



Discount Tire's Digital Transformation Journey

SAP CAR

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About the Speakers

Kiran Pasala

- Solution Architect - Discount Tire
- Solid experience on various SAP solutions currently focusing on Retail supply chain solutions

Pallav Chaturvedi

- Solution Architect - Discount Tire
- Solid Experience on various SAP solutions currently focusing on Retail application, POS and Analytics

Jay Westberg

- Senior Solution Architect - Discount Tire
- Solid experience on various SAP solutions currently focusing on SAP administration and an SAP upgrade project

Key Outcomes/Objectives

1. Journey of SAP CAR
2. Challenges
3. Future Roadmap

Agenda

- Introduction
- Business Case/Justification
- Scoping and Sizing
- Implementation
- Future Use Cases

Discount Tire

- Discount Tire Company headquartered in Scottsdale, AZ is the world's largest independent tire and wheel retailer.
- 1031+ stores across 35 states.
- Discount Tire provides a range of product choices, affordable prices and expert staff.
- Our 1975 “Thank you” commercial holds the Guinness World Record for the longest running TV advertisement.

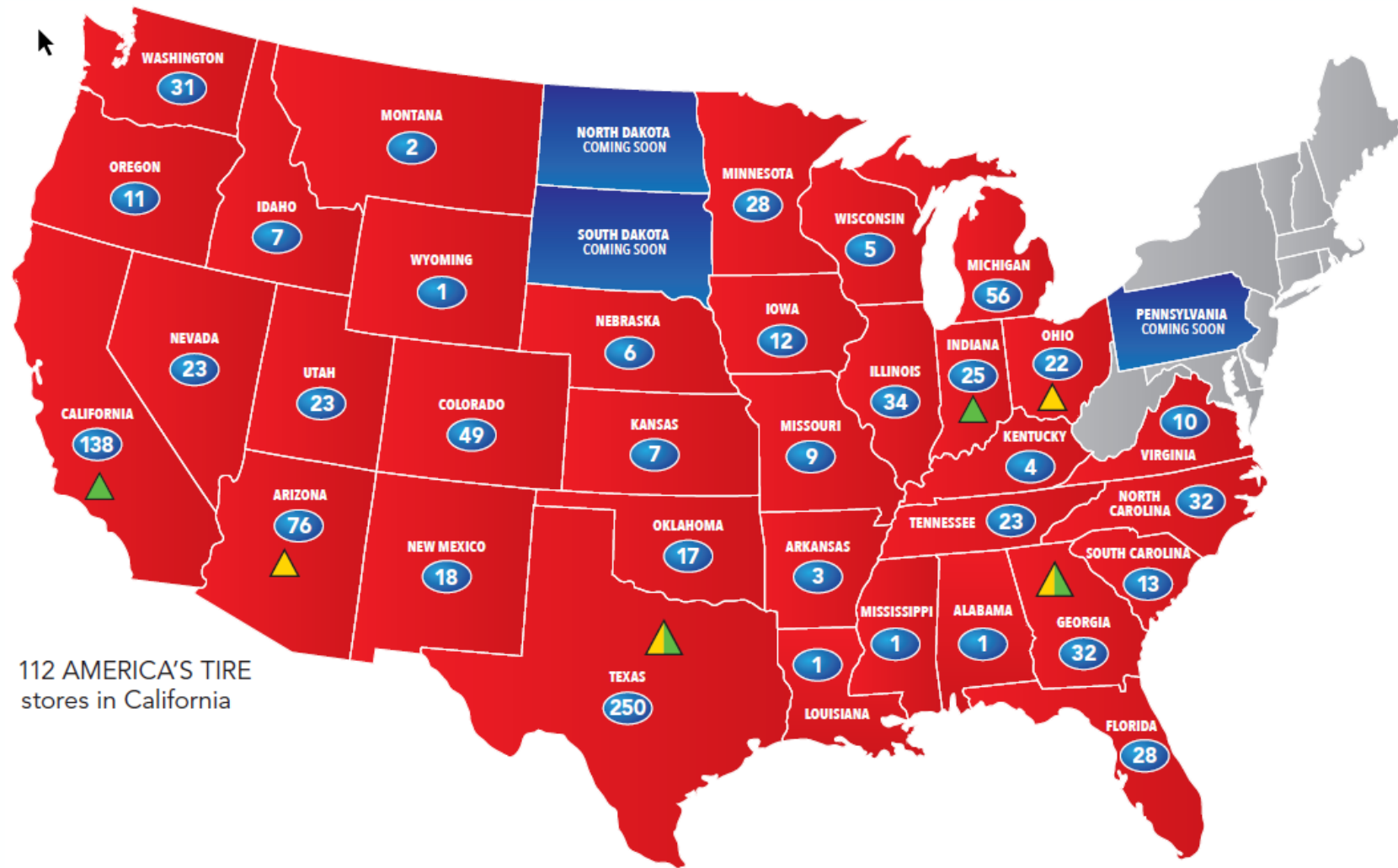
DISCOUNT[®]
TIRE

AMERICA'S[®]
TIRE

DISCOUNT[®]
TIRE DIRECT

ASUG

Discount Tire

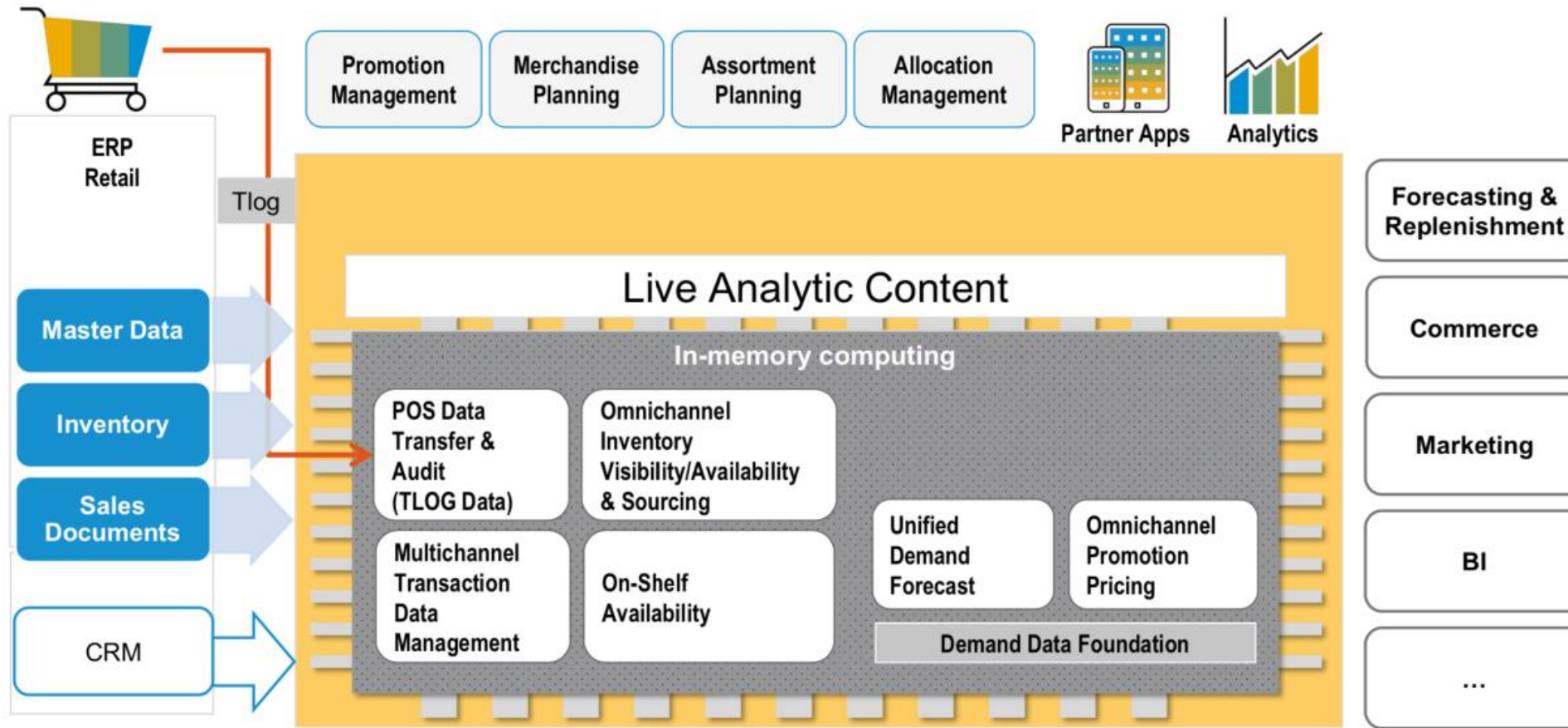


112 AMERICA'S TIRE stores in California

One Discount Tire Vision

“One Organization to Deliver One Consistent Experience for Our Customers”

SAP Customer Activity Repository



Business Case/Justification

CAR was identified as one of the foundational components to be installed to achieve the vision of providing seamless experience for customers, independent of sales channel interaction. A common transaction repository along with core customer master would enable the below functions:

