



Under Armour's FMS Journey

Kacie Caldwell, Sr. Mgr, SAP Global BPO, Under Armour

Andy Grenier, Sr Dir. SAP Global Ops, Under Armour

Session ID # 82747

About the Speakers

Kacie Caldwell

- Sr. Mgr, SAP Global BPO – Under Armour
- 8 years at UA, 5 years working in the NA WHSL Organization and 3 years supporting the OTC portion of the FMS Implementations

Andy Grenier

- Sr Dir SAP Global Operations – Under Armour
- 14 Years with UA Implementing and Supporting Enterprise Solutions



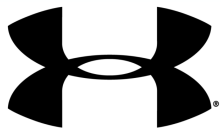
Agenda

- About Under Armour
- UA's SAP Journey

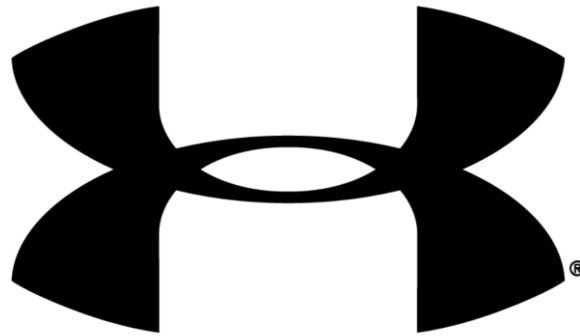
The AFS Days (2006 – 2015)

The 20/Twenty Vision (2015 – Present)

FMS (2017 – Future)



About Under Armour



About Under Armour

UNDER ARMOUR BY THE NUMBERS

23 

YEARS
IN BUSINESS

41 

OFFICE
LOCATIONS GLOBALLY

300+ 

BRAND & FACTORY
HOUSES GLOBALLY

14K* 

TEAMMATES
WORLDWIDE

245M+ 

CONNECTED FITNESS
COMMUNITY MEMBERS

75+ 

COUNTRIES GLOBALLY
WHERE UA DOES BUSINESS

* Approximate numbers

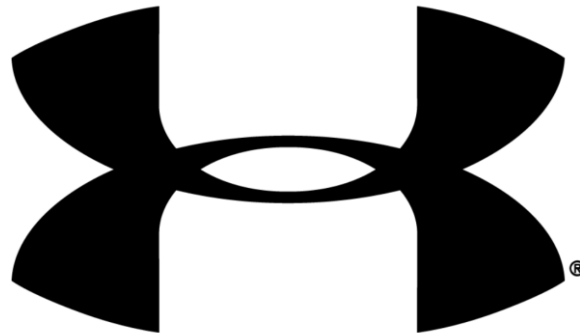
Powering The Best



ASUG

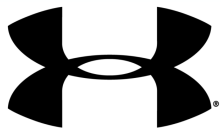
UA's SAP Journey

The AFS Days (2006 – 2015)



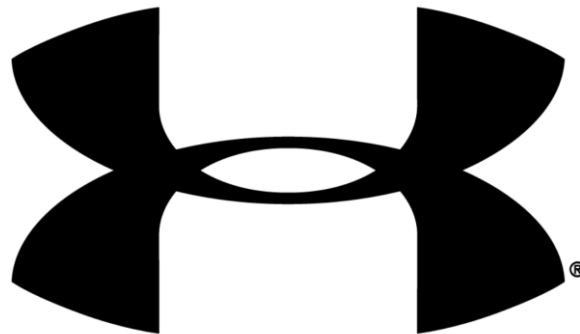
The AFS Days (2006 – 2015)

- Live with AFS April 2006(BW, XI) – NA, EU
- FSCM (Dispute Management, Collections Management)
- APO
- SOAR
- BW on Hana



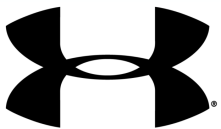
UA's SAP Journey

The 20/Twenty Vision (2015 – Present)

