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NorgesGruppen - Digital Transformation project status

And the AI side quest we didn't know we needed

Speaker



John Chr Hveding
Gruppeleder SAP Digital Kjerne

DOVRE is important for the digital transformation

A modern digital platform is necessary for NorgesGruppen to meet new markets, enable new products and seamless customer experiences.

1

Today's core systems

- More tailoring
- On-premises solutions and maintenance for software and data storage
- Traditional integrations and tight connection between core and surrounding system
- Expertise of individuals necessary for further development

2

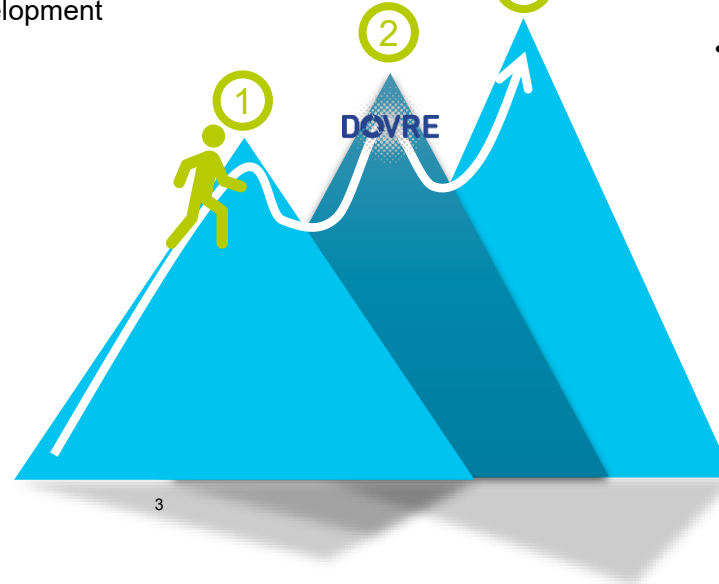
Digital core after DOVRE

- Standard solutions in SAP
- Software and data storage in the cloud
- APIs provide decoupling between core and surrounding systems
- Increased access to expertise and access to continuous development through SAP

3

Future digital platform

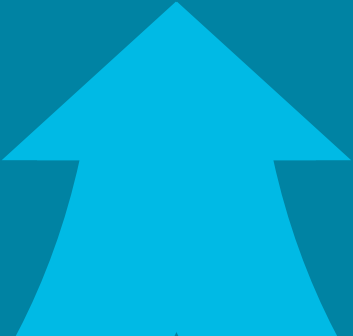
- Better access to data throughout the value chain
- Supporting further automation and streamlining artificial intelligence (AI)
- Flexibility in further development and agile way of working
- Faster adaptability to deliver seamless customer experiences
- Supporting competitive operations



DOVRE preparing for the future

Competitive advantage

By simplifying, improving and reducing risk, DOVRE will give us flexibility and adaptability to realize future business opportunities more quickly



Simplify our IT portfolio by combining three core systems into one standard system

Reduce the risk of operational deviation, low data quality and skills shortages, as well as strengthen continuous development

Improve, develop and standardize work processes, as well as increase access to data

Increase flexibility to develop in new business and new markets

What is DOVRE?

01

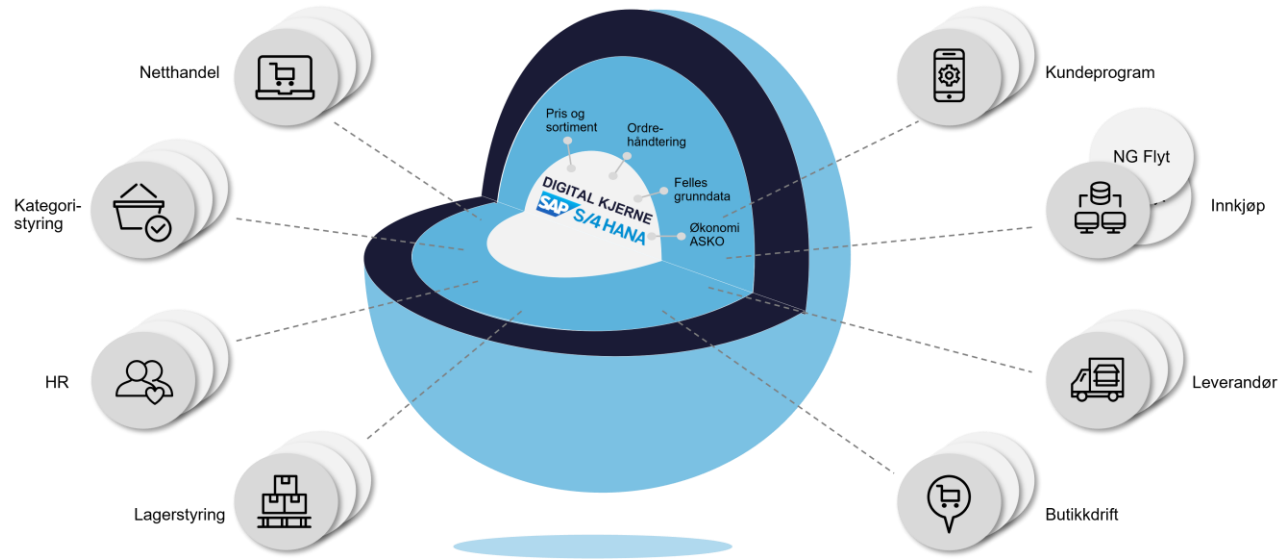
The DOVRE project will support new and more efficient processes in Finance, Master Data Maintenance and Order Management

