CONNECTING WITH THE EVOLVING CUSTOMER
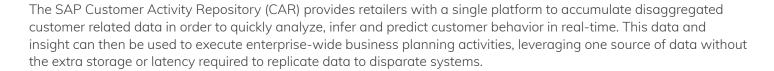
Retailers must continually stay in close contact with their most important asset — their customers.

As the customer wants and needs constantly evolve, retailers must remain informed and closely analyze the feedback and data coming out of every touch point. These datapoints will arm the retailer with trends before they become mainstream and will highlight opportunities before they become obsolete and warn of potential issues before they can damage the brand.

The SAP Customer Activity Repository (CAR) provides retailers with a single platform to accumulate disaggregated customer related data in order to quickly analyze, infer and predict customer behavior in real-time. This data and insight can then be used to execute enterprise-wide business planning activities, leveraging one source of data without the extra storage or latency required to replicate data to disparate systems.

What is CAR?

An operational reporting and analytics platform
- Powered by the HANA database software suite
- Real-time inventory in-stock algorithm

A retail-specific toolkit for enterprise data management
- Point of Sale (POS) Data Management (SAP tool for collecting and auditing all inbound POS data prior to financial posting
- Forecasting and analytics framework
- Retail-specific virtual data model (pre-built HANA semantic layer, calculation layer and database schema)
- SAP Landscape Transformation (SLT) for data replication (Non-SAP and SAP applications)
- Pre-built Fiori dashboards

An enterprise planning platform
- Database for all 'consuming' planning applications; current applications include: Promotion Planning (PMR), Assortment Planning, hybris Marketing

What CAR is not

It is not a historical reporting platform
- Business Warehouse (BW) still required in most environments
- BW and CAR 'white listed' to leverage the same HANA instance
- When to use CAR vs. BW for reporting is use case driven

It is not a reporting (visualization) product
- An SAP or non-SAP product required to 'see' the data for most use cases

Why consider CAR?

- **Speed:** Sub-second response on most queries, regardless of data size
- **One data source for operational reporting and planning:** Disaggregated, no replication of sales and other key data elements required
- **Attractive 3rd option for buy vs. build:** Pre-built content, flexible to extend
- **Relatively simple to use and administer**
- **Customer-specific and multi-channel data foundation**

Our areas of expertise

Business thought leadership

Rizing CAR programs are successful because we orchestrate our programs in a business-centric fashion, not technology-centric. Our expert team consists of former retail marketers, merchandising and operators which allows Rizing to offer process, organization and strategy guidance from real-world examples. Our business-centric approach accelerates delivery through use of the Rizing Blueprint template – pre-determined processes, leveraging SAP, that are currently successfully driving value at retailers throughout the world.

Program management

The Rizing Activate-based implementation methodology, perfected across dozens of implementations, is the proven approach to drive the best results and the lowest cost for any S/4 program.

Change management

Our change leadership experts have successfully embedded S/4 programs across many of our customers through a comprehensive approach of leadership alignment, communications, training, organizational design, role development, retention management, and change impact management.

Functional expertise

The Rizing team provides unrivaled expertise and thought leadership in SAP S/4:

- Sourcing and Procurement
- Sales
- Supply Chain
- Finance
- Manufacturing
- Asset Management
- Integration to:
    - » CAR and Consuming Applications
    - » Ariba
    - » C/4 Hana
    - » Reporting and Analytics

Technical expertise

The Rizing team additionally offers leading practice knowledge and expertise in:

- SAP Cloud Platform development and administration
- HANA development and administration
- Data Services development and administration
- ABAP development
- S/4 administration
- Performance tuning

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