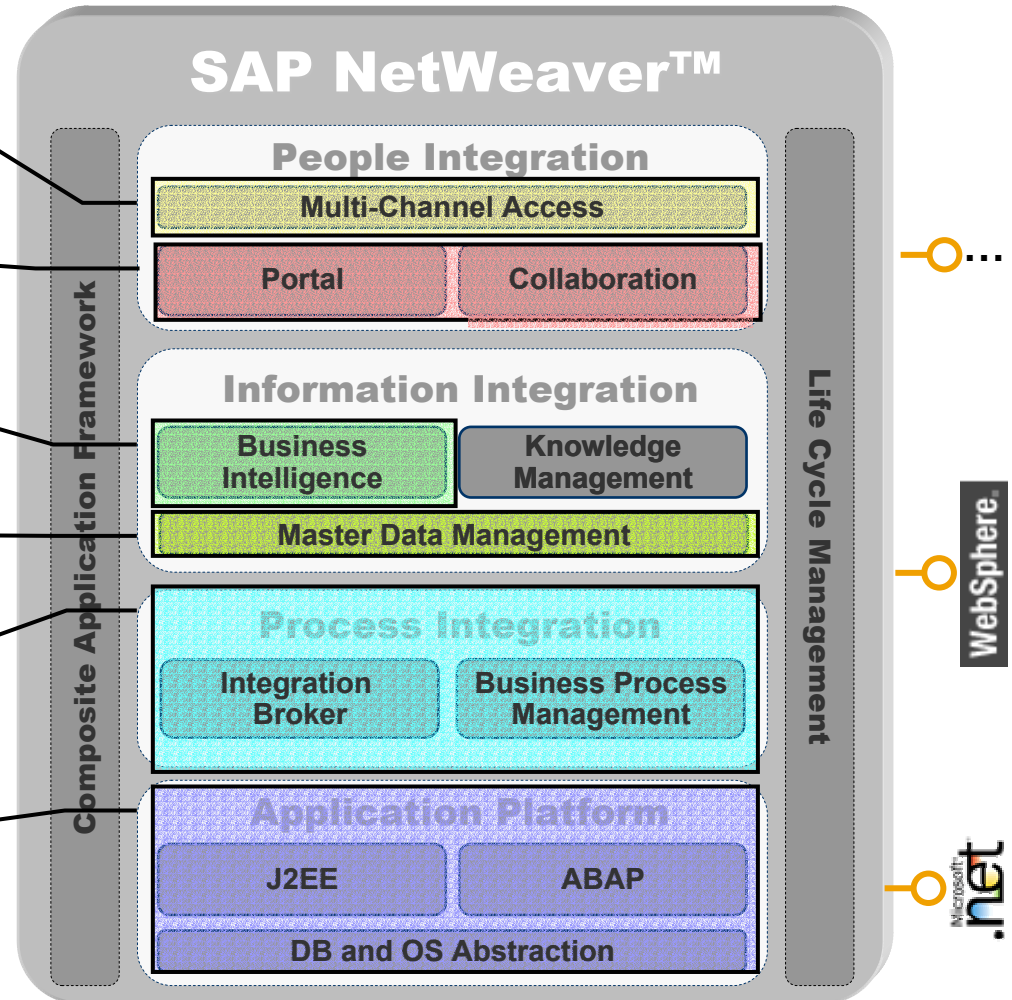
- Harmonize product and business partner EPC/RFID data

SAP Exchange Infrastructure

- Exchange Auto-ID info across systems

SAP Web Application Server

- Basis for application development
- Use of the ABAP as well as the J2EE platforms



POWERING ALL SAP SOLUTIONS

mySAP ERP, mySAP Business Suite, SAP xApps, ...

Welcome, George Harvey

MySAP ERP 2004

Employee Self-Service

Administration: Manage your daily work activities such as report PC problems for using service internal service requests. Book rooms for meetings. Monitor and maintain your assets.

Working Time: Request leave and other hours of absence. Display calendar and time balance.

Travel: Create your travel requests and plan travel service for your business trip, such as booking flights, hotels, car rental and train tickets. Record your travel expenses.