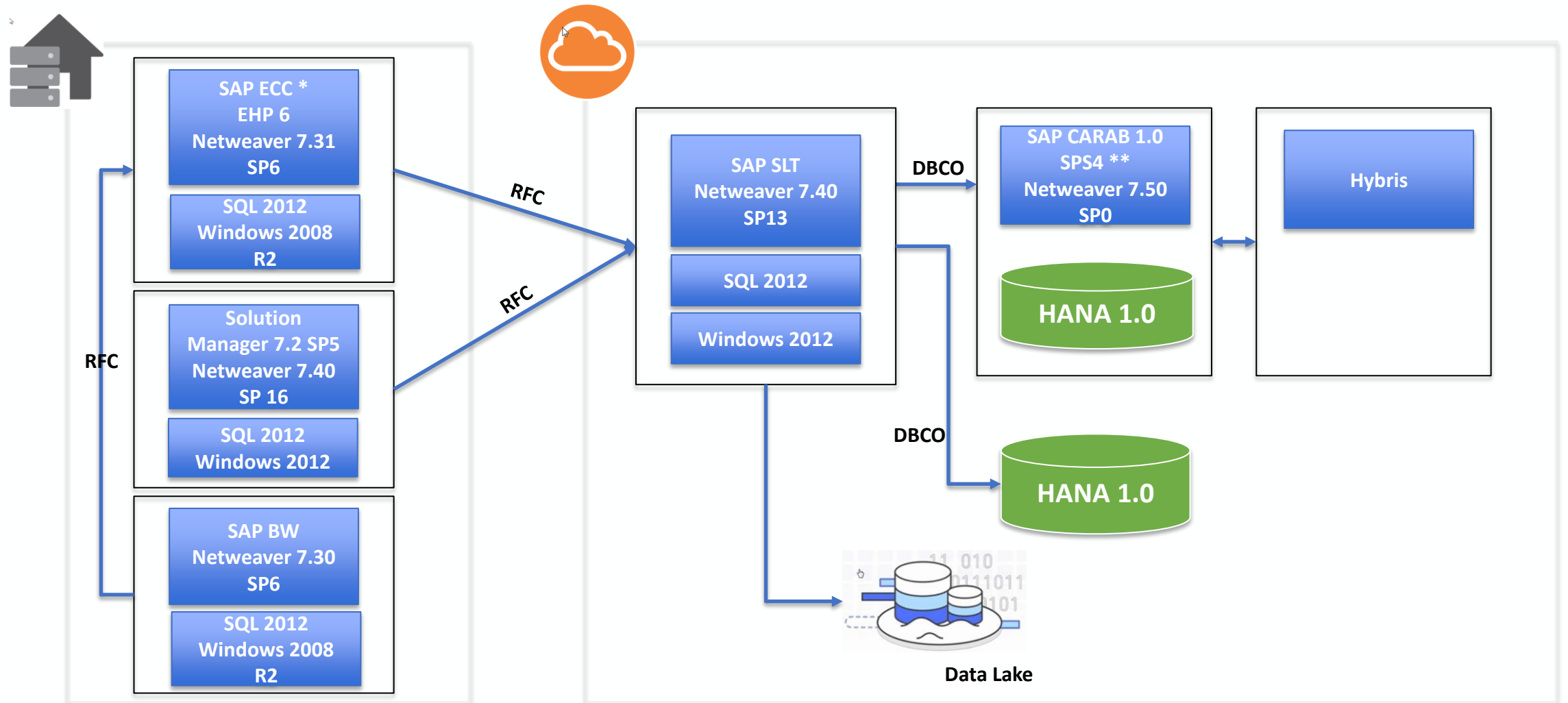
- Online to inline sales conversion
- Enable customer order history
- Article availability and sourcing
- Customer profiling
- Foundational input to forecasting and demand models
- In-built analytics



Current Use Cases

- Marketing campaigns
- Appointment scheduling
- Sourcing decisions for customer order fulfillment
- Customer self-service enablement
- Operational reporting
- Customer centric data source for big data analytics

