



SYNACTIVE

How REI Used GuiXT to Simplify Processes for Retail SAP Users

Host Speakers:

DeeDee Kato - Director of Product Marketing
Aparna Desai – Solution Engineering Manager

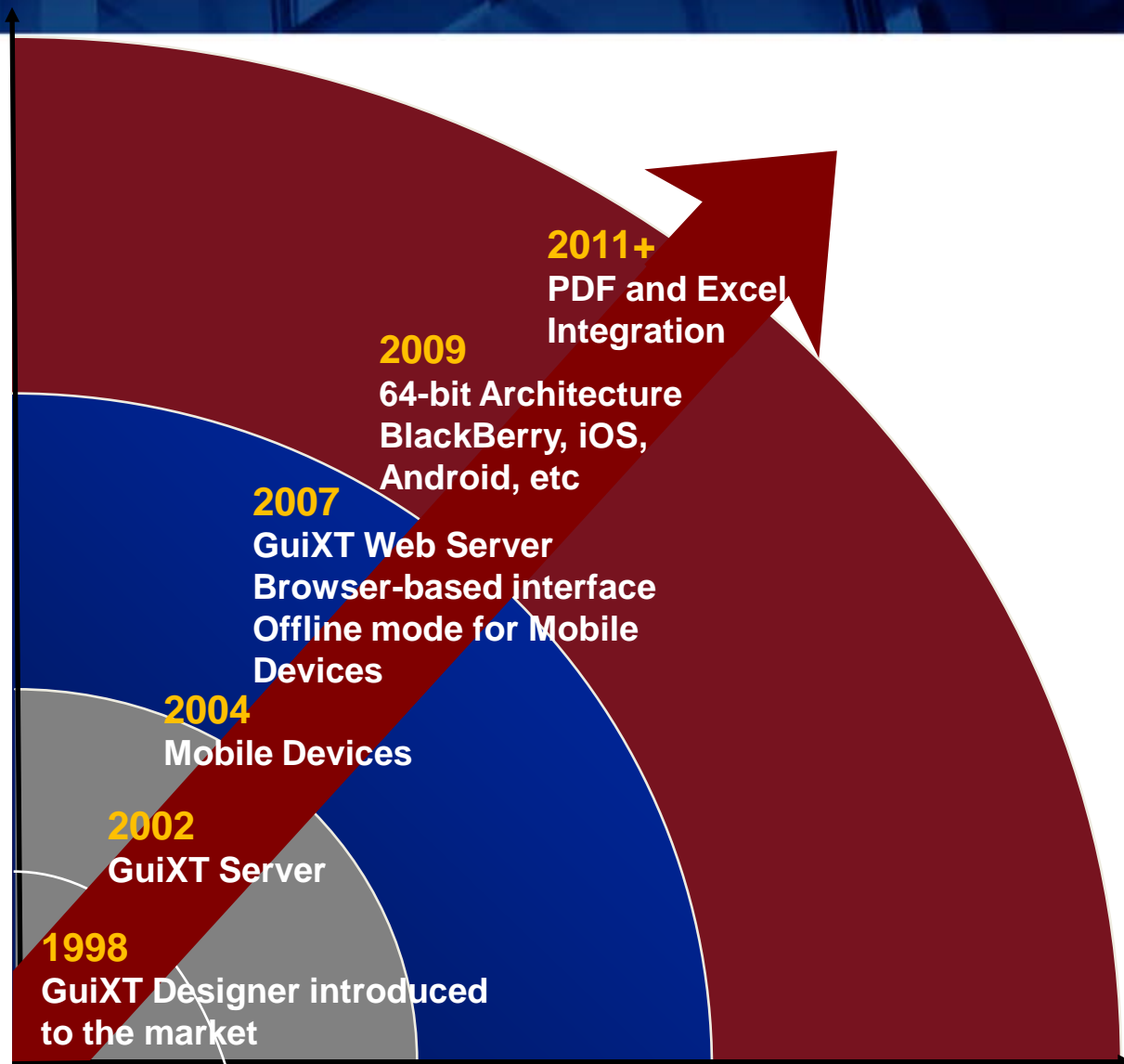
Customer Speaker:

Todd Haferkamp - REI

Synactive At A Glance



- **Founded by**
 - Thomas Ewe (developed JavaGui in SAP Labs)
 - Dr. Gerhard Rodé (Initiated and developed ABAP in SAP AG)
- **GuiXT packaged with SAP since 1998**
- **GuiXT has SAP-certified integration with SAP NetWeaver**
- **900+ Customers / Thousands of Users**
- **In use by SAP Solution Engineers**



