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

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Motivation
Solution Overview
Functional Scope
Summary and Benefits
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Summary and Benefits
“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

Core
Focus: Differentiation

Context
Focus: Productivity

Mission Critical Activities

Enabling Activities

INNOVATION

‘02

STANDARDIZATION

‘04

INVENTION

‘99

COMMODIFICATION

?```
BUSINESS IS NOT A ONE WAY STREET

NEW I.T. CAPABILITIES REQUIRED FOR THIS EVOLUTION

CORE
Focus: Differentiation

CONTEXT
Focus: Productivity

INNOVATION

STANDARDIZATION

CONSOLIDATE

COMPOSE

Mission
Critical
Activities

Enabling
Activities

INVENT

INVENTION

COMMODIFICATION

OUT-TASK

RETIRE

Courtesy to G. Moore’s “Living on the fault line”
A BUSINESS PROCESS PLATFORM EMERGES THAT COMBINES APPS FUNCTIONALITY AND TECHNOLOGY

PLATFORM FOR BUSINESS PROCESS INNOVATION

COMPOSITE APPS DRIVE PROCESS

BUSINESS PROCESS PLATFORM

CUSTOM COMPOSITES

SAP AND PARTNER XAPPS

SAP COMPOSITES

SAP NETWEAVER
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Summary and Benefits
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

SAP NetWeaver™

People Integration
- Multi-Channel Access
- Portal
- Collaboration

Information Integration
- Business Intelligence
- Knowledge Management
- Master Data Management

Process Integration
- Integration Broker
- Business Process Management

Application Platform
- J2EE
- ABAP
- DB and OS Abstraction

Composite Application Framework

Life Cycle Management

Collaboration
POWERING ALL SAP SOLUTIONS

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

mySAP ERP 2004

mySAP SRM 2004

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

- Data consolidation can reduce supply chain costs by 1-3 %
- Data consolidation can lower sourcing/procurement costs.
- Broadest and deepest solution for unifying any master data

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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,…

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,…

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

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SAP GDS solution is a comprehensive solution

GLOBAL DATA SYNCRONIZATION 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

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SAP Global Data Synchronization

Backend

R/3* or MDM 3.0

Update/Initial Load

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Transfer into Data Pool specific Message

Messages from Data Pool or Trade Item Recipients

UCCnet and Transora

* from 4.6C onwards
Providing the Solutions to Enable the Industry Vision

Helping the Best-Run Consumer Products Companies Grow and Compete Profitably

Analytics

Consumer Driven Supply Network
Plan
Execute
Sense
Respond

Integrated Sales Marketing & Service
Advertise
Promote
Collaborate
Sell & Service

New Product Development and Introduction
Design
Produce
Distribute
Service

GDS: Global Data Synchronization
(Connecting to Global Registries, Powering RFID)

ERP: Enterprise Resource Planning
(For Net New and Mid-Market Prospects)

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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"