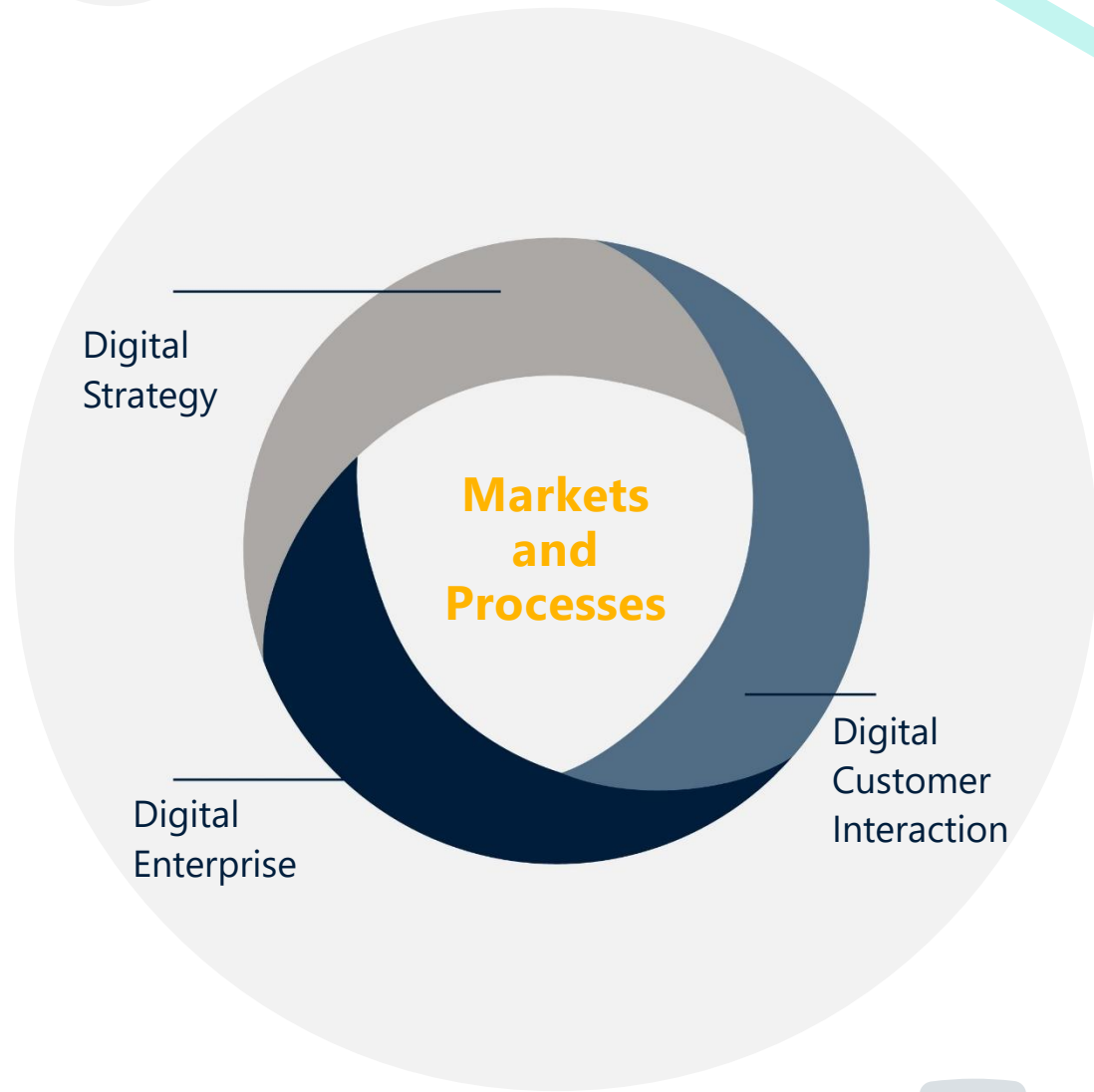




FROM ZERO TO EXCELLENCE WITH SAP S/4HANA

Coop Denmark case story

KPS



**Our approach to the
digital
transformation is
holistic and
composable.**

Experienced in three dimensions



370+
Successful
Projects



20+ Years
Trusted
Customer
Relationships

2000

Year founded

1.300

Consultants

9

Countries

179 Mio.

Euros in Turnover

PLC

XetraFrankfurt
(Prime Standard)

European market-leader in retail, wholesale & consumer-goods

Clients in all segments of retail recognise the benefits and competitive advantages of the KPS Instant Platform.



Denner, Switzerland

Switzerland's leading discount grocer is digitising all its processes and is consistently relying on the end-to-end use cases from KPS. In the SAP S/4HANA standard with the required specifications for the food trade.



