

BTP – ELKJOP JOURNEY

SUBHASH SONI
ENTERPRISE ARCHITECT



Agenda

Elkjop a brief introduction

About me

Cloud Platform – What is in it for you!

BTP – Integration Suite - roadmap

Services and Architecture

Learnings and key takeaway

Deep dive – Monitoring app



Elkjop a brief

Nordic Electronics retailer in business
> 50 years. Since 1999 owned by
Dixons Carphone Group, UK.

4 brands – common operation –
based on centrally controlled
structures and IT platforms

Elkjøp Nordic has operations in
Norway, Sweden, Denmark and
Finland, in addition to franchise
operations in Iceland, Greenland and
the Faroe Islands

IN TOTAL 416 STORES:

252 own stores

(152 big box, 94 small box, 4 online, 2 Dixons Travel)

164 franchise stores

(137 big box, 24 small box, 3 online)

NORWAY

ELKJØP: 49 stores
ELKJØP FRANCHISE: 67 stores
ELKJØP PHONEHOUSE: 27 stores
DIXON TRAVEL: 2 stores
Revenue: 12 166 MNOK
www.elkjop.no

SWEDEN

ELGIGANTEN: 45 stores
ELGIGANTEN FRANCHISE: 38 stores
ELGIGANTEN PHONEHOUSE: 65 stores
PHONEHOUSE FRANCHISE: 24 stores
Revenue: 11 840 MNOK
www.elgiganten.se

DENMARK

ELGIGANTEN: 38 stores
Revenue: 8 001 MNOK
www.elgiganten.dk

GREENLAND

PISIFIKK FRANCHISE: 7 stores

FAROE ISLANDS

ELDING FRANCHISE: 2 stores

ICELAND

ELKO FRANCHISE: 4 stores

FINLAND

GIGANTTI: 20 stores
GIGANTTI FRANCHISE: 19 stores
GIGANTTI PHONEHOUSE: 2 stores
Revenue: 5 421 MNOK
www.gigantti.fi

[Previous page](#)

About me

- 17+ years in IT industry –
 - Consultant / Developer / SME / Team Lead / Enterprise Architect
- Domain knowledge - HR, Energy, Retail, IT
- Started with SAP in 2005
 - SAP Netwever, UX/UI (SAP Portal , Mobile services, fiori, sapui5, Neptune), Security, Cloud Integration ++
- Motivation – Solve business problems and use technology where needed 😊
- Led complex and large project deliveries and teams
- 3.5 years at elkjop and counting
 - SCP Lead, Integration team lead, enterprise architect ++



Cloud platform – What is in it for you

- Infinite resources
 - Cost reduction i.e. economical
 - Fast to innovate
 - Trials available for longer periods – costs nothing
 - Standard packages for lots of industries across
 - Integration, APIs, Open Connector
 - Business Applications, Fiori templates
 - Out of the Box Connectivity and security to SAP and non-sap systems
 - Open Eco System and maturing
 - Growing exponentially
 - Audit and control - Governance
 - Constantly changing
 - Never “done”
 - New opportunities vs New threats
 - ~~Shadow IT~~ – get used to it
 - Postman and Command Line are new UX/UI
 - Own it – Architecture and vision
 - There will be some white spaces
- BTP enables customers to keep CORE clean and much more

BTP – Integration Suite - roadmap

Standard edition

Enterprise Edition

CPEA (credit based)

Cloud Foundry

PI in Cloud
Easy to develop
Open Connectivity
+++

Subscription based

+ Enterprise Messaging
APIM
Identity authentication (SSO)
++

Subscription based

pay as you go
integration suite
+ lots of other services
Real flexibility

Consumption based

Multi Cloud
Pay as you go
BYOL
True cloud scaling
Your choice of runtime

Utilize standard
microservices

Just like a black box ☺



Key highlights

SAP Innovation
Awards 2021

Active use of BTP
since late 2017

- Co-innovating together with SAP on hyperscalers
- Azure connectivity
- Kafka Connectivity
- ++

