SAP Omnichannel Promotion Pricing service (OPPS)

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Agenda

- Trends, facts and challenges in an omnichannel world
- An overview about the SAP Omnichannel Promotion Pricing service (OPPS)
  - What does SAP OPPS include?
  - How does the service work?
  - Planned roadmap
- A typical customer journey
- Demo of SAP OPPS with SAP Commerce Cloud (CCV2)
- Where can you find more information?

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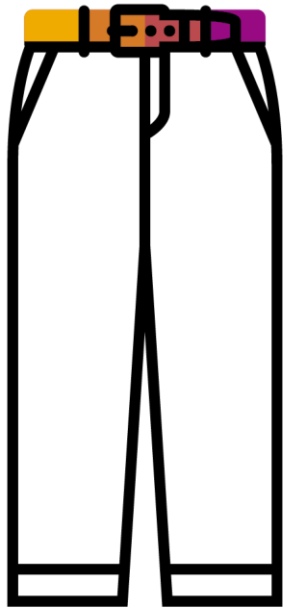
A typical scenario

Consumer gets a campaign mail, jeans on sale online and in store



Customer goes to the store to have a look, discount available

Decides to buy online, but the discount is not available

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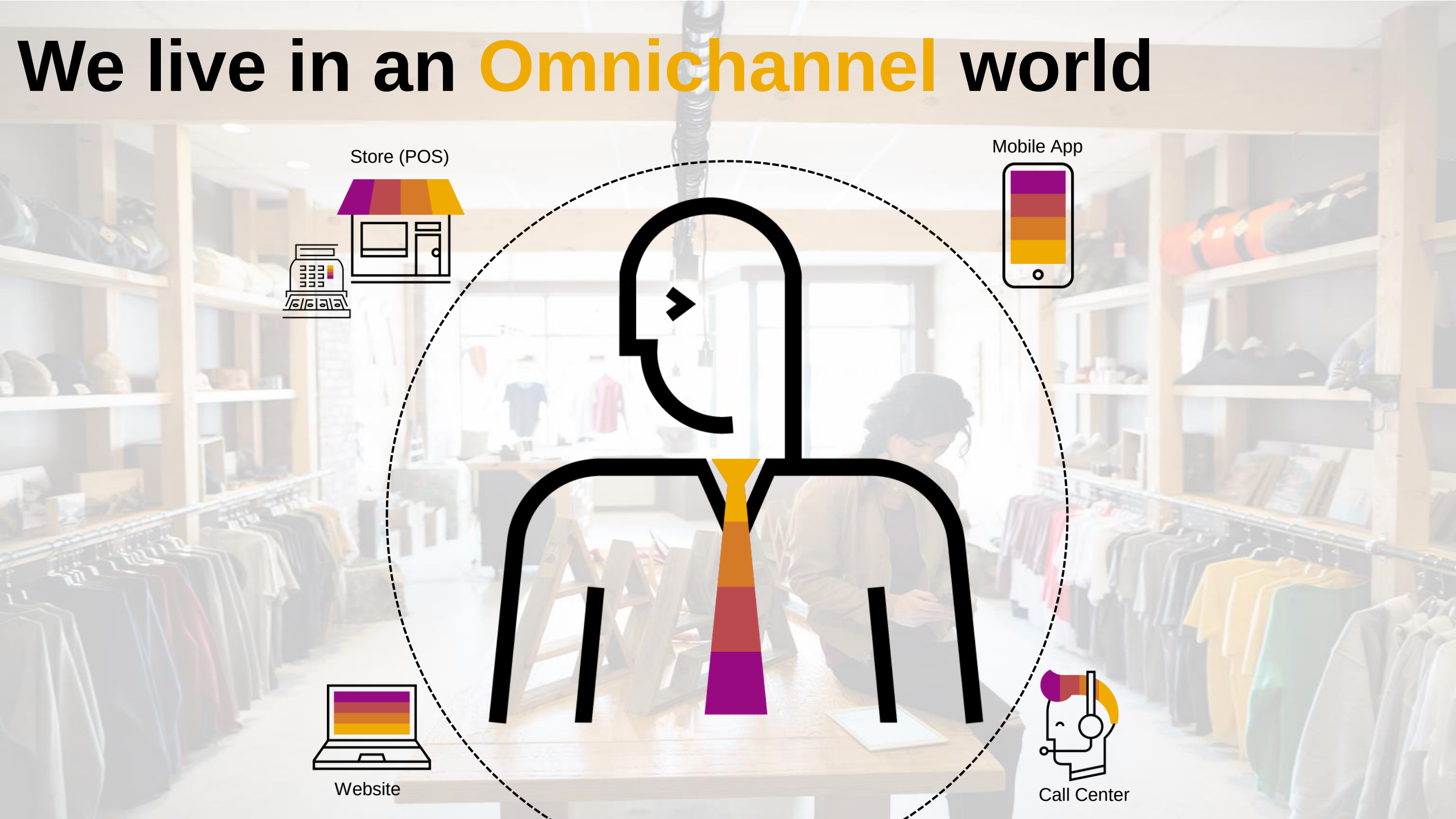
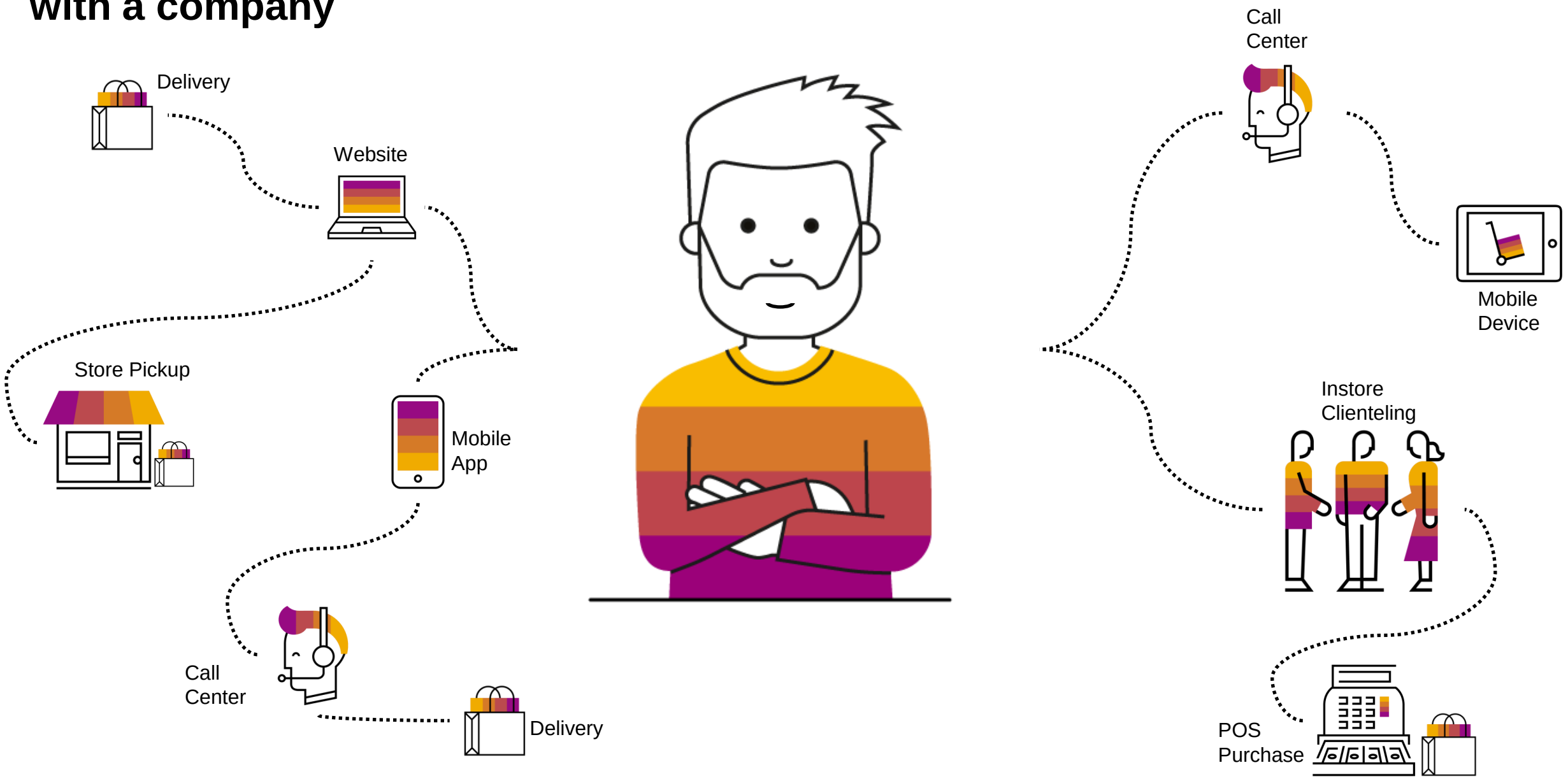
We live in an Omnichannel world



Customers chart their own path while engaging with companies…

Customer can use different channels or combination of channels to interact with a company



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Customers expect a consistent & compelling experience across all sales channels

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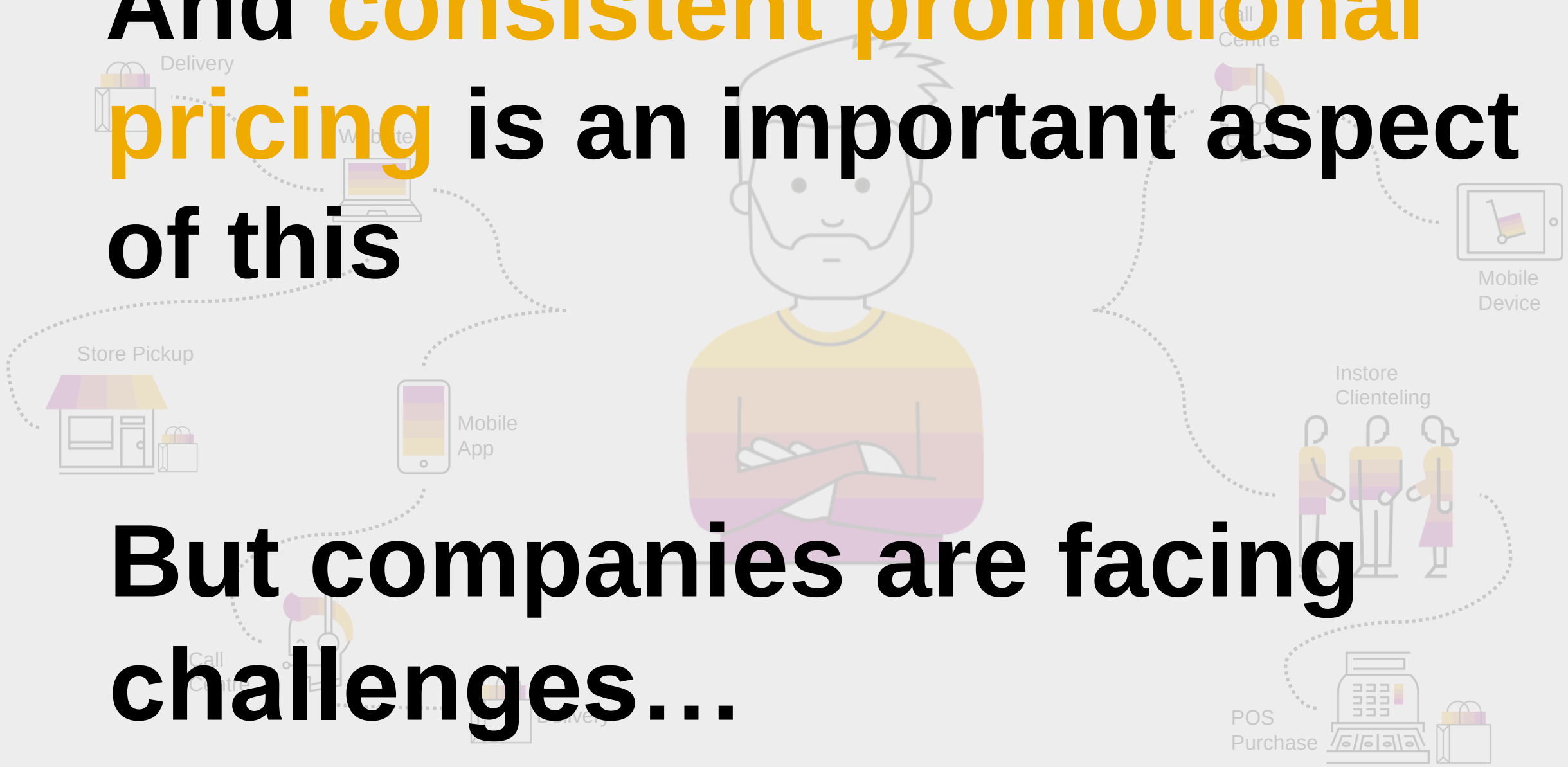
And consistent promotional pricing is an important aspect of this



But companies are facing challenges…

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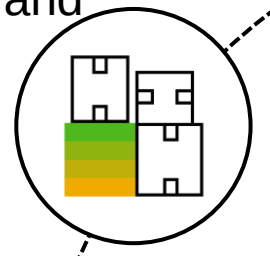
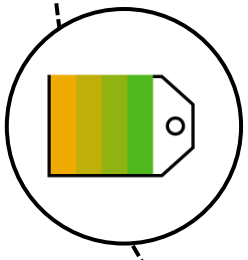
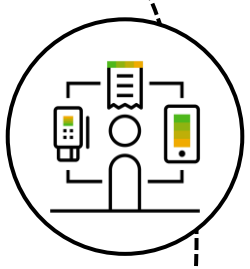
Challenges in providing consistent promotional pricing across sales channels

Multiple repositories where prices are kept and persisted differently





Different price calculation logics across the different sales channels



Complex promotions are not fully and consistently supported by all relevant sales channels