Breadth of Customers

Over 900 Customers Across Multiple Industries



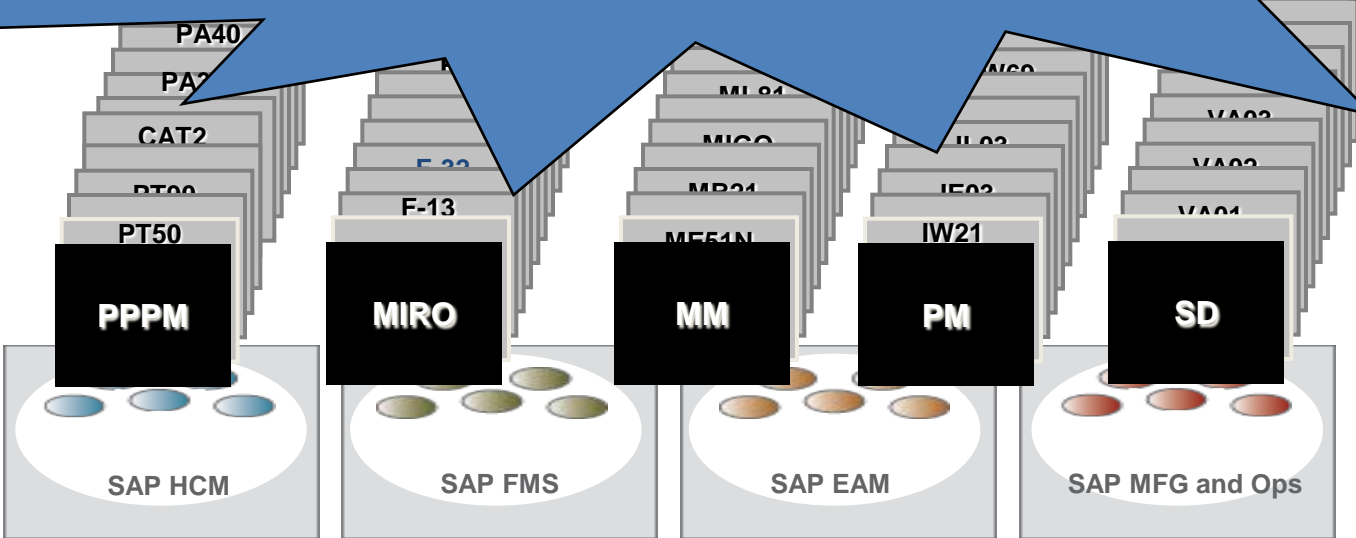
Mercedes-Benz



Business Issues



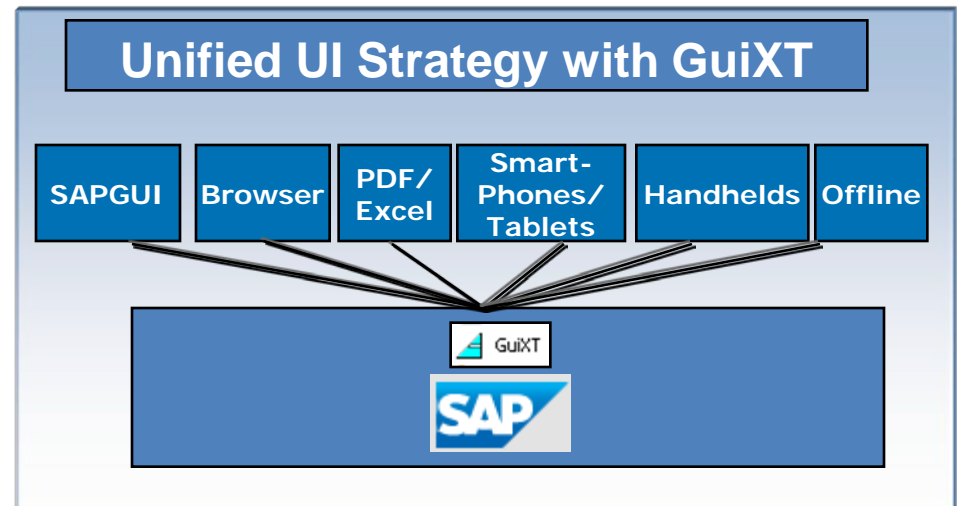
Non-Intuitive interface leads to user errors, data integrity issues, user adoption issues and additional training requirements!



360° User-Friendly SAP Experience

Turn IT Into A Business Driver!

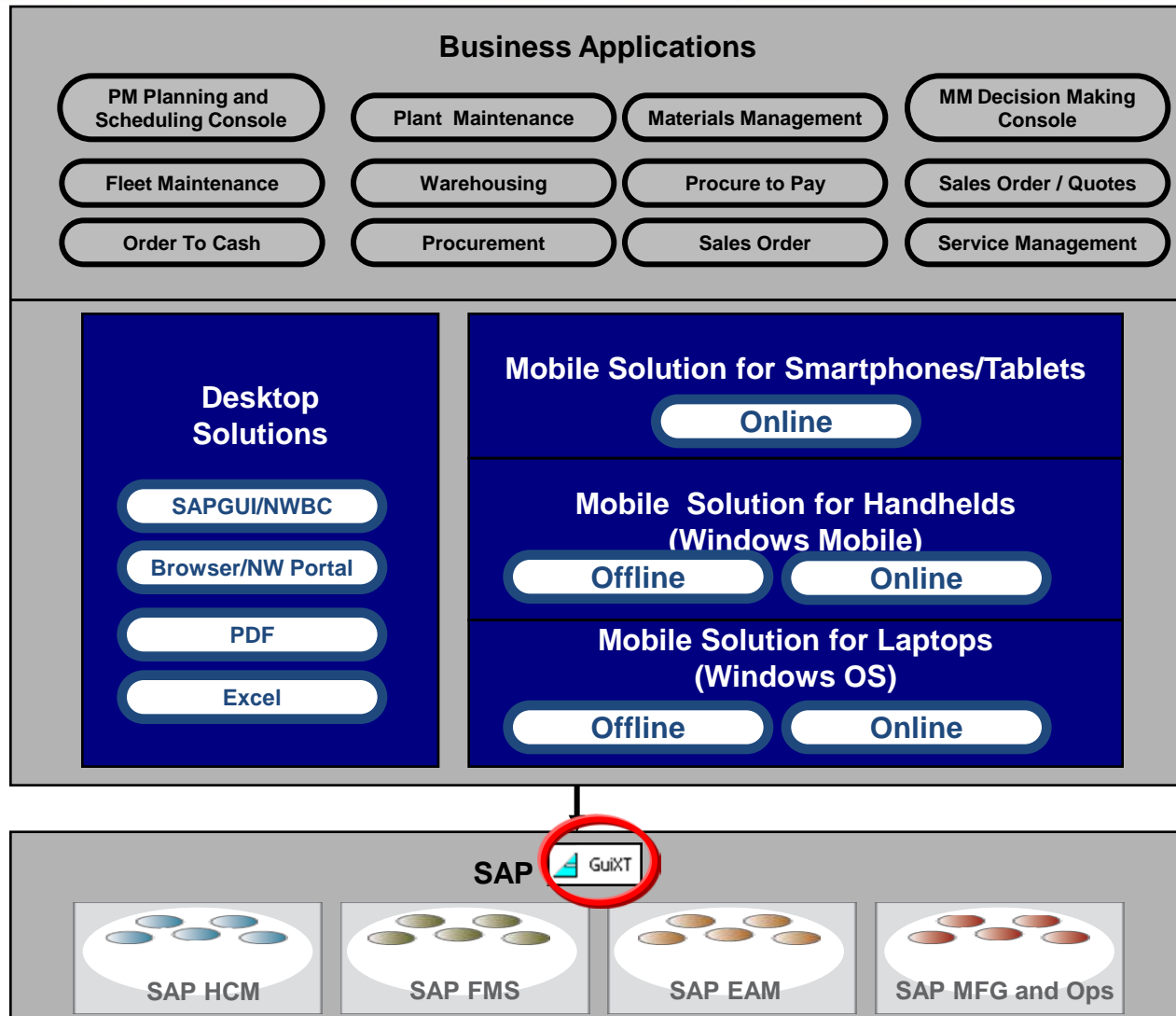
- **Direct connection to SAP to leverage all SAP security, authorizations and validations**
 - No recoding or reproducing data outside of SAP
- **No 3rd party application server required**
 - Reduce the heavy burden of Bloatware
- **Start from SAP and use Javascript to change the front-end**
 - Rapid ROI
 - Implement the capabilities you need now; then add more as your requirements grow over time



