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Americas' SAP Users' Group

Callaway Golf Company's
SAP Commerce and CPQ Journey

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Session ID #82848

About the Speakers

Maya Ho

- Director Global IT Infrastructure & Support Svc, Callaway Golf Company
- Leading global IT infrastructure integrations at Callaway Golf
- New to Callaway Golf for recent 11 months

Sanjjeev K Singh

- Managing Partner, ASAR America, Inc.
- Over 15 years of experience in implementing SAP Customer Facing Solutions. SAP Press Author for SAP Hybris, SAP Sales Cloud and SAP C/4HANA.

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Key Outcomes/Objectives

1. Overview of our B2B Commerce journey.

2. Share some of our challenges and how we resolved it.

3. Lessons learnt.

Agenda

- About Callaway Golf Company

- Callaway Golf B2B Commerce Journey

- SAP B2B Commerce + CPQ Project Scope

- Callaway Golf SAP Landscape

- Challenges Faced

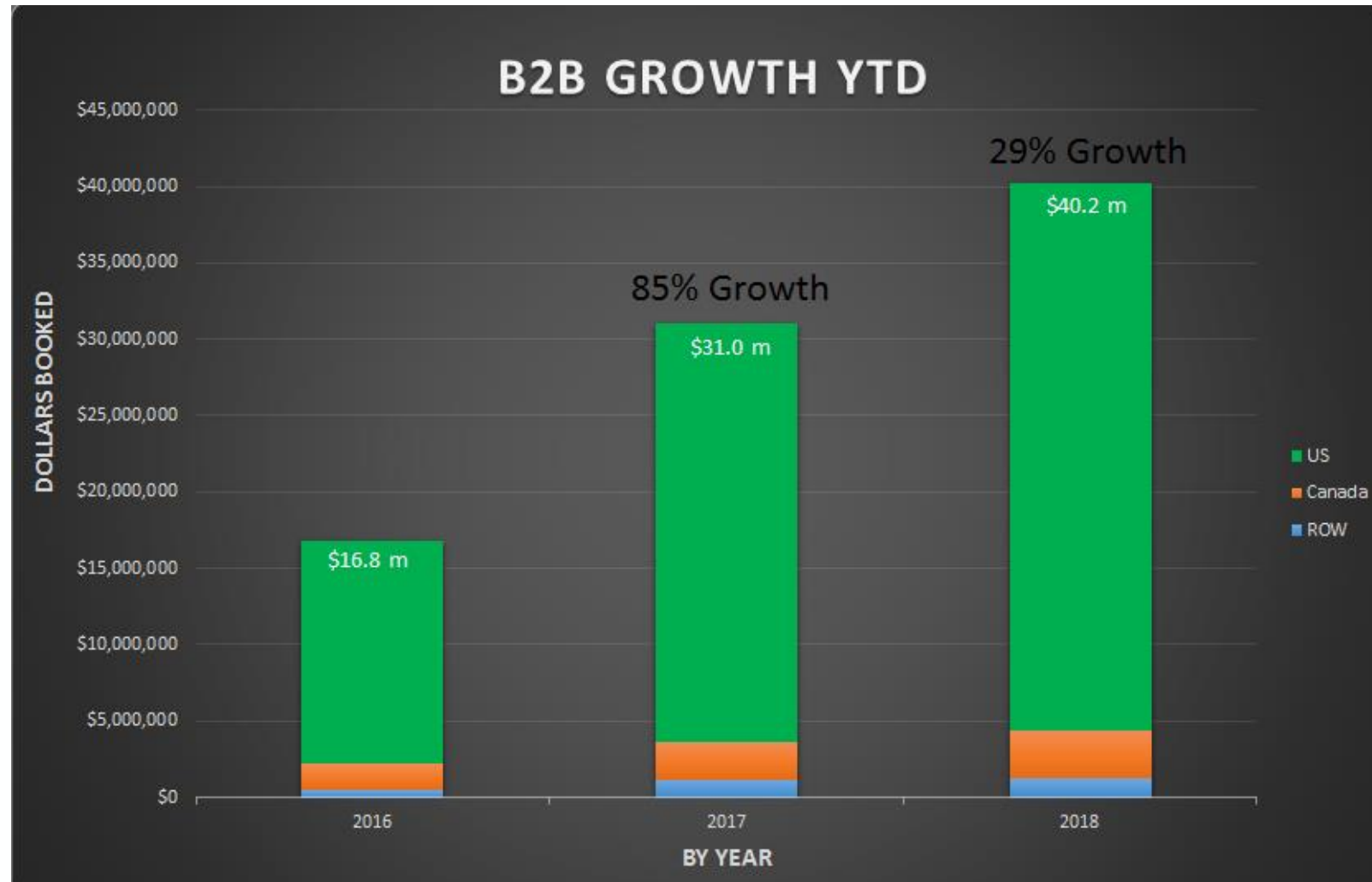- Lessons Learnt

- Q&A

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About Callaway Golf Company

- A leading global brand for high performance golf equipment.

- Headquartered in Carlsbad, CA with locations in in USA, Canada, UK, Europe, Korea, Japan, India, China, Australia, New Zealand

- Consists of 5 powerful Brands: Callaway, Odyssey, Toulon, Ogio and Travis Mathew
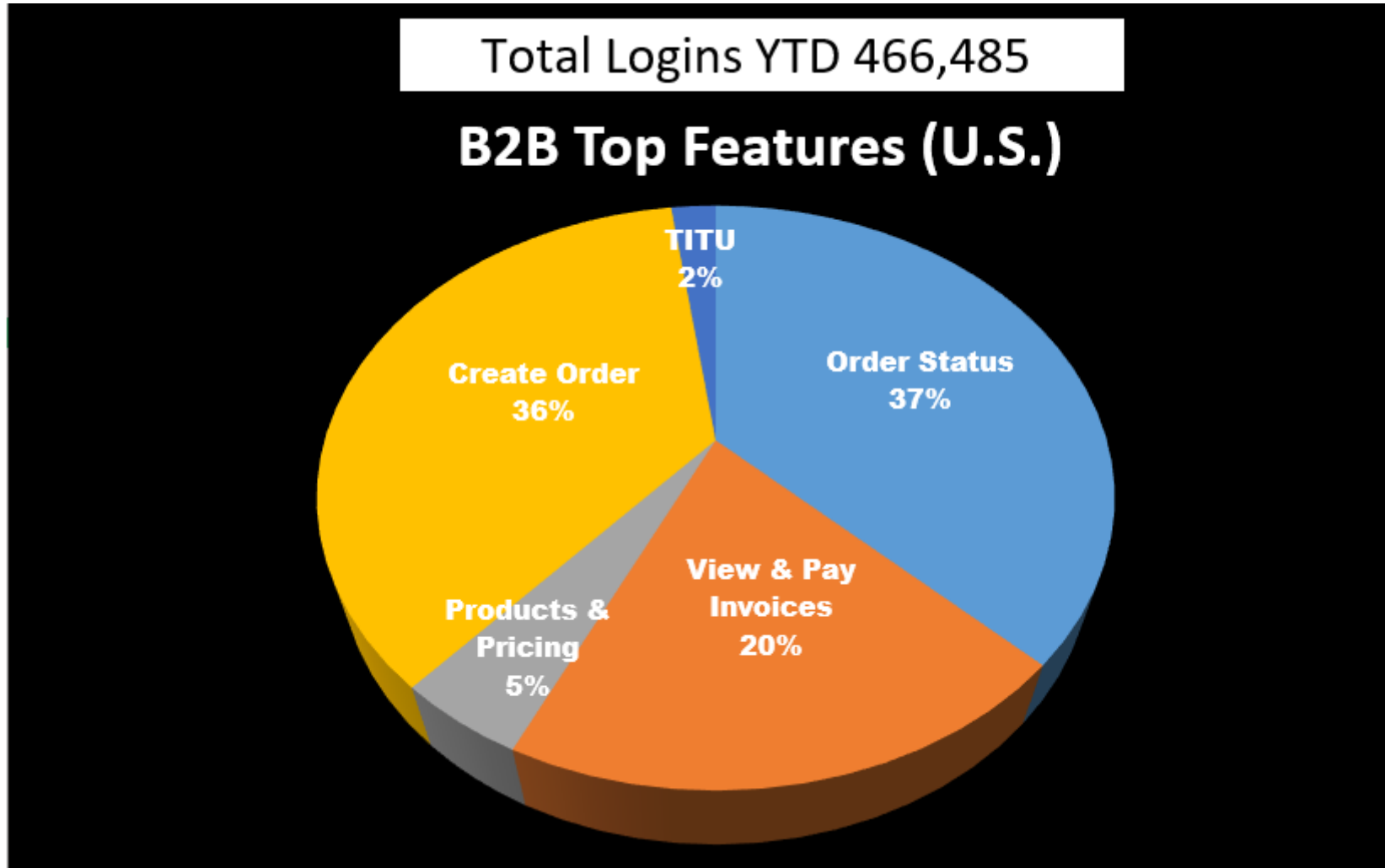
Callaway Golf B2B Commerce Journey

