



Omnicanalidad para el sector Retail con SAP Hybris y GK POS

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Company: One strong focus - Innovating retail



Founded **1990**



Managed by the
2 Founders



600%
Revenue Growth
since 2007



1,000+ Employees
Worldwide

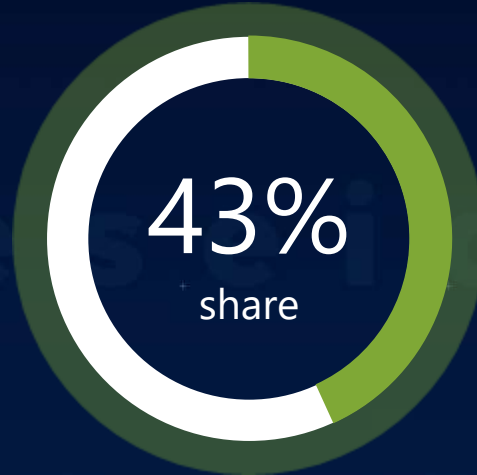


13 Offices in
7 Countries*

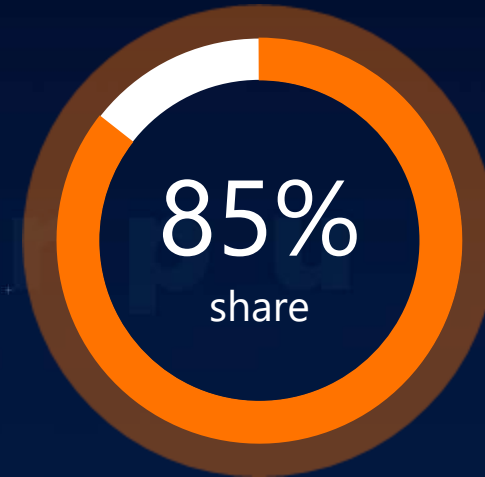
Company: GK Market share of last year's new installations



worldwide



Grocery in
Western Europe
(1st place)



Grocery in
Germany
(1st place)

248,000 installations in more than 50 countries

* Source: RBR, Global POS Software 2017

Company: GK Market share of last year's new installations



2001
Beginning of
partnership



5.29%
SAP
investment



2009
Products sold
by SAP



2015
SAP/Hybris/GK
Omni Commerce
Platform

Company: Strategic Partnership with SAP



play



Value Proposition – Digital transformation priorities



PRIORITY 1

CUSTOMER CENTRICITY

The customer is at the center of every decision.



PRIORITY 2

SMART RETAIL TECHNOLOGY / SMART STORE

Leverage new technologies to differentiate the shopping experiences and drive new revenue opportunities.



PRIORITY 3

BUSINESS EXPANSION

Explore new markets, expand with franchise models, extend private label offering.



PRIORITY 4

BUSINESS PROCESS AUTOMATION

Optimize business outcomes with intelligent, self-learning algorithms. Improve efficiency through machine learning / AI.

