



SAP Curriculum Congress 2010

Using SAP for Retail and SAP Business Explorer as a tool in marketing classes to teach category management

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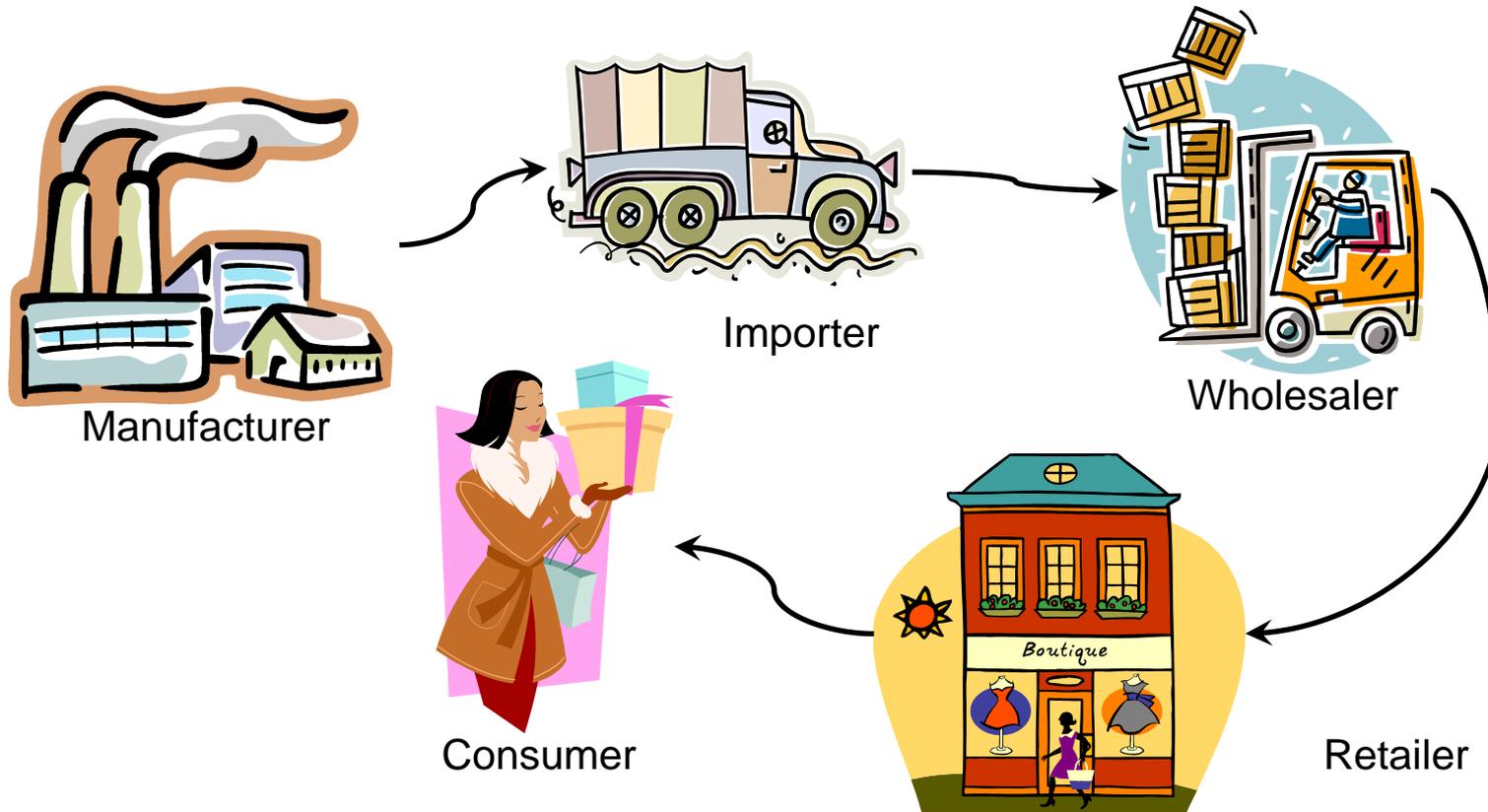
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“A set of business activities carried on to accomplish the exchange of goods and services for purposes of personal, family, or household use...”

