



DOHLE HANDELSGRUPPE

ENTERPRISE SERVICES HELP RETAILER SLASH TIME TO PRODUCE PROMOTIONAL FLYERS

QUICK FACTS

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Andrea Fehmann, IT Project Manager,
Dohle Handelsgruppe GmbH & Co. KG

Company

- Name: Dohle Handelsgruppe GmbH & Co. KG
- Location: Siegburg, Germany
- Industry: Retail
- Products and services: Food, beverages, household items, body care products, and other nonfood items
- Revenue: €2 billion
- Employees: 6,500
- Web site: www.hit.de

Challenges and Opportunities

- Improve effectiveness of advertising to boost customer loyalty, increase sales, and sharpen competitive edge
- Enable faster, more-efficient production of flyers
- Achieve process improvements across the board
- Reduce error rate
- Eliminate manual effort

Objectives

- Build a solution in line with Dohle Handelsgruppe's needs and base it on a flexible service-oriented architecture (SOA)
- Replace legacy application for creating promotional flyers with state-of-the-art Web-based solution
- Ensure tight integration with existing back-office software that is based on SAP® solutions

SAP Solutions and Services

- SAP Consulting services
- SOA enabled by the SAP NetWeaver® technology platform

Implementation Highlights

- Enjoyed outstanding collaboration with SAP consultants
- Completed project in short space of time
- Leveraged skill and experience of SAP consultants to develop a solution in line with the company's specific requirements

Why SAP

- Market leader for enterprise software
- Extensive existing SAP software-based environment
- Policy of implementing exclusively SAP solutions where possible
- Tight integration with existing enterprise resource planning software

Benefits

- Greater transparency across entire flyer-production process
- End-to-end solution that supports every aspect of flyer creation
- Significant time savings
- Considerable reduction in manual effort
- Lower error rate

Existing Environment

Extensive SAP environment, including software from the SAP for Retail solution portfolio, SAP NetWeaver, SAP NetWeaver Process Integration offering, and SAP POS Data Management application

Third-Party Integration

- Database: Oracle
- Hardware: IBM and HP
- Operating system: UNIX



When it comes to producing promotional flyers for supermarket chains, there's no room for mistakes: prices, photos, and dates must be spot-on.

Recently, leading German retailer Dohle Handelsgruppe GmbH & Co. KG decided to replace its legacy application for the design and production of flyers. The aim? To eliminate errors and streamline the process from end to end. To meet Dohle Handelsgruppe's very specific requirements, in-house IT specialists modeled and implemented enterprise services based on the SAP NetWeaver® technology platform. With the help of experts from SAP® Consulting, the team designed, built, and rolled out a tool that integrates with the back office. The result? Greater speed, reliability, and flexibility.

Headquartered in Siegburg, Germany, Dohle Handelsgruppe was founded in 1928. The retail player operates a chain of 100 supermarkets across the country under the HIT brand name. The stores sell a wide variety of groceries and nonfood items, including both everyday essentials and more exclusive products – all at competitive prices. Dohle Handelsgruppe employs a workforce of 6,500 and in 2007, posted revenues of €2 billion.

Time for a Change

Dohle Handelsgruppe has a strong commitment to state-of-the-art software, and its IT landscape is based almost

exclusively on SAP functionality. The organization is constantly looking to strengthen and streamline its processes – so it can offer the best possible service to customers and ultimately boost sales. What's more, decision makers are quick to embrace new technologies and innovations that will take the business forward. That's why, within the scope of the most recent large-scale SAP implementation project, experts from SAP Consulting introduced SAP NetWeaver at Dohle Handelsgruppe – laying the foundations for a service-oriented architecture (SOA). SOA is a blueprint for an adaptable, flexible IT architecture, enabling the development of services-based business solutions in line with customers' specific requirements. It helps companies streamline their business processes – and increase agility.

When Dohle Handelsgruppe decided it was time to replace its legacy application for flyer production, it wanted to leverage the new cutting-edge technology platform to develop a solution that could fulfill its needs. "Previously, we had a stand-alone application that could not import data from our enterprise resource planning software," explains Andrea Fehmann, IT project manager. "As a result, producing our weekly flyers was extremely time-

consuming, and involved manual data entry – which meant mistakes were unavoidable. We needed a tool that would integrate with our back office and provide transparency across the entire process."

The Perfect Fit

As there was no standard software available to meet Dohle Handelsgruppe's specific needs, Fehmann and her team set about developing their own enterprise service – with experts from SAP Consulting on hand to offer advice. "The first step was to define our requirements in detail and set out exactly what functionality we wanted," explains Fehmann. The solution needed to support a variety of tasks, such as providing access to information (for example, the names and prices of products), automatically calling up the corresponding images, enabling designers to draw up a sample layout via an easy-to-use interface, and saving and communicating any changes. What's more, the buying department, the internal creative team, and an external ad agency all needed to access the new tool. "It was a pretty complex undertaking," says Fehmann. "But we worked hard, and in a relatively short space of time, we created a solution that fit the bill."

With the design and development work successfully wrapped up, it was time to implement and roll out the enterprise service. "Although we were able to perform the lion's share of tasks ourselves, we were grateful for the support we received from SAP Consulting at the



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implementation stage,” states Fehmann. “The project went very smoothly,” she continues. “The solution was up and running within just nine months, and we stayed within the slated budget.”

The Right Information in the Right Place at the Right Time

The benefits of the custom-developed enterprise service were felt immediately. Staff in the buying department, on the production team, and at the ad agency now have complete visibility into the

reduced price, number of bottles in each crate, and the deposit the shoppers have to pay. What’s more, it displays a range of images and a choice of product descriptions. And if the team alters or writes new copy for the item, the text is saved and automatically retrieved next time around.” In addition, creating the layout for the flyers is now much easier: staff can arrange the products with drag-and-drop simplicity and have an instant preview of how it will look on paper. “It used to take around four or five days to design and

More to Come

Because the new services-based application is now up and running without a hitch, Dohle Handelsgruppe is keen to enhance it even further. Soon, a second ad agency will have access to the tool, providing more people with accurate facts and figures, and powerful functions. What’s more, the retail chain is planning to incorporate in-store electronic advertising into the process. “That means the current special offers advertised in our flyers will also be displayed on our digital boards – using the same images and copy,” explains Fehmann. “And we’ll leverage the tool for the design and layout of these ads too.”

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entire flyer-creation process. And if changes are made, they are saved centrally for everyone to see. “In the past, people would cross out copy and re-write it by hand on the printed documents before passing them on to the next reviewer,” says Fehmann. “Now, changes can be made quickly and easily with just a few mouse clicks and approved via the tool. This means the information our customers receive contains fewer errors.”

Furthermore, all the data is in one place – and at employees’ fingertips. Fehmann gives an example: “If a particular type of beer is on special offer, the tool automatically calls up the regular price,

create a flyer,” says Fehmann. “Now, we can do it all within a single day. The tool makes a huge difference to the way we work.”

“HIT supermarkets are located across Germany, and there are geographical variations in our product range,” explains Fehmann. “But that’s no longer a problem for us: the tool automatically recognizes the right items and prices for each corresponding region.” Another time-saver is the automatically generated print plan. This provides external printers with in-depth information on how many different versions of the flyers need to be produced, including details of how and why the versions differ.

In summary, she underlines: “The solution is proving to be a great success. We really are very impressed with its speed and reliability. SAP NetWeaver has helped us create a future-proof, enterprise-scale application.” Going forward, the skills, expertise, and technology that the retail player has developed within the scope of this project will help it find agile, versatile solutions to other challenges.



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