- Originally launched in 2001 and was refreshed in 2008

- Custom in house development

- Required massive customization

Dollar Value- Connect Orders

Account Usage

Top 4 Goals

ACCURATE DATA

(ATP Dates, Real-time Pricing, Inventory Visibility)

NOTIFICATIONS

(Acknowledgement, Backorders, Shipments)

MOBILE

(optimal viewing on variety of devices)

IMAGES

(Product images for stock, custom & Logo)

New Enhancements

- Accurate Availability Dates

- Improved Order Communications

- Mobile Friendly

- Product & Component Images

- Improved Sales Promotions

- Customer Specific Pricing

- Visibility to Out of Stock Components

- Customers Manage Own Authorized Users

- Logo Ball Ordering

- Easily Reorder

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One Stop Shop for Retailers

- Typical Hybris B2B
  - Create order
  - View order status or orders enter in Hybris
  - Ship products
  - Users are only retailers
  - Responsive/Mobile Friendly, Carousel

- Callaway Connect
  - Create order
  - View order status for all orders
  - Change order (any)
  - Order Split
  - Ship products
  - Users are retailers and Callaway Team
  - Callaway perform transactions on behalf of retailers
  - Invoice payment by e-check and credit card for all regions
  - TITU
  - Demo Return and fit cart return
  - Request Compensation
  - Product/CPQ concept
  - Product spec sheet

Features to Evaluate

- Solr Boost and Bury feature to promote products
  - Hero Products: https://help.hybris.com/6.2.0/hcd/8bc9ac5286691014b92dd0b32bba32b0.html
  - Boost Rules: To promote products on the fly.
- Product References by setting up related products and product groups to upsell and cross sell products.
- IBM Tealeaf to monitor user experience and solve defects - https://www.youtube.com/watch?v=BFqnsV2oZpg
- User Group Based Content Display : Customized content display using user group restrictions.
- Personalization: Targeted marketing. https://help.hybris.com/6.2.0/hcd/5e8d6db1eb614af4a653b8c1136e4cc3.html
- Caching of Static pages in Akamai – This will help load static pages like the login page faster and not hit the server every time.
- Setting up product categories in Hybris so as to help the customer with Navigation. We can introduce categories like Best Sellers, Sale, Custom, Professional, etc to cater to target needs. This can be extended further with multi country where different categories can be setup for different sites.
- Caching of Static Assets: Images can be cached so as to reduce load time.

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SAP B2B Commerce + CPQ Project Scope

- Replace legacy .NET Based B2B storefront with SAP Commerce (Hybris) B2B Storefront starting with USA and Canada, and then expanding to other regions in Europe and Asia.

- Deploy SAP Commerce B2B (Hybris) 6.7 on-premise solution with SAP Datahub and CPQ on HANA DB.

SAP B2B Commerce + CPQ Project Scope …

- SAP Commerce (Hybris) 6.7 with CPQ and Datahub on HANA DB to Implement the following capabilities:
  - Early login and user management
  - Product Catalog Management
  - Content Catalog Management
  - SmartEdit

SAP B2B Commerce + CPQ Project Scope …

- Product Configuration (SAP Variant Configuration)
- Check-out process
- Order Management
- Bulk Order
- Personalization and Logo Orders

SAP B2B Commerce + CPQ Project Scope ...

- – Order Split (Standard vs Custom Order Type)
- – Order Status
- – Order Change
- – Dropship Change with address Validation
- – View Invoice
- – Assisted Service Module (ASM)

SAP B2B Commerce + CPQ Project Scope ...