Bridge the gap between the Business and IT
Quick Wins, Strategic Advantage

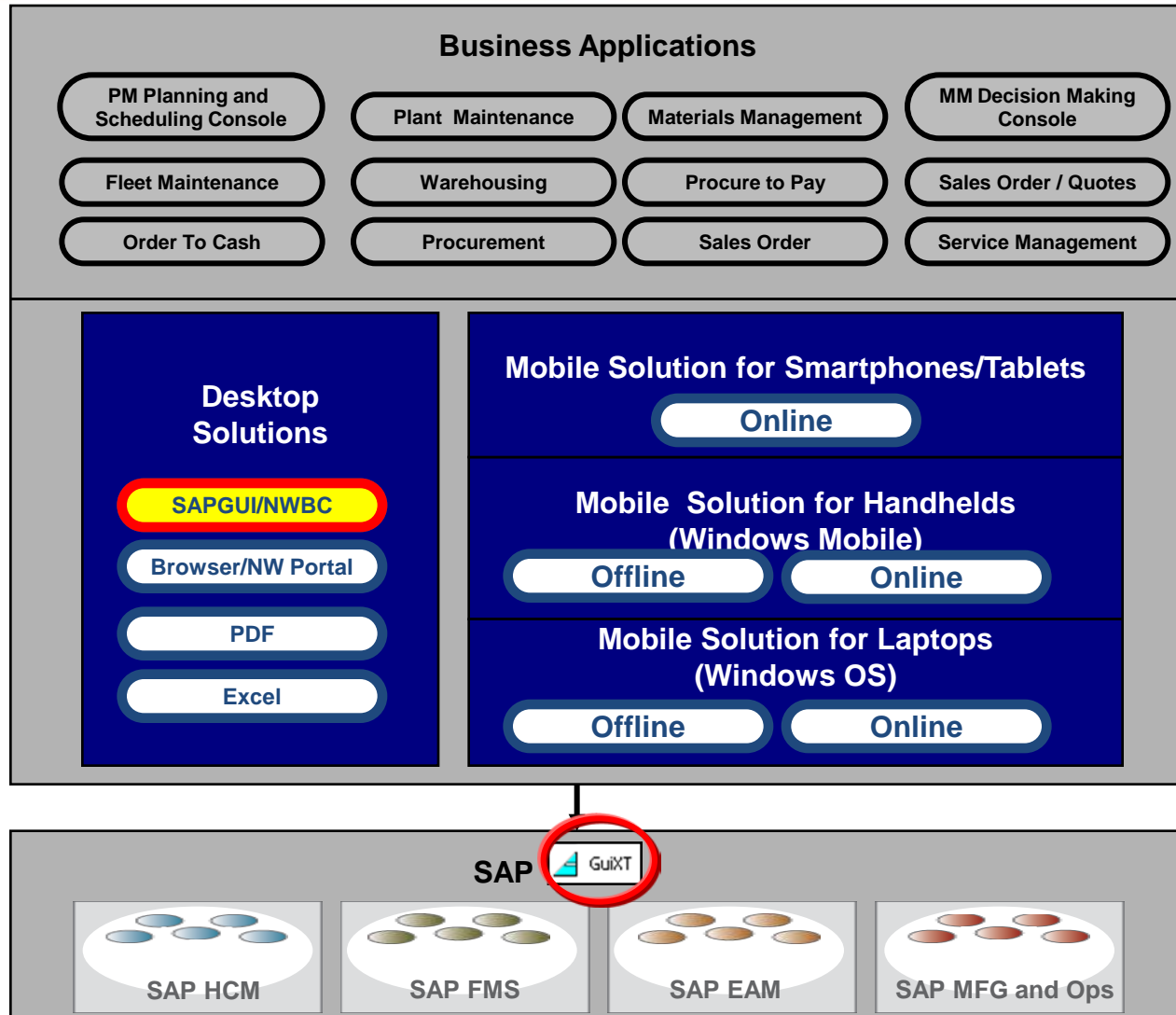
GuiXT Solutions

Developer Toolkit



REI Retail Application

Developer Toolkit

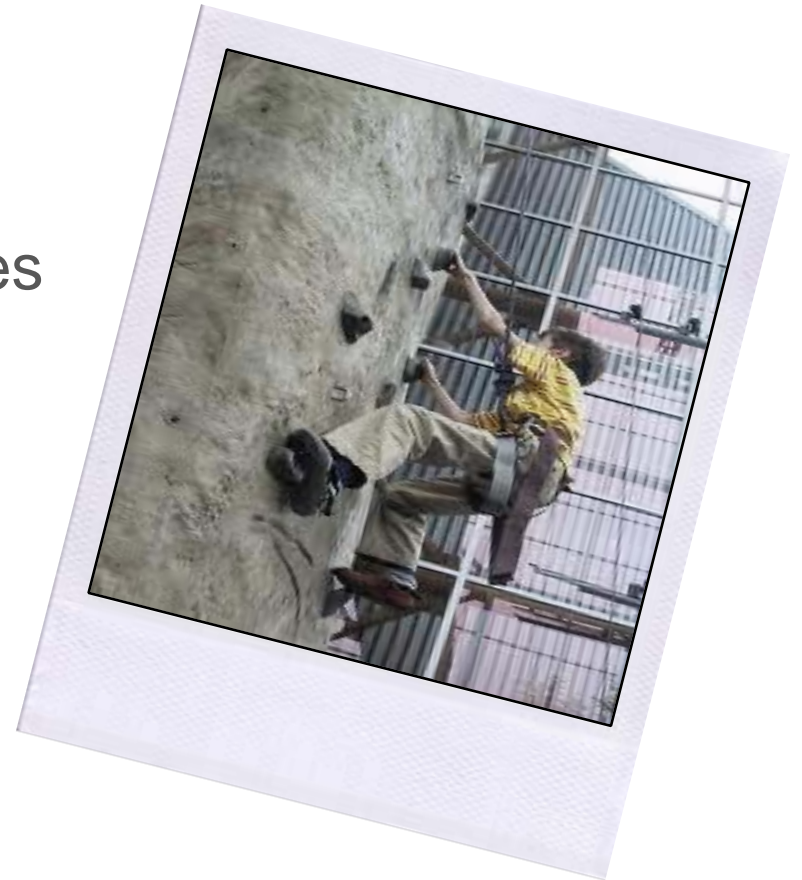


Presenter – Todd Haferkamp, Retail Analyst

- SAP Subject Matter Expert
- Business Lead for Retail Back Office Technology

Key Audience Takeaways

- REI user base overview
- Project timeline
- Detailed examples of processes simplified with GuiXT
- Time savings
- Implementation and user feedback



Who is REI?