02

The DOVRE project will establish a new digital core in the cloud

03

The digital core will be the foundation for NGs digital platform and will make data available in realtime to the entire value-chain

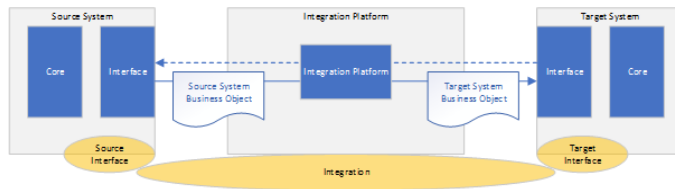


DOVRE Scope

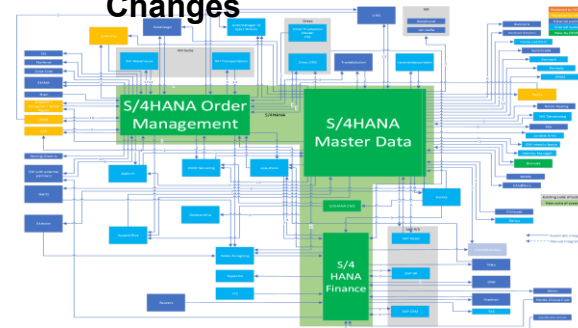
SAP Implementation



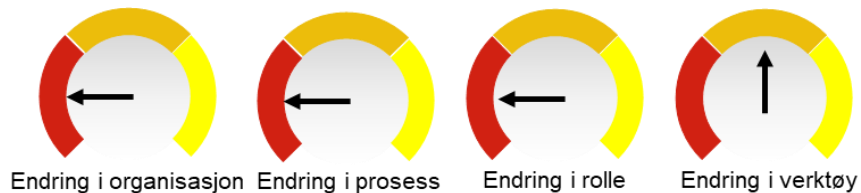
Integration of the Digital Core



Legacy System Changes



Change Management



Training

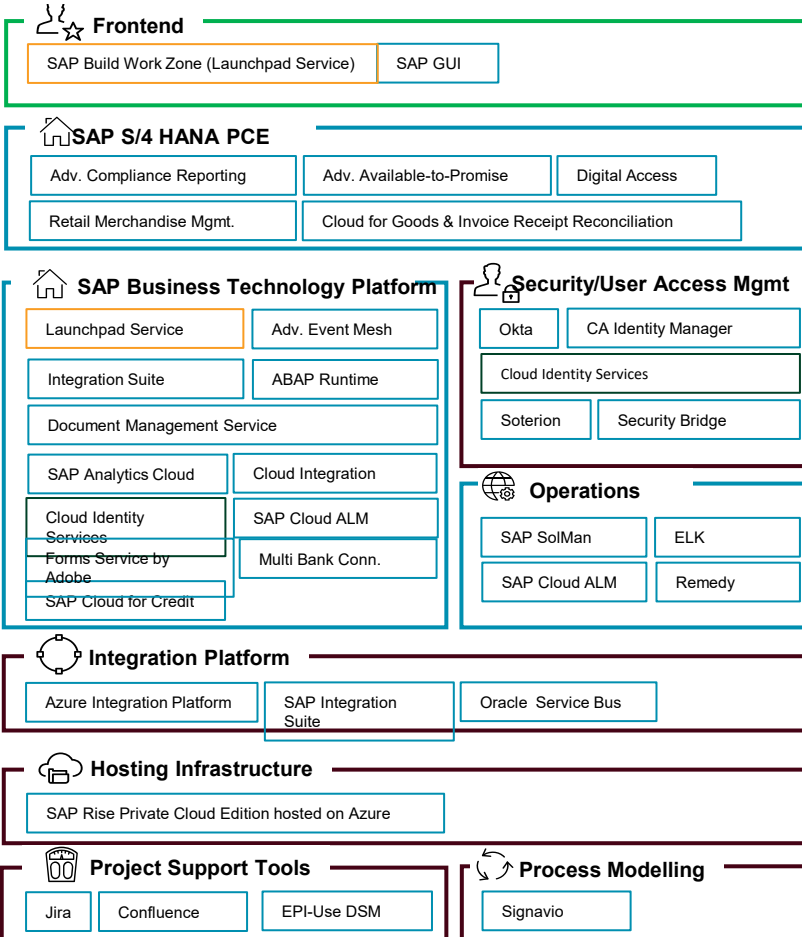


SAP Scope

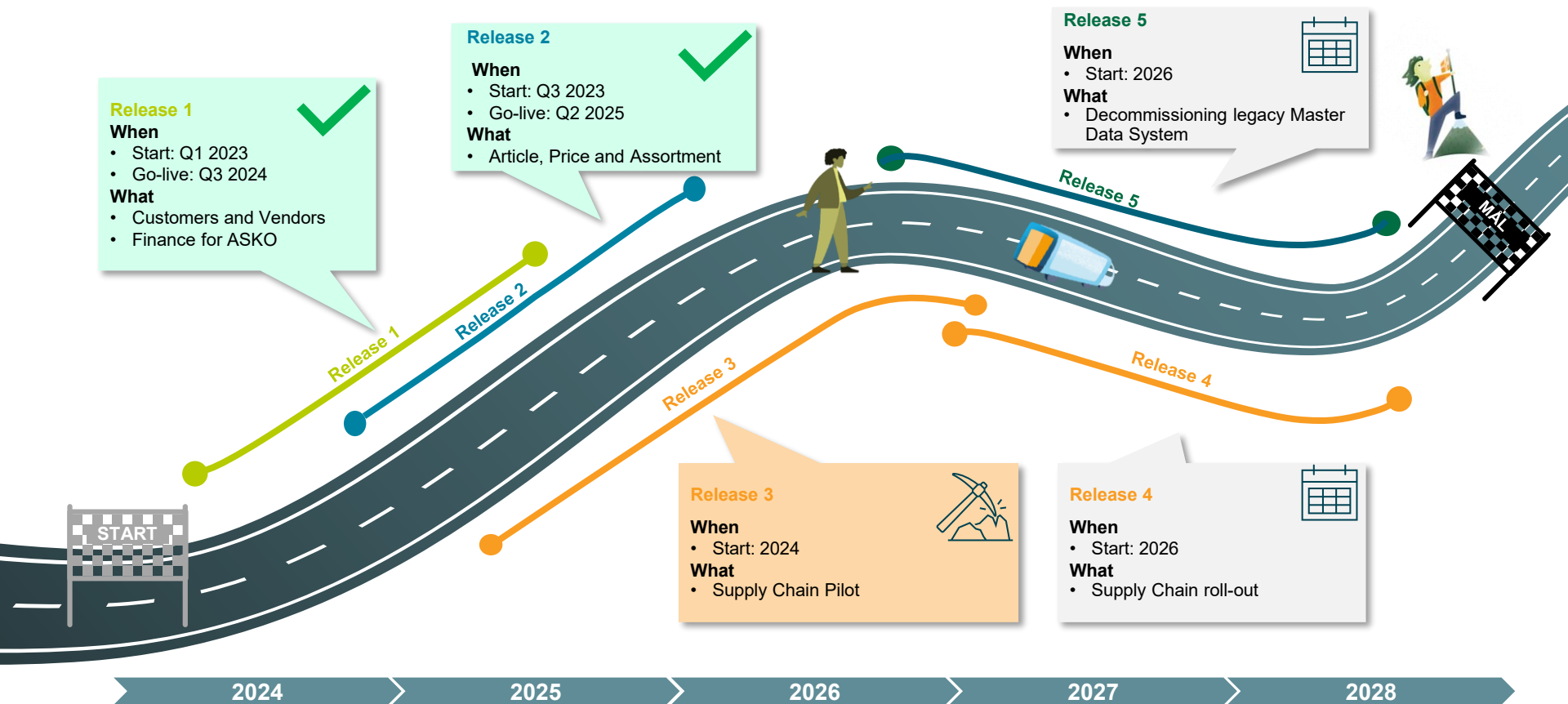
S/4HANA

- Masterdata
 - Business Partners
 - Pricing
 - Articles
- Finance
- Order Management
 - Procure to Pay
 - Order to Cash