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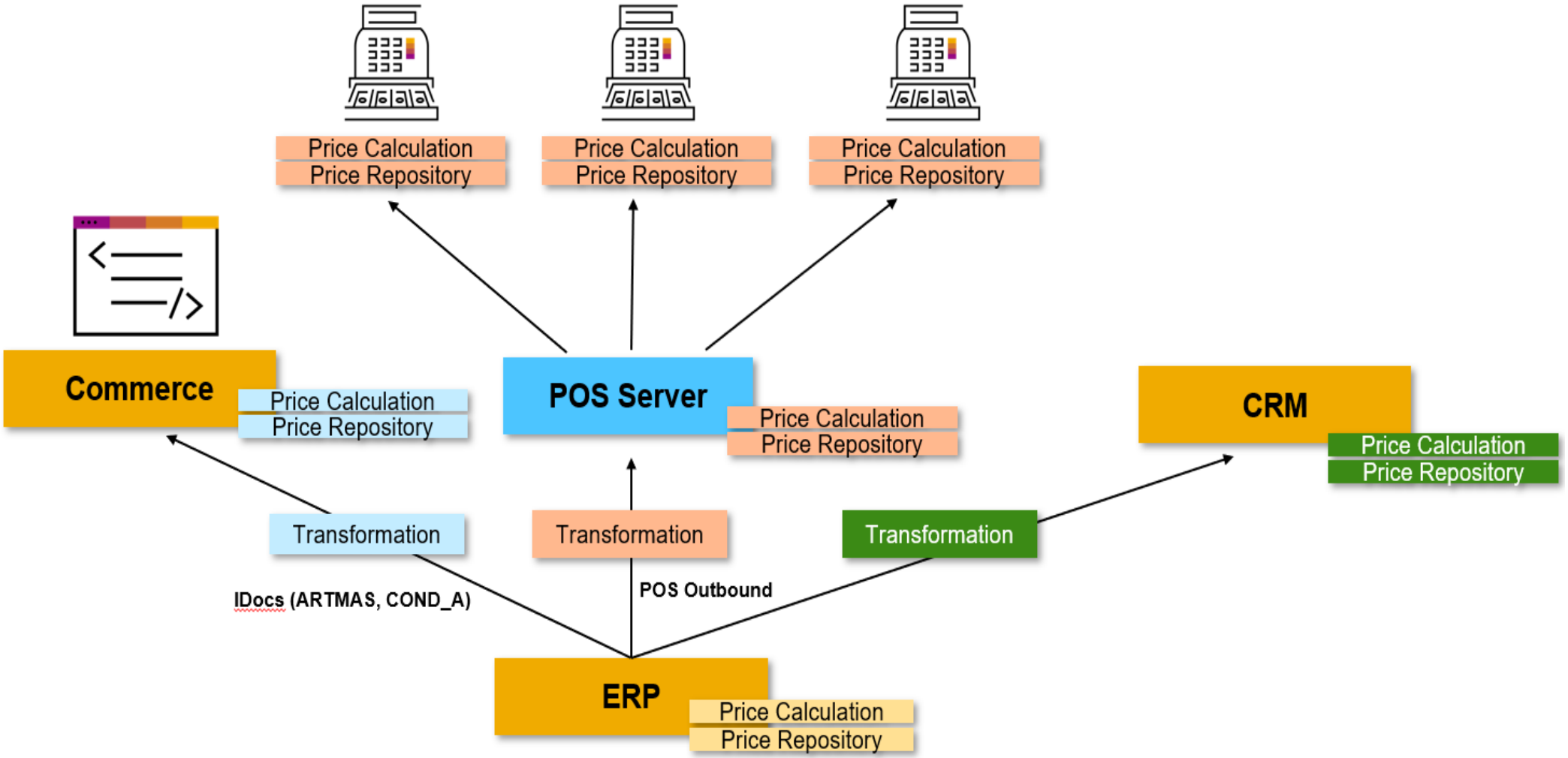
Situation Today



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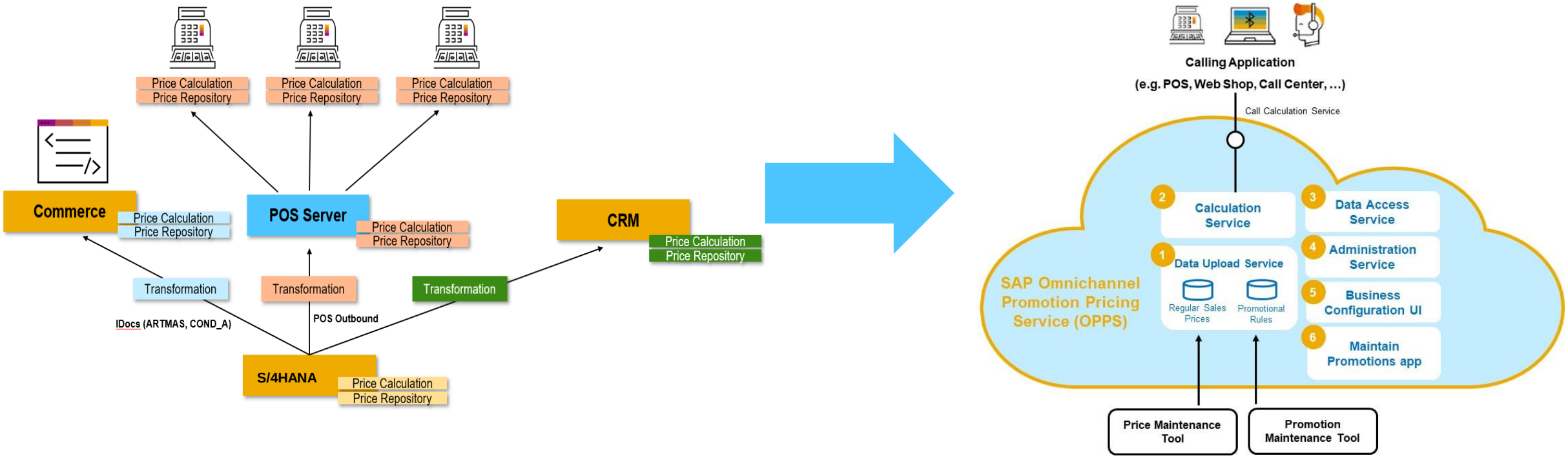
SAP offers Omnichannel Promotion Pricing Service to help companies achieve consistent promotional pricing across all sales channels

SAP Omnichannel Promotion Pricing service (OPPS)
Consistent Promotional Pricing Across Sales Channels

OPPS is a cloud-based solution that helps to overcome the current situation where each system (e.g. POS, Web, S/4HANA…) has its own price and promotion repository and its own price calculation logic, which makes it impossible to have consistent promotional pricing across all sales channel.



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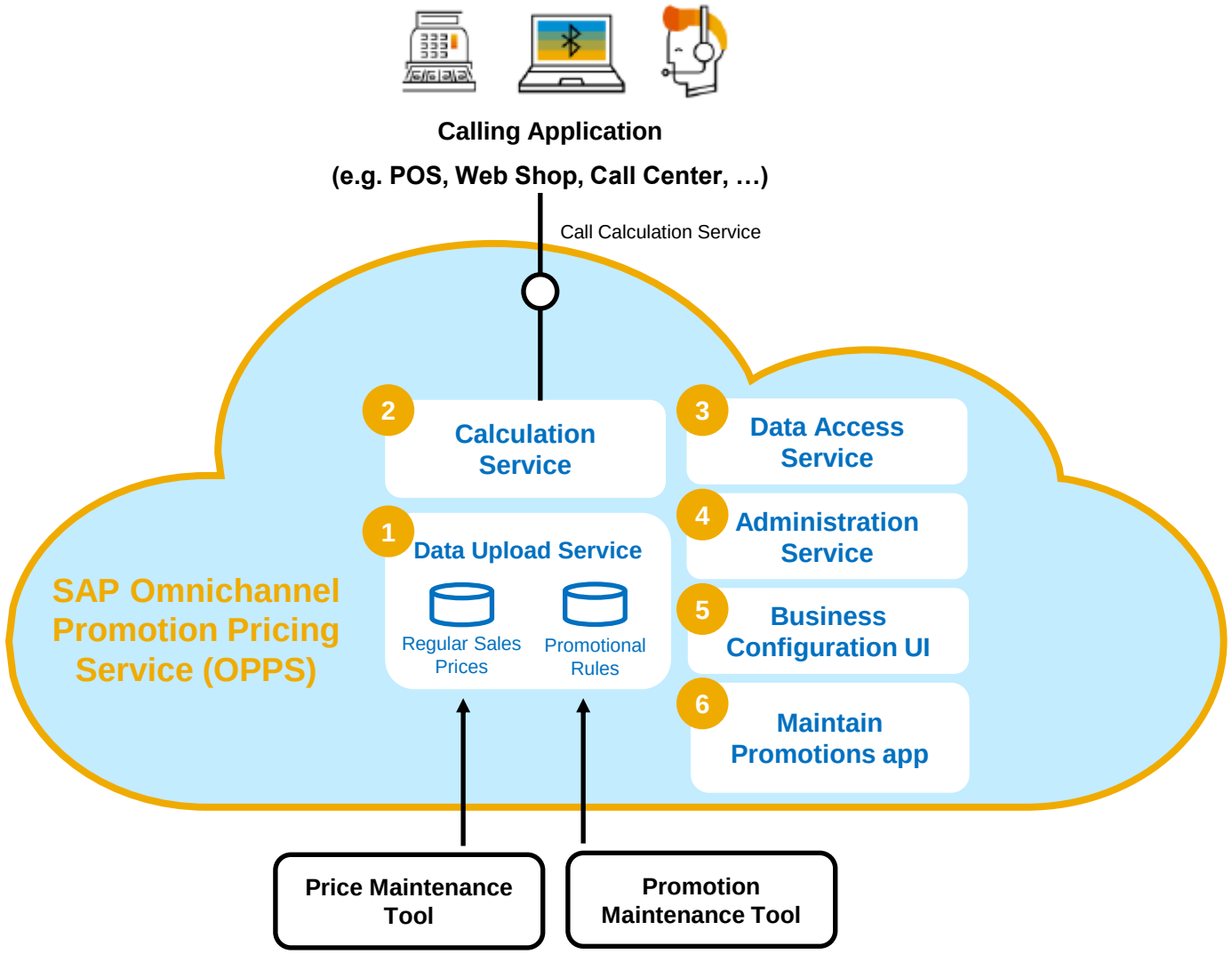
An OVERVIEW about the 6 SERVICES of SAP Omnichannel Promotion Pricing service



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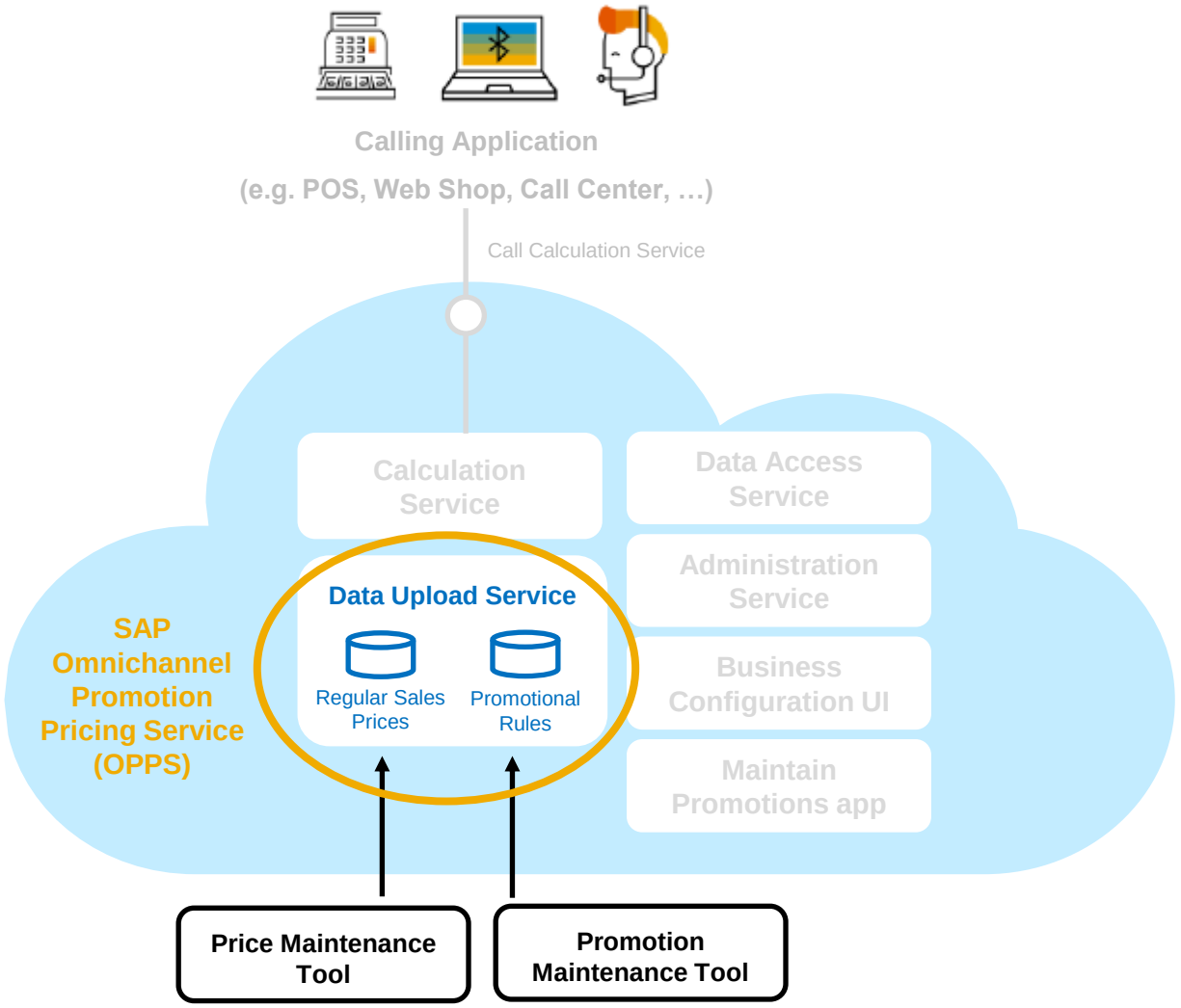
SAP Omnichannel Promotion Pricing service
1. Data Upload Service

- With the Data Upload service you can upload promotional rules and regular sales prices to your cloud environment.
- This data is the basis for the calculation of effective sales prices and is used by all services delivered with SAP Omnichannel Promotion Pricing.
- There are two options to upload the data to the cloud environment:
  - Upload the data from another system using the Data Upload Client SDK via SAP API Business Hub
  - OR Upload your promotional rules and regular sales prices from SAP Customer Activity Repository via Idocs using the SAP Data Replication Framework