Landscape Architecture

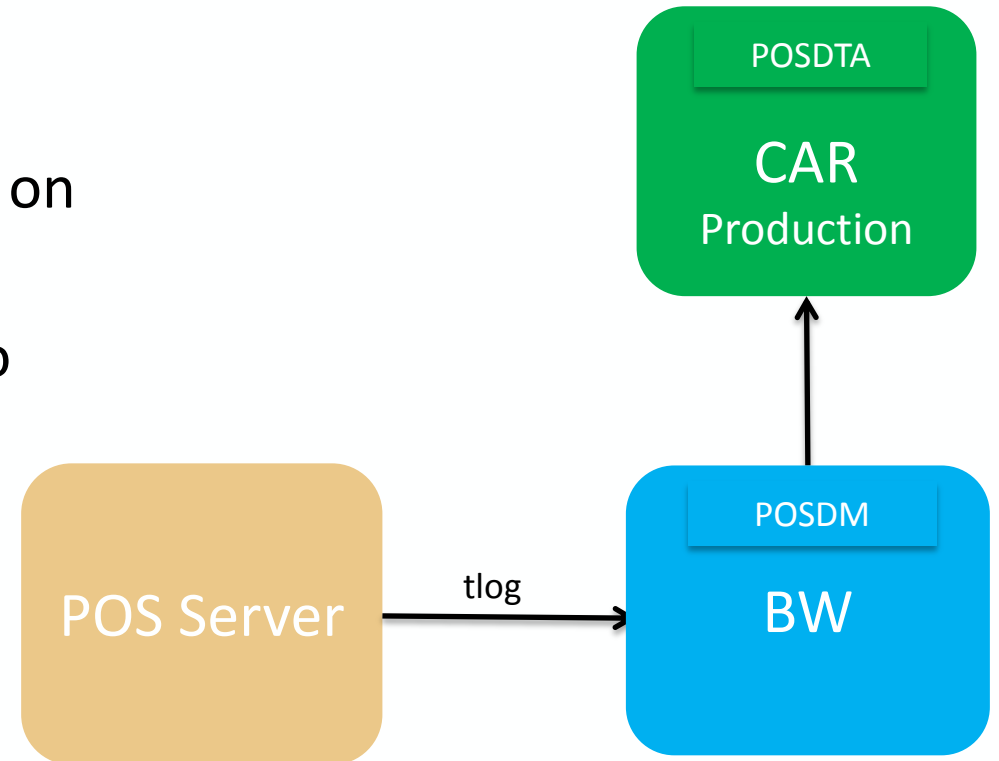


Scoping and Sizing

- Benchmark sizing
- CAR proof of concept stood up
- Using BW TLOGS, loaded 3 months sales history
- Calculated 10 years sales history to size the HANA database
- 2 billion row limitation
 - /POSDW/TLOGF and /POSDW/TLOGF_X, range partition
 - SLT KONV 2.7 billion, hashed partition

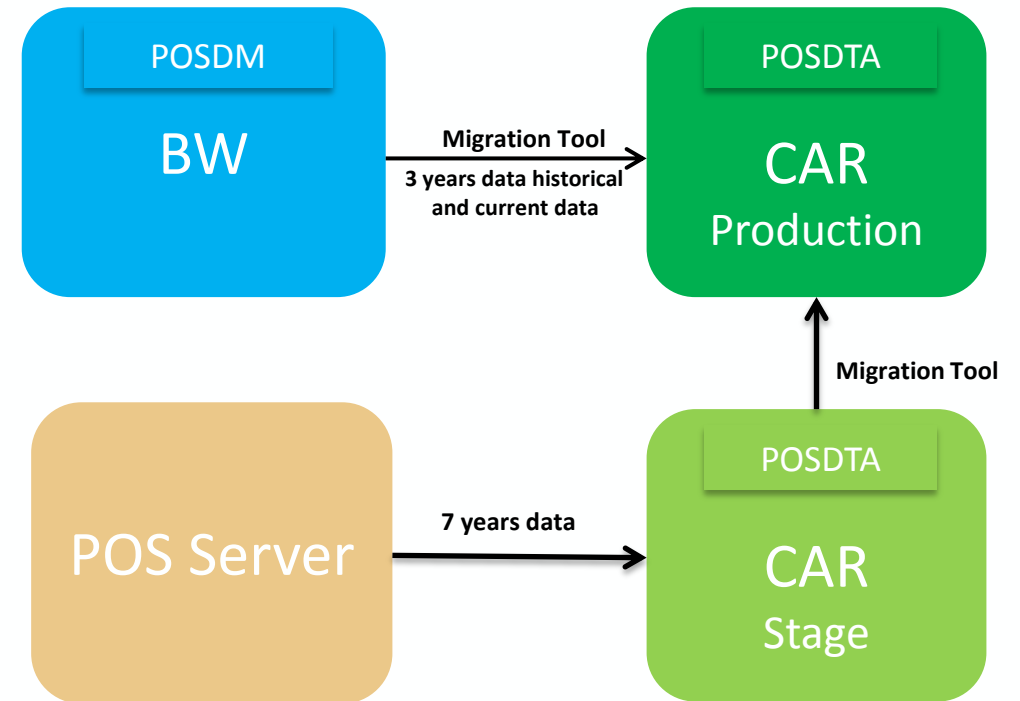
Parallel Environment

- Currently we are operating parallel environments of POSDM in BW and POSDTA on CAR.
- The transactions get transferred from POS to CAR via POSDM on BW
- Parallel usage of aggregated and non aggregated sales
- Help reporting and down stream systems retrofit