- Outdoor Specialty Retailer
- 125 Stores, REI.com
- \$2.0B in sales
- 11,000 employees
- 2 DC's
- Implemented SAP Fall 2010



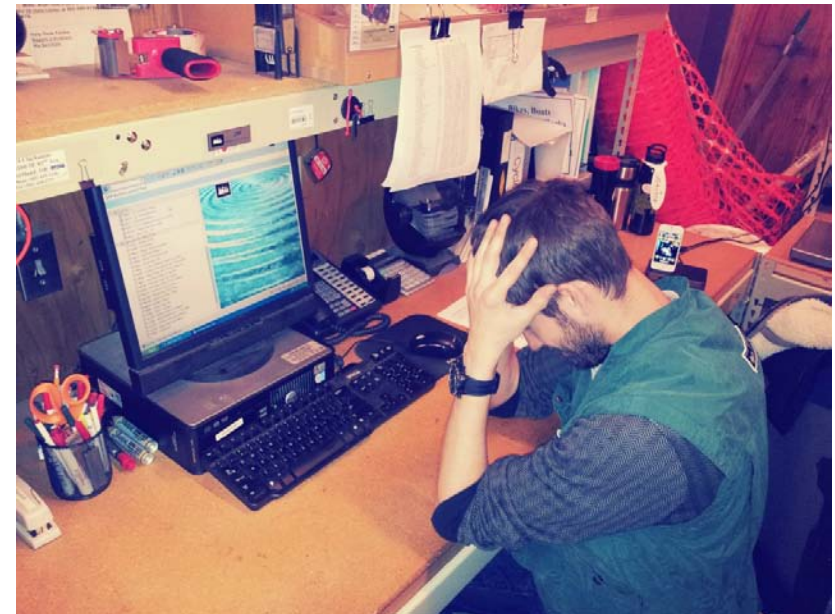
SAP Users

- 1,400 Retail SAP Users
 - Shippers
 - Managers
 - Admins
- 200 AHQ Users
 - Merchandising
 - Finance
 - Master Data



SAP Challenges

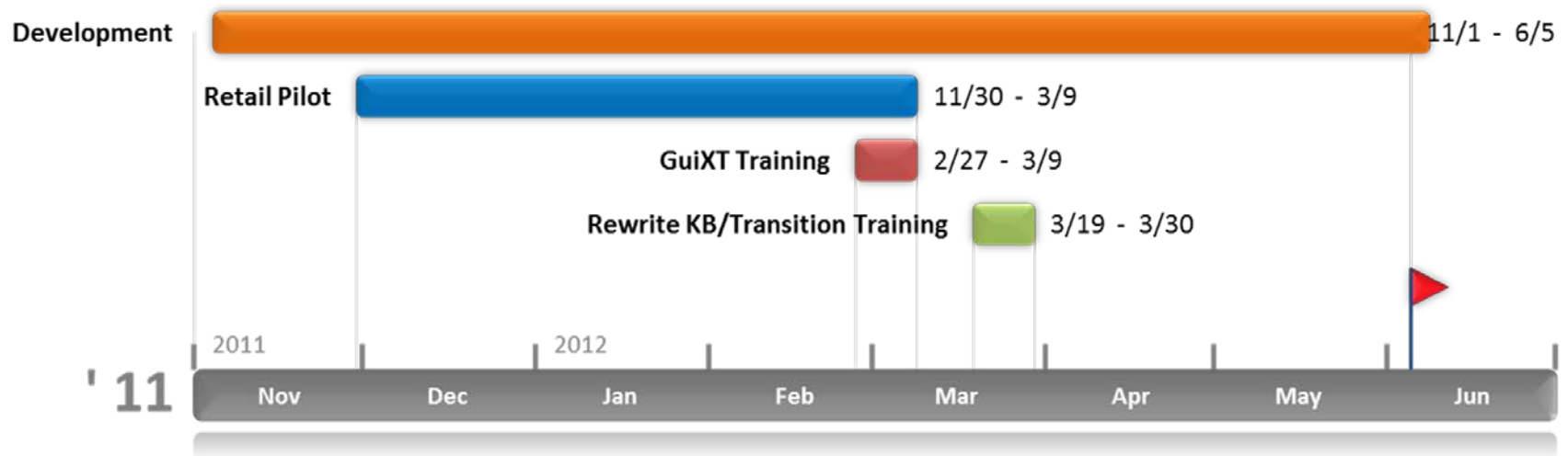
- Part-time users
- Retail payroll constraints
- Remote users
- Change management
- Support:
 - 1,100 emails
 - 840 phone calls



Project Timeline



- 2 Developers (business)
- 2 Desktop support
- Synactive Consultants (~ 12 hrs)



Getting started

The screenshot displays the SAP Easy Access user interface for Todd Haferkamp. The main window is titled "Retail SAP Launch Pad | Site: 0075". It features a sidebar with a "Favorites" list containing "User menu for" and three role folders: "Role ZC_F", "Role ZS_E", and "Role ZS_S". A red arrow points from the "User menu for" folder to the main content area. The main area is divided into four quadrants, each containing a set of yellow buttons:

- Receiving:** DC Shipment Inquiry, Receive Delivery #, Receive PO #, View VTSS, Edit/Display PO.
- Inventory:** Scrap, Shrink, Move Inventory, Expense.
- Other:** Movement History, View Stock, Research Handling Unit, View GL Detail, Vendor Contacts.
- Shipping:** Create a Transfer, Reprint Packing List, Goods Issue PO.

Vertical text on the right side of the image reads "elo A II".