- Implement following legacy functionalities:
  - Credit Application
  - Request Compensation
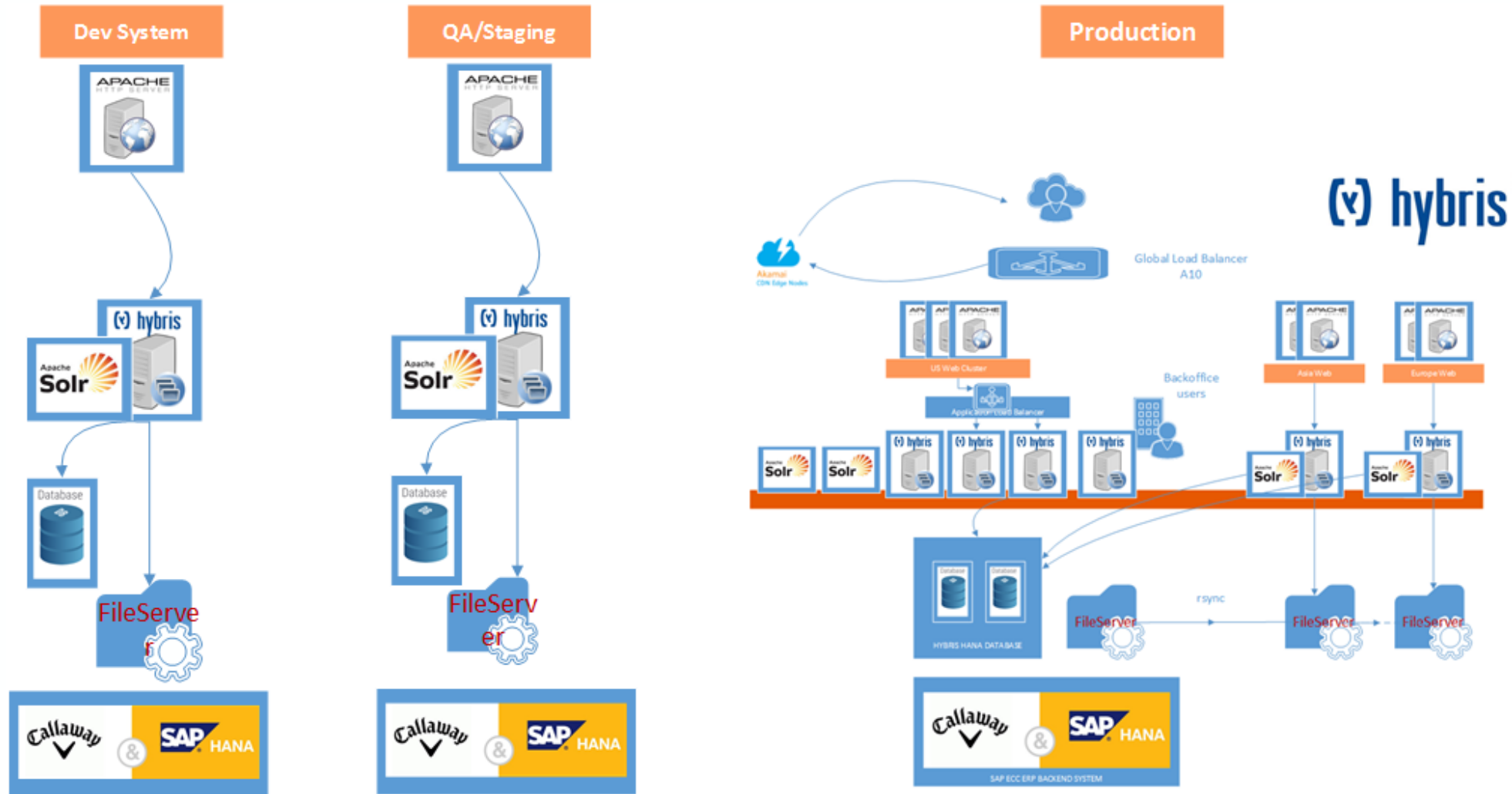 - Trade-in Trade-up
  - Demo and Fitting Cart Returns

SAP B2B Commerce + CPQ Project Scope …

- Integration in scope
  - SAP ERP (Datahub)
  - Paymetric (payment integration)
  - DAM (WebDam Digital Asset Management)
  - Address Validation