Historical Data Loading

- Use case for historical data
 - New channels/interactions
 - Gauge customer buying pattern
 - Customer returns
- Methodology used to load historical sales from different systems
- Task processing orchestration due to the volume of loads



Customer 360

- Consolidating duplicate customer masters is the key to build successful customer 360
- Assigning the right unique ID to the customer data regardless of the channel
- CAR serving as the conduit for keeping the current master record up to date
- Stepping stone for getting MDG into the landscape
- Serve real time status and history of multi-channel orders

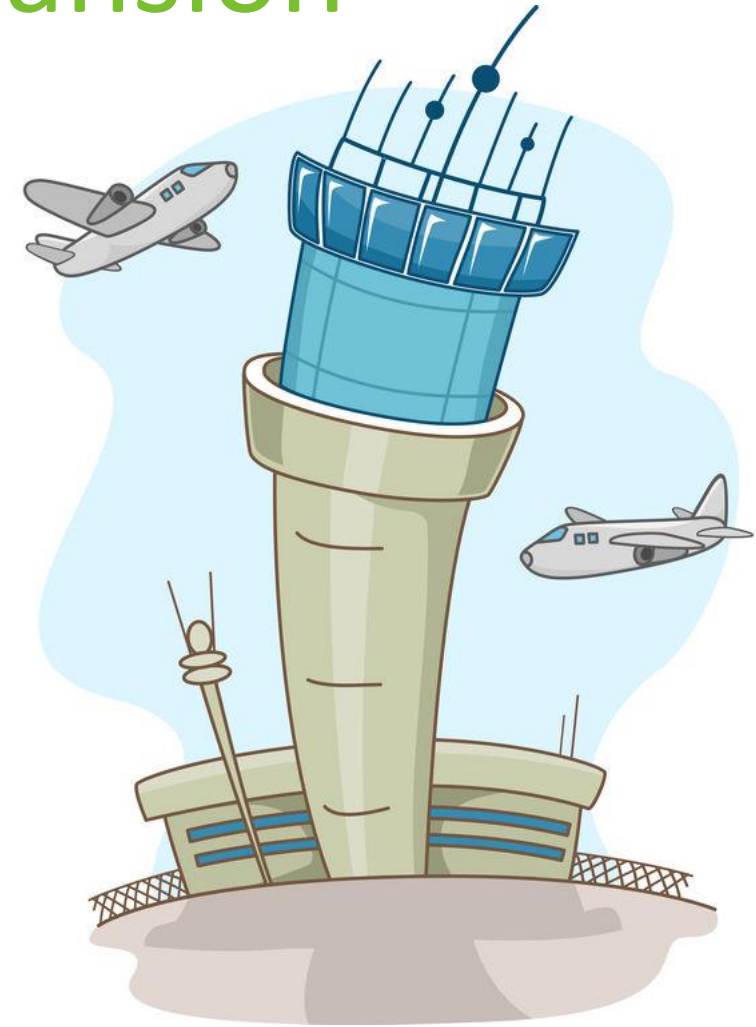


Challenges/Opportunities

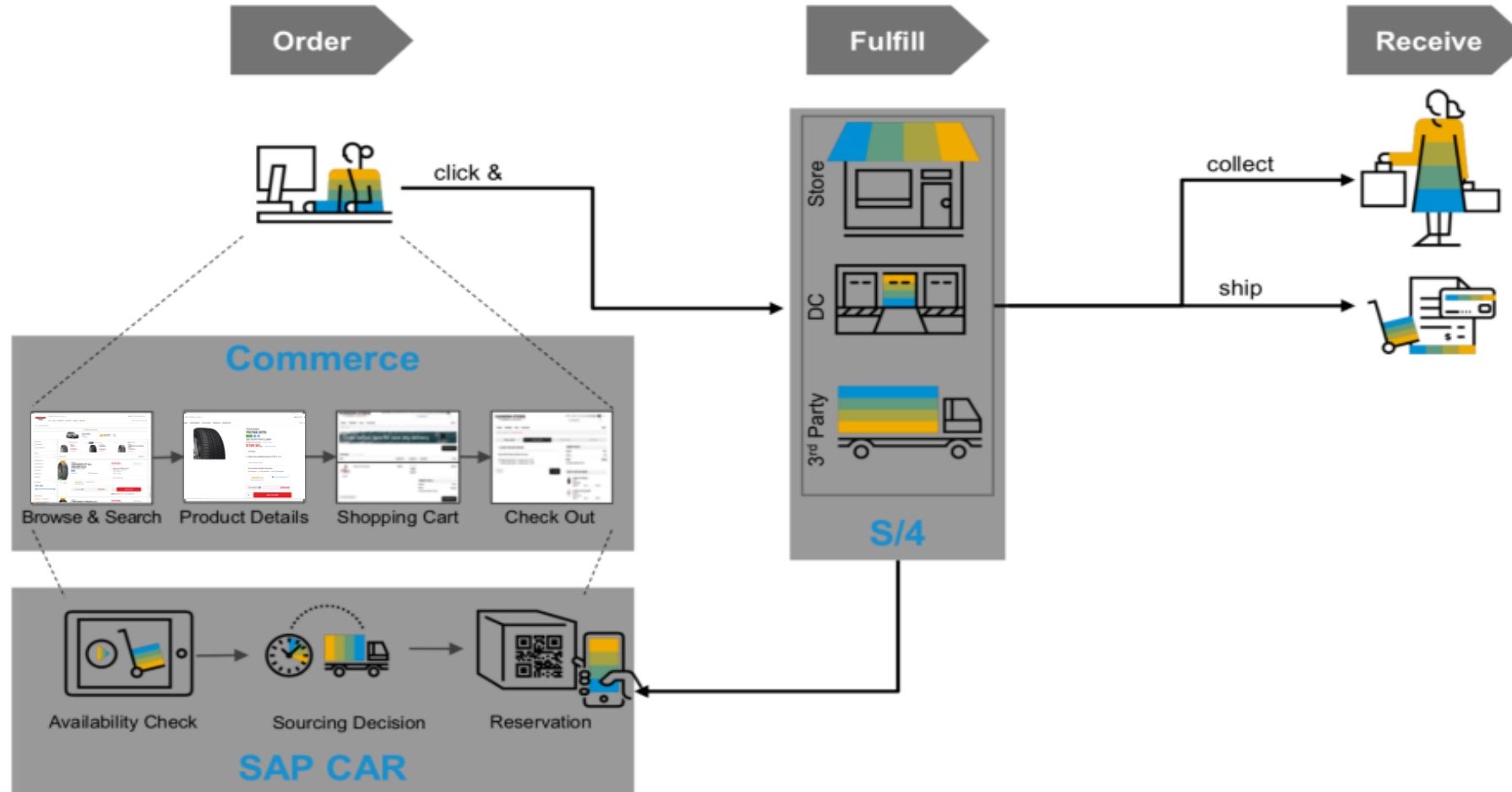