Create Transfer - ME21N/ZMIGO

The screenshot displays the SAP 'Create Purchase Order' (ME21N) interface. The main window shows a table of line items with the following data:

S..	Itm	A	I	Article	Short Text	PO Quantity	O...	C	Deliv. Date	Mdse Cat.	Site	Stor. Locat
10			U	8056420048	Coolmesh II Qtr 2 Pak, G...		1	EA	D 07/03/2012	RUNNING	KENNEWICK	PRIMARY II
20			U	6360010018	Miscellaneous Part Item		1	EA	D 07/03/2012	BIKE ACCES...	KENNEWICK	PRIMARY II
30			U	7625330035	N, Bonfire/Sauce, Long L...		1	EA	D 07/03/2012	BP DOWN B...	KENNEWICK	PRIMARY II
40			U	7625330035	N, Bonfire/Sauce, Long L...		1	EA	D 07/03/2012	BP DOWN B...	KENNEWICK	PRIMARY II

A red callout box with the text "Errors for each line item" points to the error icons in the 'S..' column of the table. Below the table, the 'Item' field is set to "3 [30] 7625330035 , N, Bonfire/Sauce, Long...". The 'Reason for Ord.' field is set to "201", with a red callout box containing the number "6" pointing to it. At the bottom, a confirmation message states: "Stock Transp. Order created under the number 4500685361".

Issue Purchase Order - ZMIGO

The screenshot displays the SAP 'Goods Issue Purchase Order' interface. The main window title is 'Goods Issue Purchase Order - Todd Haferkamp'. The document type is 'A07 Goods Issue', the purchase order is 'R01 Purchase Order', and the PO number is '4500685266'. The movement type is '351' (TF to stock in trans.).

Annotations point to the following elements:

- 12**: Points to the '351' movement type field in the 'General' tab.
- 13**: Points to the 'Delete' button in the toolbar.
- 14**: Points to the 'M...' field in the table header.
- 15**: Points to the 'Contents' button in the toolbar.
- 16**: Points to the 'Unrestricted use' dropdown menu in the 'Stock type' field.

Line	OK	Art. Short Text	Article	Reason f...	Qty in ...	SLoc	M...	Site	Article Trfr Pstg
1	<input checked="" type="checkbox"/>	Coolmesh II Qtr 2 Pak, Gray, L	8056420048		1	PRIMARY INV	351	TEMPE	Coolmesh II Qtr 2 Pak, Gray, L
2	<input checked="" type="checkbox"/>	Miscellaneous Part Item	6360010018		1	PRIMARY INV	351	TEMPE	Miscellaneous Part Item
3	<input checked="" type="checkbox"/>	N, Bonfire/Sauce, Long Left	7625330035		1	PRIMARY INV	351	TEMPE	N, Bonfire/Sauce, Long Left

Error Handling - Create Transfer

The screenshot shows the SAP 'Create Purchase Order' dialog. At the top, it displays 'Document Overview On' and various icons for 'Hold', 'Print Preview', 'Messages', and 'Personal Setting'. Below this, the 'Header' section includes a dropdown for 'UB Stock Transp. Ord...', a text field for 'Supplying Site' (0025 TEMPE), and a date field for 'Doc. date' (07/03/2012). A table lists items with columns for 'S.. Itm', 'A I', 'Article', 'Short Text', 'PO Quantity', 'O... C', 'Deliv. Date', 'Mdse Cat.', 'Site', and 'Stor. Locat'. The table contains four rows, with the first row having a red error icon in the 'S.. Itm' column. A red callout box points to this icon with the text 'Errors for line item...'. A 'Save Document' dialog box is overlaid on the table, asking 'Do you want to save document or process data?' with 'Save', 'Edit', and 'Cancel' buttons. Below the table is a toolbar with various icons and buttons for 'Default Values' and 'Add Planning'. The 'Item' section at the bottom shows a dropdown for '3 [30] 7625330035 , N, Bonfire/Sauce, Long...' and tabs for 'Delivery', 'Invoice', 'Conditions', 'Texts', 'Delivery Address', 'Confirmations', 'Condition Control', and 'Retail'. The 'Confirmations' tab is active, showing fields for 'Promotion', 'Alloc. Table' (0), 'Reason for Ord.' (201), and 'ATab-Rel.' (Non-allocation-table-relevant). A red callout box with the number '6' points to the 'Reason for Ord.' field.

S.. Itm	A I	Article	Short Text	PO Quantity	O... C	Deliv. Date	Mdse Cat.	Site	Stor. Locat
10	U	8056420048	Coolmesh II Otr 2 Pak. G		1 EA	07/03/2012	RUNNING	KENNEWICK	PRIMARY II
20	U	63600100				/2012	BIKE ACCES...	KENNEWICK	PRIMARY II
30	U	76253300				/2012	BP DOWN B...	KENNEWICK	PRIMARY II
40	U	76253300				/2012	BP DOWN B...	KENNEWICK	PRIMARY II

Error Handling - Create Transfer (cont.)

The screenshot shows the SAP Stock Transfer dialog box. A red box highlights the 'Display logs' window, which contains the following table:

Typ	Item	Message text	LText
▲	1	Sales price for 07/24/2012 1000000001 EA 0011 could not be found	?
●	1	Article 1000000001 0011 3000 does not exist	?

Red callout boxes are present: '15' points to the 'Delete' button, '13' points to the 'Contents' button, and '16' points to the 'Unrestricted use' dropdown menu. The background dialog shows 'Movement Type' 351, 'Stock type' Unrestricted use, and 'Storage Location' PRIMARY INV.

Create Transfer – With GuiXT

Create Transfer

Back New Window Cancel

Instructions

1. Enter 4-digit Destination Site
2. Choose a Reason:
3. Select Storage Location and Stock Type
4. Enter items below and click Create.