American Marketing Association

<http://www.marketingpower.com/layouts/Dictionary.aspx?dLetter=R>

Retailers in the Channel of Distribution



SAP helps smooth the movement of items through this channel. It also helps manage the retailer vendor relationship, and assists in the sharing of data. All of this improves the ability of the retailer to provide the consumer with the products that they want.

Retailers satisfy consumer needs by offering the **right product**, at the **right place**, at the **right price** at the **right time** (when the consumer wants it).



“Who is this new consumer, and what does he or she want? It’s simple: anything, anytime, anyplace-on his or her terms.”

The Retail Revolution, Loewe & Bonchek, Management Review.

Incorporating SAP software into the classroom - What do we do?



The curriculum...

- is meant to simulate a category management experience for the student.
- can be used in total or in modular parts.
- takes the student through the process of adding new products using SAP for Retail to analysis of sales data.
- involves both hands-on activities and software activities.

Incorporating SAP software into the classroom - Assumptions



- Marketing and Management students avoid more technically-oriented fields of study.
- Our students are going to be responsible for more than transactional processes.
- Our students need to understand how the transactional system works (SAP for Retail)
- Our students will be making category or department level decisions.
- SAP software is a tool to help them make decisions.
- Knowledge of SAP software will help them be competitive on the job market.
- Our students will use SAP software or a similar software in the market place.

In what classes can you use the curriculum?



- The curriculum can be taught at a variety of levels. It is currently being taught in both undergraduate and MBA level classes:
 - MBA – Retail strategy and process
 - Undergraduate – Consumer behavior
 - Undergraduate – Business Statistics course
 - Undergraduate- Retail process
 - Undergraduate ERP class

The Curriculum: Activities with products at the shelf



- Student groups are assigned a category. There are 159 total products available across the six categories.

- Liquid hand soap
- Liquid laundry soap
- Hot sauce
- Mustard
- Box potatoes
- Jam and jelly



- There are color photos available for all the products.

- Store checks
- Create layouts
- Recommendations for additions and deletions



- There is a spread sheet with all the product descriptions, UPC's, weight, cost and retail.

- Using their assigned category, groups can enter items into SAP for Retail.

- Master data

- Article Master
- Creating an article with reference
- Creating an article with a generic
- Article hierarchy
- Category hierarchy