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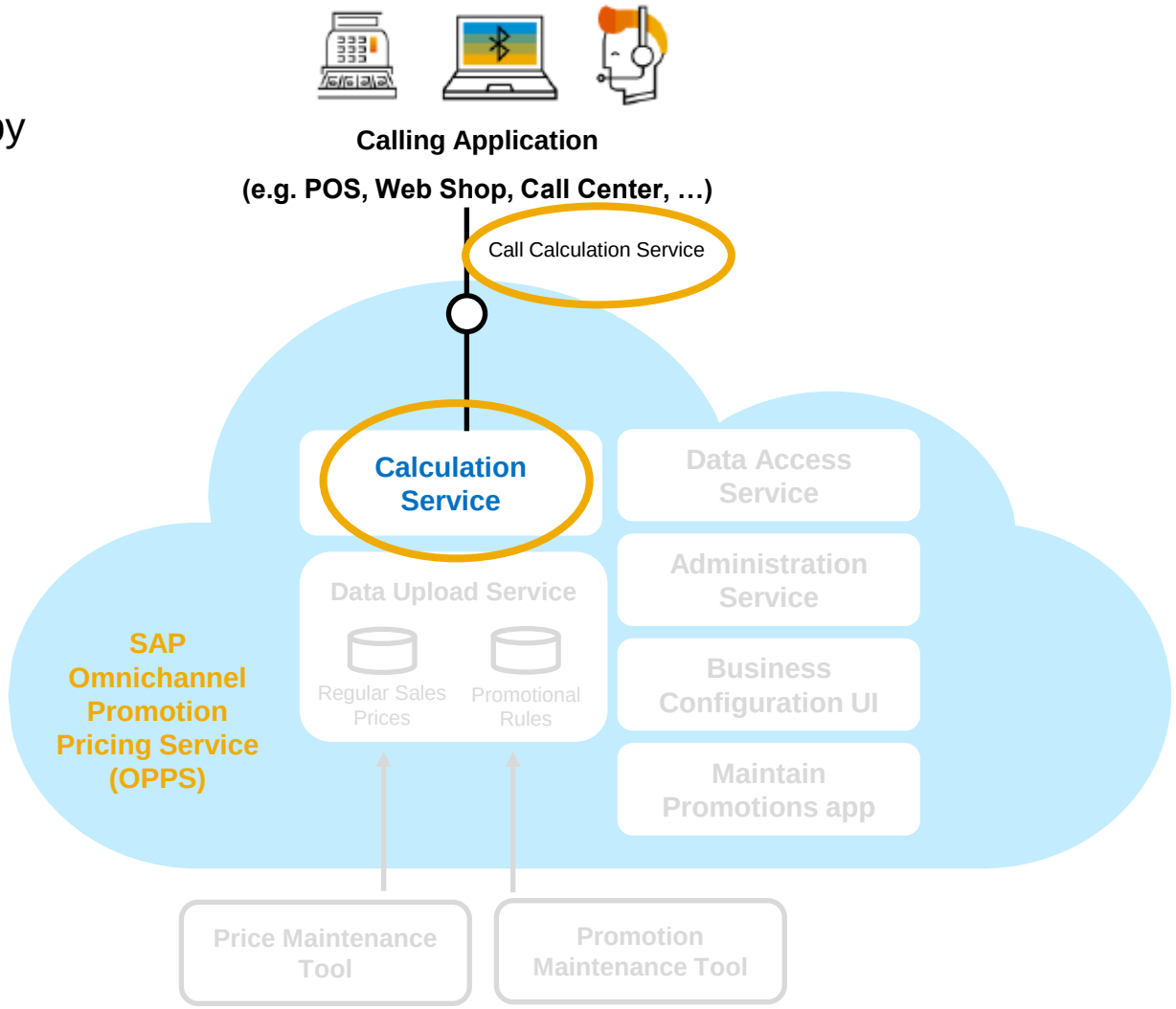
SAP Omnichannel Promotion Pricing service
2. Calculation Service

- The Calculation service calculates the effective sales prices by applying promotional rules in the relevant customer context.
- It calculates prices for single products or entire shopping carts.
- The service can be called from the different sales channel application (e.g. POS, Web Shop, ERP Sales Order, …)
- The calculation is based on the promotions and the regular sales prices uploaded to the cloud environment via the data upload service.
  - Please note: You can also provide the regular price as part of the calculation request so that only the relevant promotions are to be applied.
- The calculation service then sends prices and additional information about customer rewards back to the calling application.



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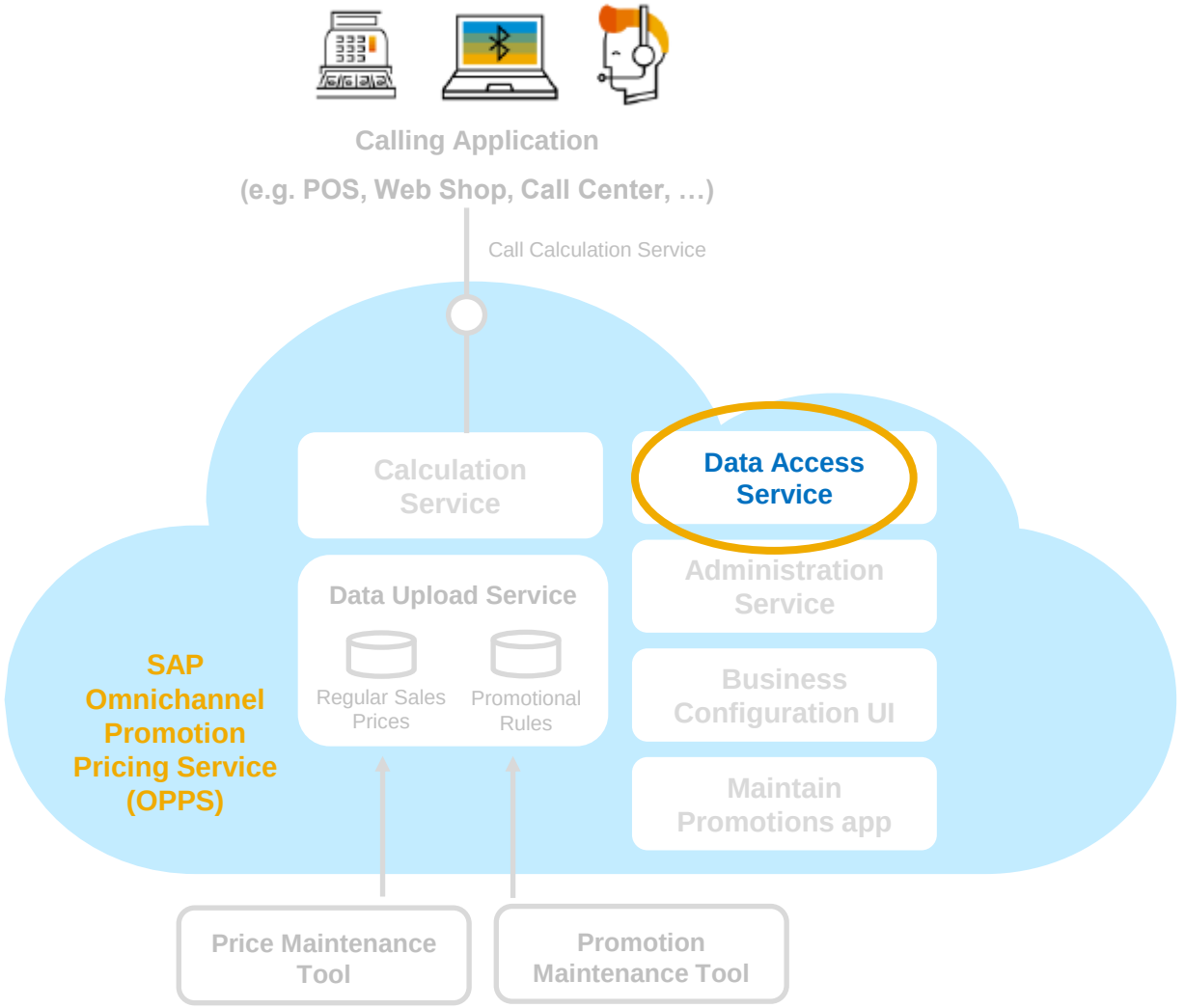
SAP Omnichannel Promotion Pricing service
3. Data Access Service

- The Data Access Service is an Odata service.
- It allows you to read your promotional rules and regular prices that were uploaded to the cloud environment via the Data Upload service.
- Like this you can:
  - Check if the upload of promotions and regular prices was successful
  - Check if the deletion of promotions and regular prices was successful
  - Check the applied promotions and regular prices if a price calculation did not yield the expected result



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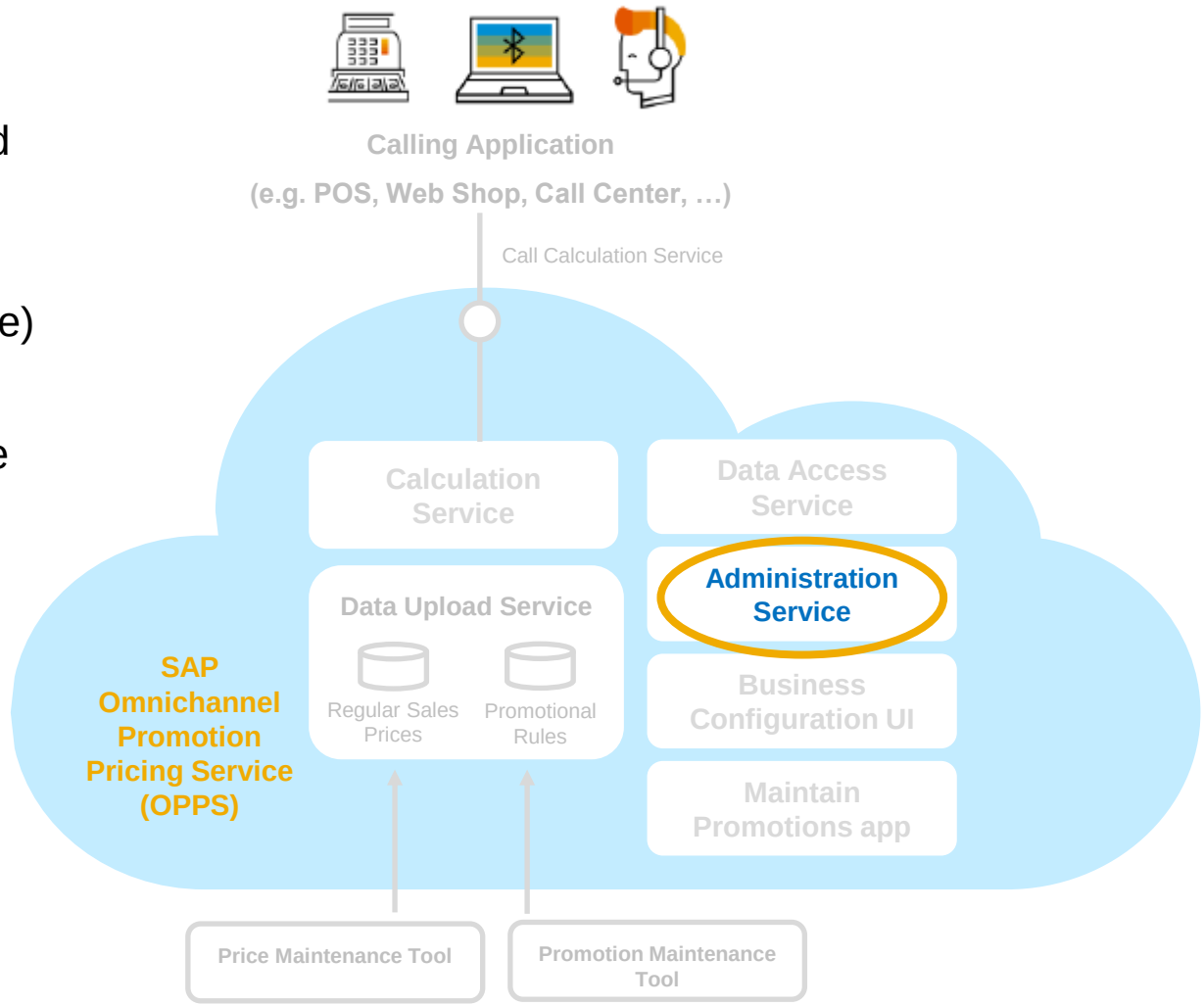
SAP Omnichannel Promotion Pricing service
4. Administration Service

- You use the Administration service to delete promotions and regular sales prices that are no longer needed in your cloud environment.
- The deletion can be based on various filters (e.g. expiry date) and scheduled according to your business needs.
- In this way, you can reduce the volume of data and optimize the performance of the price calculation.



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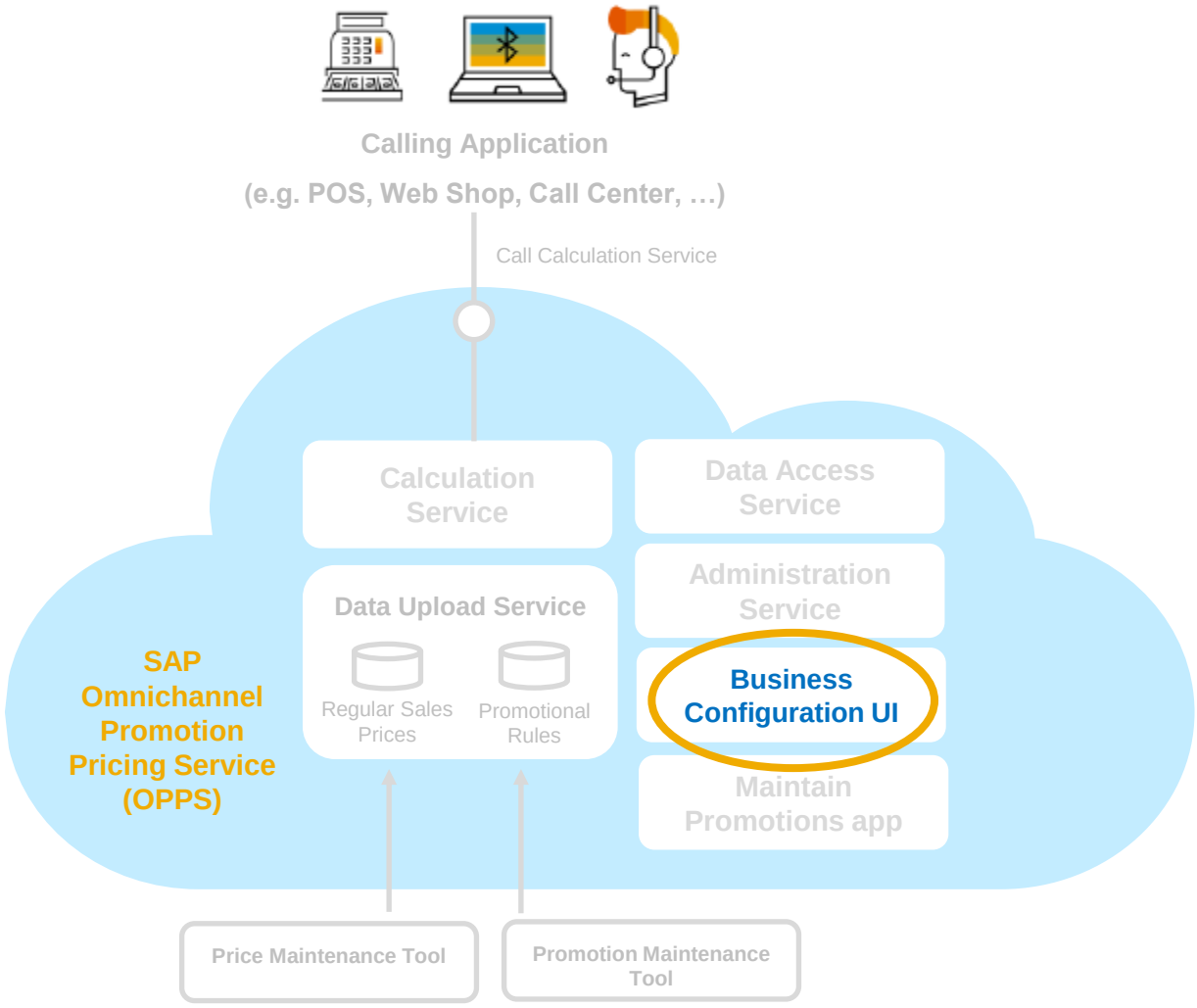
SAP Omnichannel Promotion Pricing service
5. Business Configuration UI

- With the configuration app *Configure Omnichannel Promotion Pricing*, you can maintain various parameters to influence the behavior of the calculation service.
- Examples:
  - Collision handling of promotional rules
  - Rounding Methods