Elkjøp, Norway

With the Next Generation Retail programme the leading electronics retailer in Northern Europe with its digital B2B2C platform. Platform for a truly sophisticated customer journey at all touchpoints in all countries.



Coop, Denmark

Coop One connects 40,000 people with a new SAP S/4 HANA system, new processes, data and workflows. The new platform is the foundation for the future and creates transparency from ordering goods from the supplier to the personalised app at the customer.



Dehner, Germany

Europe's largest garden centre group is repositioning itself for the future with KPS. Best practices, seamless omni-channel, personalised marketing and integrated and integrated logistics services find their on the new SAP S/4HANA platform.

INSTANT PLATFORM

The new operating system for retailers

Powered by



KPS

KPS/grocery – ready-to-use omnichannel platform with 150+ implemented use cases

INSTANT
VALUE

► Ready-to-use Business Scenarios

- Idea-to-Market Readiness
- Source-to-Offer Readiness
- Acquire-to-care (customer)
- Purchase-to-Pay, Allocate-to-POS
- Produce-to-Stock, Inquire-to-service
- Offer-to-Order, Order-to-Cash
- Return-to-Credit, Return-to-Debit
- Record-to-report, Cash & Bank Mgmt.

► Ready-to-run

- Reference architecture
- E2E integration of SAP applications
- Organizational structures and master data model
- Authorization and role model
- Comprehensive documentation
- Hosting in the cloud, KPS or on-premise
- iDEAL compliant
- MACH ready

► Assortments

- Merchandise Assortment (Stock & Order)
- Self-produced Articles (Instore Food Production)
- Assortment types:
 - Normal, Generic, Sales set, Procurement
 - Fresh & Frozen (incl. Variable Weight)
 - Beverages (incl. Empties)
 - Non-Food
 - Variable Weight articles
 - Services & GNFR