Benefits and Payment: Display the plans in which you are currently enrolled, email in newsletters and download an enrollment form. Display your salary statements.

mySAP ERP 2004

Welcome, Denise Buyer

mySAP SRM 2004

Contract Alerts

Contract ID	Vendor	Days to expire
440000210	Premont Supplies	15
440000276	Best Services	52
440000282	Best Services	21
440000291	EMAPRO	8
440000293	Best Services	14
440000295	Best Services	41
440000299	EMAPRO	18
440000299	Hotels Best	102
440000300	Best Services	20
440000321	Best Services	4
440000341	Premont Supplies	45
440000368	EMAPRO	22
440000474	EMAPRO	18
440000549	C.E.B. BEPLI	66

Sourcing

Work as one

Suggest sources of supply

mySAP SRM 2004

Welcome, Taylor Brady

SAP xApp Product Definition

Notification Inbox

received	type	SUBJECT
02/15/04	Alert	Subscription notification, 10 new items submitted
02/17/04	Assignment	Deadline passed, Product Line Enhancements
02/15/04	Assignment	Review Product Concept Risk Analysis
02/14/04	Invitation	Product Design Review

Product Lifecycles Last 6 Quarters

Product Life Cycle Graph

Legend: Fruit Bar, Cookies, Cake, Sweets, Candy

X-axis: Contribution Margin (Q1, Q2, Q3)