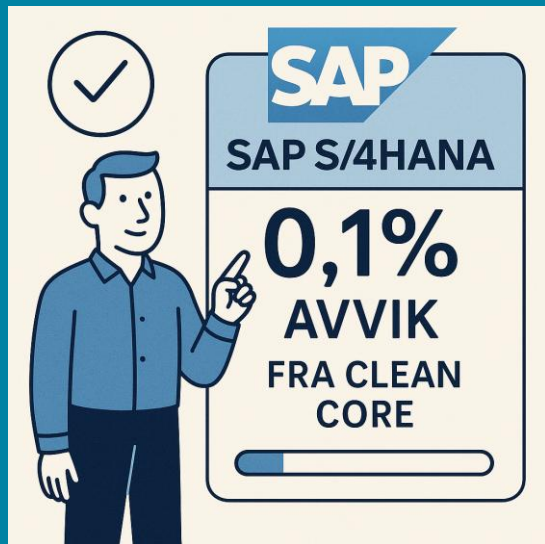
DOVRE



DOVRE - the journey



Clean core



- An important goal for DOVRE is to keep the core clean
- All changes are evaluated against our goal of keeping the core clean
- The number of hours spent on an S/4 upgrade is an important indicator of how clean the kernel is
- DOVRE S/4 has been upgraded from HANA 2022 to HANA 2023

Speakers



Sakthivel Sivaguru
Technical Architect



Simen Rømo Skille
Business Architecture Associate Manager

Agenda

What did
we solve?

Agenda

What did
we solve?

How did
we solve
it?

Agenda

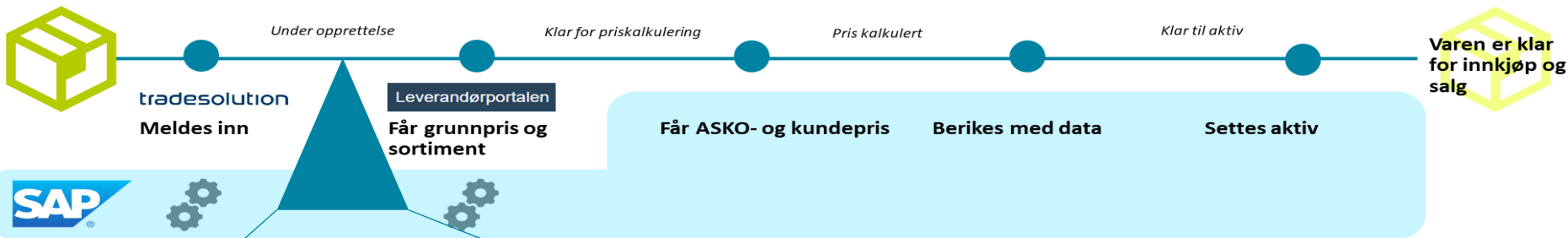
What did
we solve?

How did
we solve
it?

What did
we learn?

What did we solve?

- NIV (NorgesGruppens Interne Varegruppehierarki) - NorgesGruppen's way of keeping all products organized - a common "language" for products across the entire value chain.
- Before DOVRE Release 2, we have used an ML solution from Tradesolution which sends NIV group classification for every new article sent to SAP
- NIV classification from Tradesolution had low accuracy and required manual correction before an article is created in SAP



New article

Tradesolution sends new article with suggestion for NIV group

Business validates article

Ready for price calc.