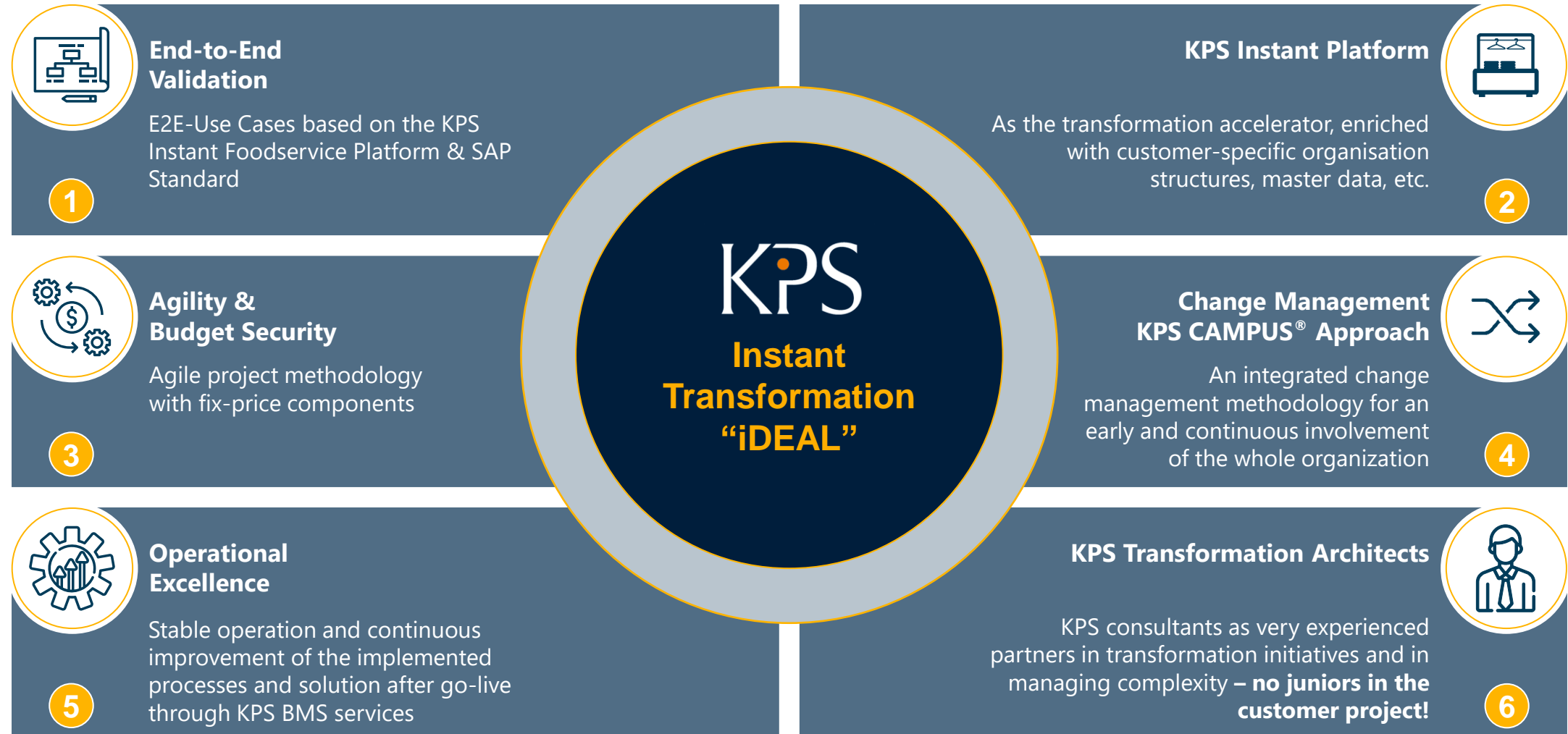
► Core Applications

- SAP S/4HANA Retail for merchandise mgmt.
- SAP S/4HANA EWM & TM
- SAP S/4HANA GTS
- SAP S/4 HANA CAR & PMR
- SAP S/4 HANA F&R
- SAP Invoice Management by OpenText
- Product Information Mgmt.
- SAP PI/PO
- SAP BW & SAC

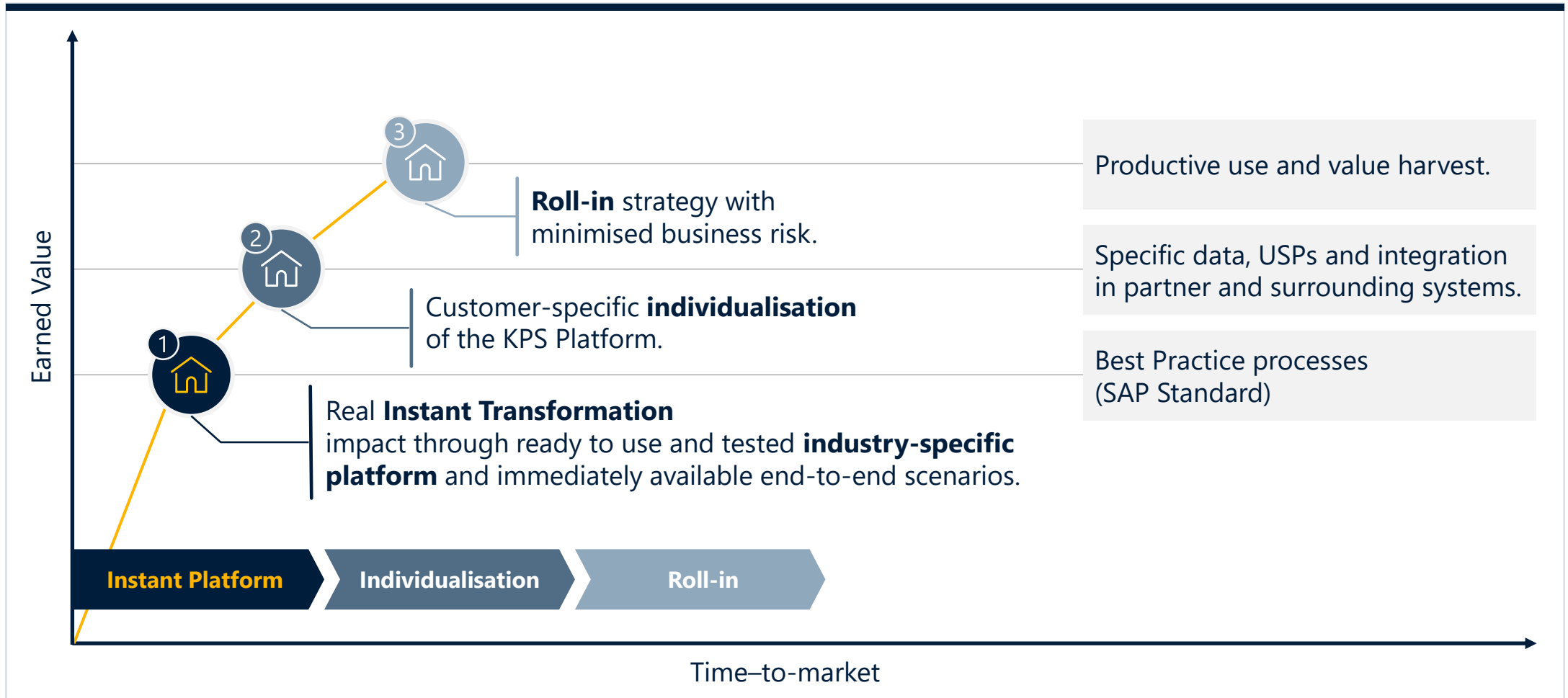


KPS Instant Transformation® Methodology links six key principles

Encapsulating transformation challenges from Project start to Operational excellence



