The Perfect Fit: Racking Up New Sales with SAP Commerce for B2C Shopping
Kevin McNall, Director – Digital Projects & Practices, Rack Room Shoes
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About the Speakers

Kevin McNall

- Director – Digital Projects & Practices, Rack Room Shoes
  - Responsible for mapping digital capabilities to strategic priorities that drive sales and profitability for the corporation.
- eCommerce and web technology professional with over 25 years of experience with brands like:
  - Shoes.com
  - Famous Footwear
  - Naturalizer
- Coffee lover, Survivor TV series fan

Jeff Eberhart

- Global Director – SAP C/4HANA Practice, Birlasoft
- Birlasoft Practice leader with over 25 years of consulting services and software sales experience.
  - Focused on delivering SAP C/4HANA Commerce strategies and digital solutions that transform businesses and establish a foundation for future growth.
- Mountain Biking Enthusiast
Agenda

• About Rack Room Shoes
• About Birlasoft
• Strategic Challenges in Today’s Digital Economy
• Project Highlights & Summary
  – History
  – Challenges
  – Business Case Requirements
  – Solution
  – Outcomes
• Mobile First & Best In Class Experience
• Solution Stack
• Infrastructure Architecture
• Future Plans & Innovations that Excite
It began with one shop…

It started in 1913 in the heart of Germany’s Ruhr district, when Heinrich Deichmann, born in 1888, opened a cobblers’ shop and ran it with his wife Julie. Two generations and over a century later, the company has developed into Europe’s market leader. Deichmann is currently active in 26 countries with over 4,000 stores, employs 40,000+ people and has sold over 178 million pairs of shoes in 2018.
Rack Room Shoes is the trusted FAMILY FOOTWEAR retailer of choice.

440+ stores
In 33 States
More than 4,000 employees
10M+ Rewards Members

Offers over 200 National brands including: Adidas, Nike, Puma, Skechers, G by Guess, Madden Girl
Off Broadway is about **fashion.**
It’s about **self-expression** and style obsession.

70+ large format stores
In 24 States
1,300+ employees
5M+ Rewards Members

Offers over 400 National brands
including: Adidas, Nike, Vans, Puma
Steve Madden, Anne Klein, Birkenstock
COMPANY GROWTH

RRS CURRENT LOCATIONS

OBSW CURRENT LOCATIONS
KPIT IT Services business has merged with Birlasoft Forming a leading $500M publicly listed Enterprise Digital and IT Services company.

10,000+ Engineers across 5 Continents

Part of the $2B CK Birla Group spanning a 150 Year Legacy
Leading Digital Transformation Across the Enterprise

Focused Horizontals and Deep Domain Expertise

Industry Focused

- Automotive
- Manufacturing
- Life Sciences
- Energy & Resources
- Banking, Capital Markets & Insurance (BFSI)
- Media & Entertainment
Strategic Challenges in Today’s Digital Economy

- **CULTURAL CHANGE** is paramount
- **CONSUMER LOYALTY** is illusive
- **COMPETITION** is omni present
- **DATA PRIVACY** risk is real
Change is Happening Fast

1.5 billion new smartphones sold in 2017
-Statistica, 2018

eCommerce sales grew 24.8 percent in 2017
-Statistica, 2018

Parcel shipment volume grew 48% from 2014 to 2016
- Source: Pitney Bowes, 2017, 12 global markets)
Consumers are Hard to Engage

91% of online ads are ignored or viewed for < 1 sec.

81% of consumers do their own research online before buying

60% of consumers abandoned a purchase due to a poor shopping experience

Source: Marketing Week
Source: Minewhat.com
Source: American Express Global Barometer
And Tactical Challenges Must be Overcome...

Personalization & Engagement

Mobile First

Site Speed
Project Highlights & Summary

History
- Launched OB website in Q4 2013, RR website in Q4 2014
- Inherited Hybris 4.x codebase + decision to go fully responsive
- Transactional but not efficient, conversion rates not where we wanted

Challenges
- Improving Customer Shopping Experience
- Complex Integrations & Latency
- High Support & Maintenance costs
Business Case Requirements

Leverage Out-of-the-Box Functionality

Mobile First

Best-in-Class Search

Buy Online Pickup In Store (BOPUIS)

Speed, Speed, Speed

Low Custom Code
Project Highlights & Summary

Solution
• Rebuild - SAP Hybris B2C Commerce & CX Optimization
• 2 branded storefronts with backend systems integration
• Streamline performance and integration

Outcomes
• Improve customer shopping experiences
• Increase cart conversion, AOV & revenue
• Reduce costs to support and maintain multiple sites
• Be able to use more OOTB features
Mobile First Importance

- 70% of RRS Traffic Coming From Mobile
- Mobile First Strategy Imperative
- Deployed Responsive Storefronts
- Consistent page rendering across Mobile, Tablet, Desktop & Ultrawide Screens
BUY ONE, GET ONE 50% OFF*
*Excl. appl.  

BRIGHT & CHEERY
SHOP WOMEN  SHOP MEN
SHOP GIRLS  SHOP BOYS

BUY ONE GET ONE 50% OFF*
*Excl. appl.

Top Sandal Styles
NIKE
BRIGHT & CHEERY
The colors, the styles, the prints...hello springtime!

SHOP WOMEN  SHOP MEN
SHOP GIRLS  SHOP BOYS
BRIGHT & CHEERY
The colors, the styles, the prints... hello springtime!

SHOP WOMEN  SHOP MEN
SHOP GIRLS  SHOP BOYS
BRIGHT & CHEERY
The colors, the styles, the prints...hello springtime!

SHOP WOMEN  SHOP MEN
SHOP GIRLS  SHOP BOYS
Best In Class Search

Term: **Womens Brown Boots Under 50**
Best In Class Search

Term: Mens Nike Running Size 9.5

RACK ROOM SHOES®
Solution Stack

Key Components

- **Hybris B2C Commerce** Platform on 6.3
- Customer Data Migration from 5.x to 6.3
- 2 Fully Responsive storefronts
- Omnichannel/BOPIS Integration
- **CyberSource** Payment, Fraud Prevention
- **Braintree** Payment (PayPal)
- **Loqate** Address Verification Integration
- **STO** Tax Integration
- **Power Reviews** Integration
- **AIMIA** Loyalty Integration
- **Monetate** Recommendations Integration
- **Google & Adobe** Analytics Integration
- **Google Maps** Store Locator Implementation
- **Scene7** Digital Asset Management Integration
- Integration to **Home Grown ERP**
- **FedEx** Tracking Integration
- **SFMC** Integration for Transactional Emails
- **Foresee** customer survey/feedback
Infrastructure Architecture

Key Features/Capabilities:
- Extremely fast hardware and networking
- Ability to do unobstructed server maintenance as well as rolling deployments
- Grow the server footprint in minutes if necessary
- Accessible sessions across all servers (No more sticky sessions)
- HTTP/2 Support
Infrastructure Architecture v2

Key Features/Capabilities:
• Elasticity (auto scaled)
• Leverage Managed Offerings from Google Cloud Platform
Future Plans - Innovations that Excite

- Native mobile app leveraging latest Hybris innovations
- Seamless online/offline shopping experience
- In-store beacons to enhance shopping experience
- Google Machine Learning API’s for image and search enhancements
- Elastic load balancing – self-managing current to future load
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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 Kevin McNall, Rack Room Shoes Kevin.McNall@rackroom.com and Jeff Eberhart, Birlasoft Jeff.Eberhart@birlasoft.com
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