15+ Million APIM
calls / month

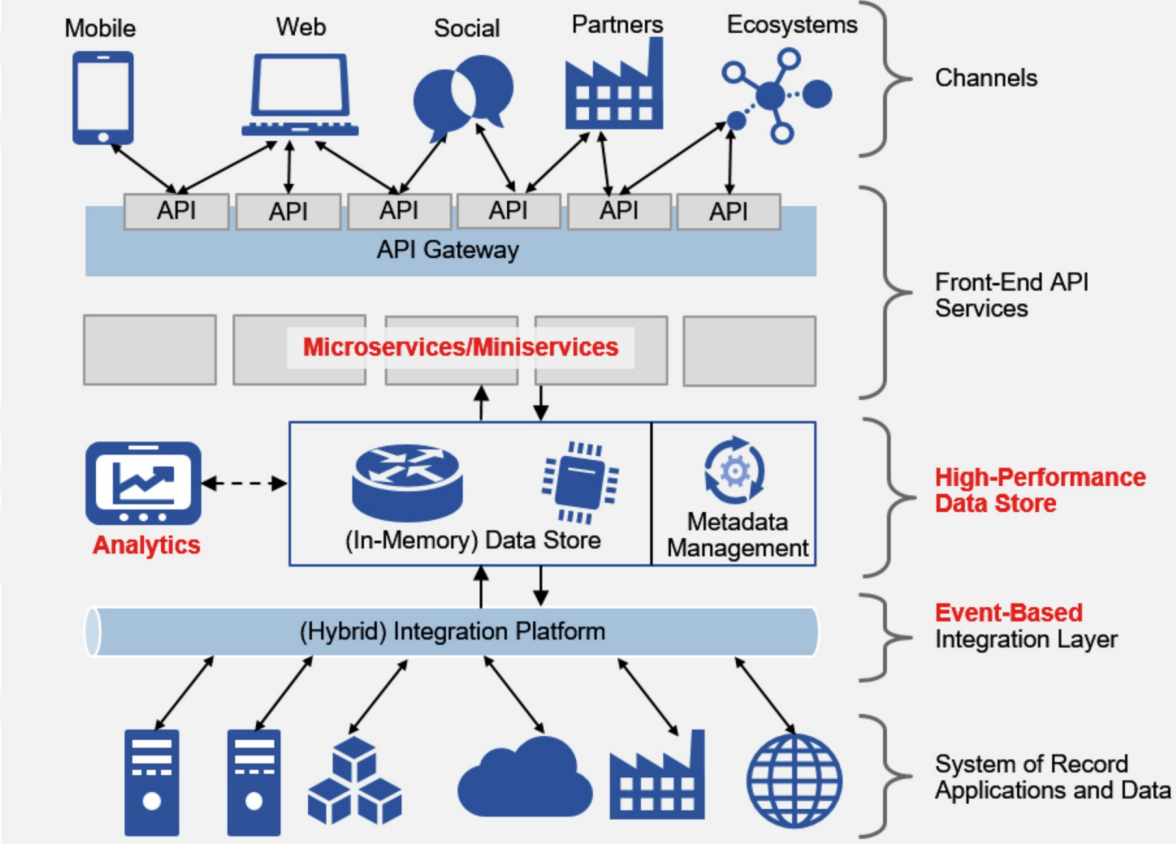
2+ million
messages
processed every
day

BTP has been part
of our last 2 black
fridays



Services and Architecture

The Digital Integration Hub Architecture



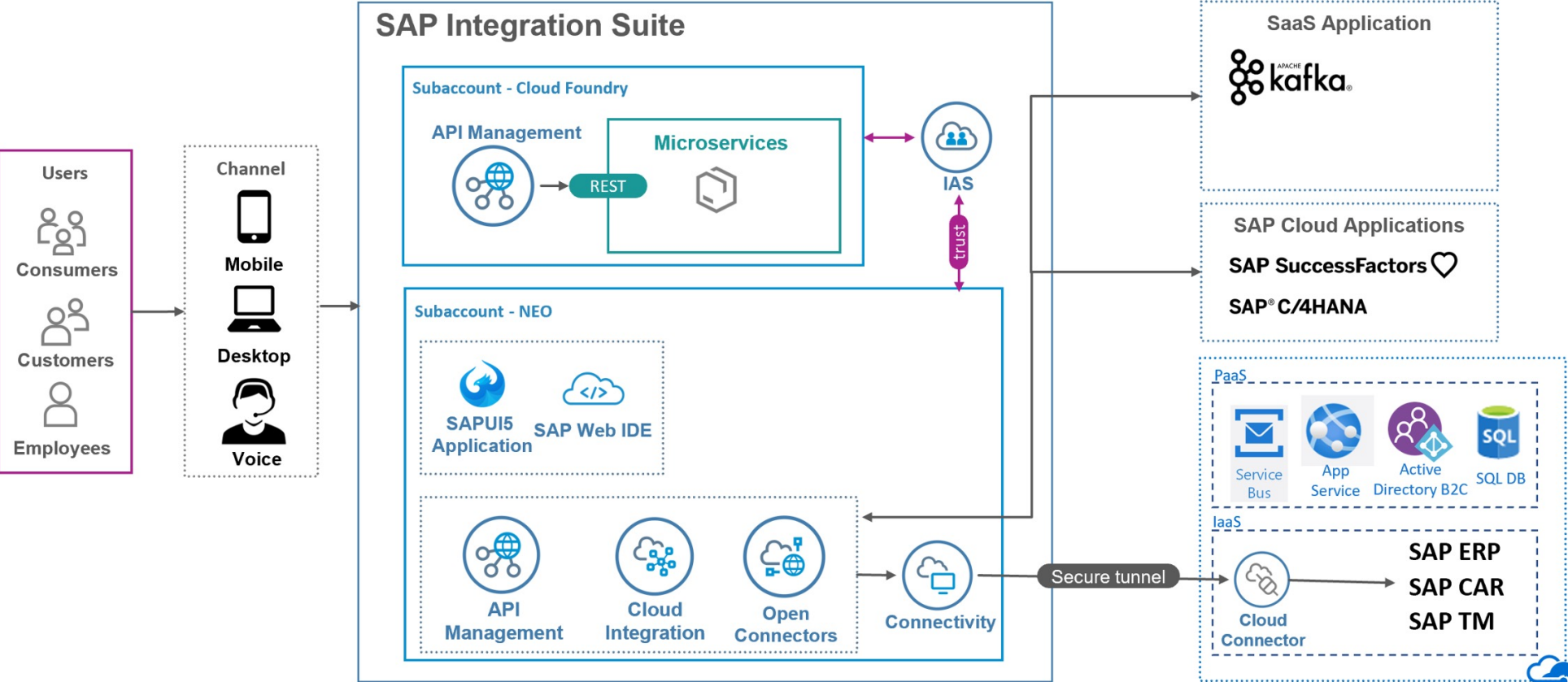
node.js
Enterprise Messaging
Business Application Studio
Open Connector
Cloud Integration
Web IDE
Hana Custom Views
API Management



System landscape

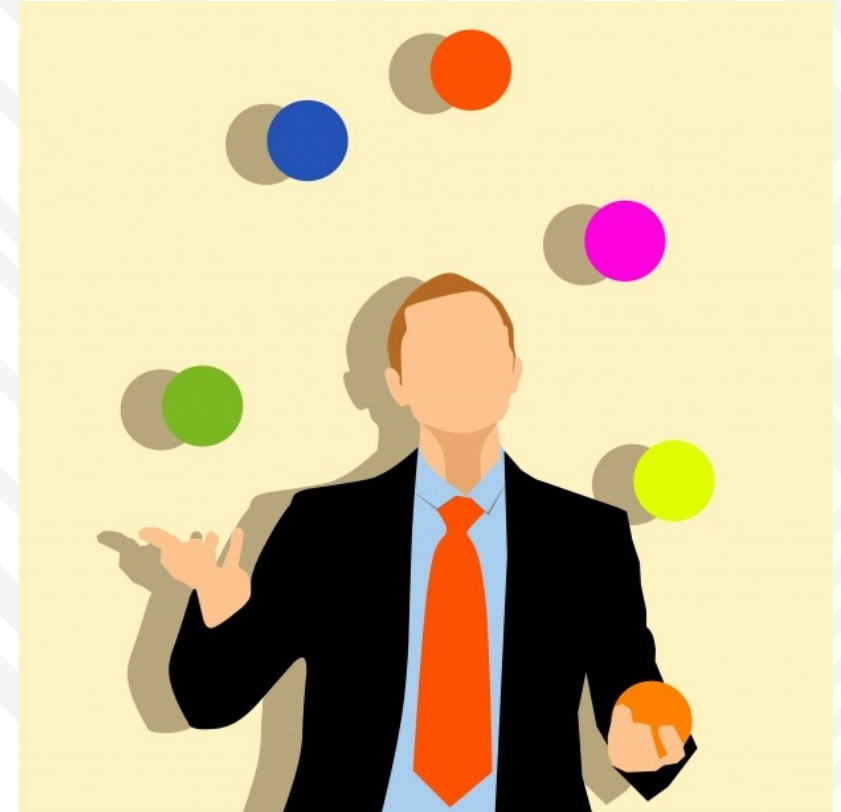


Architecture



Learnings and Key takeaway

- 1) Easy to develop and quite developer friendly
- 2) Constant improvements developed and delivered
- 3) Good fit for multi-cloud scenario and growing – Azure, Kafka +
- 4) Some Challenges due to “event driven architecture” and retail volume, engagement with SAP helped
- 5) Multi-cloud architecture requires different type of skill and mindset
- 6) Time to disrupt your own IT - stop comparing it with traditional software as SDLC is at different pace
- 7) Start small but important is to start