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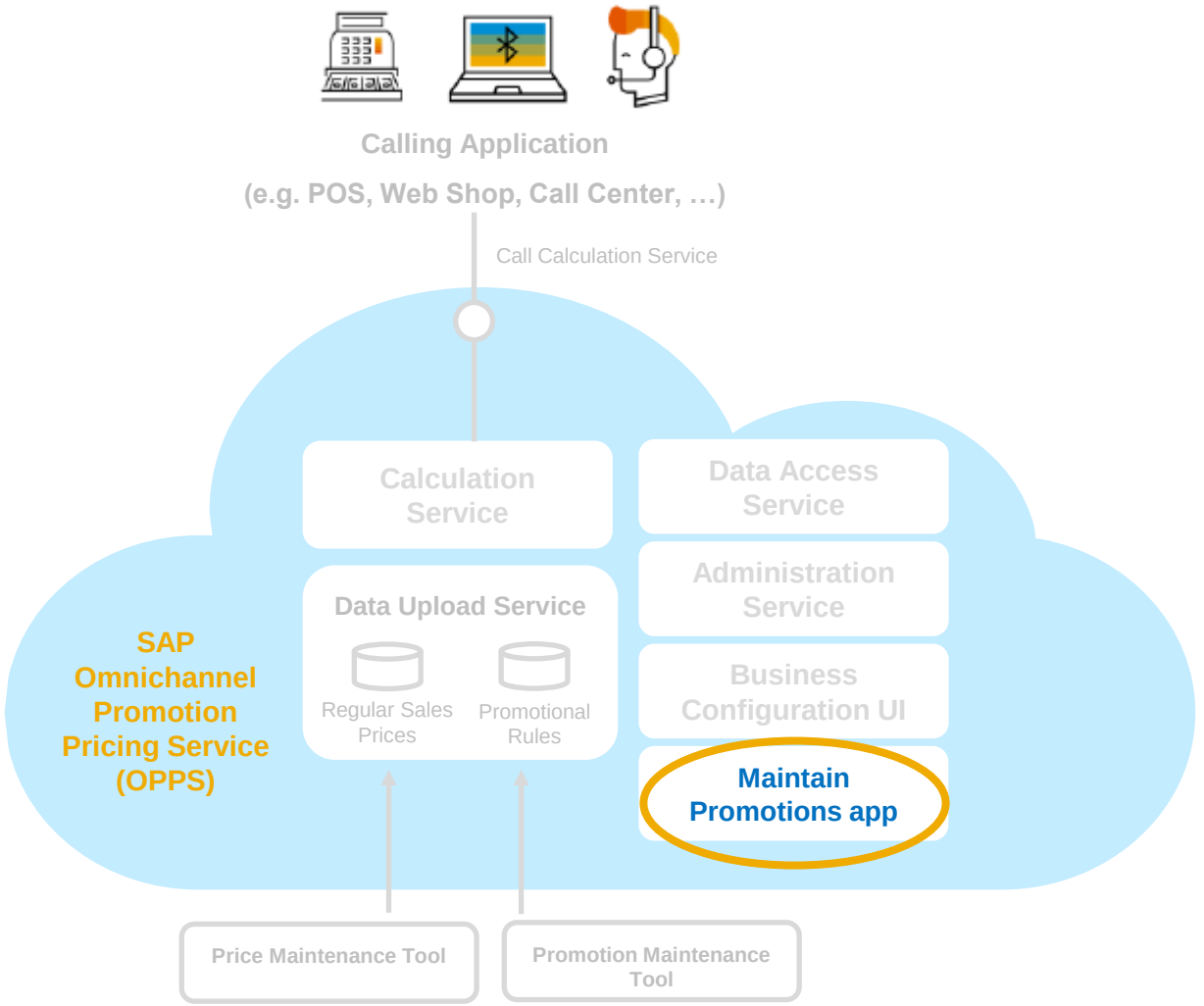
SAP Omnichannel Promotion Pricing service
6. Maintain Promotions app

- New: Maintain promotions app is now available for OPPS
- It is a UI with which you can maintain your promotions for OPPS directly in the Cloud
  - Please keep in mind: It is not a promotion planning tool (like e.g. SAP Promotion Management)
- This app brings an additional possibility for maintaining promotions rules in OPPS, reducing its dependency on external promotions maintenance tools



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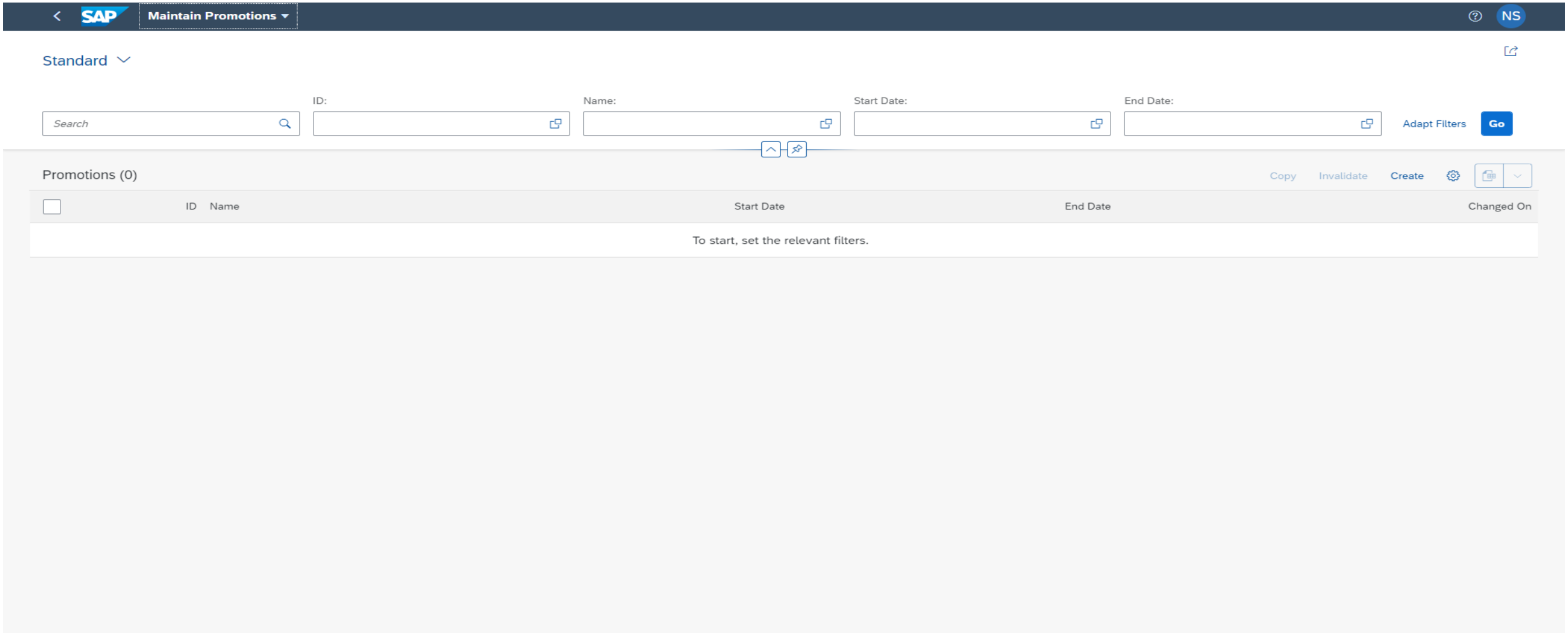
SAP Omnichannel Promotion Pricing service
6. Maintain Promotions app - Screenshots



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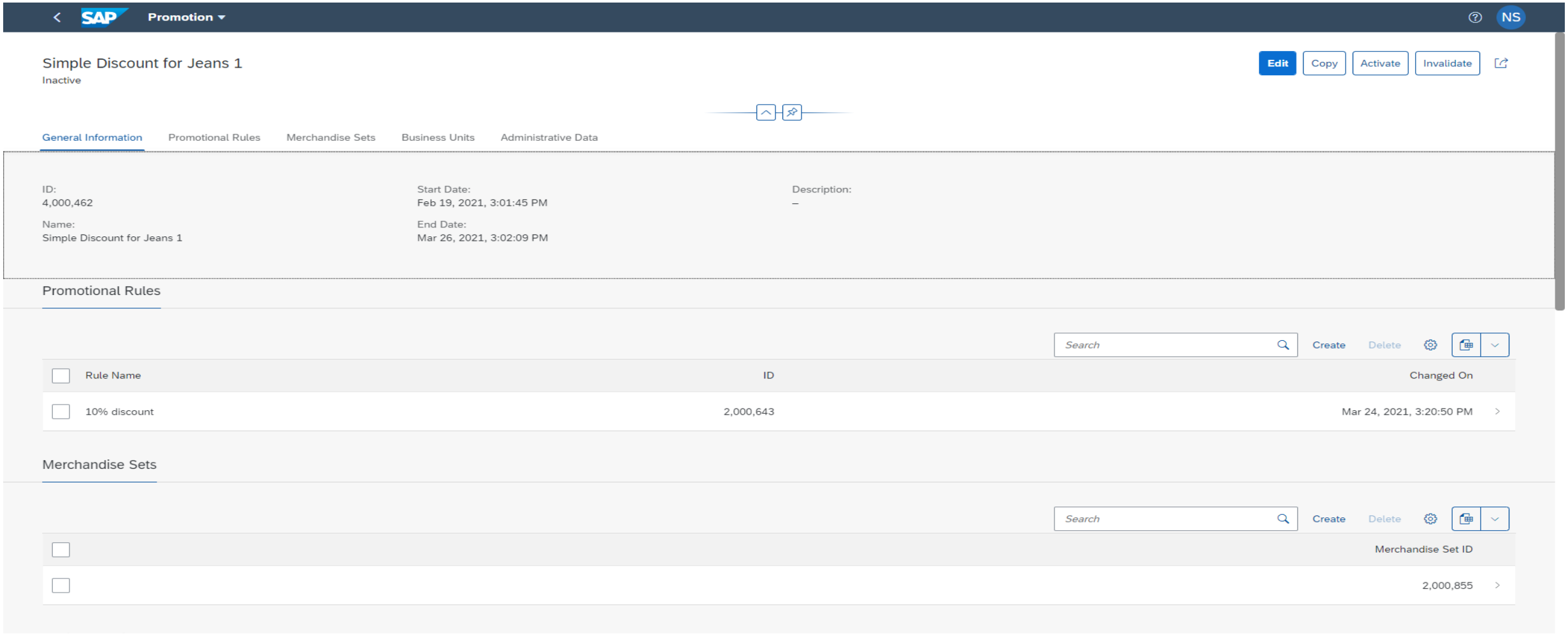

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SAP Omnichannel Promotion Pricing service
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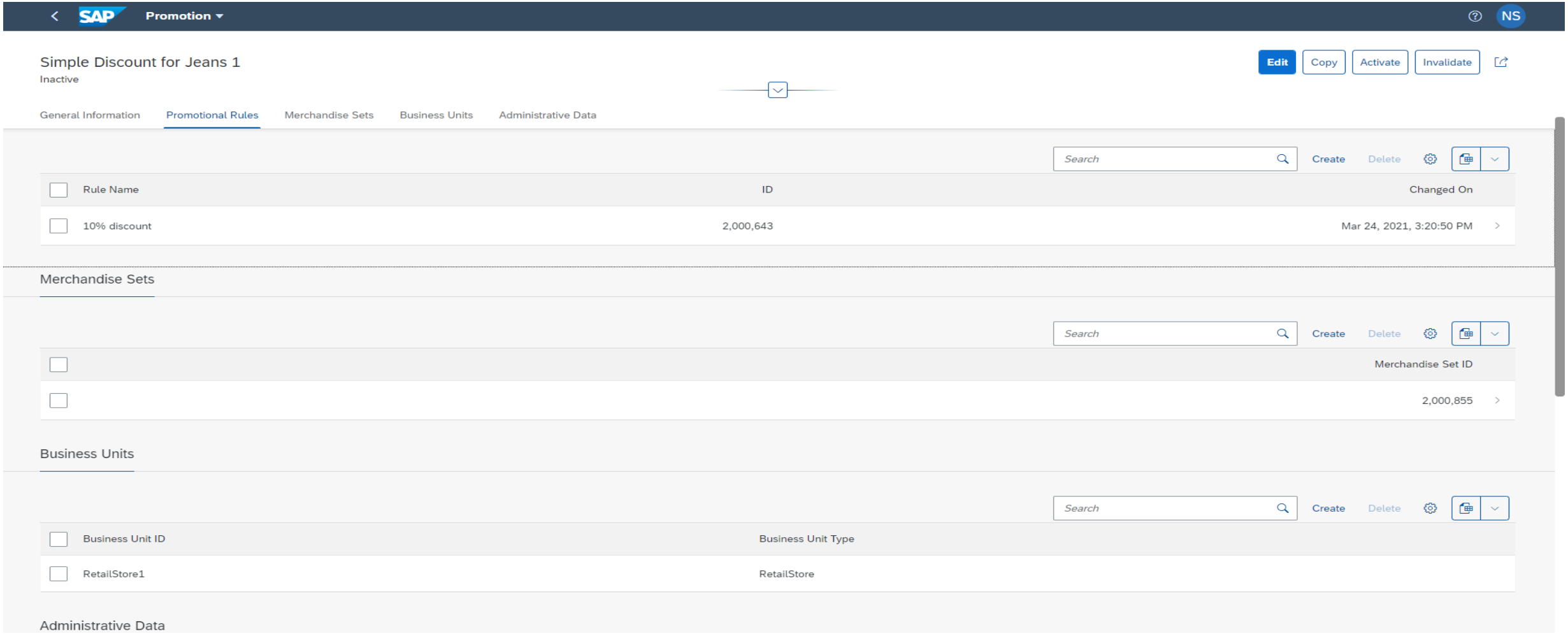

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SAP Omnichannel Promotion Pricing service
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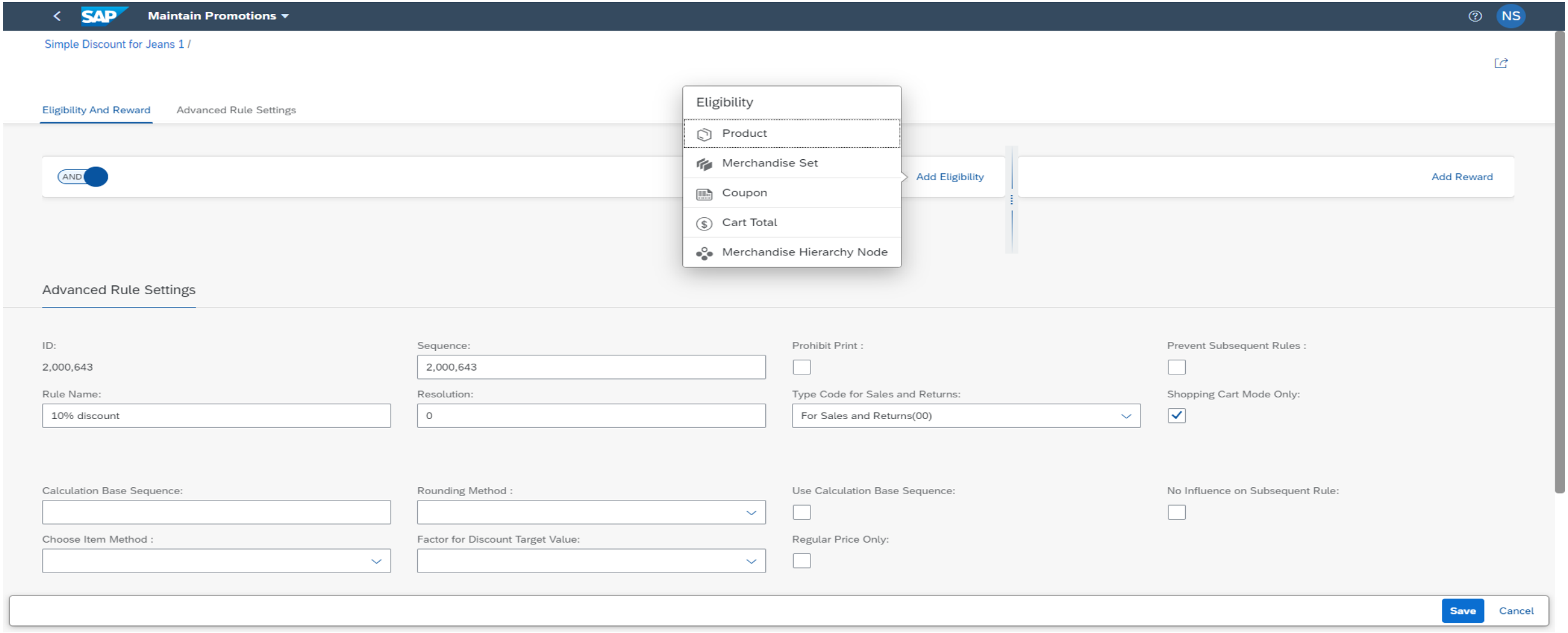