- Vendor creation

- Create a purchase order

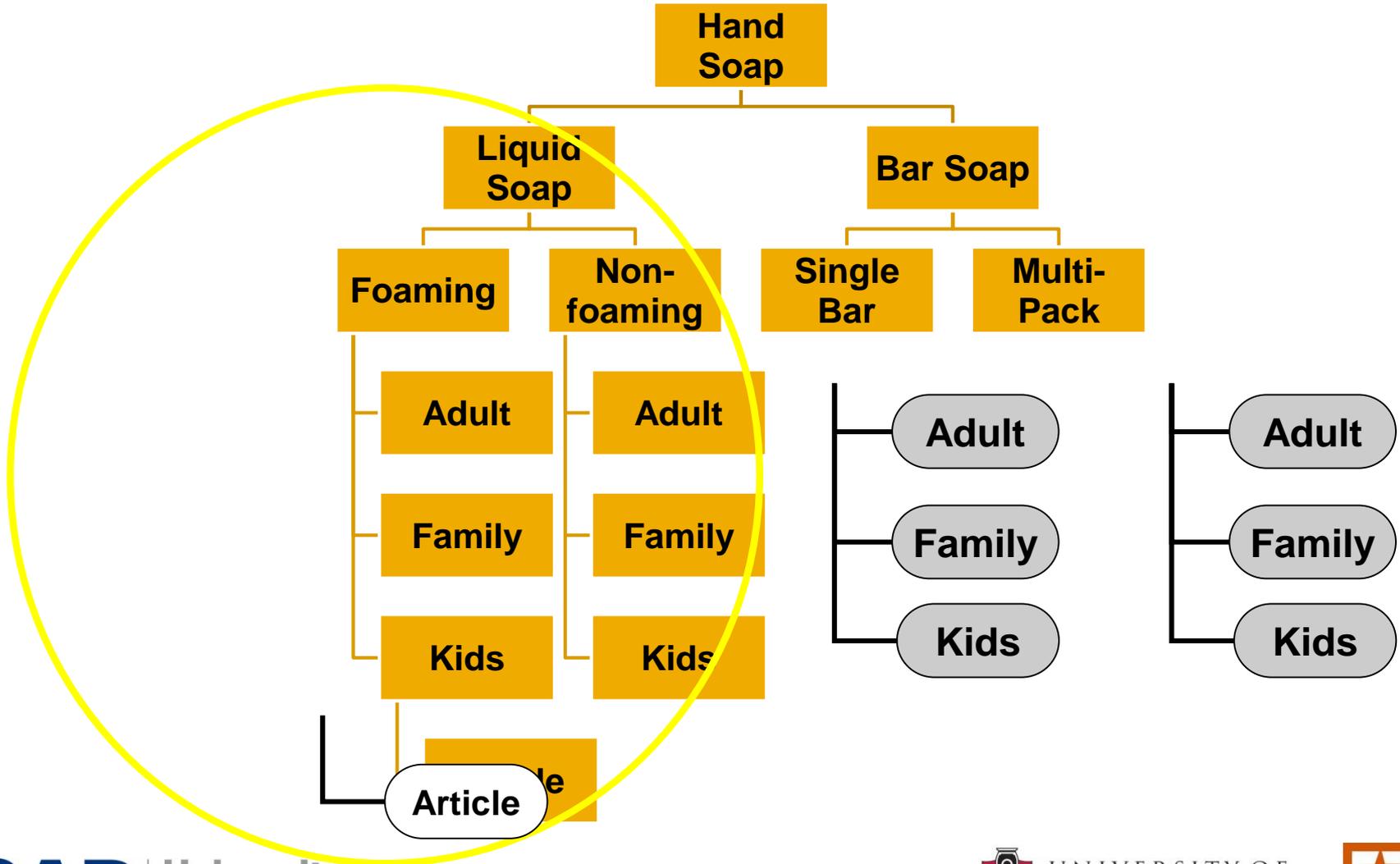
- Process invoice

- Pay vendor

- All transaction processes



Example Article Hierarchy for Hand Soap



- Creating articles and hierarchies in SAP for Retail can be tedious stuff.
- It is important for our students to see how it happens, forces them to think about the whole process.
- Forces them to see that stuff doesn't just end up on a shelf. At least most of the time.
- They need to learn the rule “if garbage goes in then garbage comes out!”
- They need to learn how to not create garbage.

The Curriculum: Activities with Business Intelligence



- We created a small 30 store grocery chain Tyark.
- Tyark has stores in Arkansas, Texas, Missouri and Kansas.
- Each of the these stores has 20 weeks of data for each of the 159 items store in Business Warehouse.
- The intention is to use the 20 weeks as two 10 week segments so that before and after analysis can occur.
- Students can be assigned any number of analysis assignments using this data

The Curriculum: Activities with Business Intelligence



- Reports can be as granular as you want.
 - By item by store by week
 - Find low performing stores
 - Find low performing items.
- It is assumed all data is exported into Excel or some other spreadsheet software for analysis.
- Come full circle and students can make recommendations based on sales, create presentations for a buyer or boss etc...

SAP Business Explorer



The screenshot displays the SAP BEx Query Designer interface for a query named 'REP_20100227162512'. The interface is divided into several panes:

- InfoProvider:** Shows a tree view for 'Grocery DSO' with sub-nodes for 'Key Figures' (Number of Records, Point of Sale Amount, Retail Qty Sold, Sold at Retail) and 'Dimensions' (Key Part, Calendar Day, Grocery Store Number, etc.).
- Rows/Columns:** Contains three main areas:
 - Free Characteristics:** 'Retail Week'
 - Columns:** 'Point of Sale Amount', 'Retail Qty Sold', 'Sold at Retail'
 - Rows:** 'Grocery Store Number', 'Sales District', 'Sales Organization', 'Region'
- Preview:** A small table showing data for 'a-Grocery' and 'b-Grocery' across the selected columns.
- Properties:** A panel on the right with a 'Display as Hierarchy' section containing an 'Active' checkbox and an 'Expand To' dropdown.

At the bottom, there is a '0 Messages' pane and a taskbar with various application icons and the system clock showing 10:38 AM.