- Missing audit logs on POS transaction database table will provide some challenges while extracting the data by third party systems
- There are opportunities to build UI's to present a consolidated view of sales across channels for customer service representatives
- Opportunities to not only have sales but other details like appointments to provide real time view and control reserving products based on appointments
- Customer profiling and segmentation

Assortment Availability Expansion

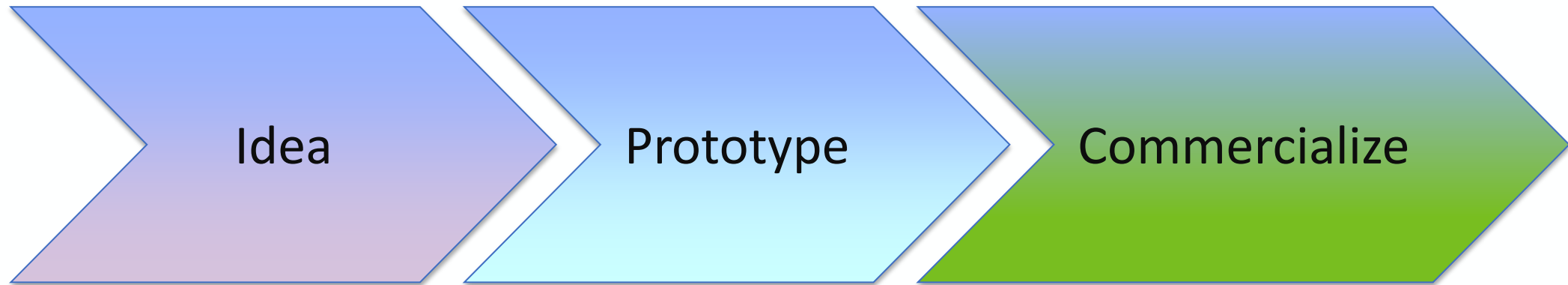
A dynamic rule-based framework which integrates the demand chain with the supply chain and helps organizations to fulfill the customer demand with optimal sources of supply



