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Americas' SAP Users' Group

PACIFIC COAST SUPPLY, LLC

Digital Transformation Journey

Marty Menard, CIO Pacific Coast Companies Inc.
& Tim Yates, CEO DataXstream
Session ID # 83654

About the Speakers

Martin Menard

Chief Information Officer
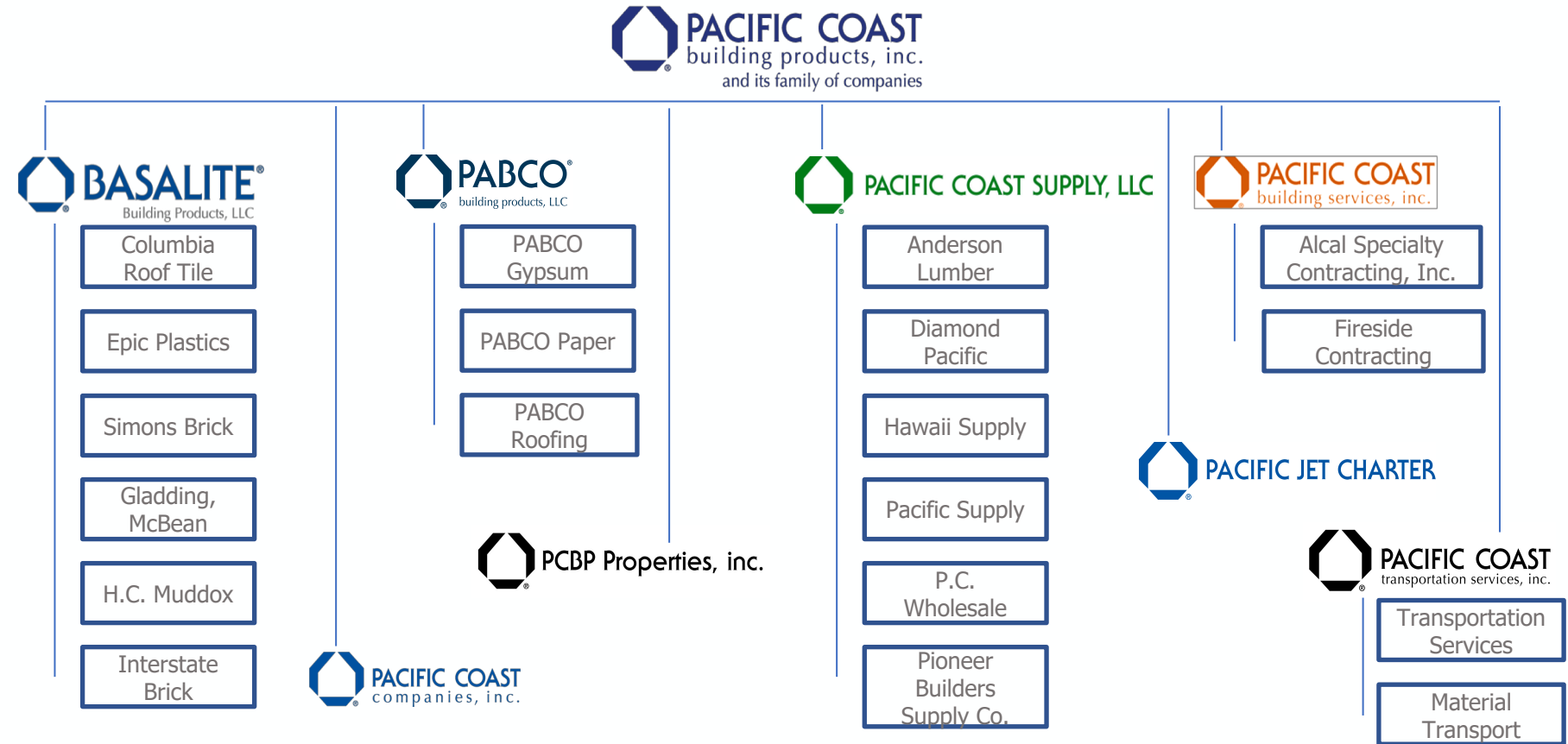
Pacific Coast Companies Inc.