SAP Business Explorer



PFx Query Designer - Query: mjensent sales by store

BEx Web - mjensent sales by store - Windows Internet Explorer

http://sapprt.walton.uark.edu:50600/irj/servlet/prt/portal/prtroot/pcd!3aportal_content!2fcom.sap.pct!2fplatfo

Google

mjensent sales by store Last Data Update: 24.02.2010 09:25:23

New Analysis Open Save As... Display As Table Information Send Print Version Export to Excel Comments Filter Settings

Columns

- Key Figures
- ▼ Rows
- Grocery Store Number
- ▼ Free characteristics
- Retail Week

Grocery Store Number	Sales District	Sales Organization	Region	Point of Sale Amount	Retail Qty Sold	Sold at Retail
				\$		\$
1	WEST	WEST	WEST	OK	US/OK	29,113.25
10	WEST	WEST	WEST	OK	US/OK	28,678.35
12	WEST	WEST	WEST	OK	US/OK	30,280.59
13	WEST	WEST	WEST	KS	US/KS	29,480.82
14	WEST	WEST	WEST	KS	US/KS	29,176.48
15	WEST	WEST	WEST	KS	US/KS	28,698.81
17	WEST	WEST	WEST	TX	US/TX	27,689.39
19	WEST	WEST	WEST	KS	US/KS	28,698.40
2	WEST	WEST	WEST	TX	US/TX	28,358.70
23	WEST	WEST	WEST	OK	US/OK	28,770.58
29	WEST	WEST	WEST	KS	US/KS	30,302.07
31	WEST	WEST	WEST	OK	US/OK	28,744.47
36	EAST	EAST	EAST	AR	US/AR	29,668.82
37	EAST	EAST	EAST	AR	US/AR	28,599.70
40	WEST	WEST	WEST	TX	US/TX	28,567.27
41	EAST	EAST	EAST	AR	US/AR	27,673.14
45	EAST	EAST	EAST	AR	US/AR	29,415.33

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Done

Internet 100%

start | Bb | sap_business_ex... | Business Explorer... | BEx Query Desig... | Junk E-mail - Micr... | BEx Web - mjens... | 11:03 AM

- In the store – Write reports based on:
 - Store checks – send students to multiple stores for comparison
 - Secret shopper – have students observe how the shelves are shopped
- Make a new layout for category using pictures
- Make recommendations for missing items etc..
- Create article and merchandise hierarchies
- Enter articles into SAP for Retail etc....
- Pull sales data from SAP Business explorer
- Pull multiple reports and export to spreadsheet for analysis

The University of Texas at Tyler and Brookshire Grocery Company Partnership



1. Retailing Course Development
2. Faculty Professional Development
3. Internships
4. Scholarships
5. Career Opportunities
6. Guest Lectures
7. Southwest Foods Manufacturing Plant Tours
8. Distribution Center Tours

Why listen to Brookshires?

According to SAP for Retail representatives and Deloitte Consulting, BGC is **3-5 years ahead** of other retailers with SAP for Retail integration

Brookshire Grocery Company

Company Organization

- 6 legal entities, one of which is the primary operating company.

- 162 Retail locations in Texas, Arkansas, Louisiana, and Mississippi.

- Three distribution centers (Two in Tyler, Texas, and one in Monroe, Louisiana)

- 12,500 Employees.



MARK 3325 – Retailing

- Required for all marketing majors/minors
- 20% of course content is SAP retailing, but only 2 out of 10 quizzes
- Two assignments: Unit 2 (article hierarchies) and BI assignment (5% of grade)
- Guest lectures on SAP retailing

Next Semester MARK 3325 and College of Business



College of Business – increased emphasis on Excel in two required business courses

Future plans may include offering second retailing course focused on SAP for Retail, MBA course in Retailing, Retail Management Center

MARK 3325- Retailing

- Course taught in computer lab
- SAP assignments will account for 20% of course grade
- Multiple assignments for students including semester project presentation (10% of course grade) based on BI integration and exporting into Excel

Career Opportunities for SAP for Retail Graduates

Brookshire's Grocery Company

Deloitte Consulting

Hobby Lobby

Winn Dixie

SAP

Transactional Background

Analytics

- Critical for category management and store operations!