SAP Reference Flow



Implementation Strategy

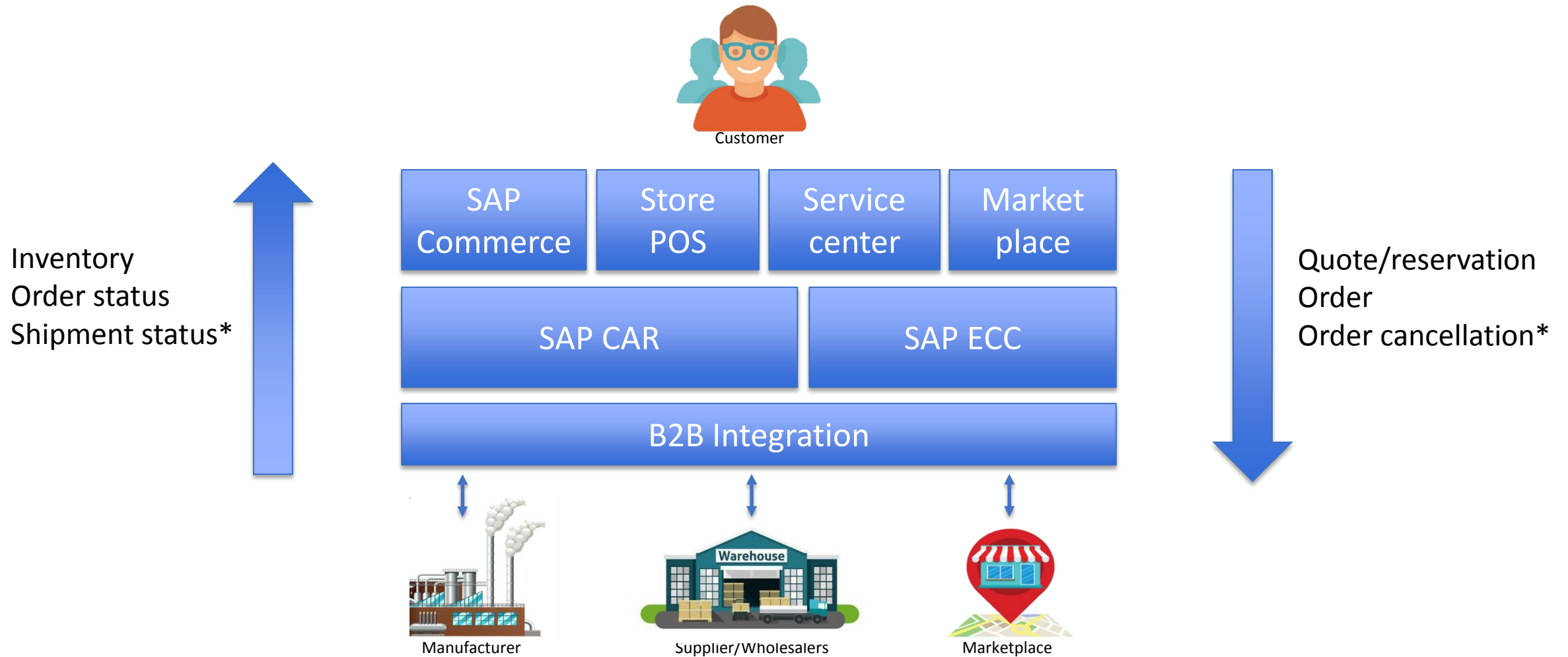


- Brainstorm on possibilities
- Partnership with potential supplier(s)
- Finalize on potential stores

- Work on minimum viable requirements
- Identify system needs
- Implement custom solution on lines of SAP OAA framework
- Work with suppliers on integrations to exchange data

- Identify the requirements to commercialize the solution
- Define systems and solutions to be implemented
- Apply lessons learned during prototype

DT Architecture - Simplified



System Considerations for OAA

- There are new features that are continuously getting added with every new CAR application release. The minimum system requirements listed below are needed to enable Omnichannel article availability and sourcing:
 - SAP Retail 6.0 with minimum release of EHP7 SP11/EHP8 SP01
 - SAP Customer Activity Repository 2.0 FP3
 - SAP Hybris Commerce 6.0 or higher with retail integration package

- The latest info can be found in the following link:

<https://help.sap.com/viewer/e06664caf4074dca8be8f67c3efb4d52/2.0.0.0/en-US/3a1851b8212b4e3eb3881ed85c4d5ab0.html>

