

Agility Unlimited: Capgemini's Extreme Applications built on Hewlett Packard Enterprise ConvergedSystem for SAP HANA®



Leverage the combination of Capgemini's retail experience, Hewlett Packard Enterprise ConvergedSystem portfolio, and SAP HANA's real-time data insights with Market Basket Analysis and Next Best Action. These modules are powered by SAP HANA.

Powered by
SAP HANA®

The Internet and mobile technology are transforming shopping behavior. Consumers now have access to more choices, more information about each of these choices, and greater, faster access to this wealth of information – and they are leaving a complex trail of data as they go. Retailers are left scrambling to track, manage, and leverage all of this data in enough time to reach their customers in a meaningful way, at the moment when it could actually make a difference to sales, customer retention, and revenue.

Responding to this challenge is imperative. To do so, retailers must:

- Unlock real-time insights out of their point-of-sale (POS) data and better understand what is happening in their stores immediately, rather than days or weeks after a sale
- Grow revenue by increasing basket size, pinpointing products that drive drag-along sales, and identifying merchandise with better affinity and combined margins
- Ensure that markdown strategies contribute to profit goals and are aligned with the current state of inventory
- Increase loyalty so customers continue to return to their stores rather than shop with their competitors

HPE ConvergedSystem for SAP HANA – delivering impressive benefits

- **Optimized for SAP HANA**, resulting in proven, uninterrupted performance and enterprise data protection.
- **Scalability** to respond in line with data growth and/or processor evolution. The scalability can be built on premise, hosted, or in the cloud.
- **Converged systems mean super-fast time-to-value**, making it possible for you to order in minutes and deploy in days. You also receive strategic recommendations for architecture—both now and in the future—plus a single point of contact for all your system-level consulting and support.

Extreme Applications for Retail built on Hewlett Packard Enterprise ConvergedSystem for SAP HANA offerings

To address today's most pressing retail challenges, Capgemini collaborated with Hewlett Packard Enterprise (HPE) and SAP to design and build Capgemini's Extreme Applications for Retail built on HPE ConvergedSystem for SAP HANA. These innovative solutions include a unique set of integrated software layered on top of the SAP HANA platform, running on an HPE ConvergedSystem. The result—you can put Capgemini's retail-specific experience directly to work for your business, and get faster time-to-value from SAP HANA.

Pre-built, pre-packaged, and ready-to-use, Extreme Applications for Retail built on HPE ConvergedSystem for SAP HANA incorporate Capgemini-developed data models, analytics, and predictive algorithms to obtain real-time insights from your data in a matter of weeks, rather than spending months building those analytical capabilities yourself from the ground up. This means you can spend less time acquiring, modeling, and integrating your data and more time on the critical needs of your business.

Cutting-edge infrastructure for Extreme Applications

Recently, HPE Converged Systems introduced its "Sharks" portfolio of workload-optimized systems, which includes two HPE ConvergedSystem for SAP HANA offerings. These engineered, pre-built, and SAP HANA-optimized systems provide a super-fast path-to-value on your SAP HANA journey. These systems deliver proven performance and built-in high availability, and they have demonstrated their ability to scale as data volumes grow. Today, you can choose from:

- HPE ConvergedSystem 500 for SAP HANA simplifies the way you deploy SAP HANA with a pre-engineered SAP HANA-optimized system that can be configured, quoted, and installed in as few as 20 business days. The system can grow as you grow—scaling to meet your changing SAP requirements.
- HPE ConvergedSystem 900 for SAP HANA uses a "building blocks" approach that provides the flexibility to scale your compute and storage as needed. The system also includes a roadmap to make the scaling process even more granular. So you can begin at the right size for your business needs.

Groundbreaking components of real-time retail

The analytical foundation of Extreme Applications for Retail integrates your customer, product, and POS data to enable real-time analytics. On top of this analytical foundation, Capgemini has positioned two modules containing the solution's core functions, each of which allows you to interact more effectively with your customers and increase sales and profitability.

1. *Enable real-time recommendations with Market Basket Analysis*

The Market Basket Analysis module is powered by SAP HANA. It enables retailers to group and promote products where strong affinities can point to successful upselling. For example, customers buying the latest cookbook about cupcakes may well be persuaded to buy new baking equipment at the same time, if these products are grouped nearby, either in-store or online. These products may not traditionally sit in the same store category, but Market Basket Analysis provides real-time recommendations and offers based on the swift analysis of data, drawn from a number of sources, and puts relevant

and competitive offers right in front of the customer. Market Basket Analysis interprets the customer's individual shopping behavior, as well as that of similar customers, to ensure that retailers don't miss an opportunity to cross-sell. What's more, Market Basket Analysis takes inventory into account, making sure that effective merchandising decisions can be quickly made and enabling more accurate predictions on sales lift and opportunities for high-margin merchandise combinations. In addition to providing key data to drive cross-selling, Market Basket Analysis allows retailers to layer value onto their customer and sales data by providing insights that help longer-term planning:

- Retailers can improve offers, collection, and placement to drive larger basket sizes and higher margins
- Product range affinities and popularity can be evaluated
- The success of promotional activities can be measured and applied to forward planning

Market Basket Analysis also flexes to different retailer styles. High-end retailers who zero in on creating a personalized customer experience may use Market Basket Analysis to group affinity products, enabling customers to benefit from customized, relevant product recommendations and offers at the point of sale. Multi-line retailers with an extensive inventory, such as supermarkets, may also use Market Basket Analysis to group products, but in such a way that they can guide customers through an array of other products and offers as they navigate their way (in-store or online) from one product to another related or promotional product.

