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Americas' SAP Users' Group

Reinventing Digital Foundation to Drive Customer Delight

John Nelson, Global Controller, Tory Burch
Kangan Gogia, VP – Enterprise Applications, Tory Burch
Raj Singh, Enterprise Transformation Lead, SAP

Session ID # 82791

About the Speakers

John Nelson

- Global Controller, Tory Burch
- Finance and accounting professional with 20 years of progressive leadership growth

Kangan Gogia

- VP – Enterprise Applications, Tory Burch
- 14+ years in implementing enterprise technologies and optimizing processes in retail and pharmaceutical industries.

Raj Singh

- Enterprise Transformation Lead, SAP
- Management consultant with over 14 years of cross industry experience in global engagements focused on business transformation

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Key Outcomes/Objectives

1. A technology strategy that focuses on the key themes of Simplification, Consolidation and Standardization

2. Phased approach to tackle regional and global challenges

3. Standard implementation approach that delivers quick wins and faster time to value

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Agenda

- Tory Burch: Who we are?

- Addressing Technology Whitespace

- Architecture Approach

- Business Impact from Phase 1

- Business Transformation and Implementation Approach Discussion
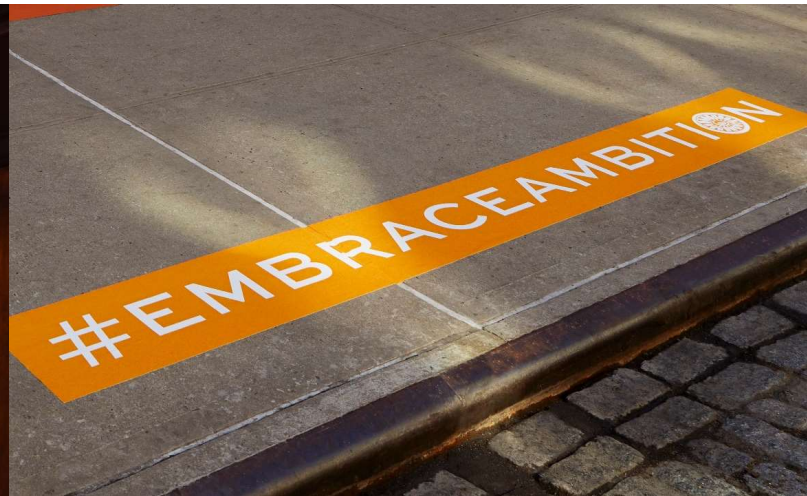
TORY BURCH IS AN AMERICAN LIFESTYLE BRAND THAT EMBODIES THE PERSONAL STYLE AND SENSIBILITY OF ITS CHAIRMAN, CEO AND DESIGNER, TORY BURCH

TORY BURCH'S PRODUCTS ARE SOLD IN 71 COUNTRIES WITH APPROXIMATELY 1200 LUXURY DEPARTMENT AND SPECIALTY STORES AND IN ITS OWN NETWORK OF OVER 226 STORES WORLDWIDE

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WHERE WE WERE

GAPS IN OUR SYSTEM ARCHITECTURE WERE LEADING TO…

FRAGMENTED APPLICATION LANDSCAPE BY CHANNELS AND REGION

LACK OF "REAL TIME" BUSINESS AND CUSTOMER INSIGHTS

LACK OF UNIFIED CUSTOMER EXPERIENCE REGARDLESS OF CHANNEL

LACK OF SYSTEMATIC PROCESSES IN CERTAIN AREA LEADING TO MANUAL WORKAROUND

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WHERE WE WERE

FOR PROCESSES SUPPORTING:
- CORPORATE
- PLAN
- BUY
- MOVE
- SELL

SYSTEM CAPABILITY SUPPORTING BUSINESS PROCESSES HAD CHALLENGES...