Eksempel Stabburet Leverpostei

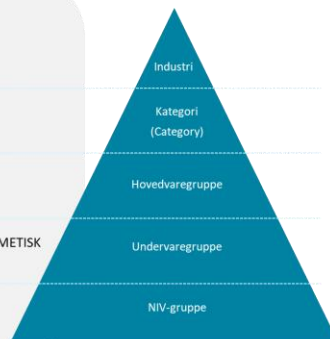
Dagligvare. I dag ligger alle artikler i NG under dagligvare

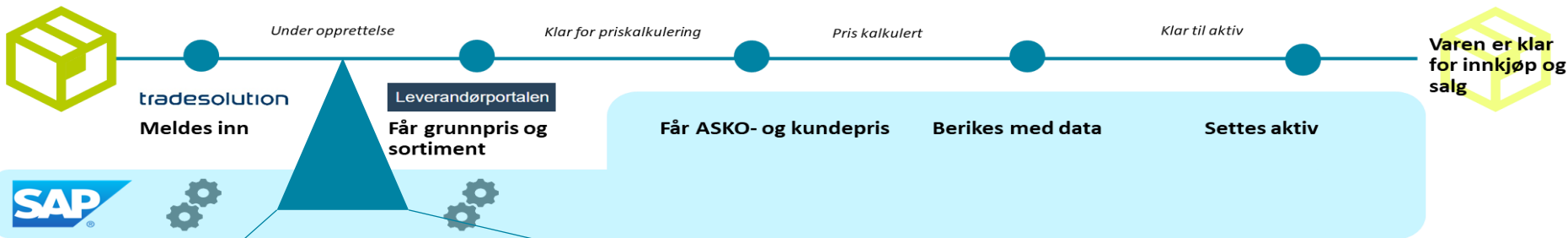
Kategori 110 Tørrvare

Hovedvaregruppe 11007 PÅLEGG, SØT/HERMETISK

Undervaregruppe 11000710 KJØTT/PÅLEGG/POSTEIER, HERMETISK

NIV gruppe 1083 LEVERPOSTEI, HERMETISK





New article

Article text is sent to OpenAI LLM model to find keywords

OpenAI model suggests NIV group based on keyword and article name

Business validates article before article creation

Business sets article status to be ready for price calculation article creation



Eksempel Stabburet Leverpostei

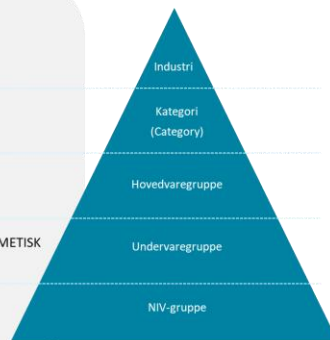
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How did we solve it?

- Business Technology Platform
- OpenAI LLM
- Azure AI Foundry
- ...and with lots of curiosity





tradesolution



bama

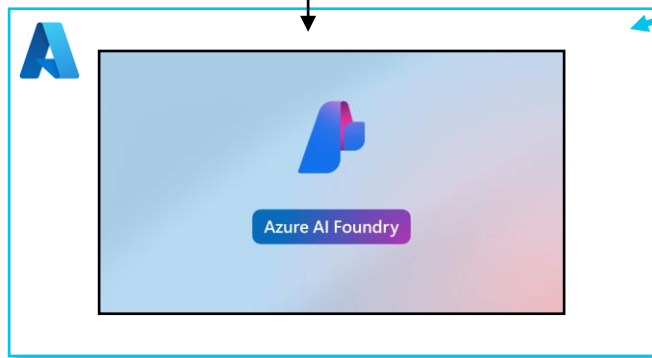


UNIL



Integration Suite

SAP S/4 HANA



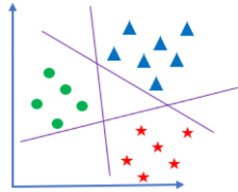
Retrieval Augmented Generation
(RAG) API Built in Azure AI
Foundry

OpenAI
GPT-5

Evaluated alternatives



Data Attribute Recommendation



- Tailored to our need
- Algorithm trained with our data
- Bias in data – real accuracy is lower than model accuracy.



Model accuracy 94%



Model must be retrained when categories change.