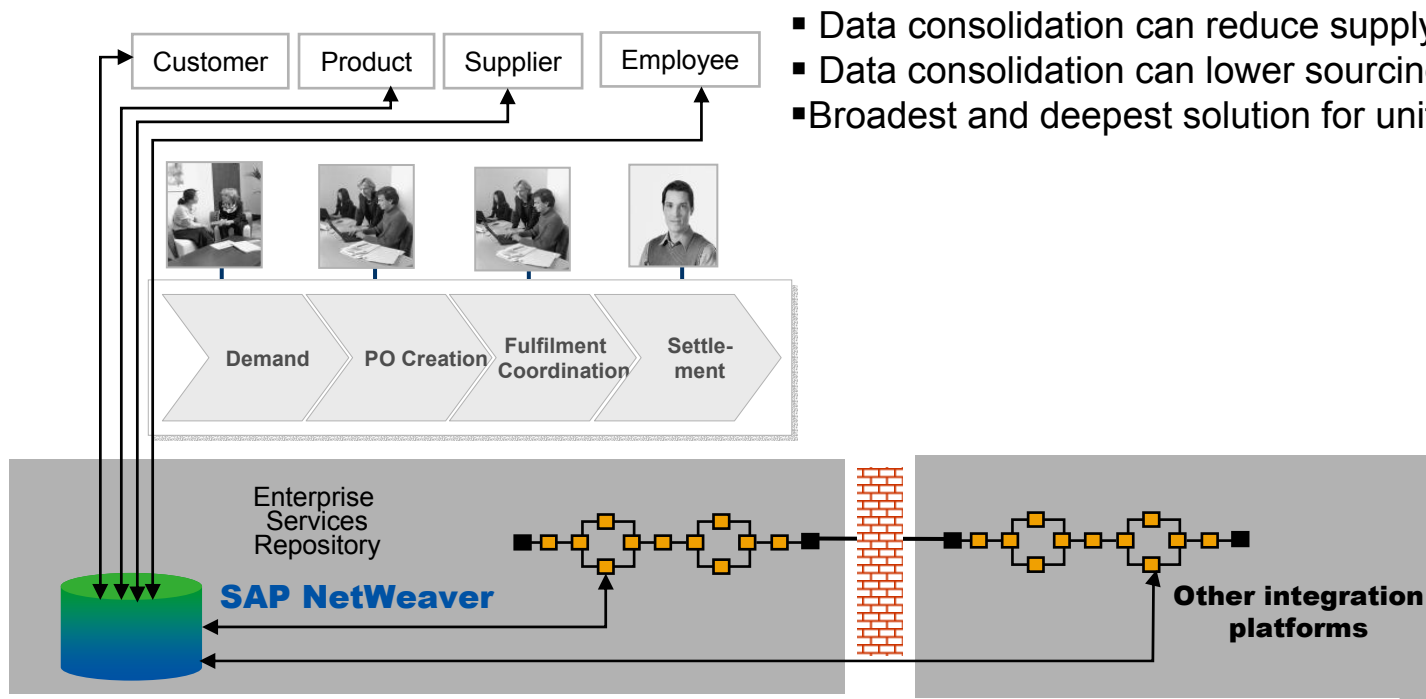
Y-axis: Contribution Margin

SAP xApp Product Definition

Unified Data Integration

Delivering a single version of the truth for business process enablement

- Share a common definition of your customer, product, supplier, etc. inter and intra enterprise
- Streamline supply chain initiatives, global data synchronization, spend analysis with in time data
- Improve the accuracy and insights of your business intelligence with real-time information update
- Common data foundation enables agility in adapting processes to changing business needs
- Open standards such as XML based, enable interoperability with SAP and non-SAP systems alike



Delivering single version of the truth that streamlines business process management

Where we are today: MDM 3.00

Customer requirements...

- Data consolidation
- harmonization and central master data management in heterogeneous environments
- Reporting and analytics
- Web-service enabled

Typical customer focus...

- Customer, vendor/supplier data
- Product data
- Documents

Today's customers include

- German Telekom (live), Philips, Shell, Pemex, Heineken, Tesoro, ENEL,...



PHILIPS



Ramp-Up Start 20/09/04

Delivered as
**one Product on
one Platform:**
SAP
NetWeaver™

SAP MDM 3.00

Content Consolidation

Master Data
Harmonization

Central Master Data
Management

Web-services

Customer

Product Master

Supplier

Master Data
Framework

Where we are today: MDME – Extended Master Data Management Capabilities Based on xCat

Customer requirements...

- Interactive matching and cleansing
- Product content management
- Web/publishing
- Basis for GDS (Global Data Synchronization) solution

Typical customer focus...

- High-performance aggregation and search
- Intelligent image management
- Multiple taxonomy and hierarchy mgmt.

Today's customers include

- Nibco, General Electric, Airgas, Rubbermaid, McMaster-Carr,...