Golf is my passion

Tim Yates

Chief Executive Officer

DataXstream LLC

Competitive Alpine Ski Racer

- 66th Year
- ~3,000 Employees
- >$1B in Revenue
- > 90 Sites
- 16 States
- Autonomous BU's

- This project focused on PCS

- Single or multiple ERP's?

- Was this a business or IT project?

- Will there be a payback for the investment?

- Can we find the skilled project resources?

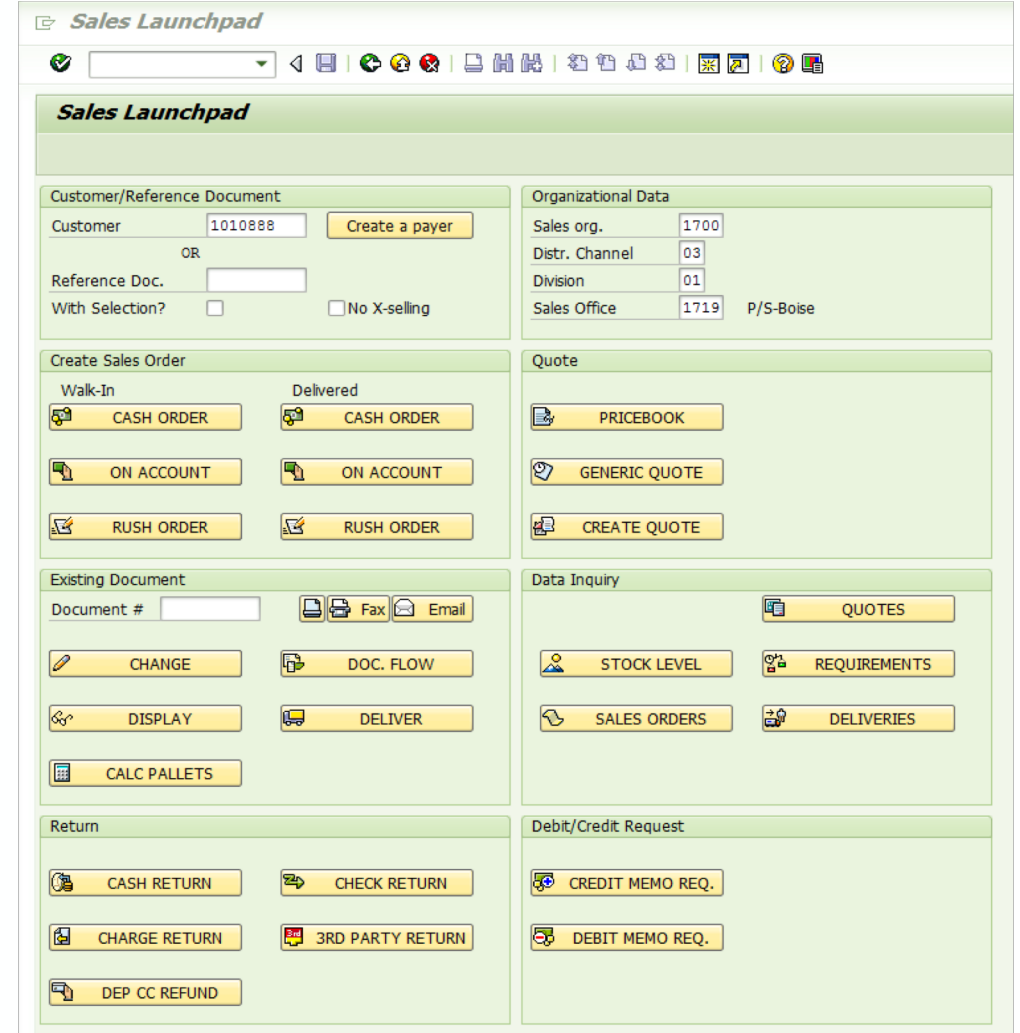- Can we keep the business running while changing paradigms?