Ready-to-use products: with the innovative KPS Instant Platforms to jumpstart the transformation journey



Coop-Teaser video

<https://kps.com/dk/en/industries/references/coop-successful-digital-transformation.html>



COOP Danmark – Major grocery retailer in Denmark

Enterprise
Transformation

Context

- Outdated IT systems, some of which have been in use for decades, are to be replaced
- SAP FI/CO ECC from 2017 – to be migrated to S/4 HANA
- Strong intention to modernise business systems and harmonise business processes in SAP standard – End-2-End
- Strategic initiative to increase efficiency in operations while differentiating from discount competitors with a "quality-first" approach
- KPS Rapid Transformation and KPS Integrated Process Chains with Best Practice for Retail
- Early involvement of business, IT and management
- Application of KPS best practices for project management, IT architecture design, development and testing
- Compliance with SAP standard process solutions
- Transition strategy per item category (roll-in approach)
- First go-live in 2020 and full Retail implementation done October 2022
- Final Finance go-live in September 2023

Benefits

- Improved margin through increased transparency and control
- Optimised operational approach
- Reduction of working capital
- Improved supplier management
- Better integration and support of local suppliers and product ranges
- Increased transparency on key KPIs
- Shorter time-to-market for IT innovations

COOP, Denmark

- Cooperative established 1896, 1,7 Mio. members, Market share in Denmark >30%
- Grocery retailer – with focus on fresh and local stores
- 8 Formats: Kvickly, SuperBrugsen, Dagli'Brugsen, Fakta, Irma, Coop365, Coop.dk Shopping and Coop.dk MAD
- 150.000 Products, 1.200 stores, 2 e-commerce sites
- 40.000 employees
- 50 BN DKK Revenue

