SAP Customer Analysis: 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)

Part 1: Review B&H Photo Video story materials

**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.

**Activity 1: Identify key stakeholders and explain their roles**

1. **B&H Company Leadership** – They drive the overall vision and decision-making for the digital transformation project, ensuring alignment with business goals.
2. **IT and Development Team** – Responsible for implementing technological solutions, integrating new systems, and maintaining security and functionality.
3. **Employees (End Users)** – Utilize the new system and provide feedback on usability, efficiency, and areas for improvement.
4. **Customers** – The end beneficiaries of the transformation, their needs and experience guide the success of the new initiatives.
5. **Technology Vendors/Consultants** – External partners providing software, tools, and expertise to help B&H transition smoothly.

**Activity 2: Identify digital transformation goals**

1. **Automate Processes** – Streamline operations such as catch registration, procurement, and supply chain management to improve efficiency and accuracy.
2. **Reduce Errors and Waste** – Minimize data entry mistakes, optimize procurement workflows, and enhance supply chain efficiency to reduce costs and environmental impact.
3. **Enhance Data Analytics and Decision-Making** – Implement real-time data tracking and analytics tools to support better business insights and forecasting.
4. **Improve Customer Experience** – Develop user-friendly digital platforms for seamless order processing, tracking, and customer support.
5. **Strengthen Compliance and Sustainability** – Ensure adherence to industry regulations, traceability requirements, and sustainability initiatives through digital tracking.
6. **Increase System Integration and Scalability** – Implement scalable, cloud-based solutions that integrate seamlessly across departments for future growth and adaptability.

**Activity 3: Explain which digital transformation component is impacted**

The following digital transformation component is impacted: **Business Process Transformation**.

An example of this is the automation of **catch registration, procurement, and supply chain management**. By digitizing these processes, B&H can reduce manual errors, improve efficiency, and enhance traceability, ensuring smoother operations and regulatory compliance.

Additionally, **Organizational Transformation** is impacted as employees must adapt to new digital tools and workflows, requiring upskilling and change management efforts.

**Activity 4: Identify key metrics to demonstrate SAP solution value**

Key metrics that could demonstrate the value or success of the SAP implementation are:

* **70,000 purchase orders** processed digitally instead of on paper, reducing paperwork and manual errors.
* **Reduction in procurement processing time** by automating workflows and approvals.
* **Decrease in supply chain errors** due to improved data accuracy and real-time tracking.
* **Cost savings** from optimizing procurement and inventory management.
* **Increase in operational efficiency** by streamlining catch registration and reducing redundancies.

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# Part 2: Understand SAP BTP capabilities

**Activity 1: Identify SAP BTP technology capabilities**

* **Application Development** – Enables businesses to build, extend, and integrate applications efficiently using cloud-native technologies.
* **Integration** – Connects different systems, applications, and data sources seamlessly across on-premise and cloud environments.
* **Data and Analytics** – Provides real-time insights, predictive analytics, and data management using SAP HANA and AI-powered tools.
* **Artificial Intelligence and Automation** – Enhances operations by automating repetitive tasks and optimizing decision-making through AI and machine learning.

**Activity 2: Identify the SAP BTP capabilities needed to achieve customer goals**

 **Integration**, as this will allow seamless connectivity between procurement, supply chain, and inventory systems, reducing manual errors and improving efficiency.

 **Data and Analytics**, as this will enable real-time tracking of procurement and inventory, helping B&H optimize operations and minimize waste.

 **Application Development**, as this will allow B&H to create customized applications to streamline catch registration and automate procurement workflows.

 **Artificial Intelligence and Automation**, as this will help in automating data entry, optimizing supply chain processes, and reducing operational inefficiencies.