- Reduce new employee training time
  - From 6 months to 1 week
- Fast time-to-money for Greenfield store openings
- Focus counter sales
  - Customer relationship
  - Sales, share of wallet, cross selling
- Modernize and streamline store operations

- Stores transact directly in SAP GUI for order management
- Custom transaction has been created to simplify some of the steps in the process

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- Employees focus on the customer
- Consistent order management experience
- Clean and augmented master data
- Streamlined processes, EDI with vendors
- Build robust supply chain reporting
- Prepare for B2B

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Project Scope and Resources

- 44 of 45 stores to deploy improved point of sale
- Master data/separation from sister subsidiaries
  - Do no harm
- Business process changes
  - Checks and balances for store managers
  - Stock and non-stock decisions
- Standardized reporting for gross margin
- Business investment: ~8 employees part time
- IT Investment: ~10 FTE

OMS+ Overview

- **OMS+** is an SAP Cloud Platform Application
- **Engage and sell** to the customer in an optimized user interface, that is **easy to learn**
- Transacts with your **live SAP data**
  - No integration / No OMS+ database
- Designed for **fast** implementation, **flexible** to configure and customize, **simple** to grow and maintain

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OMS+ Design

- Transact on any device with OMS+
- Transact anywhere
- Transition seamlessly between devices
- Transact offline
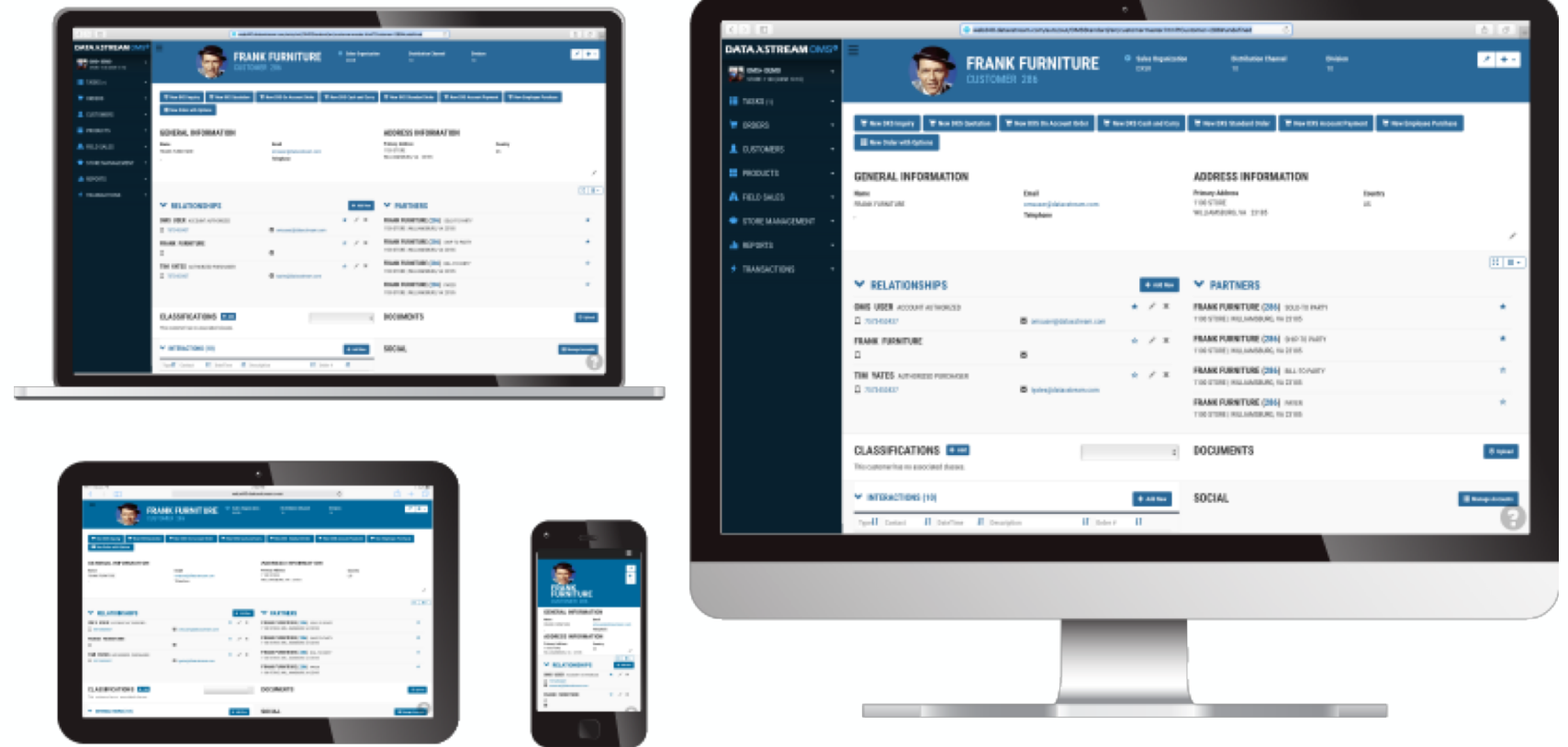
OMS+ Technology

