

SUCCESS STORY:
COOP NORGE

GoLive of SAP CAR Omnichannel Article Availability

Coop Norge sets the bar high as the first retailer in Europe to implement SAP's Omni-Channel Article Availability (OAA) module providing customers with article availability in real time.

Prior to implementing the SAP CAR based Omnichannel Article Availability functionality, Coop provided stock information to their eCommerce platform from their SAP ECC solution through a custom-built enhancement. Although it served its purposes at the time, the information about stock availability was only as accurate as the last time the POS sales were updated, which was an overnight process. This meant that customers based their purchasing decisions on information that was on average 12-15 hours old. In a price sensitive, high volume retailing environment, this meant potentially missing out on deals. In addition, the legacy solution also lacked the ability to perform an availability check against store or DC stock during the shopping cart checkout process. This meant that order fulfilment rates could vary, leading to disappointed customers and additional order processing time and effort. retailsolutions were selected as the partner of choice to drive the implementation of SAP OAA based on their experience working with SAP CAR at Coop before and most importantly

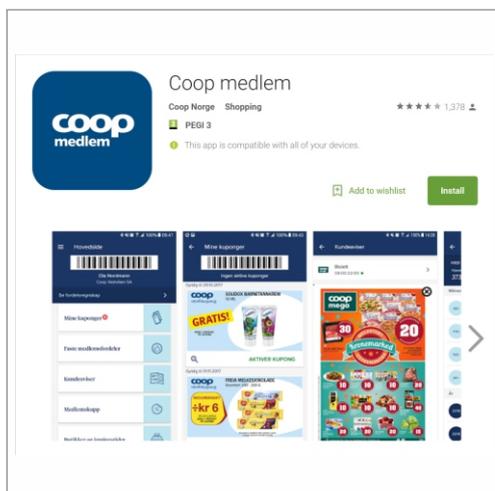


Speed to Value

The project was started in late August 2017 and went live after 5 months as planned, achieving its anticipated outcomes in terms of value and benefit deliveries. The scope included the delivery of Omnichannel Article Availability functionality, Inventory Visibility as well as the provision of transactional POS data to SAP BW from SAP CAR POS Data Transfer and Audit, thereby building on a previous project delivered by retailsolutions.

The out-of-the-box SAP OAA functionality had to be enhanced in certain areas to cater for high volumes as inventory information for rough stock of approx. 25,000 articles needed to be provided across a large number of stores on an hourly basis. In addition, logic had to be included to interpret stock levels to convert those into high/medium/low rough stock indicators as well as rules for dealing with negative stocks and other exceptions. Underpinning the solution is the SLT replication of inventory data from SAP ERP into SAP CAR as well as the calculation of real-time stock, leveraging the trickle-feeding of POS transactions.

The advantages for Coop and their consumers are that the inventory information communicated to the eCommerce platform is as accurate as possible which in turn means that customers' expectations have a higher chance of being met and therefore reducing any unnecessary order changes or calculations due to out-of-stock situations.



“Implementing SAP CAR OAA and Inventory Visibility was one of the most successful SAP projects Coop have run, delivering benefits from Day 1 and helping Coop achieve our goals in Omnichannel Retailing.”

Eirik Borge
Programme Manager Optimal Bestilling, Coop Norge

About Coop Norge

Coop Norge SA, a co-operative society, engages in the trading and wholesale businesses in Norway. It is owned by 87 local cooperatives with a total of 1.6 million members. The company was formally founded in 1906, although the first store already opened in 1867. It has its headquarters in Oslo. The company's stores offer groceries, electronics, hardware, and sporting goods, as well as kitchen and home supplies for various individuals. The company operates its stores under the Coop Extra, Coop Mega, Coop Prix, Coop Marked, Coop Obs! Hypermarked, Coop Byggmix, Coop Obs! Bygg, and Coop Extra bygg brand names. It operates approx. 1200 stores, including 5 grocery chains and 4 specialist chains, as well as offers its products through Websites, generating approximately 64 bn NOK (6bn GBP) in revenue. Further information and contact details available at: www.coop.no

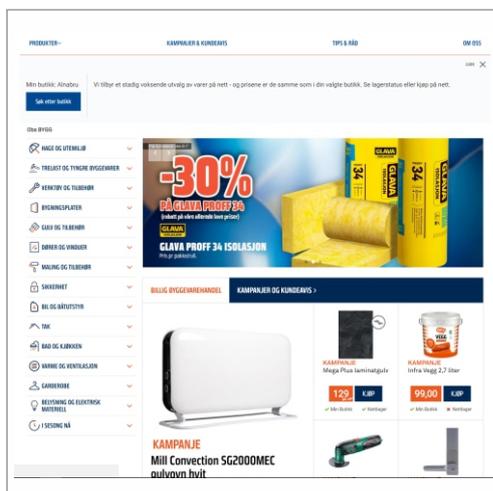
About retailsolutions

retailsolutions is one of the leading retail consulting companies in Europe. From our office locations in the UK, Switzerland, Germany as well as Austria, we are supporting clients in the UK, the Nordics as well as all German-speaking countries. Our pedigree is in retail and with over 100 consultants we help implement SAP solutions and conduct IT engagements covering the entire retail supply chain.

An overall of 450 years of SAP retail expertise speaks for our technological and business competence. Our close relationship with SAP is based on the fact that the company was founded as a spin-off of the SAP organisation.

Do you have any questions?

Further information and contact details of our offices in Switzerland, Germany, Austria and UK available at: www.retailsolutions.uk



SOLUTION OVERVIEW

CHALLENGES

- » Extraction of high data volumes and integration to 3rd party eCommerce platform
- » Extension of SAP functionality
- » Replace legacy solution with SAP OAA
- » SLT Replication of master data and inventory information

SOLUTIONS

- » SAP CAR OAA
- » SAP CAR Inventory Visibility
- » Rough Stock Indicator
- » Stock Availability Check
- » SAP CAR POSDTA

RESULTS

- » Accurate “rough” stock indicators
- » Near real-time stock availability checks
- » Reduction in order changes and cancellations
- » Increase in meeting customer demands