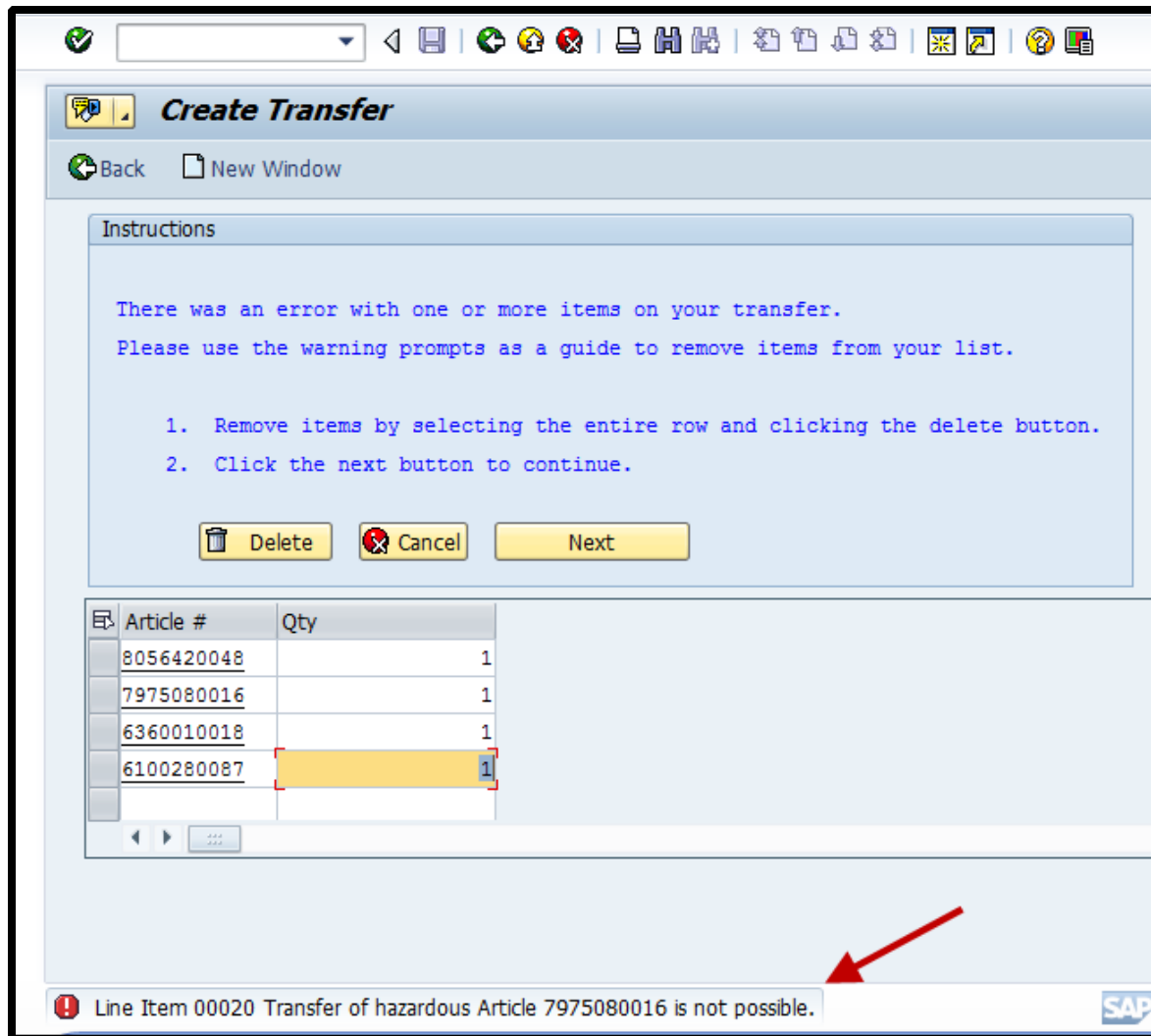
*Use the Delete button to remove an item

Article #	Qty
8056420048	1
6360010018	1
7625330035	1

Stock Transp. Order created under the number 4500685361

- Single Screen
- Error Handling
- Automatic PO delete upon errors
- Restricted user input

Error Handling – With GuiXT (cont.)



The screenshot shows the 'Create Transfer' dialog box in SAP. The title bar includes a 'Back' button and a 'New Window' button. The main area contains an 'Instructions' section with the following text:

There was an error with one or more items on your transfer.
Please use the warning prompts as a guide to remove items from your list.

1. Remove items by selecting the entire row and clicking the delete button.
2. Click the next button to continue.

Below the instructions are three buttons: 'Delete', 'Cancel', and 'Next'. Below the buttons is a table with the following data:

Article #	Qty
8056420048	1
7975080016	1
6360010018	1
6100280087	1

The row for Article # 6100280087 is highlighted in yellow. At the bottom of the dialog, there is a status bar with an error message: 'Line Item 00020 Transfer of hazardous Article 7975080016 is not possible.' A red arrow points to this message. The SAP logo is visible in the bottom right corner.

Scrapping – Native SAP

The screenshot shows the SAP 'Goods Issue' transaction interface. The title bar reads 'Goods Issue 014 - Todd Haferkamp'. The main area is divided into several sections:

- Header:** Includes 'A07 Goods Issue' (annotated 1), 'R10 Other' (annotated 2), 'GI scrapping' (annotated 3), and a '551' checkbox (annotated 4).
- General Tab:** Contains 'Document Date' (04/03/2012), 'Posting Date' (04/03/2012), '3 Collective Slip' (annotated 5), 'Material Slip', and 'Doc.Header Text'.
- Table:** A table with columns: Line, OK, Art. Short Text, Article, Reason f..., Qty in ..., Cost Center, SLoc, M... Site, Site, St.
- Material Tab:** Contains 'Movement Type' (551, annotated 6), 'GI scrapping' (annotated 7), 'Site' (annotated 8), 'Storage Location' (annotated 9), 'Goods recipient' (annotated 10), 'Reason for Movement' (annotated 11), and 'Text'.
- Quantity Tab:** Contains 'Where' (annotated 12) and 'Delete' (annotated 13).

A large red starburst graphic with the number '15' is overlaid on the right side of the screen. The number '15' is also present in a red box at the top of the title bar.

Scrapping – With GuiXT

Scrap / Site: 0075

Back

Scrap Instructions

1. Select a Scrap Instruction
551 - Unrestricted to Scrap
2. Select a Scrap Selection
1000 - Primary
3. Select a Scrap Item
0008 - Non-Conforming
4. Click Next

Scrap - Item Entry / Site: 0075

Execute Back New Window

Instructions


Enter 10 digit Article numbers and click Execute.

Selections

- 551 - Unrestricted to Scrap
- 1000 - Primary
- 0008 - Non-Conforming

Items

Item	Article	Quantity
1	7625330019	1
2	8056420048	1
3	8284310004	1
4		
5		
6		
7		



REI Merchandising - MM43 - Display Article

The image displays a series of SAP MM43 'Display Article' screens for the article 'Timber Mountain Snowsuit'. The screens are connected by blue arrows indicating the navigation flow: Initial Screen, Basic Data, Assortments, RP Parameters, and POS control. Red arrows highlight specific data points and fields across the screens.