DATAXSTREAM OMS⊕
Customer Engagement, Order Management
and Point of Sale for SAP
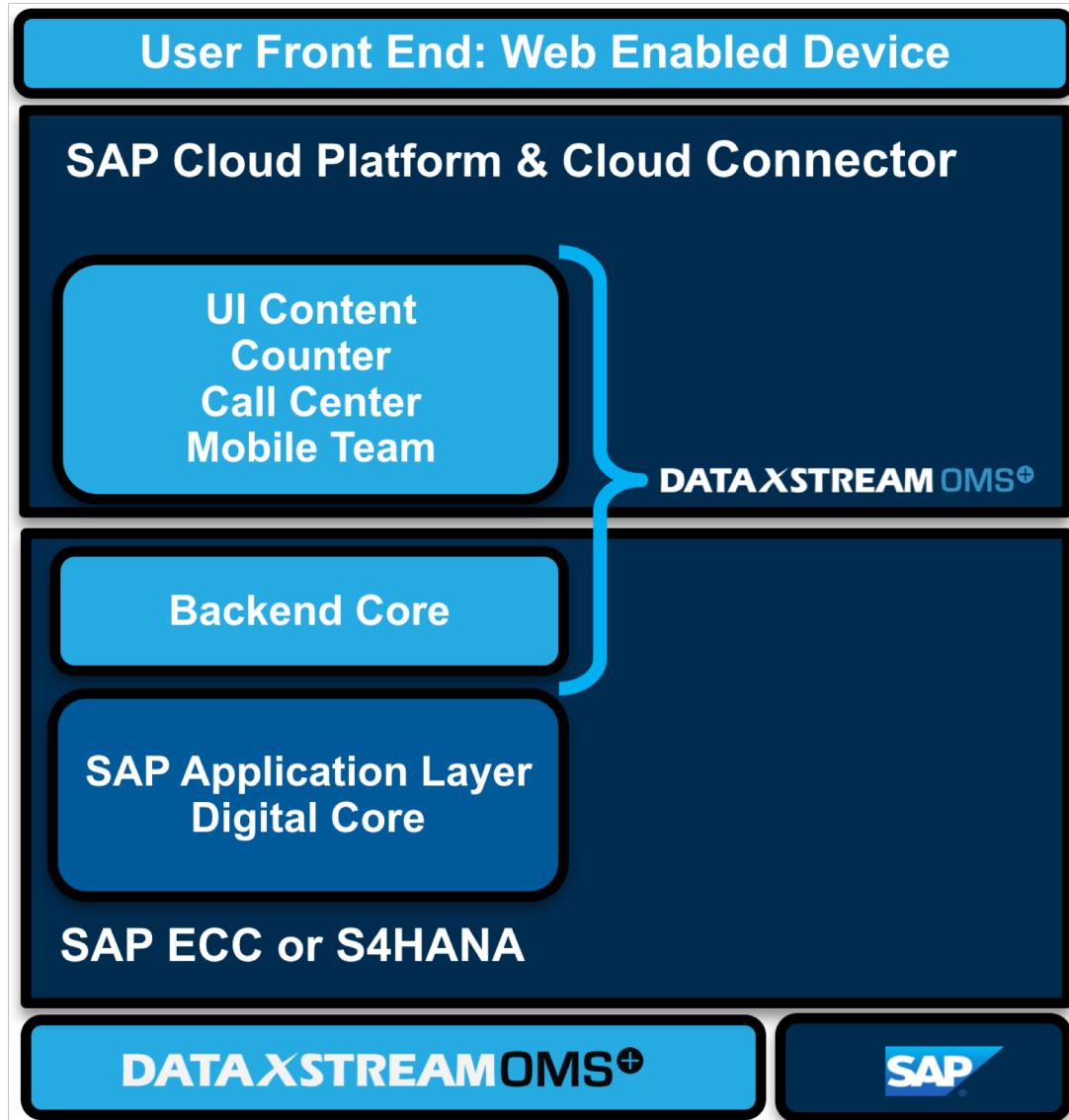
OMS+ Front End