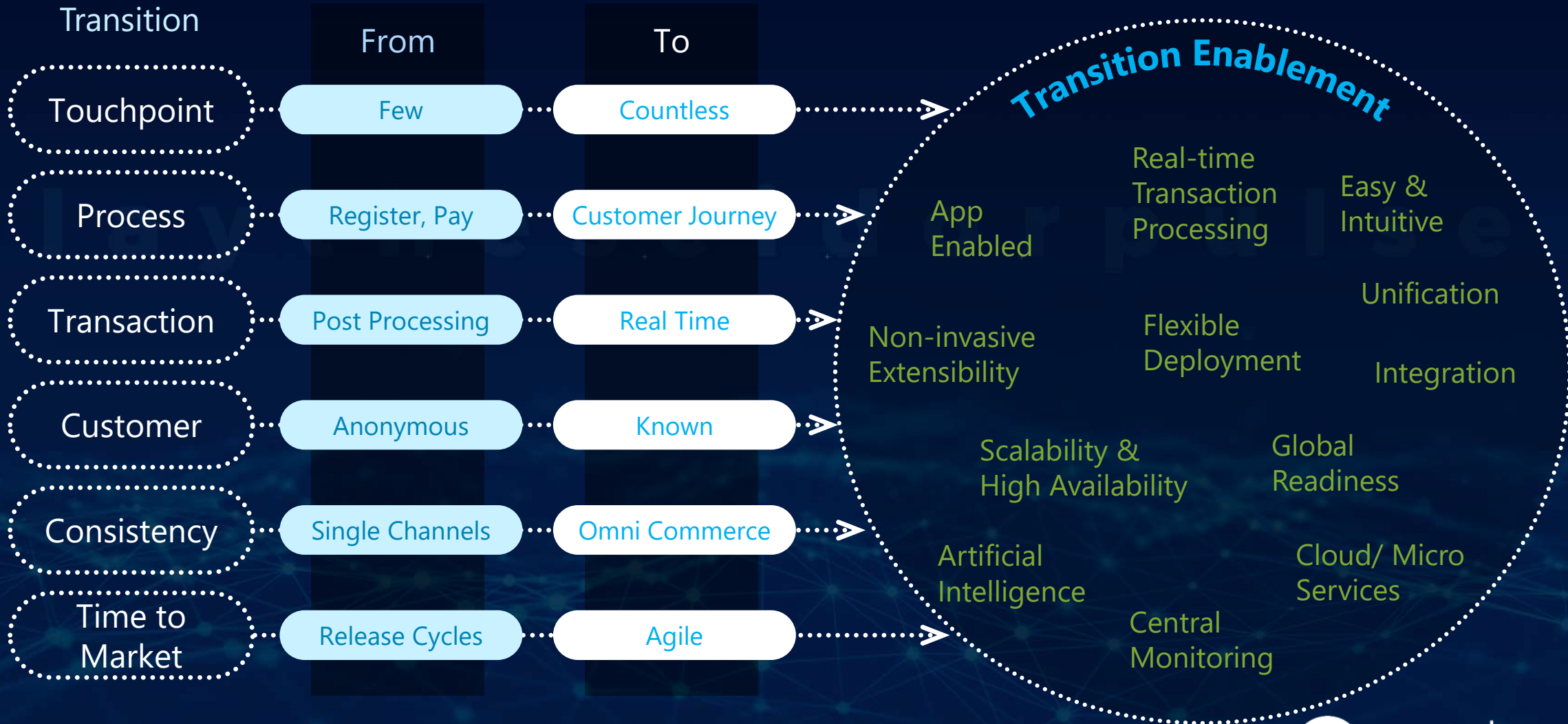


PRIORITY 5

DIGITAL CONSUMER SUPPLY CHAIN

Connect the real-time supply chain for greater efficiency and new levels of responsiveness.

Value proposition: Role of classic POS is changing. GK/Retail omni POS



Value proposition: GK Retail Omni POS. Simple, agile & Smart



Product List:

| Item | Ordered | Picked |
|---|---------|--------------------------|
| Quilted-Bomber-Jacket Item no.: 1268974300641 Shelf/Tier: 4/1 | 1 PCE | <input type="checkbox"/> |
| Mens-Supporter-Shorts Arcticblue Item no.: 98797436126897 Shelf/Tier: 8/23 | 2 PCE | <input type="checkbox"/> |
| Mens-Galaxy Elite Running Shoe Item no.: 0009743612236 Shelf/Tier: 12/1 | 1 PCE | <input type="checkbox"/> |
| Adidas Response Long Tight - SS15 Running ... | | |

Buttons: Assign to me, Start Picking

Item Details:

- Starburst Original 14 OZ: 2.98
- Glad Gain Floral 13 Bags: 5.45
- Beef Noodle Stew Extra: 14.95 (Online Rebate -10%)

Recommendations:

- Mexx 6308 100: \$ 59.90
- Grillinger 9855 002: \$ 38.98
- PH 4061 500181: \$ 25.75

Summary Table:

| | Write Off | Tasks |
|-----------|-----------|-----------------------|
| TOTAL | \$ 75.91 | Open Tasks: 14 |
| YESTERDAY | \$ 95.68 | Tasks in Progress: 05 |
| | | Inventory Check: 01 |