Portal

Welcome Keith Bejcek

Help Log Off

BGC Communicati

Brocksires Partner Resources My Mail Apollo Category Manager Category Reports Monday Morning Reports Vendor

sales Profits Promo/Pricing Inventory Supplier Cockpit CM Cockpit Total Company Graphs

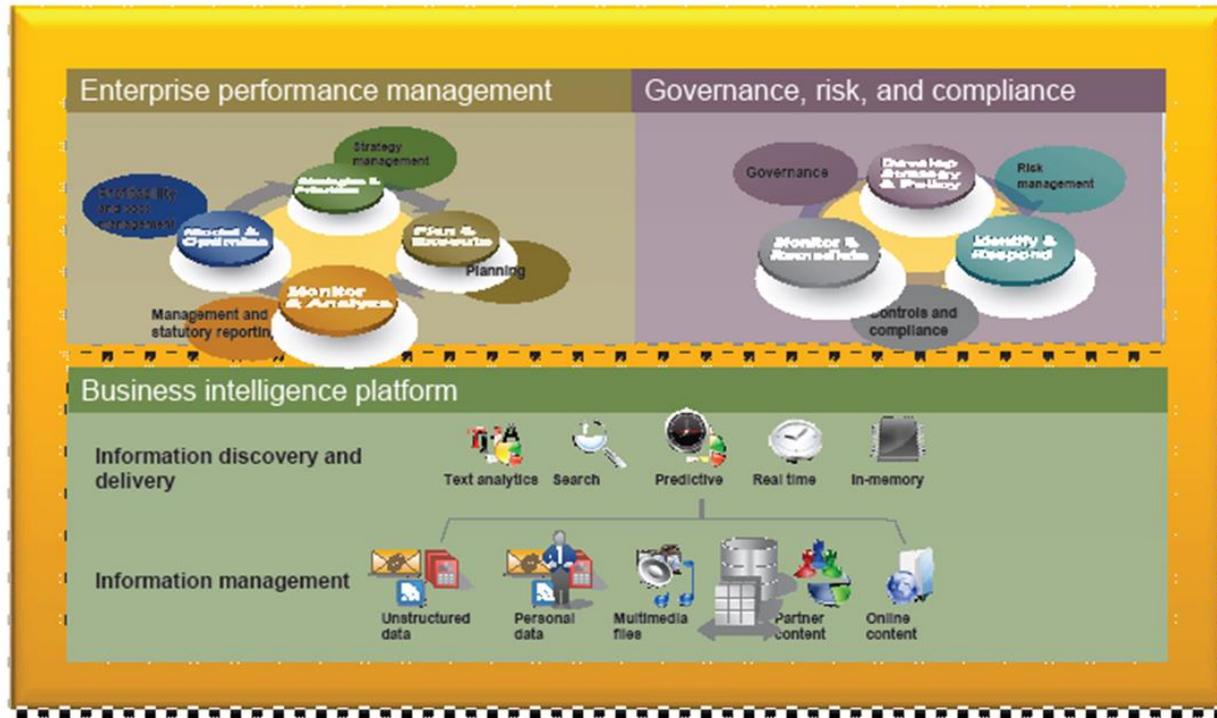
Detailed Navigation

- Sales Trend - Day
- Sales Trend - Week
- Sales Trend - Period
- Article Movement - Day
- Article Movement - Week
- Article Movement - Period
- Sales Compare - Week
- Sales Compare - Period
- Category Share - Week
- Category Share - Period
- Top N Rank - Week
- Top N Rank - Period
- Top N Division - Period
- High Level Item Counts - Week
- Item/Transaction - Day
- Item/Transaction - Week