Initial Screen: Article 79429010, Timber Mountain Snowsuit, Sales org. 1000, Retail.

Basic Data: Article 79429010, Half Dome 2 Footprint, Single art. Sales org. 1000, REI, Retail. Includes 'General control parameters for letng/assortment management' and 'Store Letting' sections.

Assortments: Table showing Article, Assortment, Site, C, Name 1, S, Org., DCH, Li, O.

Article	Assortment	Site	C	Name 1	S	Org.	DCH	Li	O
818283	10	0010	A	REI DIRECT SALES	1000	10			
818283	35	0035	A	ALDERWOOD	1000	10			
818283	77	0077	A	SANTA ROSA	1000	10			
818283	950	0950	A	AHQ	1000	10			
818283	RPOS	RPOS	A	POS REFERENCE STORE	1000	10			
818283	1	0001	B	SUMNER DISTRIBUTION	1000	30			
818283	2	0002	B	BEDFORD DISTRIBUTIO...	1000	30			

RP Parameters: RP profile, RP Type, Reorder Point, Min Safety Stock, Target Stock, Max Range, Rounding value, Service level.

POS control: Article 794290014, Trestles +0 Sleeping Bag, Sales org. 1000, REI, Retail. Includes 'POS selling period/status' and 'TR receipt tests'.


MM43 after GuiXT

Article Data

Search By ONE of the Following:

Article

UPC/EAN

 Click here or hit enter key to Execute

Article Aluminum Rapid Shelter Generic ar...

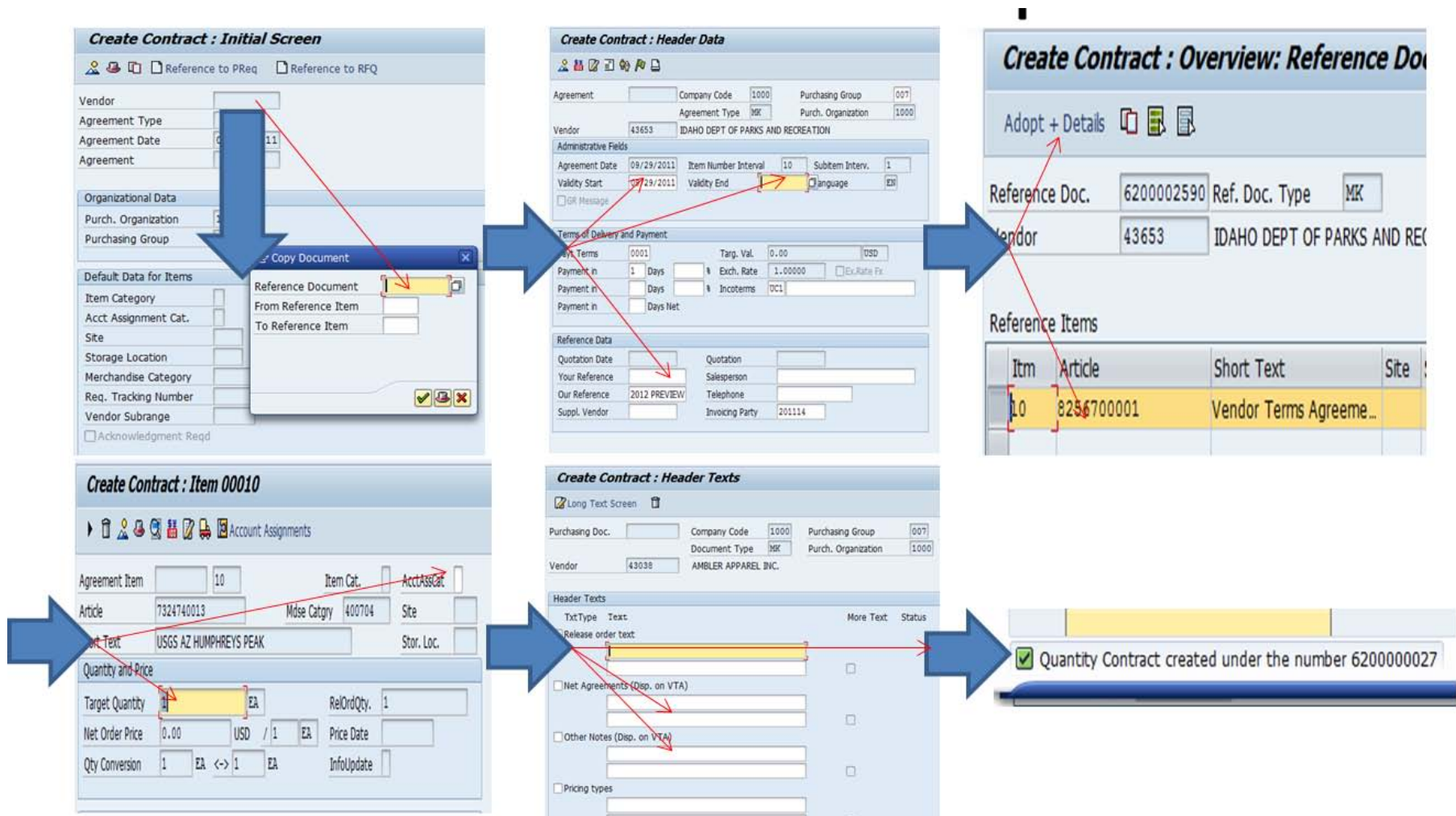
Variant Aluminum Rapid Shel, Blue, 10 FT X 10 FT

Vendor # CADDIS SPORTS, INC.