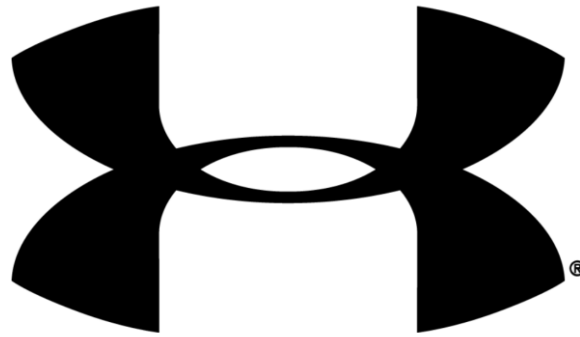


The 20/Twenty Vision

- POS Proof of Concept - Cancelled
- Single View of the Consumer (SVOC) – Jan 2016
- Fashion Management Solution (FMS) – Jul 2017
- Supply Chain Enablement – 2017/2018
- Global Expansion - 2019
 - China/Korea



UA's SAP Journey FMS (2017 – Future)



FMS - Architecture

- Single Global Instance of FMS and CAR
- Reporting Instance for BI
- SCM Instances for SNC, GTS
- Hosted in Hana Enterprise Cloud (HEC) in Virginia, US, DR in Santa Clara
- 12TB Hana DB, 13 App Servers
- Second PO Instance in Lenovo Enterprise Cloud (LEC) Beijing China
- File Shares – AWS US, LEC Beijing CN



Wholesale and Retail Alignment

- Allows UA to provide one version of the truth across all channels for the executive leadership team
- One Pool of Inventory, better optimization and reduction of days forward coverage
- Reporting consistency with shared Master Data across all channels
- Some issues were experienced with the adoption of these new business processes causing all benefits not to be realized



Stock Protection

- Codeveloped Protection Up to Plan with SAP
 - November 2016 to June 2017
- Protection Up to Plan is a hybrid of Vertical and Horizontal Stock Protection
 - It allows for prioritization of channels and in shortage situations does not allow higher priority channels to consume above plan in system



Stock Protection Continued

- Wins:
 - A standard solution to reserve stock for each channel of the business
 - Allows UA to have one pool of inventory and optimize stock usage
- Challenges:
 - ATP Pools and Coverage Strategy
 - Visibility and Reporting
 - PIR consumption and history



ATP Pools & Coverage Strategy

- ATP Pools are required to limit the stock available to services the demand by creating “pools” of stock to choose from
 - Multiple ATP Pools can not be used to service demand
- Many to Many matching rule does not work
- Due to this Coverage Strategy is not an option when using Stock Protection in FMS

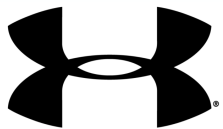
Contracts

- FMS original design did not have contracts as ATP Relevant
- Standard Contract functionality was not built to work with Stock Protection
- Standard Contract/ Call Off referencing has improved from AFS



Allocation Preview

- Allows the business to see predicted supply and demand alignment in advance of allocation
 - Under Armour looks 365 days out at a time
- Includes Unconsumed Planned Independent Requirements (PIR's) and Planned Orders for a total Supply/Demand Picture



Allocation Preview Continued

- Uses at Under Armour
 - Unresolved Demand and Fill Rate Reporting
 - Revenue Projections
 - Warehouse Planning (Inbound and Outbound)

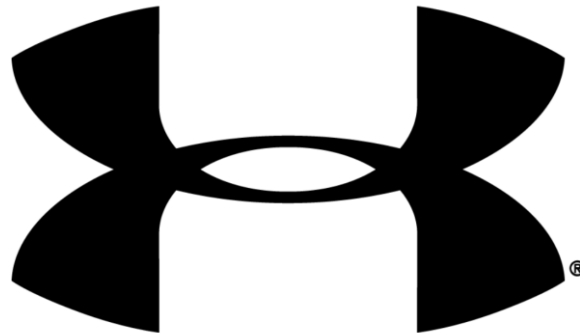


Lesson's Learned

- Hana Optimization... ABAP on Hana is still ABAP! AMDPs to leverage the power.
- 3rd Party Interfaces... Don't underestimate.
- Relationships with SAP Resources... Priceless
- Global is hard... on your people



Questions?



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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 kcaldwell@underarmour.com and agrenier@underarmour.com.

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