Callaway Golf SAP Commerce Landscape
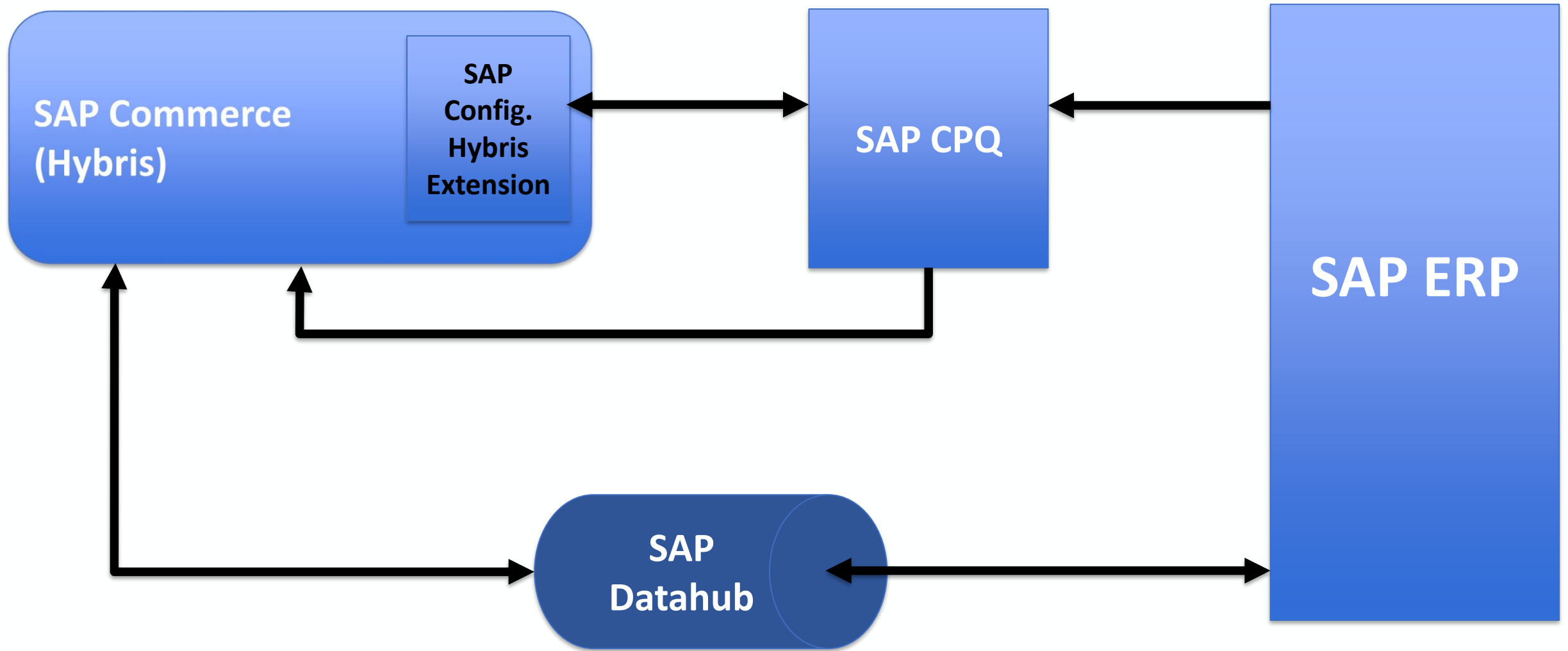
Callaway Golf SAP Commerce Landscape…

Challenges Faced

- Product Modeling involved many changes in SAP ERP VC models to suit SAP CPQ.

- Classification Attribute and Value combination hit HANA DB limit of 4095 tables in one query.

- Classification Attribute Values for stock items were erased from back-office with every new product import.

Challenges Faced

- SmartEdit conflict with Paymetric response: Paymetric iFrame doesn't work in Hybris Payment section.

- B2B Unit (Sold-to) Address Replication doesn't work on HANA DB.

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Lessons Learnt

- Don't make UI/UX as after thought.
- Take a hard look at your product and enrichment data upfront before starting the project to account for to any changes in your process and backend systems.
- Performance Testing is key
- Involve SAP Expert Services as needed.

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Presentation Materials

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Q&A

For questions after this session, contact us at
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