Unit of Measure/UPC/ Dimension		Pricing	
UPC/EAN	877060000659	Gross Cost	123.55
Unit/QTY	EA 1.000	Net Cost	123.55
Gross Weight (lb)	40	Retail Price (curr.final price)	229.00
Net Weight (lb)	0.000	Memo Price	0.00
Length (in)	61.500	Valid From	01/17/2012
Width (in)	10.500	Valid To	12/31/9999
Height (in)	10	COOP?	COOP
		Pricing Rule	2 Delivery Date

Characteristics		Pricing	
Vendor part number	ARS10X10RYBL	Gender	
Purchasing Group	046	Color/Flavor	BLUE
Brand		Main size	10 FT X 10 FT
Department	201002	Online_only	NO
Class	301017	Emp Discount	30.00
MCAI	402418	Dividend Eligible	YES
DONA	Shelters 402418	Reg.cat (hazmat)	N
Vendor Subrange	VSR1	HTS Code	
Distribution profile	RFT	Cross Dock flag	W

REI Merchandising - ME31K – Create Contract

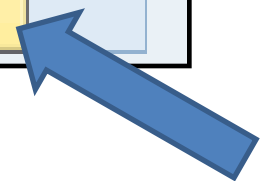


ME31K – After GuiXT

Create new SPAA

Vendor	<input type="text" value=""/>	
Create SPAA for Vendor	<input type="text" value="43670"/>	TEMPORARY FEE CODE VENDOR ...
Current Payt Terms: Net	<input type="text" value="15"/>	-Select Payment Terms for SPAA-
New Contract Valid From:	<input type="text" value=""/>	To: <input type="text" value="12/31/9999"/>
Net Notes (optional):	<input type="text" value=""/>	
Other Notes (optional):	<input type="text" value=""/>	

Create New Contract



Implementation Challenges

- Handling multiple user groups
- Activation/deactivation
- GuiXT version consistency among groups

Key Learnings

- Developers came from business
- Early GuiXT training is best
- Re-evaluate tcode usage
- IT involvement in maintenance at early stages
- tcode owner involved at early stages



Benefits



Retail Time Savings

Day-to-Day **26,000 hrs/yr**

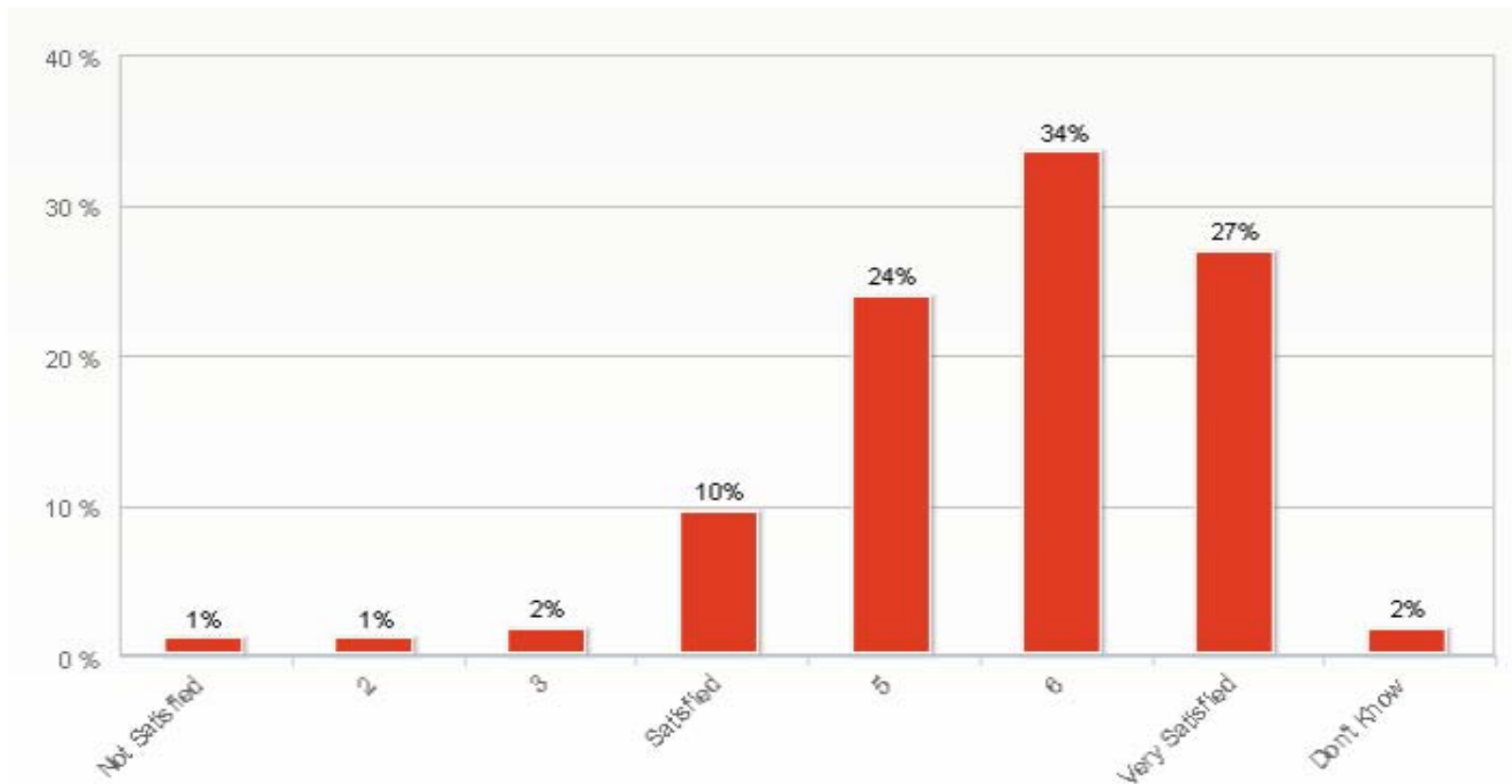
Training **18.5hrs/person**

Other Benefits

- ✓ Job satisfaction
- ✓ Flexibility in stores
- ✓ Reduced errors

User Feedback Survey

Overall, how satisfied are you with the new interface?



User Comments

“The new interface required no training – I just clicked on icons and started using it. Much more user friendly!”

“The user friendliness is an order of magnitude better.”

“It's almost too easy now. :)”



Upcoming Events

ASUG WI Chapter Meeting

When: August 24, 2012

Where: Milwaukee, WI

SAP for Utilities

When: September 9-12, 2012

Where: Hollywood, FL

TechEd

When: October 15-19, 2012

Where: Las Vegas, NV

Best Practice for Oil and Gas

When: October 21-24, 2012

Where: San Antonio, TX

SAP Projects, Reporting & Analytics

When: October 29-31, 2012

Where: Las Vegas, NV



Stop by our booth or attend a technical or business session at any of the events above and learn more about our innovative products and solutions.

Registration and details at:
<http://www.guixt.com/events/tradeshows.php>

THANK YOU!

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