2. *Interact with customers more intelligently with Next Best Action*

The Next Best Action module is powered by SAP HANA. It enables retailers to present customized recommendations at moments of interaction to improve cross selling and upselling. Whether the customer is shopping online, browsing a physical store or using a loyalty card at the cash register, Next Best Action leverages historical purchase behavior data and combines it with predictive algorithms in order to offer promotions and recommendations, which are relevant at that exact moment.

By identifying a specific customer via a mobile application or website login, the instant recommendations produced by the Next Best Action module would enable the retailer to push the next best promotion to that particular customer. What's more, Next Best Action immediately proposes the next best article that this particular customer is most likely to buy, based on the contents of his or her basket at any point of the purchase journey. This can be based on product, location, and time period, working with multiple layers of variable details (for example, store layout, season, price, and brand).

Next Best Action helps retailers get closer to their customers across channels of interaction. By doing so, they are able to drive deeper loyalty and share of wallet to:

- Improve offer conversion rates and drive larger basket sizes
- Increase consumer satisfaction and loyalty by offering highly-personalized shopping experiences
- Increase customer repeat business through cross-selling and upselling which can lead to reduced advertising spend

By working in real-time, Next Best Action also performs intelligent actions which are designed to lead the customer through to purchase, such as pushing products that meet the right parameters in stock-availability checks – ensuring that only products that are available at that moment are offered.



A future-proof solution

Working together as a collaborative team, Capgemini, HPE, and SAP design retail solutions that deliver long-term value. Capgemini's Extreme Applications built on HPE ConvergedSystem for SAP HANA is based on standard tools from SAP; it also has an analytical foundation layer built on the Association for Retail Technology Standards (ARTS) industry data model. As a result, the solution will remain compliant with industry standards and can be used in non-SAP ERP contexts.

Start the journey to agile retail

To help you get started on your journey to fast, optimized, real-time retail, you can participate in a brief discovery workshop that provides an introduction to the Capgemini, HPE, and SAP solution, and features a demonstration of its pre-built dashboards. When you are ready to gain a deeper understanding of how these systems fit into your organization, your key business stakeholders can participate in a Strategic Value Assessment. This assessment:

- Provides a complete picture of how Capgemini's Extreme Applications for Retail running on HPE ConvergedSystem for SAP HANA can optimize your business
- Determines the most critical features for your business
- Evaluates how the solution can be implemented in your landscape
- Delivers a step-by-step implementation plan
- Identifies next steps for setting up the first implementation in a matter of weeks so that you can start seeing value right away

Collaborate with the experts

Capgemini and HPE have collaborated closely with SAP to extend the value of SAP HANA one-step further by delivering Extreme Applications for Retail built on HPE ConvergedSystem for SAP HANA.

Since launching initiatives around SAP HANA in 2011, Capgemini has led the way in delivering innovative SAP HANA projects for companies across multiple sectors, including Retail and Fashion, Consumer Products, Transportation, Public Sector, and Utilities. Capgemini has supported these deliveries with its SAP HANA Center of Excellence, BIM Center of Excellence, and more than 250 people trained on SAP HANA who support rapid, cost-effective implementation and maintenance. These are just some of the reasons SAP honored Capgemini with the 2014 SAP Pinnacle Award for SAP HANA Adoption Partner of the Year. HPE has also been honored by SAP with 2014 Pinnacle Awards for Rapid Deployment Partner of the Year and Platform Co-innovation Partner of the Year.

Powerful Partnerships

Capgemini has strong partnerships with both HPE and SAP. For more than 20 years, Capgemini and HPE have been developing and delivering solutions that make a difference for our joint clients. Our proven, structured delivery process and teaming approach is designed to deliver better and faster results, along with a single, unified point of accountability—for all of our clients and projects.

Act now to keep up with your customers

As time goes on, your customers will become even more connected, savvy, and expecting of high-quality customer service. Capgemini's Extreme Applications for Retail leverage SAP HANA's real-time insight so you can anticipate what your customers want next and successfully act on those predictions – before your competition.

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About Capgemini

With 180,000 people in over 40 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2014 global revenues of EUR 10.573 billion.

Together with its clients, Capgemini creates and delivers business, technology and digital solutions that fit their needs, enabling them to achieve innovation and competitiveness. A deeply multicultural organization, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.

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