26%

OF PROCESSES HAD NO SYSTEM CAPABILITY

45%

OF PROCESSES HAD ONLY PARTIALLY SUPPORTED SYSTEM CAPABILITY

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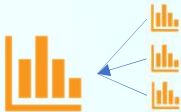
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WHERE WE WERE

A FRAGMENTED SYSTEM LANDSCAPE SHOWED OPPORTUNITY FOR IMPROVEMENTS

CONSOLIDATE APPLICATIONS

REAL-TIME DATA PROCESSING

CENTRALIZED MASTER DATA

OMNI-CHANNEL EXPERIENCE

CONSUMER EXPERIENCE

SYSTEM CAPABILITY SUPPORTING BUSINESS PROCESSES HAD CHALLENGES...

FOR PROCESSES SUPPORTING:

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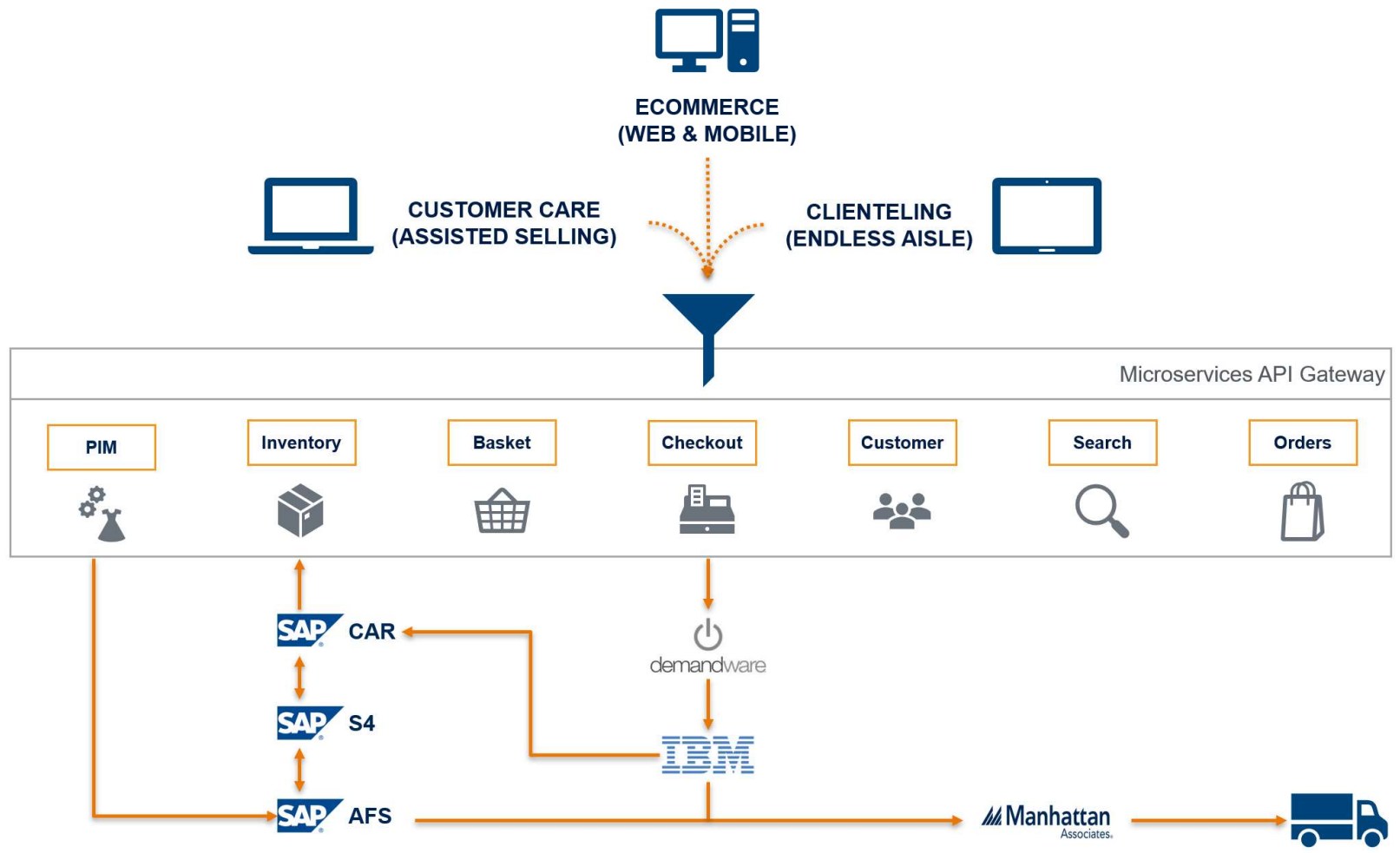**LACK OF UNIFIED CUSTOMER EXPERIENCE REGARDLESS OF CHANNEL**