NIBCO



Airgas



Ramp-Up Start Dec. 04

Delivered as
**one Product on
one Platform:**
**SAP
NetWeaver™**

SAP NetWeaver MDME

Content Management

Aggregation and
Cleansing

Web Publishing

Integration APIs

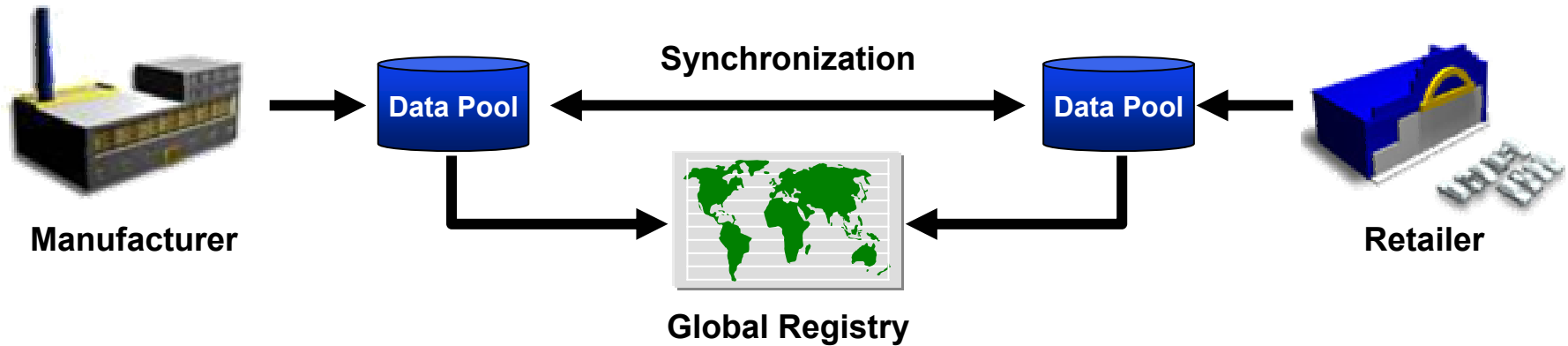
Interactive Search

Flexible Object
Modeling

Intelligent Imaging

■ SAP GDS solution is a comprehensive solution

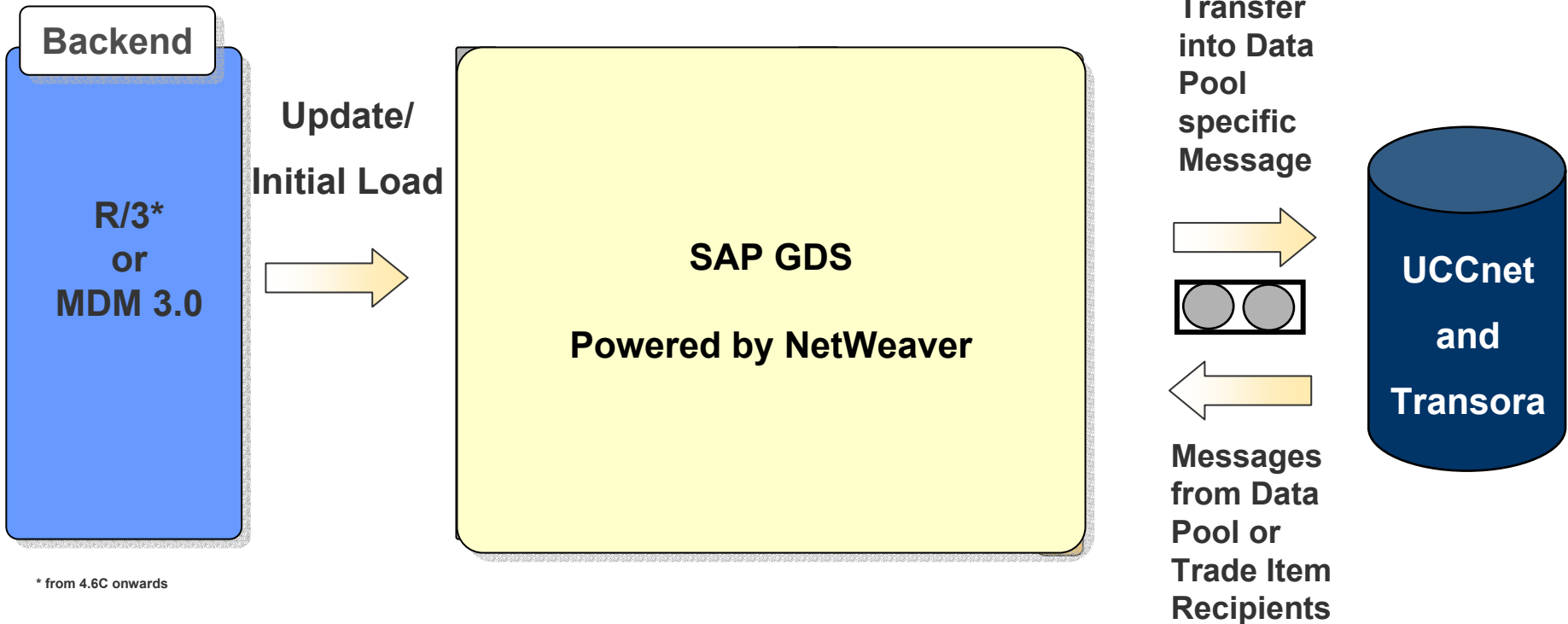
GLOBAL DATA SYNCHRONIZATION PROCESS SUPPORT