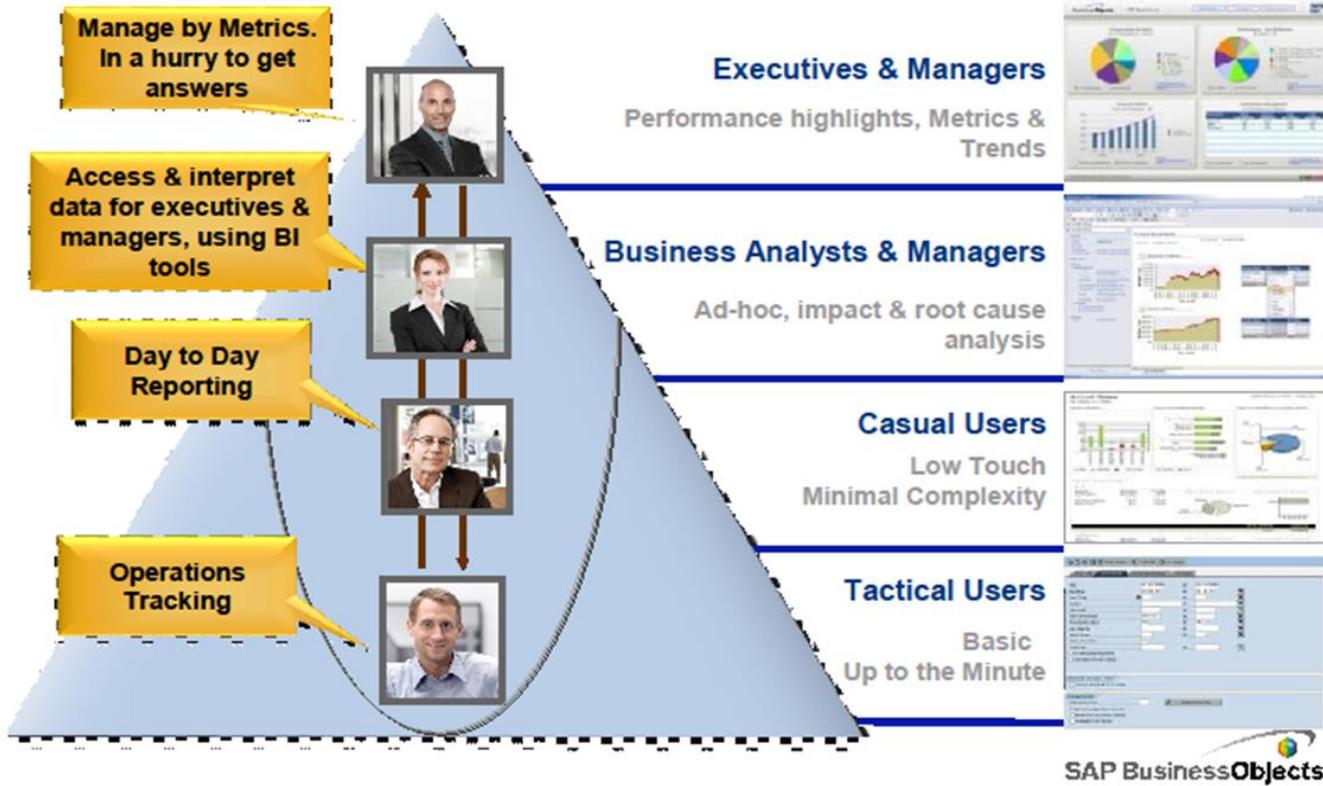
Variables for Ad Hoc Report

- Seven Day Range Ending Date (Single, Mandatory) (*)
- Division (Single, Optional)
- Barner (Multiple, Optional)
- Responsible Category(s) (Multiple, Optional)
 - 201024
 - 201064
 - 201065
 - 201071
 - 201073
 - 201074
 - 201080
 - 201081
 - 201082
 - 201083