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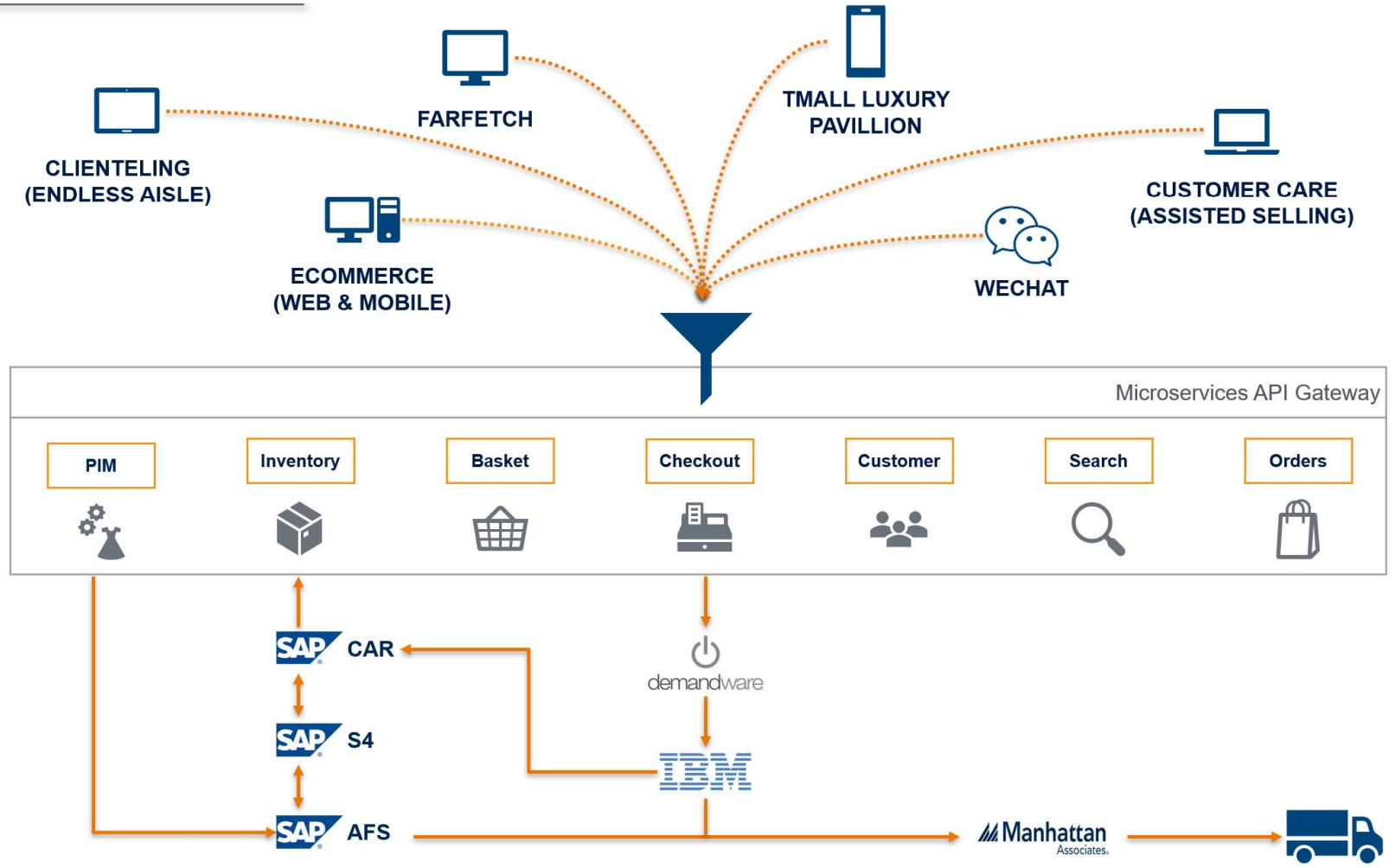
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