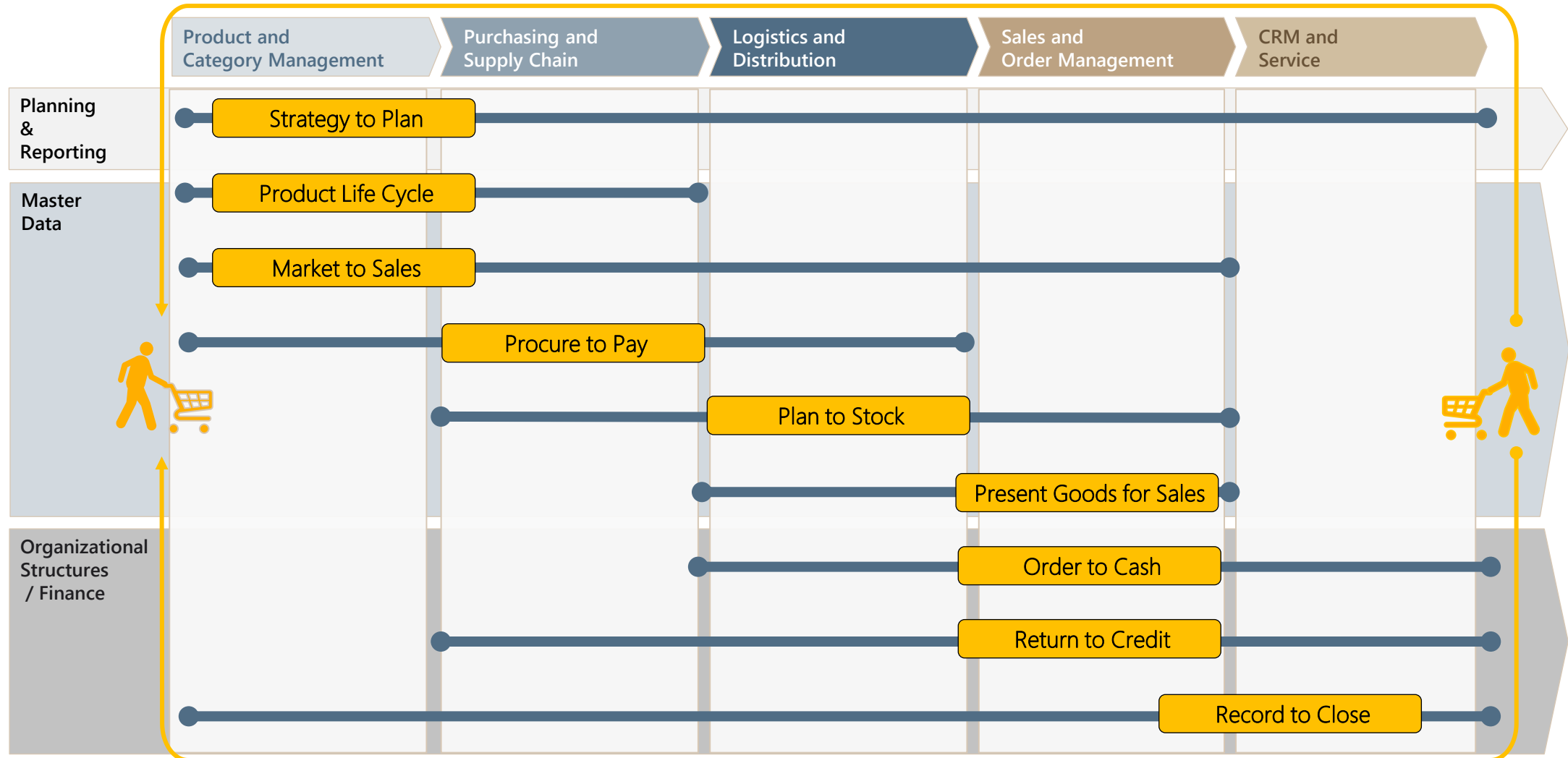
Technology

- SAP S/4/HANA for Merchandising Retail
- SAP CAR
- SAP PMR
- SAP EWM
- SAP TM
- SAP GTS
- SAP VORA
- SAP PI/PO
- SAP ILM
- SAP BI



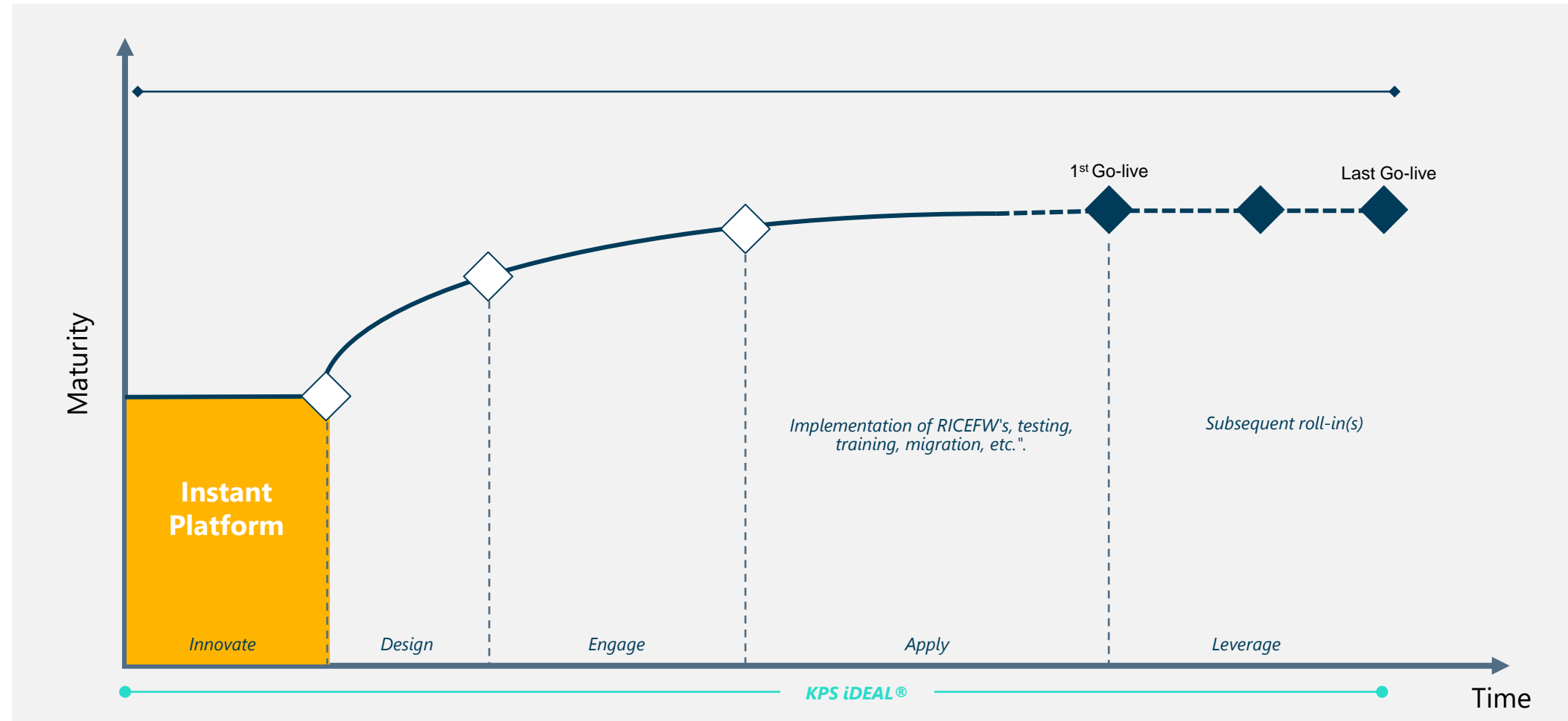
E2E Scenarios scope span across the complete Coop Process Landscape