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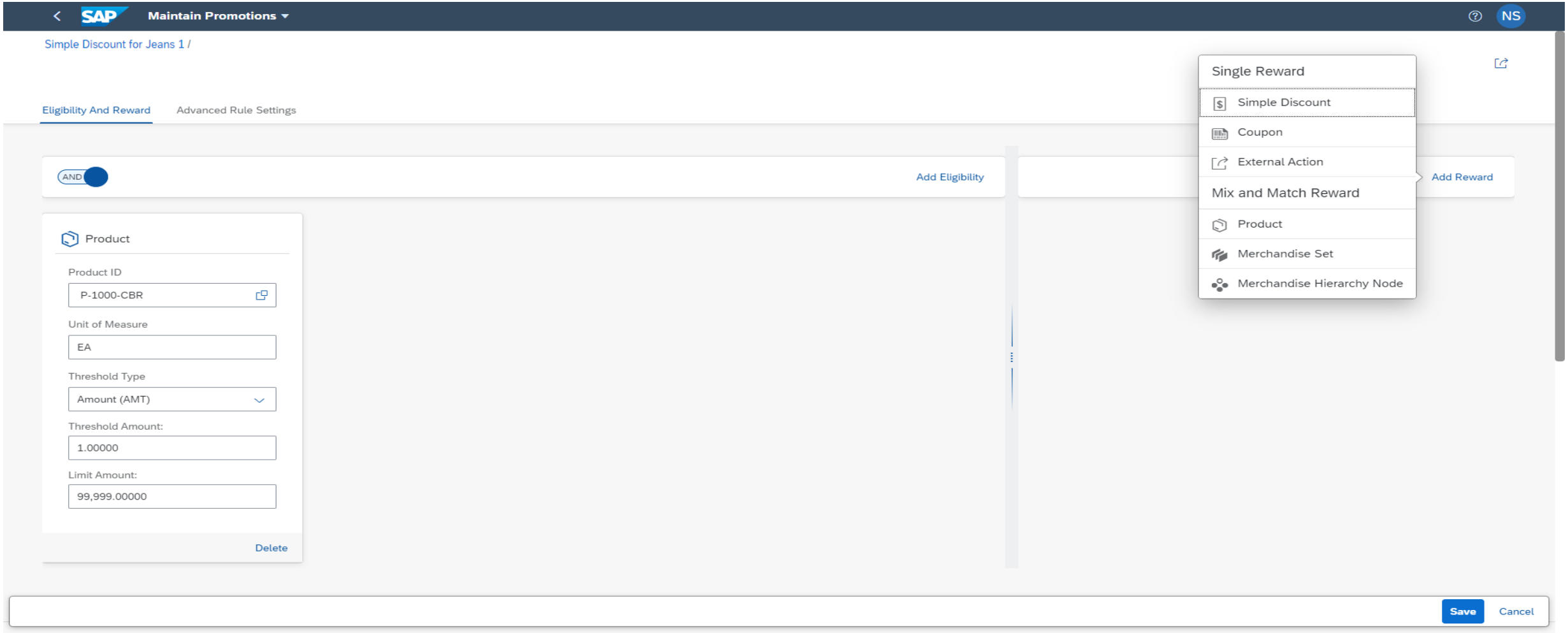
SAP Omnichannel Promotion Pricing service
6. Maintain Promotions app - Screenshots



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SAP Omnichannel Promotion Pricing service
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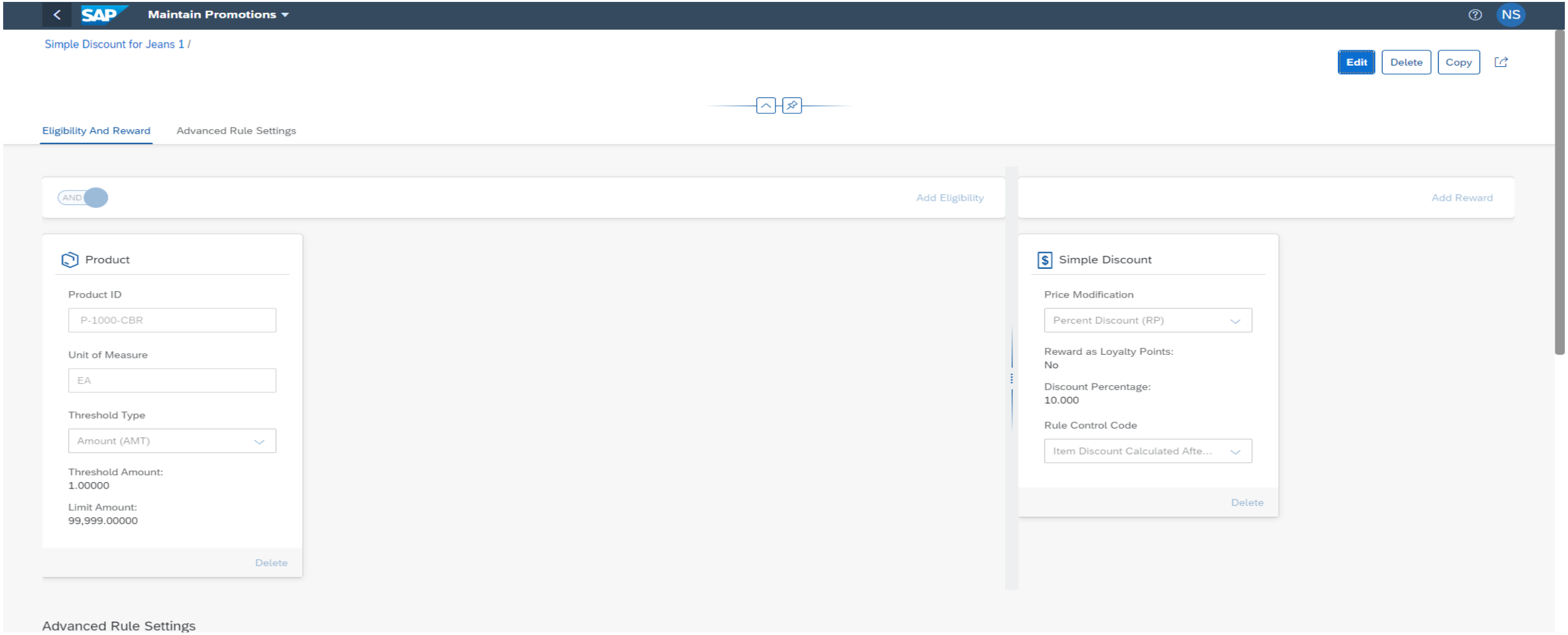

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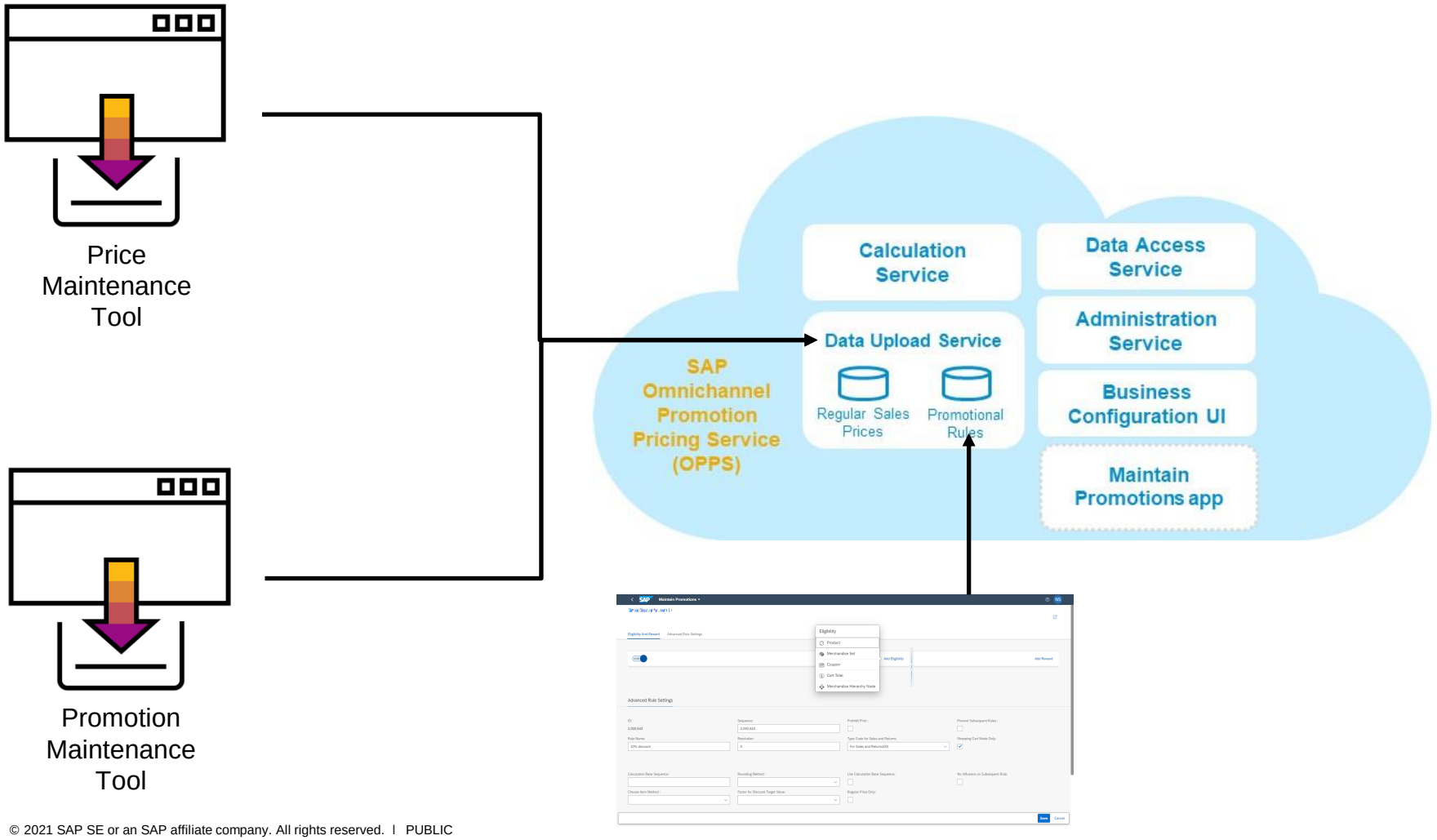
The Data Upload service helps in uploading the regular price data as well as the promotion data to SAP OPPS; promotion rules can also be maintained using the Maintain Promotion app



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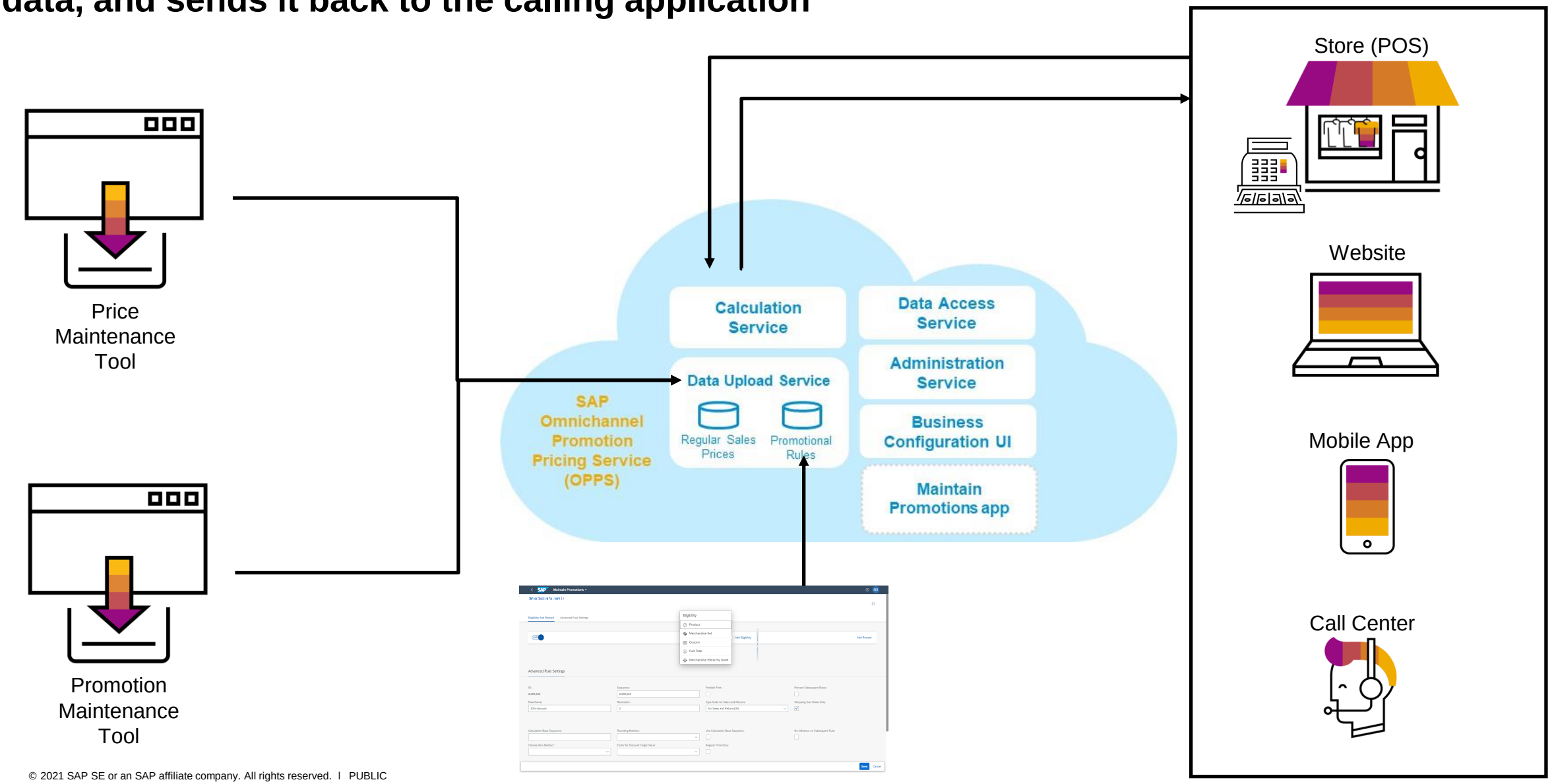
Whenever a sales application needs the promotional price, it calls the OPPS Calculation Service, which calculates the effective sales price based on the available price & promotional data, and sends it back to the calling application