- Easy to use web based interface that leverages HTML5 and JavaScript for design flexibility

Live Digital Core

- Our data resides directly in SAP application tables and leverages standard SAP application integration within ERP

Simple

- One simplified system and technology to support with no data synchronization

OMS+ Out of The Box Demo

- 3-4 Minutes

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OMS+ Plan Overview

Assessment and Conference Room Pilot	Build and Validation	Go-live, Rollout, and Support
Pilot with Production Data in Sandbox System, DXS lead workshops with IT and Business.	Configuration, Customization and Validation of OMS+ for Production	Go-live and Phased Rollout over 8 Weeks
45 Days	125 Days + 60 Days	60 Days

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OMS+ Assessment

- Jump start teams (PCS & DXS)
- Transacting within weeks in OMS+ with customer production data
- Identify missing scope early
- Validate plan and budget
- Validate infrastructure, payment card processing, store hardware, and network strategy

OMS+ Accomplishments

- All business processes mapped and running in OMS+
- Material search custom built to PCS specifications
- Specialized quote lookup and 'burndown summary'
- Many manual processes eliminated through OMS+ automation
- Each screen built and laid out to PCS specifications
- Overlaid existing custom development
- Integration of CardConnect credit card processing

OMS+ Implementation Status

- Pilot – 4 Stores - Live with no issues.
- Roll out schedule was adjusted to accelerate rollout to all stores faster than planned.
- Wave 1 – 22 Stores – Live with no issues.
- Phase 2 enhanced functionality accelerated and is being implemented by production change control process.