Planning → Contracting → Promotion → Purchasing → Transportation/Logistics → Sales → Returns → Recording



The KPS Instant Platform Architecture serves as a project accelerator

Enabling early customer engagement and a short timeline

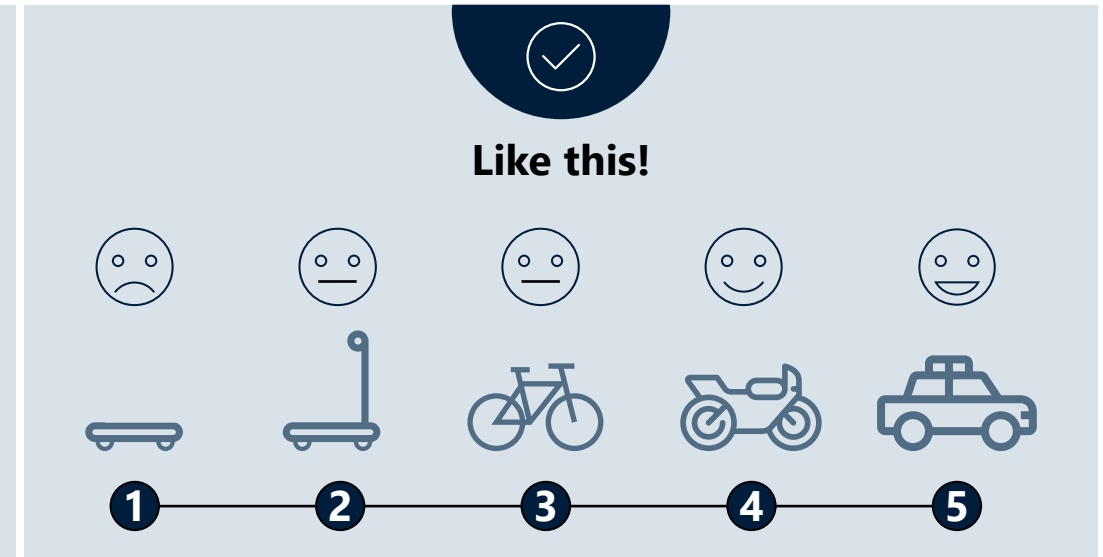
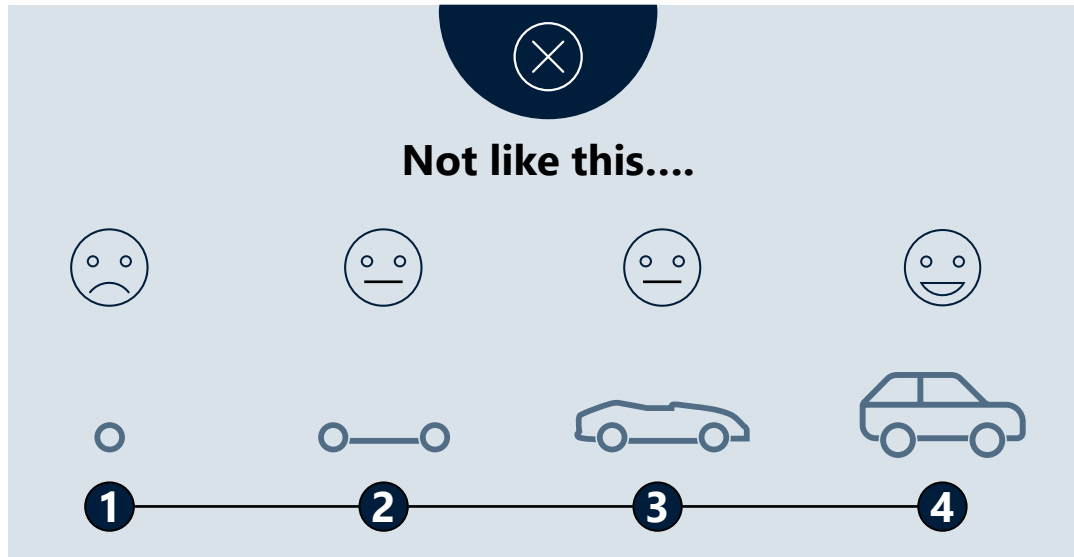
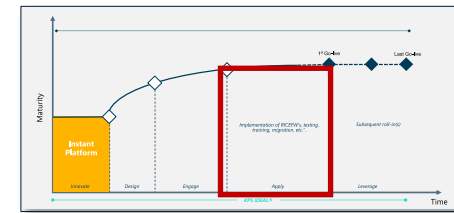


19.04.2023 From Zero to Excellence with SAP S/4HANA



Building in waves by Minimum Viable Products (MVP)

Fast development with high level of user buy-in and continuous stakeholder management