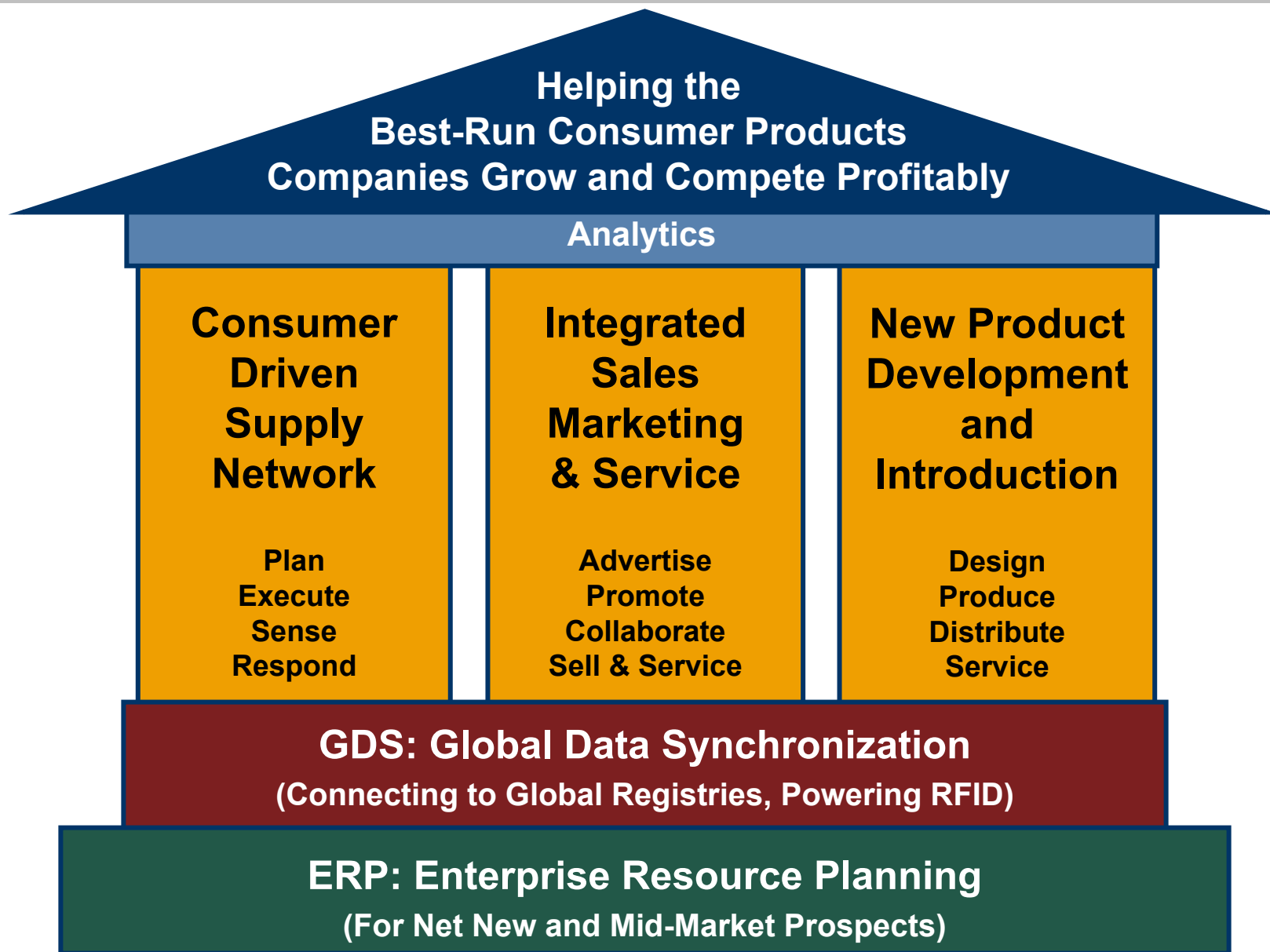
SAP Solution Offering in Global Data Synchronization

- Will meet GDS process needs in Retail/CPG industries
- Built upon the powerful and flexible SAP NetWeaver Platform
- Supports UCCnet and Transora data pools
- Continues to support evolving standards such as EANUCC (GS1), EPCglobal

SAP Global Data Synchronization



* from 4.6C onwards



Synchronizing RFID data with trading partners

Can be solved with: SAP's RFID solution package

- Allows synchronization and distribution of RFID data and associated master data across trading partners
- Enables trading partner access to and communication of RFID and associated master data
- Enables the capability to extract certain data from your business process to share with business partners
- Enables to provide RFID related tracking information together with non RFID related tracking information
- Enables rapid trading partner discovery and connectivity into RFID information network, or "EPC Information Services"



Technical Benefits

- Reduces need to set up point-to-point RFID data sharing connections with trading partners
- Provides single version of the truth with harmonized master data for RFID-enabled assets across trading network

Business Benefits

- Catapult yourself in front of all your competitors
- Base your future business decisions on more detailed information from your business partners