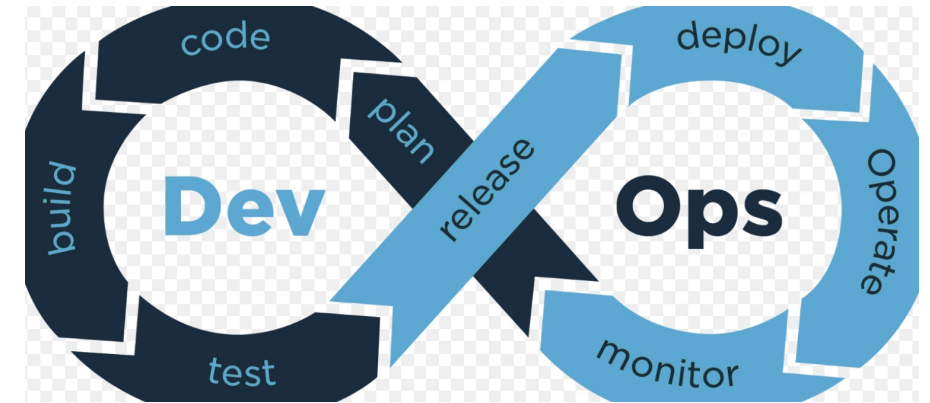


DEEP DIVE



DevOps / monitoring

- It is there but not enough to cover an enterprise needs
- Search by payload, retry , reprocessing, resending in case of network errors and many other cases
- Not easy to use it for auditing purpose
- Not easy to use by Business users
- Limitations on retention period



[Overview](#) / Monitor Message Processing

Time: Status: Artifact: or ID:

Mar 24, 2021, 07:44:58 - Mar 24, 2021, 08:44:58 [Use More Fields](#)

Messages (97610) 1 / 1...

Artifact Name	Status
KAFKA_RCV_MKT_DELTA_ORDE RS01	Completed
Mar 24, 2021, 08:44:58	647 ms
KAFKA_RCV_MKT_DELTA_ORDE RS01	Completed
Mar 24, 2021, 08:44:58	486 ms
KAFKA_RCV_MKT_DELTA_ORDE RS01	Completed
Mar 24, 2021, 08:44:58	510 ms

KAFKA_RCV_MKT_DELTA_ORDERS01

Last Updated at: Mar 24, 2021, 08:44:58

[Status](#) [Properties](#) [Logs](#) [Artifact Details](#)

Message processing completed successfully.

Processing Time: 510 ms

[Properties](#)

Message ID: AGBa7fl-LEUcP0AfC5-oS0luqp43
Correlation ID: AGBa7flMD0Wd4AZm2FhmITAh-nQL



Search



Statistics



Aggregates

PREVIEW

Search criteria

Log Start / Log End:

Oct 15, 2020, 12:00:00 AM



MMM d, y, h:mm:ss a

Sender / Receiver:

sender

receiver

Message Type / Value:

object name

value

Corr. Id / Message Guid:

Integration Flow Name:

Status:



Search

Message Processing Logs [449517]

Utility flows



OFF



Integration flow / Status	Sender - Receiver	Start time - End time	Message Type / Value	Actions
SAPC4S_RCV_IDENTITY01 COMPLETED	CPI-JMS - SAPC4S	16.10.2020 13:36:09 - 16.10.2020 13:36:20	Identity 5b9dfaeed0644b72b275171fcc9ceb95	Details
AZSB_SND_IDENTITY01 COMPLETED	AZSEB - CPI-JMS	16.10.2020 13:36:19 - 16.10.2020 13:36:19	Identity 0a4e283e41014e849246a986300cdd5b	Details
Create Ticket Follow Up Document in SAP Business Suite_01 COMPLETED	SAPC4S - SAPERP	16.10.2020 13:36:18 - 16.10.2020 13:36:19	ERP Service Ticket 472204	Details



Q&A



THANK
YOU!