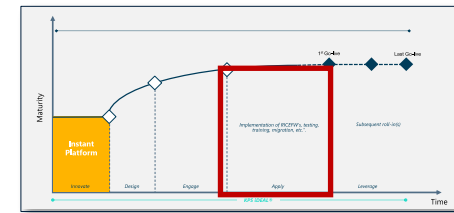


Wave example: Promotion and store sales processes (fully testable and functionally ready)

- Perform market to sales process, including promotion planning and execution
- Perform more complex plan to stock processes, including inbound transportation, waving, picking and packing in DC
- Sell articles in stores, including POS checkout and financial integration



Show-and-tell by Structured Walk-Throughs, by the end of each Wave

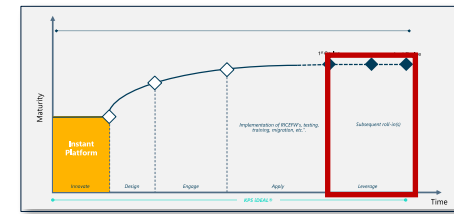


Informal purpose is to engage and get stakeholder buy-in

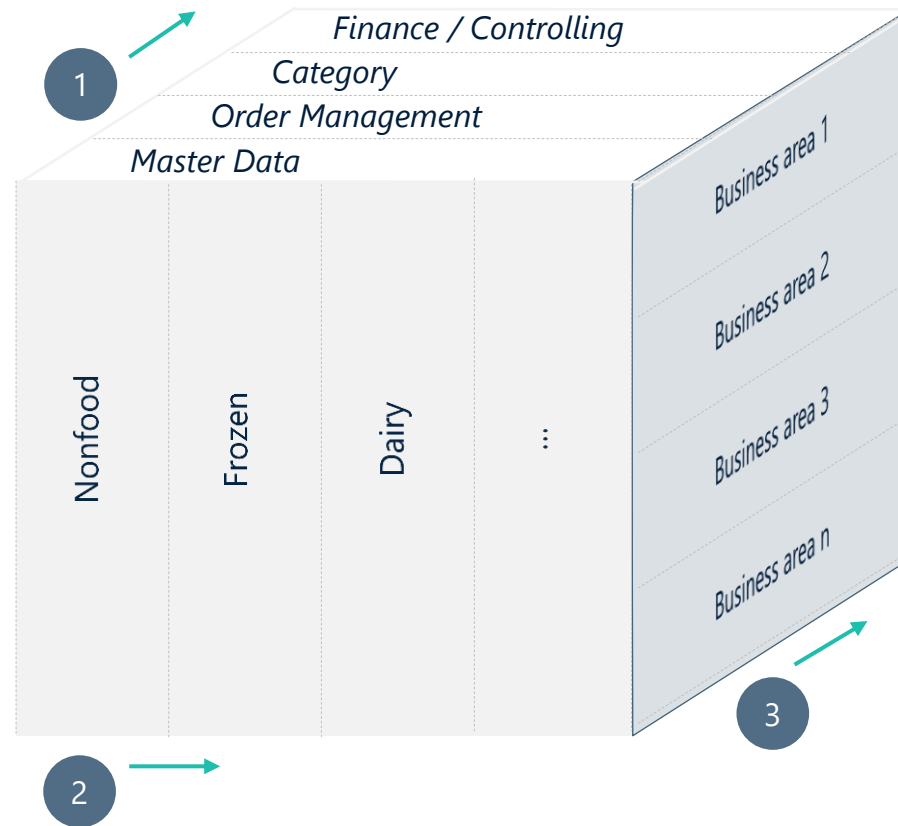
- Get stakeholder buy-in, by demonstrate end-to-end processes to a large audience of Coop peers
- Ensure Coop participation and hands-on work, by active participation (e.g. execute processes live in the system) at a early stage of the project
- Involvement of Senior Management and key stakeholders
- Get company-wide knowledge of the future processes