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Features and Functions

Bidirectional communication with Data Pools

- ◆ Content
- ◆ Message orchestration
- ◆ Status management
- ◆ Automatic updates

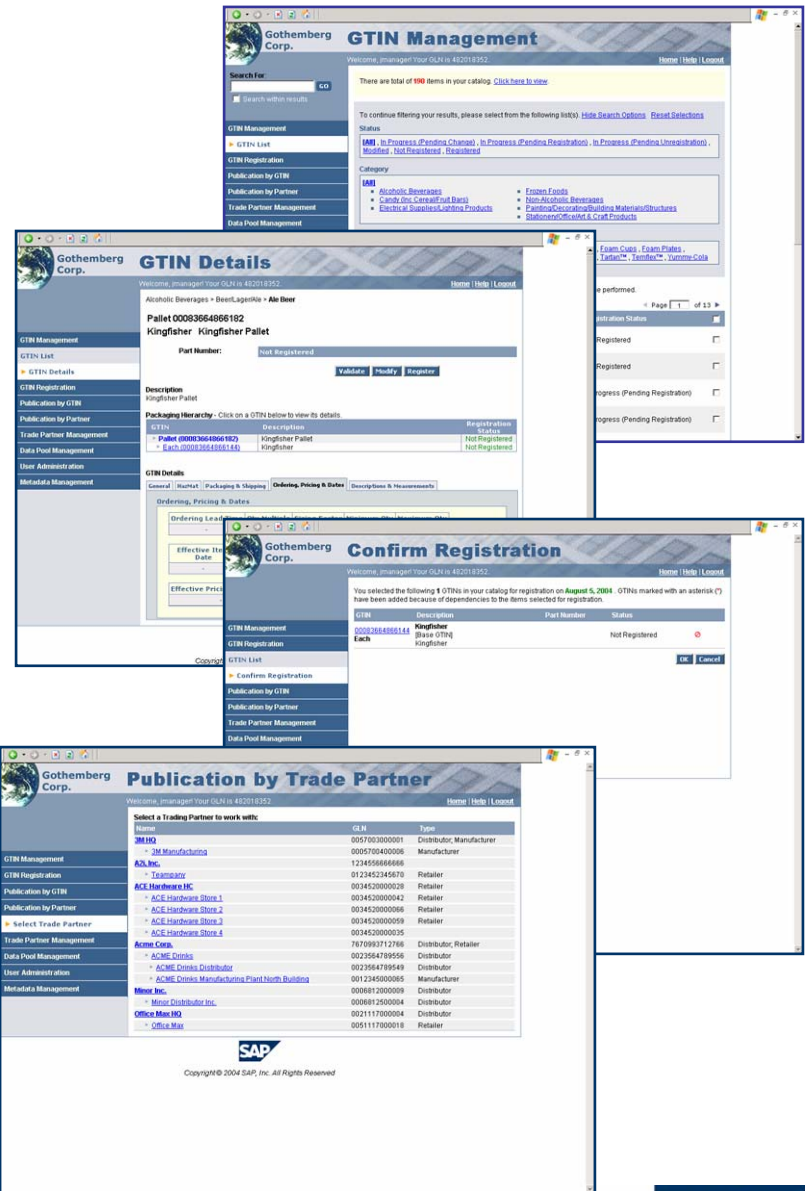
Based on UCCnet 2.3.1 and Transora 4.2

- SAP guarantees to update to newer versions of both Data Pools for five years

Connection to the different Data Pools via adaptors

Unidirectional communication with R/3 or MDM

- From R/3 4.6c onwards
 - ◆ GTIN info from material master
- From MDM 3.0 onwards
 - ◆ GTIN info from object product



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SAP GDS Solution:

- helps companies to leverage already made IT investments since it complements and integrates into their existing IT landscape
- offers a quick and easy way to fulfill retailer mandates by providing the basic GDS functionalities in a single package.
- enables customers to leverage their existing investments in SAP Industry Solutions and gain value
- ensures data consistency and accuracy between manufacturer and retailer and therefore reduces error-processing costs due to inconsistent master data.
- enables the vision of a consumer driven demand chain





"Specify parameters"

"Data interpolation is complete"

Q&A