Key Takeaways of OAA Implementation

- Define product strategy
- Partners and right contracts
- Sourcing network
- Source capacity and order volume handling
- Source decision flexibility and influencing factor prioritization
- Special processing requirements
 - Sales channels
 - Stores
 - Suppliers
- Branding
- Start simple and manageable

Future Roadmap

- Enable standard Omni Channel article availability and sourcing
- Start leveraging demand data foundation and unified demand forecast
- Sunset BW and switch over sales auditing and processing functionality in POSDTA on CAR

Data Quality and Reliability

- Audit SLT replication using cross database comparison
- SLT work process versus latency

Cross Database Comparison

Comparison: Comparison Description: Comparison Version:
 Data Model: Data Model Description: Version:
 Run ID: Start Date: End Date:
 Iteration ID: Start Date: End Date:
 Objects Expected from Source 1: Objects Expected from Source 2:
 Objects Processed: Progress:
 Comparison Status: Confirmed at/by:
 Message Text: Comparison Scenario:
 Source Type 1: Source Type 2:

Parameters for Source Type 1
 RFC Destination:

Parameters for Source Type 2
 Database Connection Name:

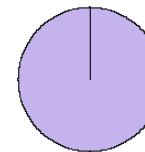
Result Overview

View:

Type of Inconsistency	Number of Objects	Percentage	Number of Objects (Iteration)	Percentage (Iteration)
Objects Compared	40,095,404	100.00 %	40,095,404	100.00 %
Objects Identical	40,095,346	100.00 %	40,095,346	100.00 %
Objects Exist Only in Source 1	26	0.00 %	26	0.00 %
Objects Exist Only in Source 2	0	0.00 %	0	0.00 %
Objects Exist with Differences	32	0.00 %	32	0.00 %

Type of Inconsistency

Hide Identical Objects



- Objects Exist Only in Source 1
- Objects Exist Only in Source 2
- Objects Exist with Differences
- Objects Identical

	Comparison Key (EBELP)
100	4710258434
100	4710258564
100	4710259092
100	4710259129
100	4710259169
100	4710259393
100	4710259394
100	4710259477
100	4710259561
100	4710259607

Cross Database Comparison

Comparison: ZECC_CAR_PRD_ZTB_PUR_FORECAST

Data Model: ZECC_CAR_PRD_ZTB_PUR_FORECAST

Run ID: 000000002

Iteration ID: 0

Objects Expected from Source 1: 2,518,212

Objects Processed: 2,518,212

Comparison Status: Finished

Message Text: Comparison run 2 finished

Source Type 1: SAP ABAP System (RFC to Generic Extractor)

Comparison Description: ZECC_CAR_PRD_ZTB_PUR_FORECAST

Data Model Description:

Start Date: 04/14/2019 08:00:03

Start Date: 04/14/2019 08:00:03

Objects Expected from Source 2: 2,518,212

Progress: 100.00 %

Confirmed at/by:

Comparison Scenario: Std Comparison with Detailed Results up to "Max Differences"

Source Type 2: Remote Database (Using ADBC)

Comparison Version: 0002

Version: 0002

End Date: 04/14/2019 08:10:13

End Date: 04/14/2019 08:10:13

Parameters for Source Type 1

RFC Destination: SM_RTP00001CLNT100_READ

Parameters for Source Type 2

Database Connection Name: HCP

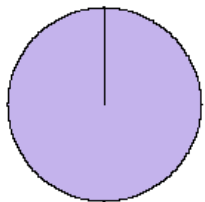
Result Overview

View: [Standard View] | Print Version | Export | Rename Inconsistency Types

Type of Inconsistency	Number of Objects	Percentage	Number of Objects (Iteration)	Percentage (Iteration)
Objects Compared	2,518,212	100.00 %	2,518,212	100.00 %
Objects Identical	2,518,212	100.00 %	2,518,212	100.00 %
Objects Exist Only in Source 1	0	0.00 %	0	0.00 %
Objects Exist Only in Source 2	0	0.00 %	0	0.00 %
Objects Exist with Differences	0	0.00 %	0	0.00 %

Type of Inconsistency

[Hide Identical Objects](#)



- Objects Exist Only in Source 1
- Objects Exist Only in Source 2
- Objects Exist with Differences
- Objects Identical

Additional SLT and CDC Information

SAP Landscape Transformation – How Discount Tire Leveraged SLT

ASUG session ID - 84264

Thursday May 9th at 1PM

330C

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Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

<http://info.asug.com/2019-ac-slides>

Q&A

For questions after this session, contact us at

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