Navigation & Controls:

- Product dropdown
- Search icon
- Quantity, Price, Item, Total buttons
- Void Line Item, Cancel Transaction, Return buttons
- Discounts, Coupons, Rebate, User Info tabs

Value proposition: GK/Retail Omni POS. One Platform – Path to Purchase everywhere



Scalability

**Central Configuration
and Monitoring**

Unified

**Multi Tenant
Option**

**Service Oriented
Architecture**

**Flexible
Deployments**



Seamless Integration

**Omni-Channel Pricing
and Promotion**

**Omni-Channel Order
Process**

**Omni-Channel
Customer Loyalty**

Real-time Processing



Value proposition: A modern architecture to enable digital transformation

Consumer touch points
Highest availability
High elasticity
High flexibility, reusability

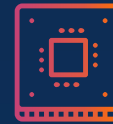
Front-Office



Agility

Real time insight, collaboration
Business decision support, automation
Innovation, differentiation
Predictive analytics , planning, simulation, optimization

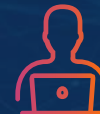
Real-Time Insight and Collaboration



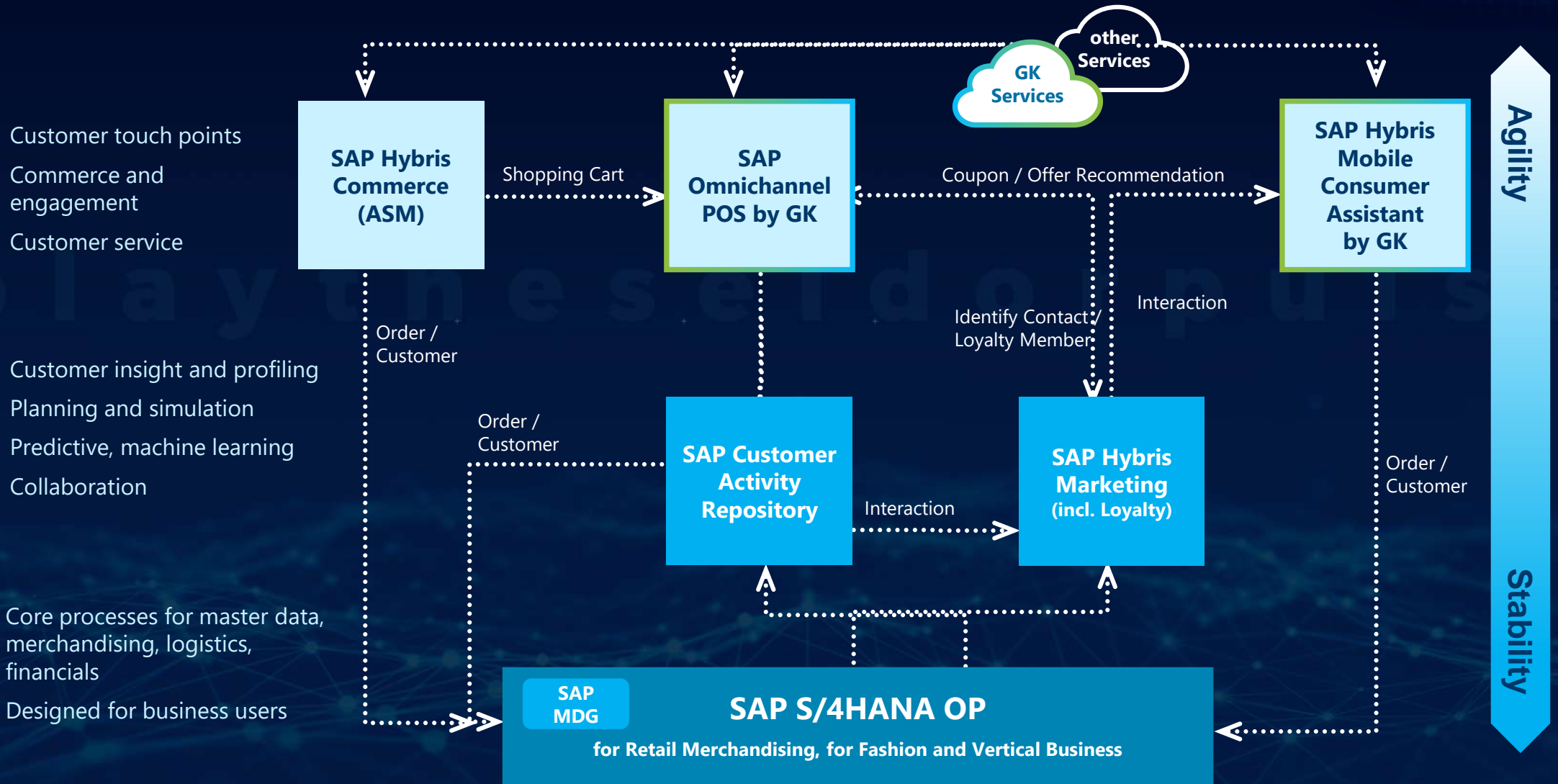
Stability

Stable, reliable, commoditized
Business roles and process support
Rich industry functionality
Designed for the business, not the end consumer

Back-Office



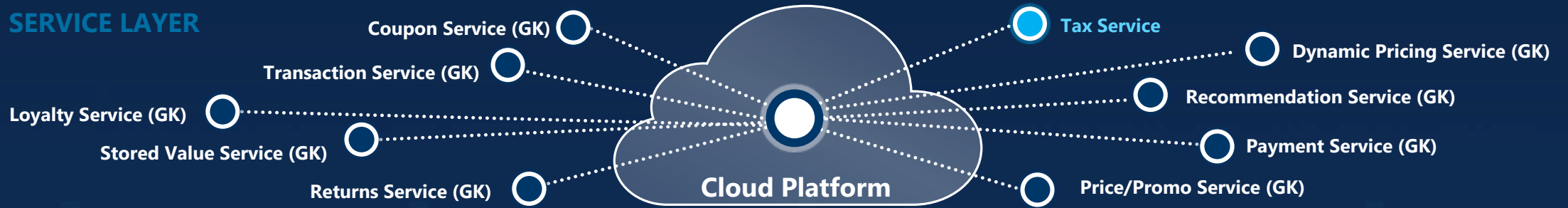
Solution portfolio: GK/Retail Omni POS - Integration with SAP



Solution portfolio: GK/Retail Omni POS - One platform



SERVICE LAYER



BUSINESS CAPABILITY LAYER



Stock &
Inventory



Point of Sale



Omni Channel
Processes



Cash
Management



Central Conf. &
Monitoring



In-Store
Marketing



Hospitality



Mobile Customer
Engagement

ARCHITECTURE LAYER



Real-time
Transaction
Processing



Flexible
Deployment



App
Enabled



Easy &
Intuitive



Non-invasive
Extensibility



Global
Readiness



Scalability &
High Availability



Artificial
Intelligence

Solution portfolio: GK/Retail Omni POS – Simple, agile & smart



Different layers of tailoring are possible without touching the code



Parameter

A huge number of standard parameters can be used via store administration tools to modify the behavior of the standard system.

UI Customization

HTML and CSS can be used to modify the appearance of the UI. An editor tool allows admins to remotely apply GUI changes during uptime.

Process Model

Process description language can be used to modify standard workflows. Automated process visualization supports the requirements specification process with business users.

App Integration

HTML/Javascript Apps can easily be embedded into the frontend GUI and "listen" to the current transaction. Information fed by external web services can be utilized at the GUI.

APIs

Comprehensive API allows upward compatible extensions via Java coding. The core code of GK POS will not be affected.