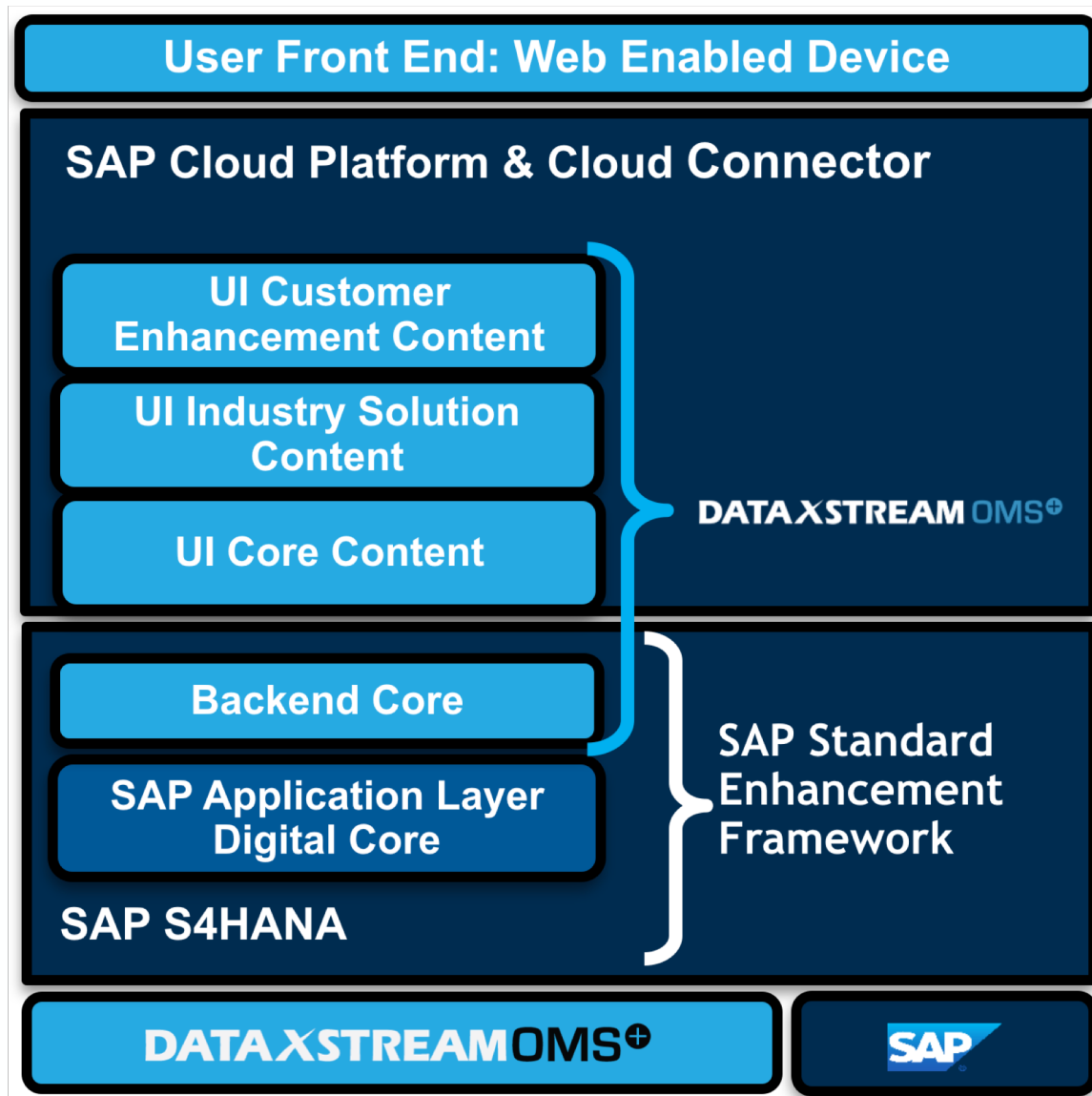- Wave 2 – 18 Stores – Went live this past weekend.

Why Such a Good Result?

- Two very capable delivery teams
  - PCS and DXS
- Experienced program and project management
- Leadership support and collaboration
  - PCS and DXS
- MOST IMPORTANT:
  - PCS tested everything! 100 times

OMS+ Customization

OMS+ UI Content Delivery

- UI core content
- UI industry solutions content
- UI customer enhanced content

UI Enhancements

- Explicit enhancement points in core and industry delivery content
- Ability to completely replace standard content with protection during upgrade

SAP Backend Enhancements

- OMS+ backend enhancements leverage standard SAP enhancement framework

OMS+ Demo

- 3-4 Minutes

Value of the investment

- Customer centric sales experience
  - Efficient Sales Processes
  - Simplified Material Search
- Changing skill sets for new PCS employees
  - Reduced User Training Time
  - Focus on sales over IT skills
- Increased margin and eventually revenue
- Simplify and automate store open and closing
  - Integrated credit card sales/returns
- Better visibility of inventory and special order materials

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- Business needs to drive the program
- Finding the right employees that have the right skills and that fit into the company culture
- Transformation is a multi-phased effort
- Scope prioritization is critical
  - Let chaos reign or reign in chaos?

Contact Information

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Presentation Materials

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

Q&A

For questions after this session, contact us at [email] and [email].

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