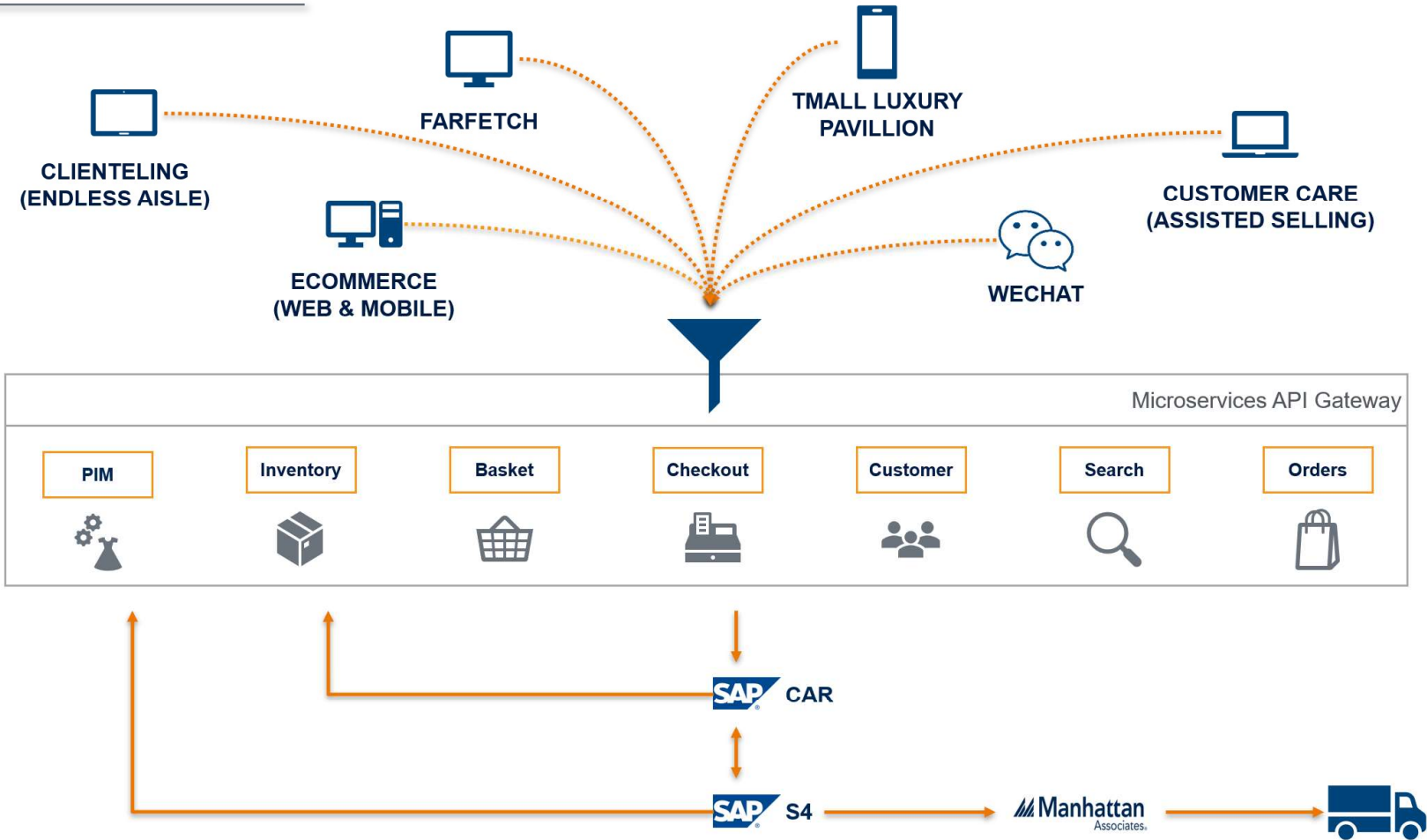- Business Transformation and Implementation Approach Discussion