Solution portfolio: Artificial Intelligence



Recommendations



- ✓ Online-Shop
- ✓ Parcel supplements
- ✓ Apps
- ✓ Store checkout
- ✓ Magic Mirror

Marketing Automation



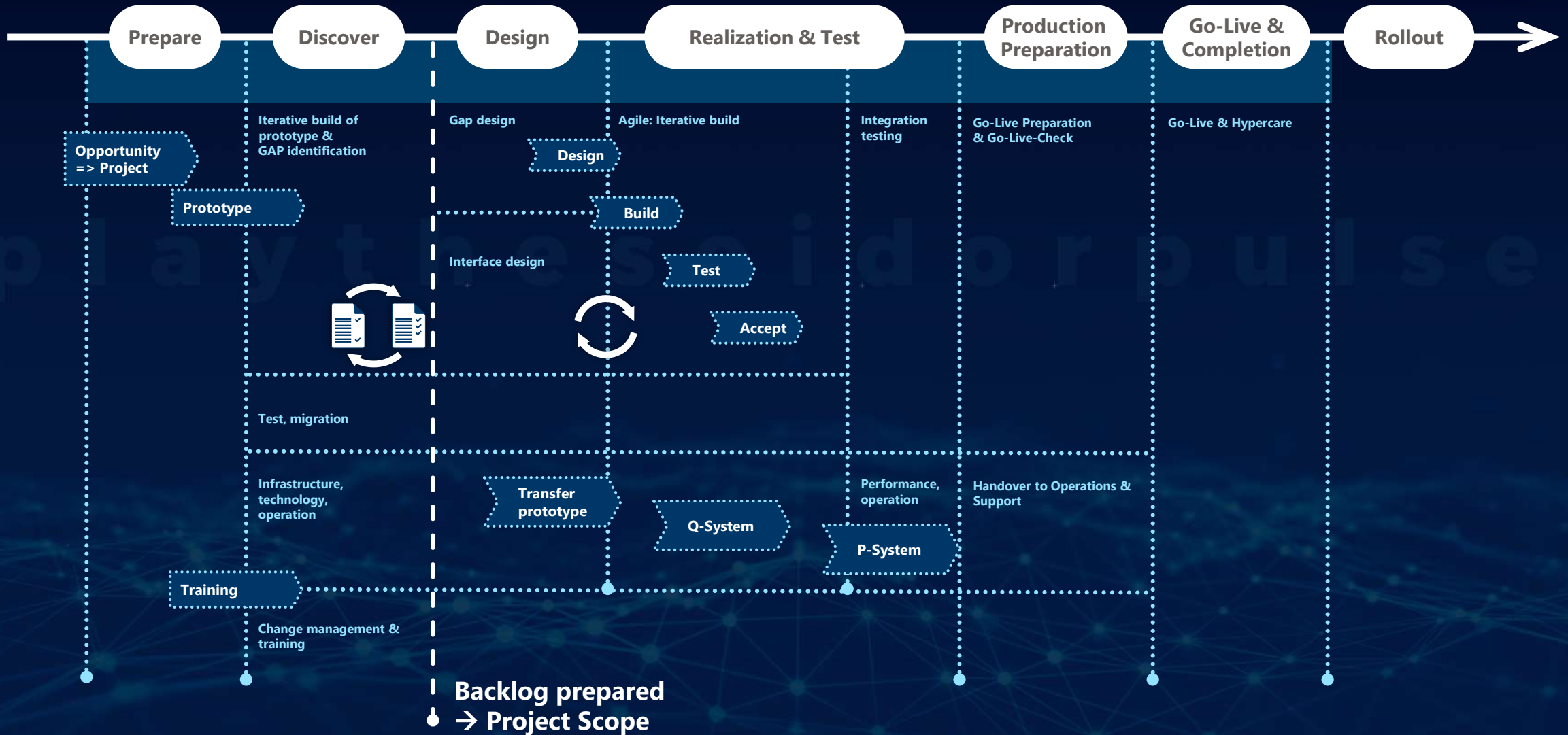
- ✓ Newsletter
- ✓ Campaign management
- ✓ Shopping basket cancellation forecasting
- ✓ Returns prediction

Dynamic Pricing



- ✓ Value-added pricing
- ✓ Strategic pricing
- ✓ Sell-out optimization
- ✓ Intelligent couponing
- ✓ Individual product bundling