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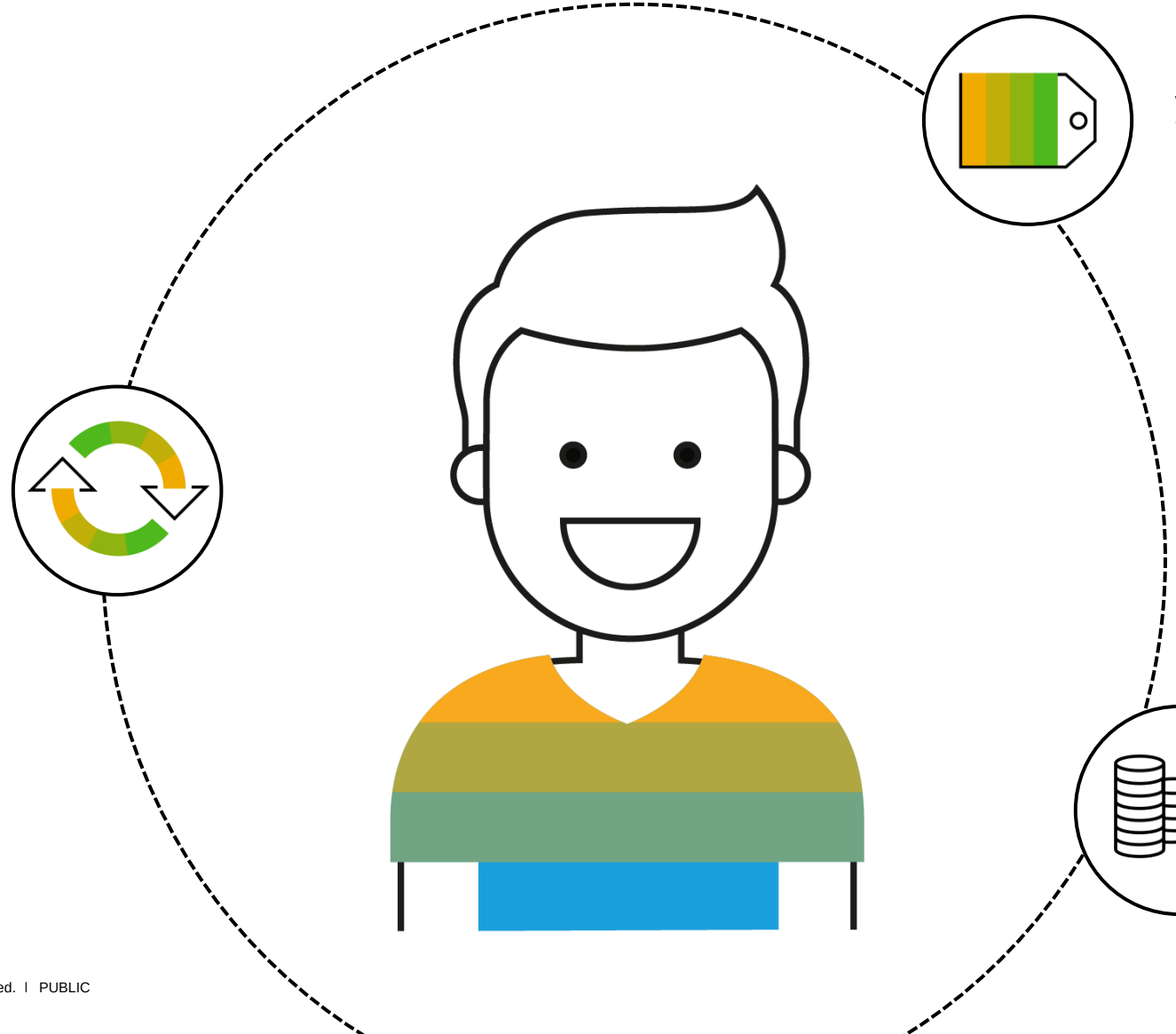
SAP Omnichannel Promotion Pricing Service
Achieve Compelling Omnichannel Customer Engagements



Use this solution in your sales channel applications, such as your Web shop or your stores, to provide **consistent promotional pricing information** to your customers by using the same calculation logic and the same promotional pricing data

Increase revenue through higher customer satisfaction and higher customer loyalty

Build brand loyalty by ensuring a consistent customer buying experience with consistent promotional pricing data across all sales channels.

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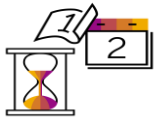
SAP Omnichannel Promotion Pricing Service
Promotion Examples

Products in basket

- The sales price of product COSMOPOLITIAN WATCH in this store is 200 USD.
- Today 20% off on merchandise category MILK
- Buy 3 from a specific merchandise category and get one for free

Shopping Cart Value

- Get 2% off on total value of shopping cart, if shopping cart has a value of >100 USD
- Get 100 extra points, if shopping cart has a value of >50 USD

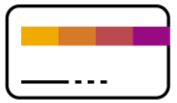


Time / Date

- On Thursday, April 8th, between 5pm and 6pm, get 10% off on PIZZA.

External Action

- A *"generic way"* to trigger the calling application that an action shall be performed
- Example: Customer has a shopping cart value of 100 Euro and therefore should get 10 Collection Stickers.

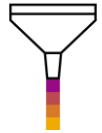


Customer Card & Target Groups

- Gold card members get extra loyalty points today

Coupon

- Show coupon and get 10 USD off
- Get a 10 USD coupon which you can use for your next purchase when shopping cart value is >100 USD



Channel specific

- In all stores in Heidelberg the customers get 10% discount on their purchase
- Get 10% off if you buy 2 necklaces ONLINE.

Manual Promotion

- Sales person manually grants to the customer an additional discount of 10 USD at POS as the customer had to wait for a long time in the line

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It’s time to give customers a true Omnichannel Experience!!

SAP Omnichannel Promotion Pricing vs Omnichannel Promotion Pricing Service

SAP Omnichannel Promotion Pricing
Available on-premise & Cloud-based

- Same functionality for on-premise version and cloud-based version
- The difference is, the on-prem version comes tightly integrated with SAP Customer Activity Repository (SAP CAR)
- The Cloud service is system agnostic and can work with any SAP & non SAP solution. It comes out of the box integrated with SAP CAR and SAP Commerce Cloud at the moment with more integrations to come in future.
- Mixed deployment scenarios possible (e.g. a customer uses OPP on-premise for all physical stores and OPP cloud-based for his online channel)

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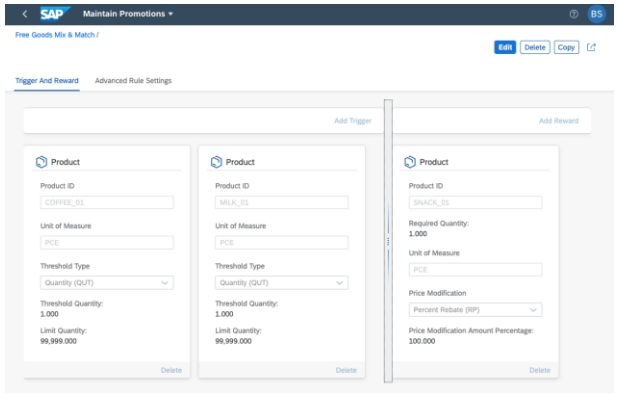
SAP Omnichannel Promotion Pricing service: Integration Scenarios

SAP Omnichannel Promotion Pricing service (OPPS)

Integration Scenarios



SAP Commerce Cloud (CCV2)

SAP S/4 (Planned 2021)

Any other touchpoint (API)

OPPS

BTP

Calculation Service

Price Repository

Promotion Repository

Regular Price & Promotional Rules Data

Regular Price & Promotional Rules Data

Maintain promotions app

Other systems

Outbound

SAP Central Price and Promotion Repository

Map Offers to ARTS like format

Base Sales Prices and Offers (DDF)

CAR

SAP ERP/ SAP S/4

Manage Promotional Offers

Other systems

Legend:

Data Exchange

Call API

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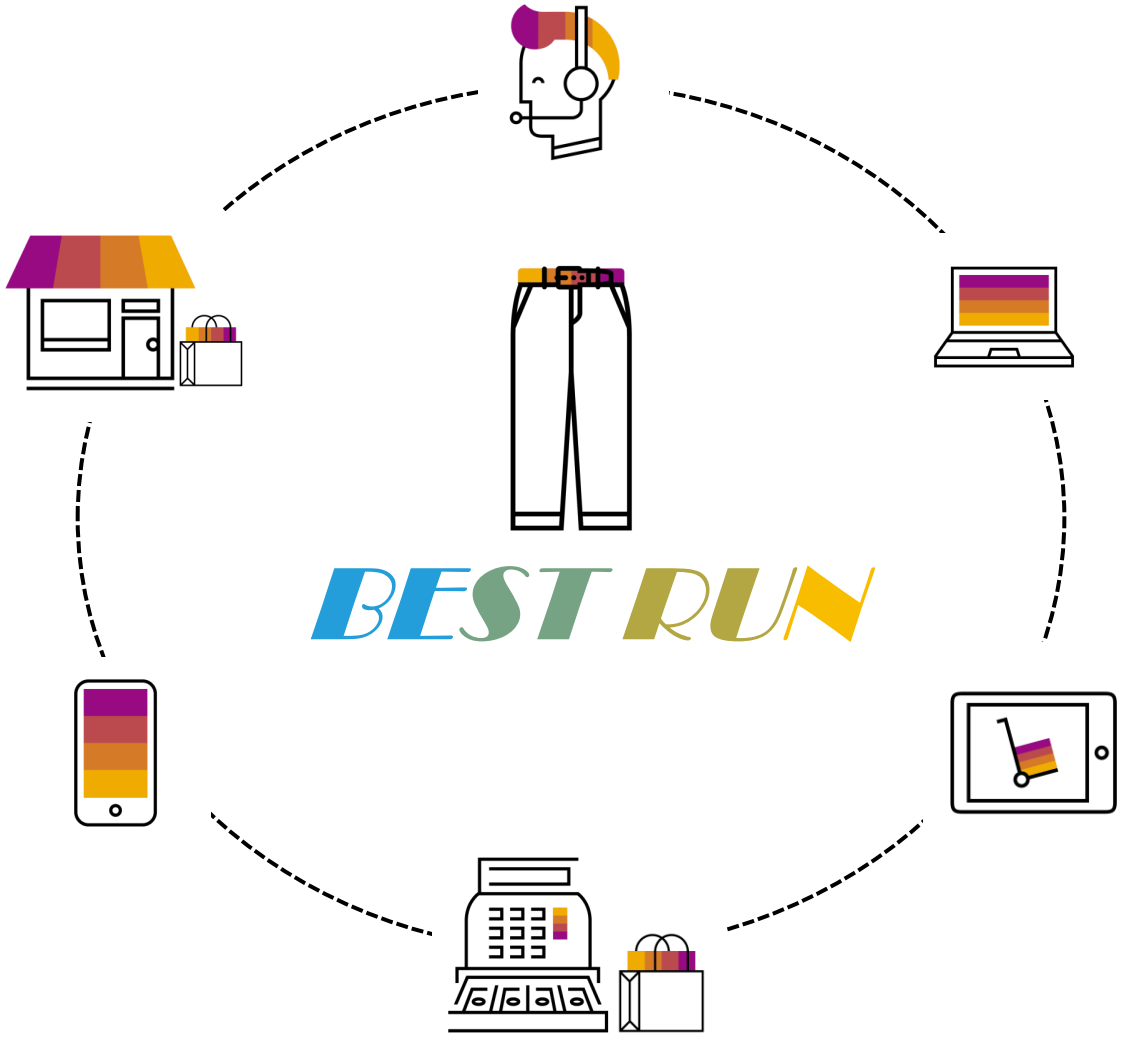
Our story in action



BEST RUN IS A LARGE OMNICHANNEL FASHION RETAILER HAVING MANY BRICK AND MORTAR STORES WORLDWIDE AS WELL AS ONLINE WEB-SHOP.

TODAY, THE COMPANY HAS MULTIPLE PRICE CALCULATION FUNCTIONALITIES IN DIFFERENT SALES CHANNEL APPLICATIONS AND DIFFERENT PRICE & PROMOTION REPOSITORIES IN THERE.

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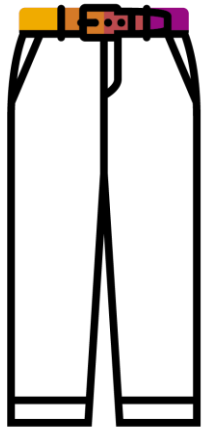
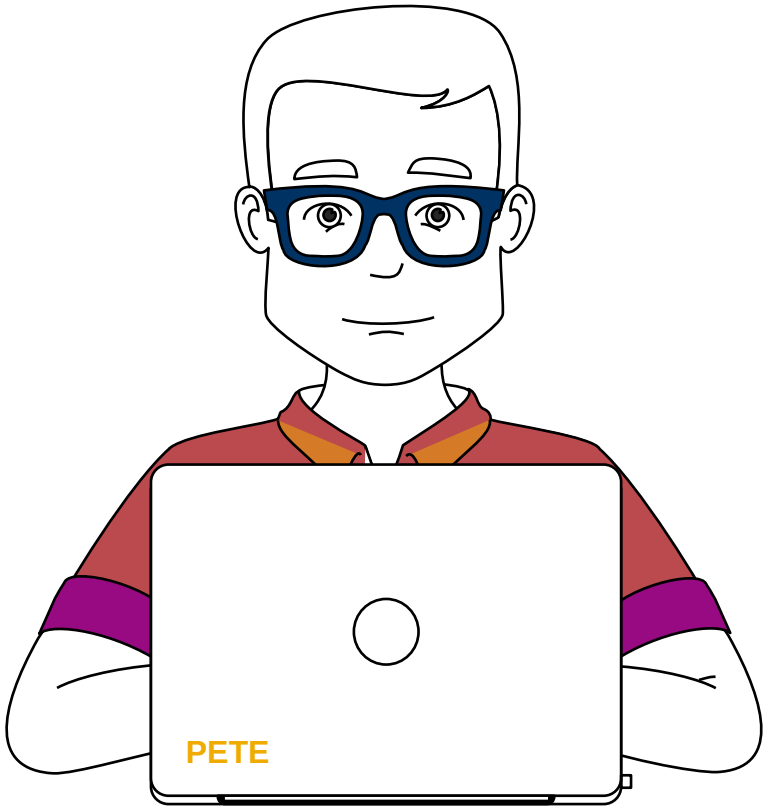


BEST RUN

PETE



PETE IS THE PRICE AND PROMOTION MANAGER WITH BEST RUN. HE WANTS TO PROMOTE THE MENS JEANS STONE WASH, BLUE, 32 AS THERE ARE STILL MANY IN STOCK AND HE WANTS TO INCREASE THEIR SALES FIGURES TO FREE UP SOME SPACE IN THE STORAGE FOR THE SPRING COLLECTION. THEREFORE, HE CREATES “BUY “MEN’S JEANS – STONE WASH, BLUE, 32” AND GET 10 USD OFF” PROMOTION.