Roll-in and CoE handover, handled by categories

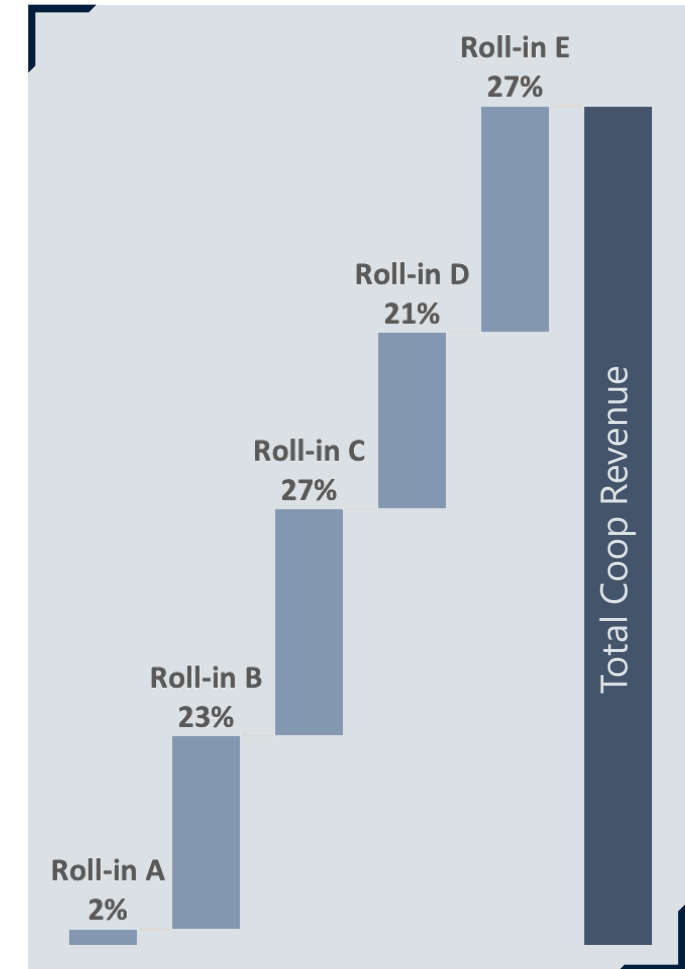
Eating the pie, one piece at a time... This is a huge tranformation for the organization!



Potential Roll-in scenarios

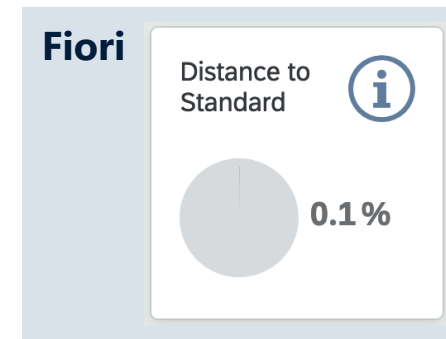
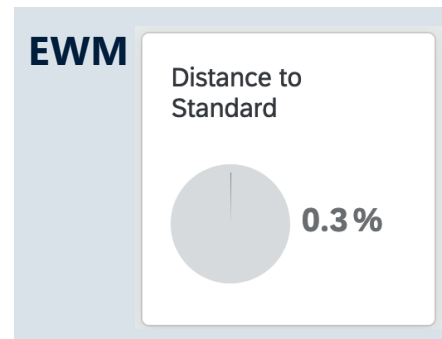
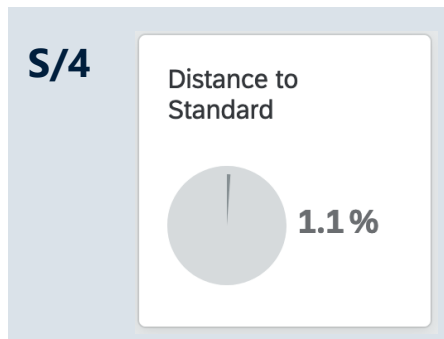


- 1 Business processes
- 2 Article categories
- 3 Business areas
- 4 End2end processes
- 5 ...
- 6 ...



Result was a SAP standard solution

- By using KPS Instant Platforms to jumpstart the solution, we keep the dialog to-be focused...
- The implementation gets focused on SAP standard processes...
- Thereby successfully achieving a standardized solution, with a relatively clean core and low TCO !



„KPS has supported us in this very challenging project with a high level of professionalism and commitment. The consultants' in-depth expertise and a change management-based strategy helped us to successfully manage the changeover under the difficult conditions of the Covid-19 pandemic. We look forward to further high-potential projects in cooperation with the KPS team.



Kræn Østergaard Nielsen,
CEO | Coop Danmark



Coop testimonials



For us, the requirement was: 'The right assortment at any time in sufficient quantity. The new system should be able to show immediately for each store how high sales and shelf utilisation are and when ordered goods will arrive'

Jan Adolfsen
Head of Coop Operational Excellence



In previous projects - which were difficult to implement - the strong focus on business change management was reduced. The fact that all Coop employees support the changeover has contributed to the success

Freddie Sachmann
Coop One Programme Director



It is all the more commendable that we are making rapid progress with the changeover and are expected to control the last product categories with the SAP system by the end of 2022.

This is also a particular credit to KPS because of their extensive retail and SAP know-how, and the established business scenarios form a solid and standardised foundation for current operations and future developments at Coop. We look forward to implementing the next innovative ideas

Jan Adolfsen
Head of Coop Operational Excellence

LET'S STAY IN CONTACT!

Tom Gulbrandsen | Principal, KPS

Tom.Gulbrandsen@kps.com

+47 95292548

Casper Hovard | Managing Partner, KPS

Casper.Hovard@kps.com

+45 3038 9776

