**Case Study Assignment**

**Customer Story: B&H Photo Video**

**SAP Customer Story URL:** [B&H story Link](C://Users/supri/Downloads/How%20Can%20an%20Intelligent%20Business%20Network%20Help%20an%20Independent%20Retailer%20Boost%20Growth.pdf)

**Customer Profile:**

* Industry: Retail (Photo and Video Equipment)
* One of the largest independent retailers of photo and video equipment in the United States.
* More than 750,000 products across 5,500 brands.
* Averages 5,000 daily visitors to its NYC superstore.
* Over 12 million monthly website visitors.

**Digital Transformation Impacts:**

* Improved supply chain visibility and efficiency.
* Enhanced customer shopping experience.
* Increased automation in inventory and order management.

**SAP Solution Technology Areas:**

* SAP Business Network
* SAP S/4HANA Cloud
* SAP Analytics Cloud

**Case Study Material Includes:**

* Video interviews with key B&H executives.
* Text-based insights on SAP engagement.
* Demonstration of implemented SAP solutions.

**Task 2: Understanding the Customer and Industry Context**

**Activity 1: Industry Macro Trends**

Retail Industry Macro Trends:

1. **E-commerce Expansion** – More customers prefer online shopping over brick-and-mortar stores.
2. **Supply Chain Optimization** – Increased focus on seamless inventory and logistics management.
3. **Artificial Intelligence & Automation** – AI-driven recommendations and automated order processing.
4. **Customer Experience Personalization** – Demand for tailored shopping experiences using data analytics.
5. **Sustainability and Ethical Sourcing** – Growing emphasis on environmentally friendly and ethically sourced products.

**Sources:**

* SAP Retail Insights
* Retail Industry Trends Report 2024

**Activity 2: Customer Motivations**

In the B&H Photo Video customer story, the motivations for implementing SAP solutions are:

* **Enhancing operational efficiency** through intelligent business networks.
* **Improving customer experience** with real-time data insights and automation.

**Activity 3: Customer’s Business Goals**

In the B&H Photo Video customer story, the business goals are:

* **Optimize inventory management** by integrating real-time stock monitoring.
* **Increase revenue** through personalized customer experiences and targeted marketing.
* **Enhance supply chain resilience** with predictive analytics and automation.

**Activity 4: Analysis Frameworks**

To understand more about B&H Photo Video’s business goals, I have selected **SWOT Analysis** and **Design Thinking.**

(a) **SWOT Analysis:**

* Helps identify strengths and weaknesses in B&H’s current business model.
* Unveils potential opportunities for growth and risks that need mitigation.

**(b) Design Thinking:**

* Focuses on customer needs and problem-solving strategies.
* Encourages iterative improvements and innovation in retail processes.

- **SWOT Analysis**

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| --- | --- | --- | --- |
| **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| Strong brand presence | High dependency on online sales | Expansion of e-commerce | Competition from major online retailers |
| Large product catalog | Complex supply chain logistics | AI-driven customer experience | Cybersecurity risks |
| Loyal customer base | Limited physical store expansion |  |  |

**Task 3: Building the Project Team**

**Activity 1: My Role**

I will be a **Business Process Consultant** on the B&H Photo Video SAP project team. I have chosen this role because I specialize in identifying and optimizing retail business operations.

**Activity 2: Skills and Expertise**

As a Business Process Consultant, I will work with the B&H team to:

* Understand pain points in their supply chain and customer experience.
* Recommend digital transformation strategies.
* Implement SAP solutions for business process improvements.

**Key Skills:**

* **Analytical Thinking** – Ability to assess existing operations and identify efficiency gaps.
* **Communication Skills** – Effective collaboration with stakeholders to drive implementation.
* **Retail Industry Knowledge** – Deep understanding of industry best practices and trends.

**Activity 3: Team Roles & Skills**

To deliver the B&H Photo Video SAP implementation, the ideal project team would include:

* **Project Manager:** Oversees project timeline, budget, and deliverables.
* **SAP Technical Consultant:** Designs and implements SAP S/4HANA Cloud and SAP Business Network solutions.
* **Data Analyst:** Works with SAP Analytics Cloud to provide business insights.
* **IT Security Specialist:** Ensures secure transactions and compliance with data protection regulations.

**Activity 4: Team Collaboration**

The team will collaborate to deliver the B&H Photo Video SAP implementation by:

* Conducting stakeholder workshops to align business goals with SAP capabilities.
* Establishing clear communication channels for project tracking.
* Running iterative testing and feedback loops to ensure seamless integration.
* Providing post-implementation support and training for B&H staff.

**Task 4: Executive Summary Deck**

1. **Introduction:** Overview of B&H Photo Video’s digital transformation.
2. **Customer and Industry Context:** Key industry trends and challenges.
3. **Analysis Approach:** SWOT and Design Thinking methodologies.
4. **Project Team:** Roles and required expertise.
5. **Next Steps:** Implementation roadmap and recommendations.

This case study outlines how an intelligent business network can support B&H Photo Video’s growth by streamlining operations, enhancing customer engagement, and ensuring long-term scalability.