HE WANTS THIS PROMOTION TO BE APPLIED TO ALL THE SALES CHANNELS OF BEST RUN.

THIS IS A DIFFICULT TASK CURRENTLY AS PETE HAS TO DO IT SEPARATELY FOR EACH SALES CHANNEL.

TO SOLVE THIS ISSUE, BEST RUN HAS DECIDED TO IMPLEMENT SAP OMNICHANNEL PROMOTION PRICING SERVICE. SAP OMNICHANNEL PROMOTION PRICING SERVICE HELPS PETE TO AUTOMATICALLY HAVE CONSISTENT PROMOTIONAL PRICING INFORMATION AVAILABLE AT ALL SALES CHANNELS, IF NEEDED.

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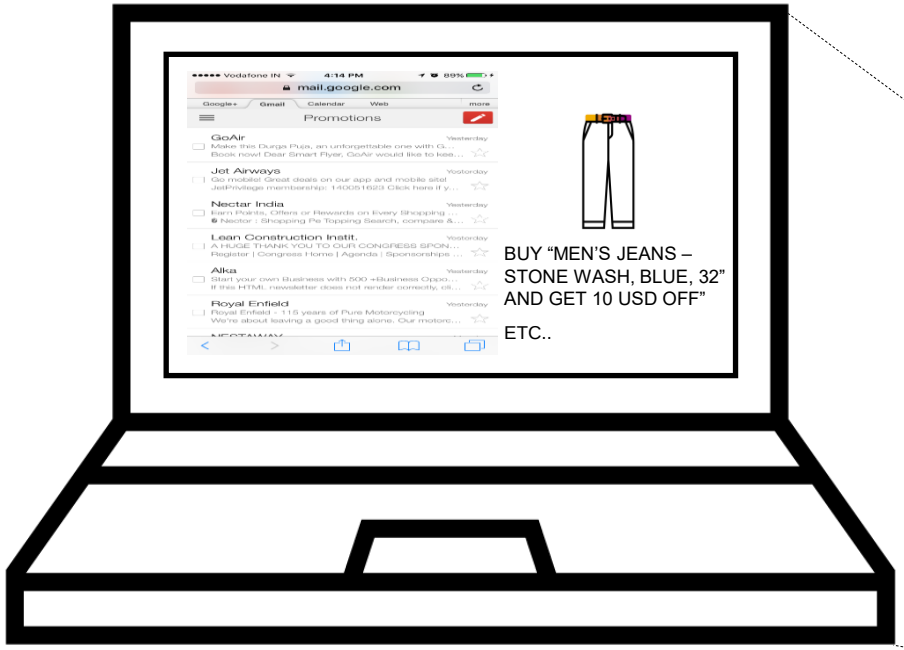

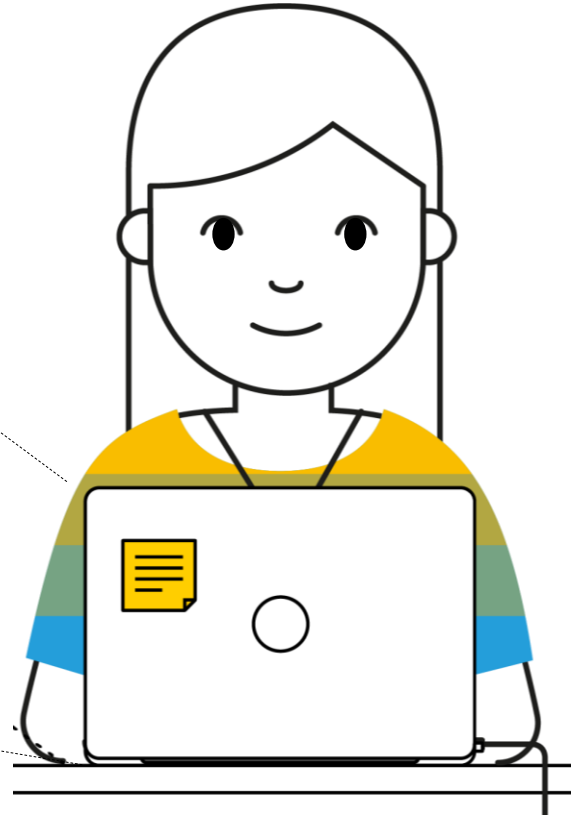

CONNY

CONNY IS A YOUNG PROFESSIONAL WHO LOVES TO SHOP FASHION FOR HER AND HER HUSBAND. SHE IS VERY ACTIVE ONLINE, BROWSING AND BUYING PRODUCTS. AT THE SAME TIME, SHE ALSO LIKES TO VISIT BRICK & MORTAR STORES AS WELL. SHE ALWAYS KEEP AN EYE ON DIFFERENT PROMOTIONS

CONNY IS REACHED OUT BY BEST RUN’S ONLINE CAMPAIGN INFORMING HER ABOUT THEIR PROMOTION

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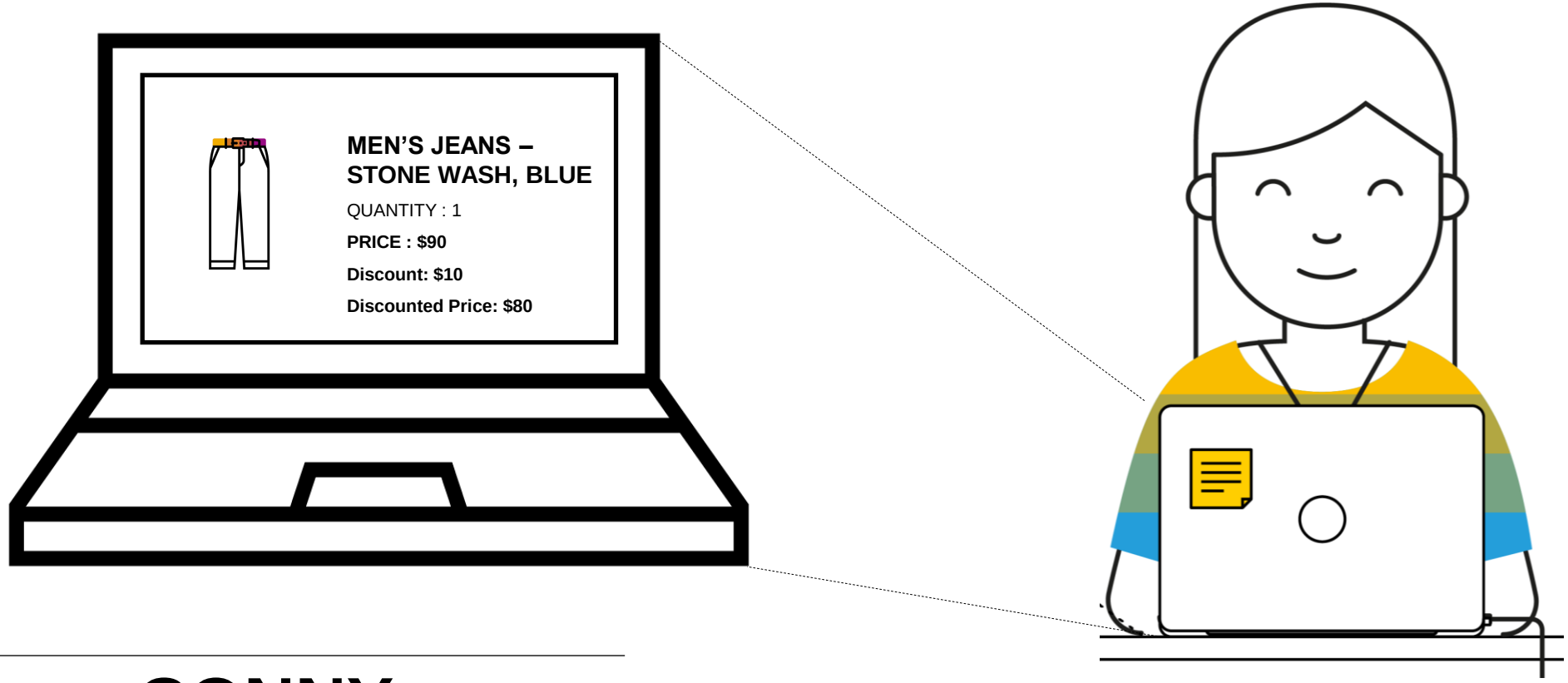

CONNY

CONNY GETS INTERESTED IN BEST RUN'S CAMPAIGN AND DECIDES TO EXPLORE THE MEN'S JEANS FOR HER HUSBAND FURTHER. SHE VISITS BEST RUN'S WEBSITE TO LOOK AT THESE DESIGNS. SHE SEES THAT THE $10 DISCOUNT IS AVAILABLE ON BEST RUN'S WEBSITE AS ADVERTISED. ON EXPLORING FURTHER, SHE LIKES A PAIR WHICH WILL COST HER $80 AFTER DISCOUNT.

SHE WANTS TO BUY THIS PAIR BUT, DECIDES TO VISIT BEST RUN'S PHYSICAL STORE WITH HER HUSBAND SO THAT HE CAN FIRST TRY THEM AND THEN MAKE THE DECISION.

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CONNY

CONNY VISITS BEST RUN'S STORE NEAR TO HER HOME THE NEXT DAY WITH HER HUSBAND. SHE FINDS THE PAIR SHE HAD CHOSEN ONLINE, LET HER HUSBAND TRY IT AND FINALLY DECIDES TO MAKE THE PURCHASE.

WHEN SHE GOES TO THE POS TO MAKE THE PAYMENT, SHE IS INFORMED THAT SHE WILL GET $10 DISCOUNT. SHE IS HAPPY TO SEE THAT THE SAME OFFER, WHICH SHE HAD SEEN ONLINE, IS BEING GIVEN TO HER IN STORE EVEN WITHOUT ASKING. SHE IS VERY HAPPY WITH THE PURCHASE AND THE CONSISTENT SHOPPING EXPERIENCE SHE HAS RECEIVED FROM BEST RUN.

A CONSISTENT PRICING ON BOTH WEBSHOP AND POS BECAME POSSIBLE AS BEST RUN IS USING SAP OMNICHANNEL PROMOTION PRICING SERVICE WHICH ENABLES THEM TO HAVE SAME PROMOTIONAL PRICING INFORMATION AVAILABLE ACROSS ALL THE SALES CHANNEL.

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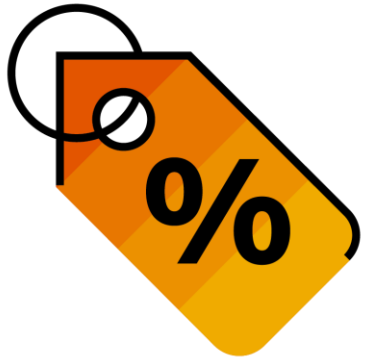
Three promotions



Simple Offer: **Buy “Men’s Jeans – Stone wash, Blue, 32*” and get 10 USD off.**

***Regular sales price 90 USD**

Mix and Match Offer: **Buy “Men’s Jeans -Stone wash, Dark Blue, 34 *” and get 50% off on “Men’s House Mark T-shirts Red, Large**”.**

***Regular sales price 90 USD**
****Regular sales price 25 USD**

Transactional Offer: **Buy for at least 150 USD and get 20% off on your shopping basket.**

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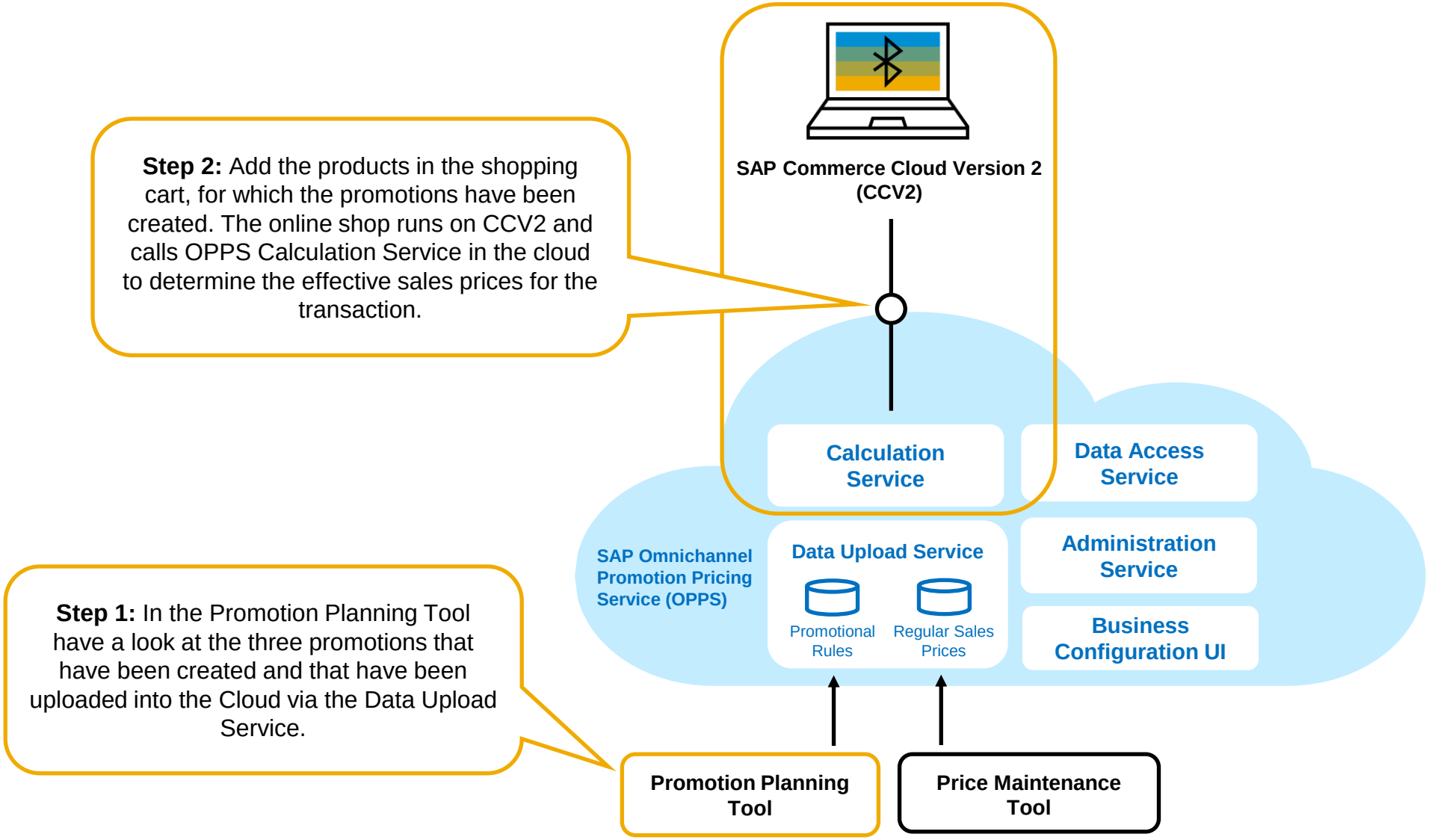
Demo Flow



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SAP Omnichannel Promotion Pricing Service: Roadmap