SAP AI Core



- A Platform, and not just a service

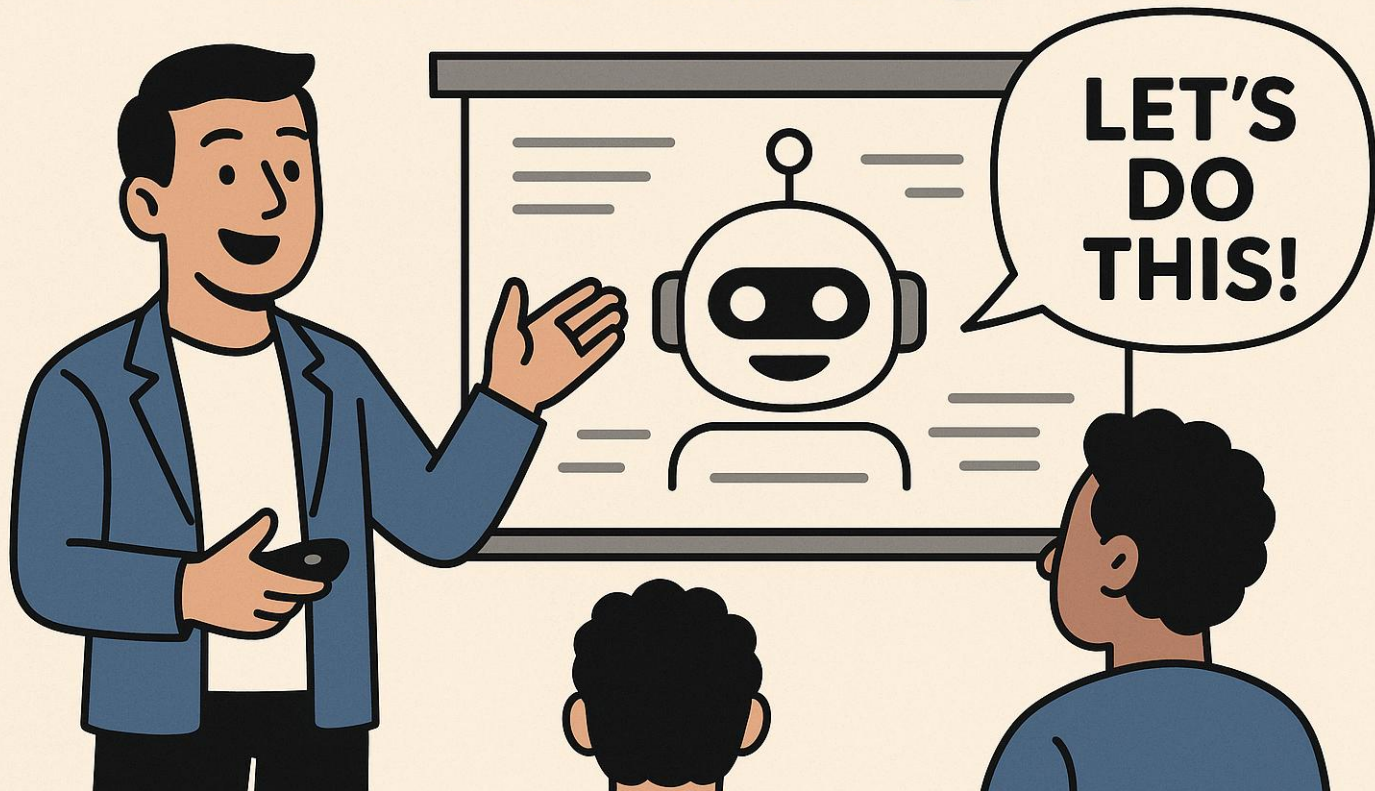


Technical Flexibility



Commercial Flexibility

AI DEMO



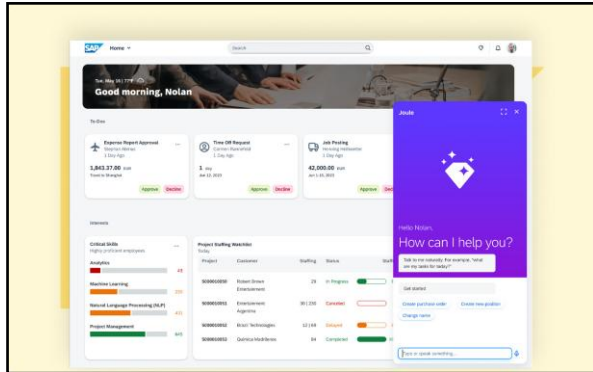
What did we learn?

- Don't ask what AI can do. Instead ask: can AI handle the chaos we call "business as usual"?
- SAP Technical competence is no longer enough in the world of AI
- Best use-case of AI (LLM) is the one you don't have to talk to

What's coming next?

Joule – SAP's Co-pilot

- For developers
- For endusers



...and some more

Make sure to join SBN 2026 to know more about it





Thank you!

Questions?