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# Part 3: Review the end-to-end SAP Solution

**Activity 1: Describe the end-to-end SAP solution**

* **SAP Business Technology Platform (SAP BTP)** – Provides the foundation for integrating, analyzing, and processing data across the enterprise.
* **SAP S/4HANA** – The core enterprise resource planning (ERP) system that manages procurement, finance, and operations.
* **SAP Integrated Business Planning (IBP)** – Enhances supply chain planning, ensuring demand and supply alignment.
* **SAP Analytics Cloud** – Enables real-time data visualization and analytics for performance tracking.
* **Applications:**
  + **Catch Registration App** – Captures data on incoming seafood shipments.
  + **Procurement App** – Automates purchasing and vendor management.
  + **Supply Chain App** – Optimizes inventory and distribution.
* **Integration with External Systems** – Ensures seamless communication between front-end applications and back-end ERP and supply chain systems.
* **Cloud-Based Architecture (Hybrid Model)** – Combines on-premises infrastructure with cloud computing for scalability and security.

**Activity 2: Describe considerations for system design and development**

The project team will need to consider the following when building the end-to-end solution:

* [System Design Development Element] – consider….
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* Computing Models – A hybrid model leveraging cloud-based solutions for scalability while integrating with existing on-premises infrastructure.
* Architecture – A combination of SAP BTP and SAP S/4HANA, with APIs facilitating data exchange between systems.
* Operating Systems and Platforms – Compatibility across cloud-based SAP solutions and on-premise legacy systems.
* Application Development – Mobile and web-based applications for user-friendly data entry and workflow automation.
* Programming Languages – SAP UI5 for front-end development, Java and Python for backend integration, and SQL for data management.
* Data Analytics – Real-time reporting on procurement, inventory, and operational performance using SAP Analytics Cloud.
* Security – Protecting user access and data across multiple layers, including application security, system security, and process security.

**Activity 3: Draw a diagram to show how data flows through solution**

The diagram includes:

1. **Data Capture** – User input via Catch Registration, Procurement, and Supply Chain apps.
2. **Data Processing** – SAP BTP integrates and transfers data to SAP S/4HANA and IBP.
3. **Data Analysis** – SAP Analytics Cloud generates insights and reports.
4. **Data Storage** – Secure storage in SAP HANA and cloud databases.
5. **Data Distribution** – Processed information shared with external vendors, suppliers, and internal departments.

**Activity 4:** **Describe technology areas impacted by further solution development**

* **E-commerce Expansion** – A new **B2B platform** for purchasing fishing equipment online, requiring enhanced SAP Commerce Cloud capabilities.
* **AI-Powered Predictive Analytics** – Using machine learning to optimize procurement planning and inventory levels.
* **Mobile Accessibility** – Enhancing mobile applications for **real-time data entry and tracking**, improving usability for field workers.
* **Blockchain for Supply Chain Transparency** – Ensuring traceability of seafood from catch to customer, enhancing regulatory compliance.

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# Part 4: Assess how the SAP solution supports digital transformation

**Activity 1: Describe how SAP BTP supports customer digital transformation goals**

* **Providing a unified platform** that integrates various systems, streamlining operations such as procurement, supply chain management, and financial processes.
* **Enhancing automation and efficiency** by digitizing purchase orders, reducing manual data entry errors, and optimizing inventory tracking.
* **Enabling real-time data insights**, allowing for better decision-making in logistics, customer experience, and demand forecasting.
* **Supporting scalability and flexibility**, ensuring that **B&H** can expand its digital capabilities as business needs evolve.
* **Improving security and compliance** by centralizing data governance and access control within a cloud-based infrastructure.

**Activity 2: Identify how the SAP solution contributes to the Quadruple bottom line**

| **People** | **Planet** | **Profit** | **Purpose** |
| --- | --- | --- | --- |
| Automates manual tasks, reducing workload for employees. | Reduces paper waste by digitizing processes. | Optimizes procurement and inventory, reducing costs. | Enhances customer experience with faster, more accurate services. |
| Improves employee collaboration through integrated workflows. | Lowers energy consumption by shifting to cloud-based solutions. | Increases efficiency and reduces financial losses due to errors. | Strengthens digital infrastructure for future innovation. |
| Provides real-time data access, improving decision-making. | Supports sustainable sourcing and logistics planning. | Enables faster order processing and delivery times. | Aligns with industry best practices for digital transformation. |

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