SAP BusinessObjects Portfolio

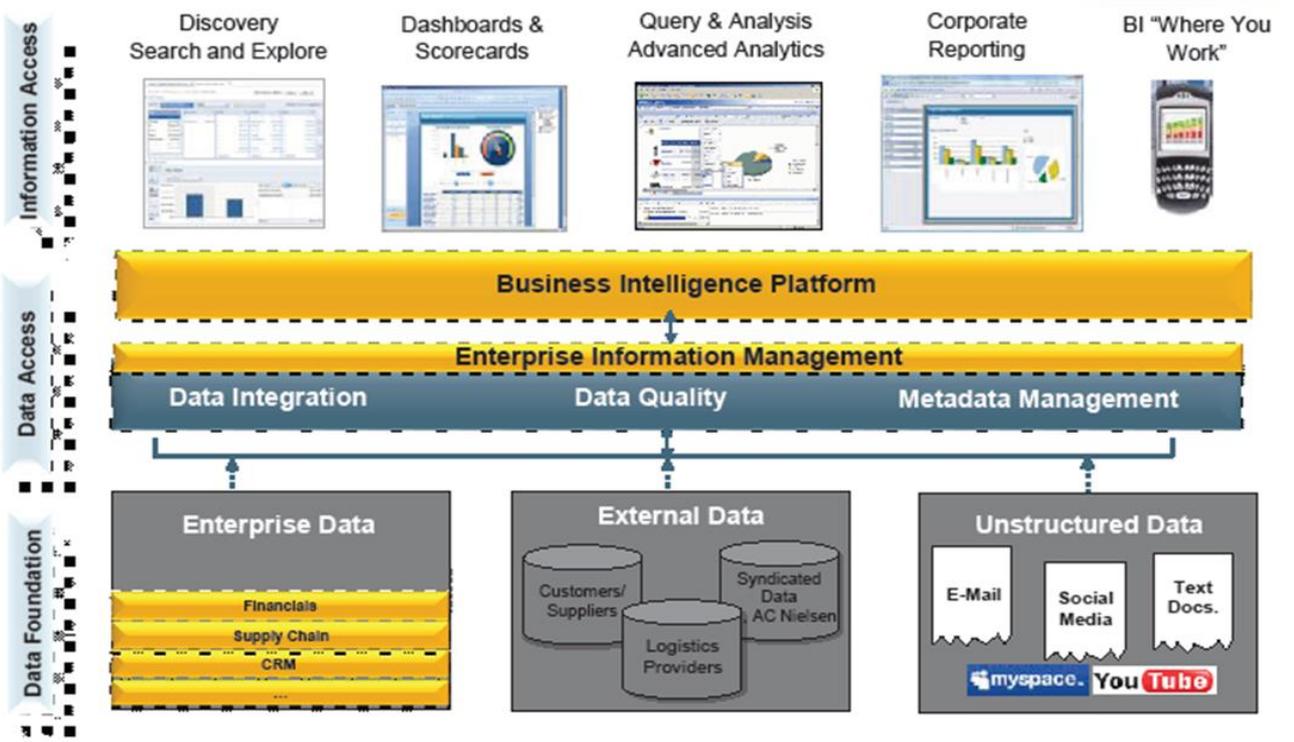


Enterprise Business Intelligence - Information for Different Roles



Its all about the Data

Information access and consumption by all users



SAP BusinessObjects Explorer for Retail - Information to take Action

- Intuitively explore your operational data
- Automated relevancy of results to optimize revenue and margins
- Share collaborative insights with business managers including Store Operations, Distribution, Merchandising and finance.



Business Scenario	Business Benefit
Unusual Gross Margin	Identify exposure to unusual gross margin due to markdowns, costing errors and receipts
Store Operations	Insight to daily revenue, margin and labor expenses.
Load Balance Optimization	Optimize scheduled outbound, route efficiency and reduce out-of-stocks
Inventory Recall Reconciliation - Product track and trace	Expedite the removal of hazardous materials and reconcile against purchases for Customer safety.
Category Performance	Evaluate the distribution and contribution to profit on items, assortments, categories and departments
Competitive Pricing	Assess impact of competition on product pricing to understand impact to profit contribution
Product damage, returns and spoilage	Isolate impact of margin loss and determine action plan for recoup.

Majority of casual users are underserved by traditional BI tools



SAP BusinessObjects Explorer

A self-service, search-driven, and discovery solution for exploring and analyzing your enterprise data

- SAP BusinessObjects Explorer **brings together** the high performance in-memory capabilities of the **BW Accelerator** with an intuitive front-end interface for information search and exploration.
- The primary use case is **searching & exploring** large volumes of enterprise data to **discover relationships and uncover root cause**
- A **casual user** of BI can gain immediate 'insight at the speed of thought' **without needing assistance** from a business analyst or IT

The screenshot shows the SAP BusinessObjects Explorer interface. At the top, a search bar contains the text "sales revenue t-shirt" and a "Search" button. Below the search bar, there are search results. The first result is "Sales Revenue by Customer Accounts" with a score of 4. The second result is "Sales Revenue by Lines - Fashion". To the right, a detailed view of the "Sales Revenue by Lines" data is shown, including a table with columns for Year, Sales Revenue, and Quantity Sold. A pie chart is overlaid on the table, showing the distribution of sales revenue by city. The largest slice is for Austin, with a sales revenue of \$7,940.

Year	Sales Revenue	Quantity Sold
2007	2,202,428	2,202,428
2008	2,182,240	1,172,120
2009	1,421,300	1,421,300

Pie Chart Data:

City	Sales Revenue	Percentage
Austin	\$7,940	16.8%
Other Cities	-	83.2%

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Thank you!