Work in progress; Can be subject to change; No commitment

SAP Omnichannel Promotion Pricing Service
Planned Roadmap for 2021 and beyond

Recent Innovations
2020 & 2021

Functionality and content

- Business Configuration UI *(Q1/2020)*
- TransactionControlBreak Code *(Q2/2020)*
- Enforce Multiple Initial – Line-item related *(Q2/2020)*
- Upscaling Improvements *(Q3/2020)*
- Cache Performance Improvements *(Q3/2020)*
- Enforce Multiple Initial – Transaction related *(Q1/2021)*
- Promotion Maintenance UI – Launch of first version *(Q1/2021)*

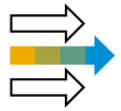
Planned Innovations
2021

Functionality and content

- Promotion Maintenance UI – further enhancements *(ongoing)*
- Support Generic Attributes
  - Line-item related *(Q2/2021)*
  - Transaction related *(Q2/2021)*
- Additional Bonus (aka Freebies) *(Q1/2021)*
- Business Errors parametrization *(Q1/2021)*
- Ad-hoc Promotions *(Q2/2021)*
- Recommended Actions *(Q2/2021)*
- Generic Product *(Q3/2021)*
- Outbound functionality for promotions *(Q3/2021)*

Integration

- E2E support of Bonus Buy in S/4HANA *(Q2/2021)*



Future Outlook
2021+

Functionality and content

- Sales Versus Returns
- Promotion Maintenance UI – Further enhancements
- Consumption of customer specific prices
- Remove restrictions for mix and match
- Proration for Mix and Match discounts
- New store openings
- Discount on most expensive

Integration

- Order Management
- One Pricing Initiative
- Bundling CPS & OPPS

For further details please visit: https://roadmaps.sap.com/board?BC=089E017A62AB1ED9B4F775F7AFCE60DC&range=CURRENT-LAST#Q1%202021

Planned timelines

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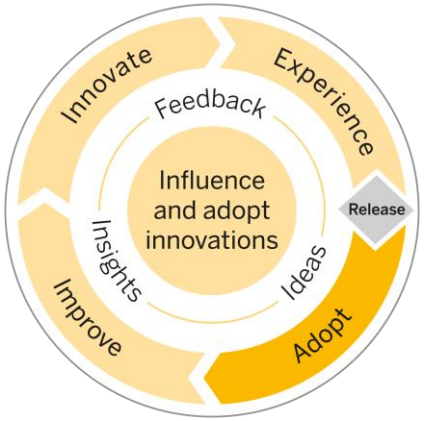
SAP Omnichannel Promotion Pricing Service Available With Early Adopter Care Program

SAP Early Adopter Care Program for SAP Omnichannel Promotion Pricing

Early Adopter Care* enables you to

Get support with the implementation of SAP Omnichannel Promotion Pricing via an Early Adoption Care program in close collaboration with SAP with a dedicated Back-Office support infrastructure in place to safeguard your implementation project and minimize risks.



Your impact on SAP

- Direct interaction with development providing first hand feedback
- Bring in the customer voice to influence future releases

How to get engaged with us?

- Visit https://influence.sap.com/sap/ino/#campaign/2406 and register your company for this opportunity
- We provide you a dedicated development back-office contact at no additional cost
- contact Early Adopter Care Program Lead Klaus Wigand in case of questions

Key Data

- Registration is open until Sep 30, 2021
- Participation is free of charge

** These services complement SAP support services, and are available to all customers with a valid SAP license and maintenance contract. Please note that not all services are available for all SAP products.*

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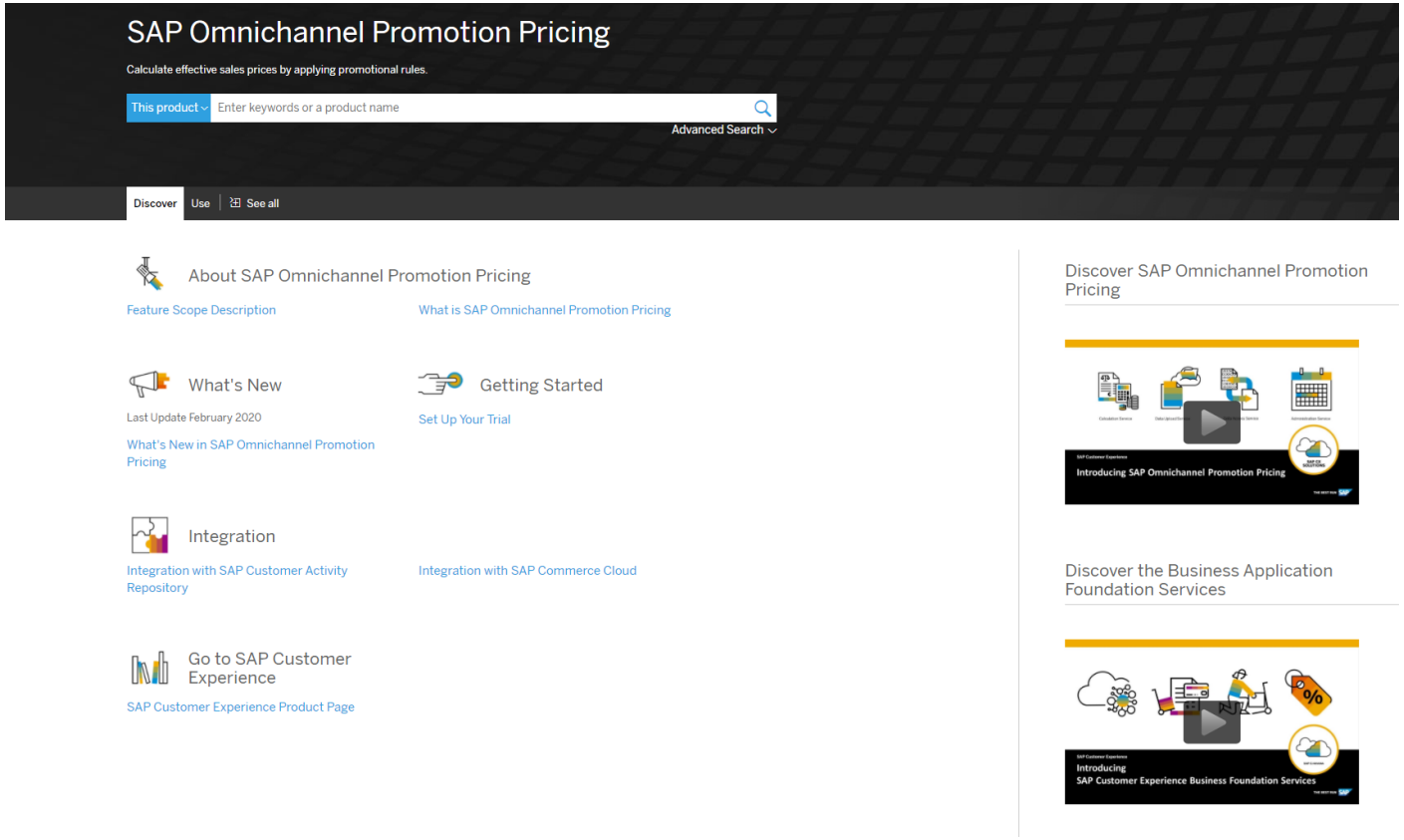
SAP Omnichannel Promotion Pricing Service: More Information

SAP Omnichannel Promotion Pricing Service
More information available …



… on the **SAP Help Portal**:

- **Product Page:**
  https://help.sap.com/viewer/product/OPP/Cloud/en-US
- **Service Guide:**
  https://help.sap.com/viewer/ace37badc0774b4a8e540fdc7f56a802/Cloud/en-US
- **Functional Description:**
  https://help.sap.com/viewer/1b3fc438ec4d41b4b28f06f6b1575166/Cloud/en-US
- **API Business Hub:**
  https://api.sap.com/package/OPPS
- **OPPS Trial System:**
  https://help.sap.com/viewer/0c145d124b784b548b618cda8a5b2aba/Cloud/en-US/31b8aedc8ce14fcd9f6021ad4f6323c9.html
- **Commerce Integration:**
  https://help.sap.com/viewer/631dbd4d570d41178895fd3ad14d87b1/2005/en-US/7aae780bd0b84c86bb8038e65924cd97.html

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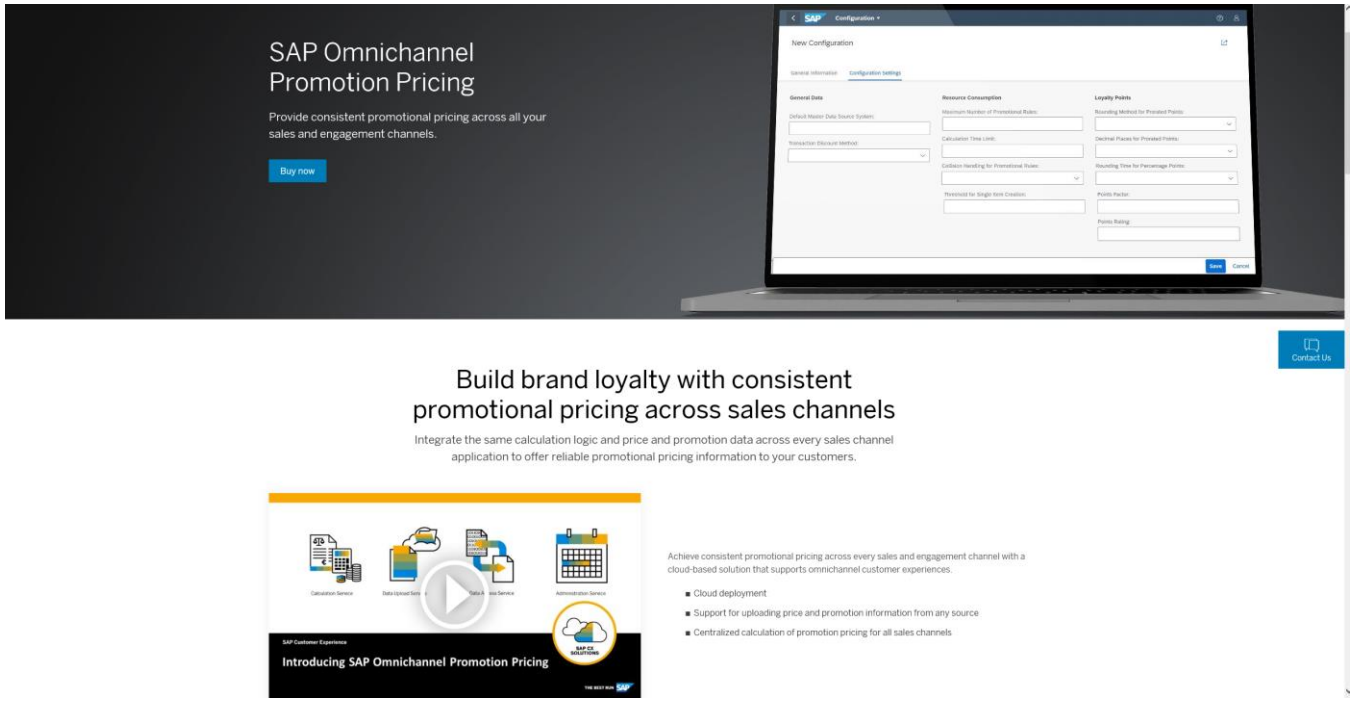
SAP Omnichannel Promotion Pricing Service
More information available …



… and on **SAP.com**:

https://www.sap.com/products/omnichannel-promotion-pricing.html

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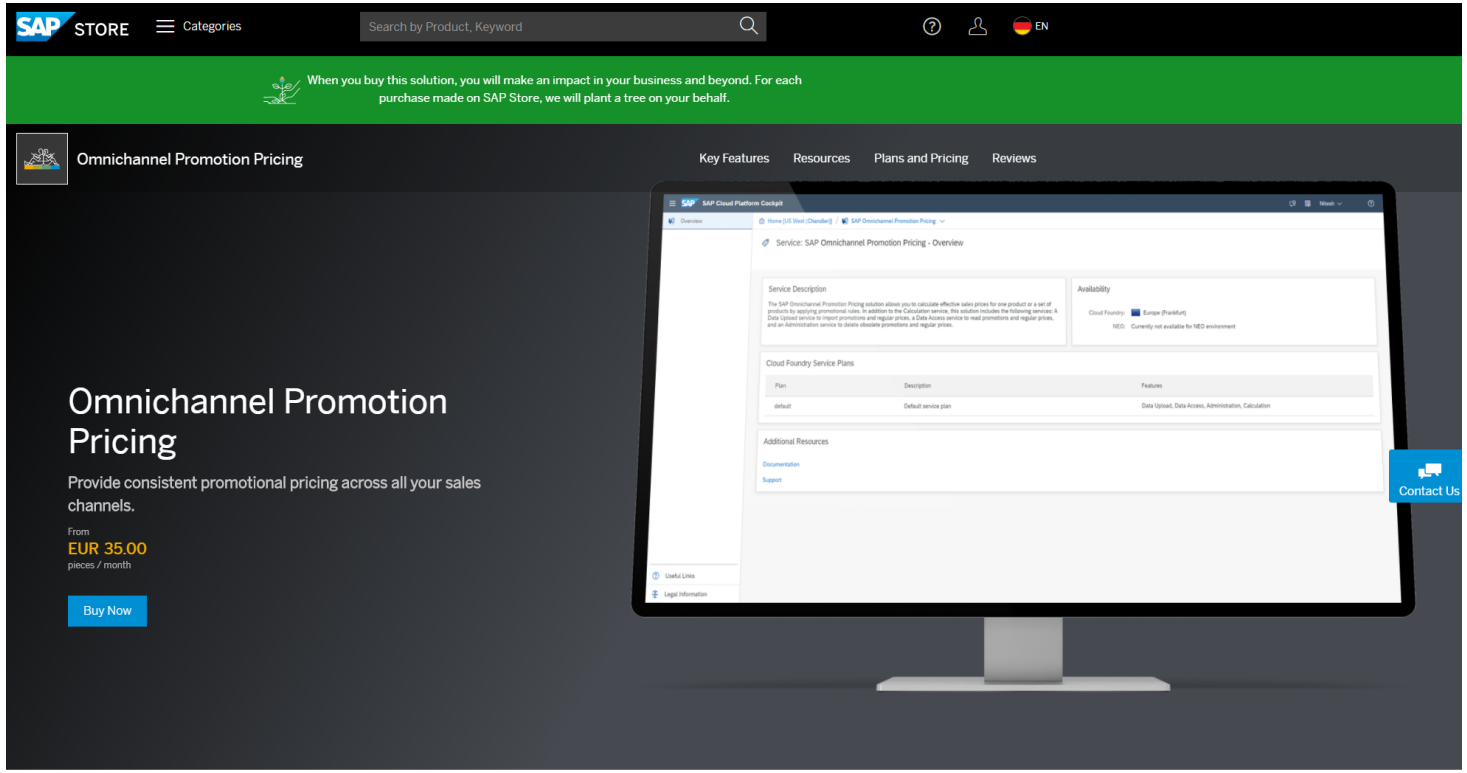
SAP Omnichannel Promotion Pricing Service
More information available …



… and on **SAP Store**:

https://www.sapstore.com/solutions/45101/Omnichannel-Promotion-Pricing

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Thank you.

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