YEAR ONE

ECOMMERCE (WEB & MOBILE)

CUSTOMER CARE (ASSISTED SELLING)

CLIENTELING (ENDLESS AISLE)

Microservices API Gateway

PIM	Inventory	Basket	Checkout	Customer	Search	Orders

SAP CAR

SAP S4

SAP AFS

demandware

IBM

Manhattan Associates

YEAR TWO

YEAR THREE

CLIENTELING
(ENDLESS AISLE)

FARFETCH

TMALL LUXURY
PAVILLION

CUSTOMER CARE
(ASSISTED SELLING)

ECOMMERCE
(WEB & MOBILE)

WECHAT

Microservices API Gateway

| PIM | Inventory | Basket | Checkout | Customer | Search | Orders |

SAP CAR

SAP S4

Manhattan Associates

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Key Capabilities Enabled by S4 (Early Adoption Analysis)
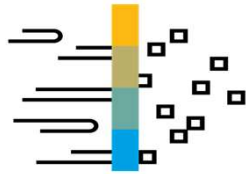
Standardization

- Established Inventory valuation – perpetual inventory process
- Increased front of house to back of house labor focus
- Accurate data for store managers
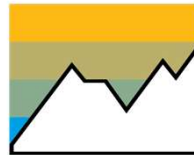
Automation & Consolidation

- Automation and process improvement for store receiving
- Granular gross to net visibility for transaction e.g. markdowns, to promotion (initially a calculation)

Real time pulse of the Business

- Foundation for real time information
- Provides stores with ownership and can make adjustment to their inventory - leading to more accurate inventory

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"THE IMPACT THAT FIORI HAS HAD TO OUR STORE HAS BEEN EXTREMELY PIVOTAL TO PROVIDING CUSTOMERS SERVICE THROUGH THE SPEED OF RECEIVING SHIPMENT AND PROCESSING TRANSFERS; BEING ABLE TO SCAN EACH ITEM WITH EASE. IT ALSO HELPS US TO MAINTAIN INVENTORY ACCURACY AND ACCOUNTABILITY."

– STACY WILLIAMS, OPERATIONS MANAGER AT HOUSTON 58

"ASIDE FROM AN ENORMOUS INCREASE IN SHIPMENT RECEIVING SPEED, FIORI'S ON-HAND ACCURACY HELPS IN SERVICING OUR WALK-IN AND PHONE CUSTOMERS QUICKLY AND CONFIDENTLY."

– JOSHUA OBREY, OPERATIONS MANAGER AT ALA MOANA 75 & VIEN CASTLE, GM AT ALA MOANA 75

"FIORI IS EXTREMELY USER FRIENDLY. IT IS ALSO EASY TO TRAIN ON WHICH ELEVATES THE CAPABILITIES OF OUR ENTIRE TEAM. THEY ARE ABLE TO USE IT FOR PRODUCT KNOWLEDGE AND UNDERSTANDING INVENTORY, THUS GIVING THEM ADDED INTELLIGENCE WHEN COMMUNICATING TO BOTH GUESTS AND THE SALES TEAM."

- MICHAEL PHIPPS, AGM AT MADISON 37

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Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:
http://info.asug.com/2019-ac-slides

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Q&A

For questions after this session, contact us at kgogia@toryburch.com and rajw.singh@sap.com

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