Customer Projects - Phases



Customer Projects - Partners



GK Eco-System established

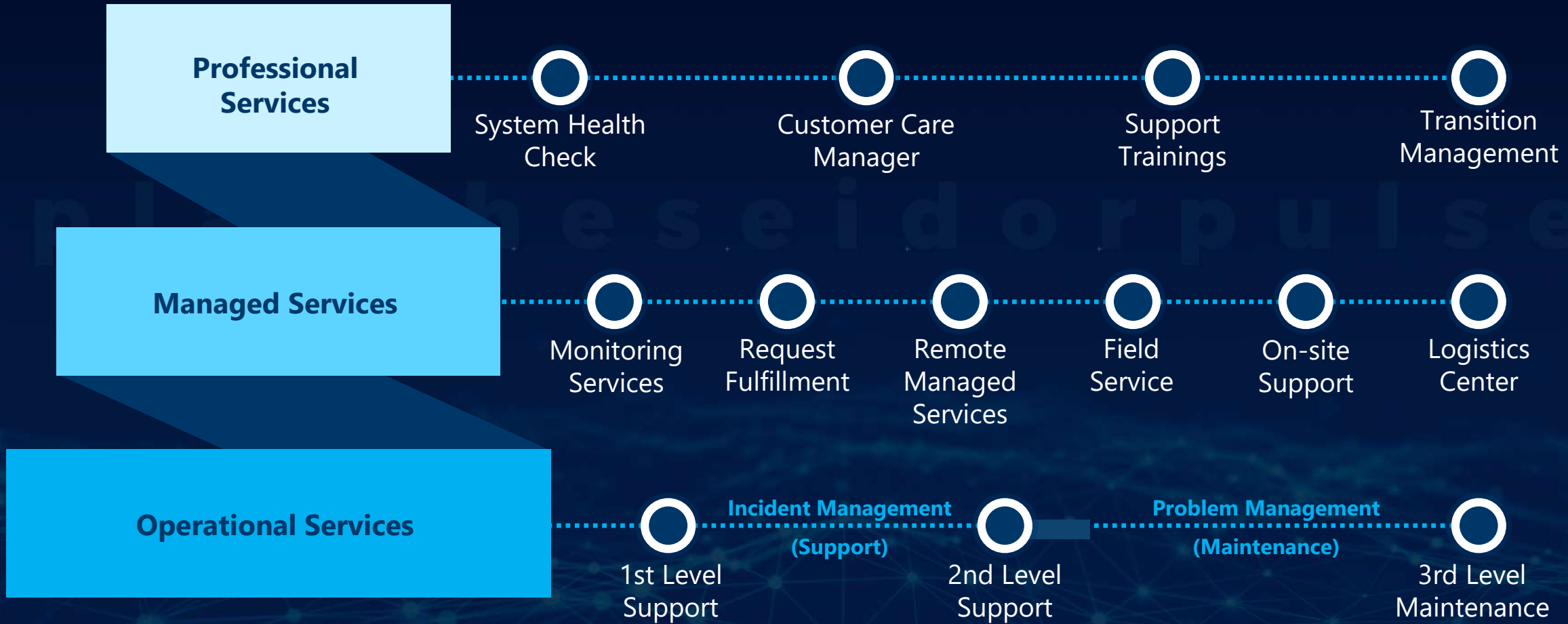


Relationships with partners in all core markets are established



Projects handled exclusively by partners are in process

Customer Services – Portfolio



Customer Services: Different customers – Different scenarios



| | | Scenario A | Scenario B | Scenario C |
|-----------------------|--------------------------|------------|------------|------------|
| Operational Services | 1 st Level | Customer | Customer | Optional |
| | 2 nd Level | Customer | Optional | Optional |
| | 3 rd Level | Optional | Optional | Optional |
| Managed Services | Monitoring Services | Optional | Optional | Optional |
| | Remote Managed Services | Optional | Optional | Optional |
| | On-site Support | Optional | Optional | Optional |
| | Request Fulfillment | Optional | Optional | Optional |
| | Field Service | Optional | Optional | Optional |
| | Logistics Center | Optional | Optional | Optional |
| Professional Services | System Health Check | Optional | Optional | Optional |
| | Customer Care Management | Optional | Optional | Optional |

Customer
 GK Software
 Optional

Gracias



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