



# The Perfect Fit: Racking Up New Sales with SAP Commerce for B2C Shopping

Kevin McNall, Director – Digital Projects & Practices, Rack Room Shoes  
Session ID #ASUG83152

# 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



# THE DEICHMANN GROUP

## 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.

26

COUNTRIES

3989

STORES

39564

EMPLOYEES

178000021

SHOES SOLD



Rack Room Shoes is the trusted **FAMILY FOOTWEAR** retailer of choice.

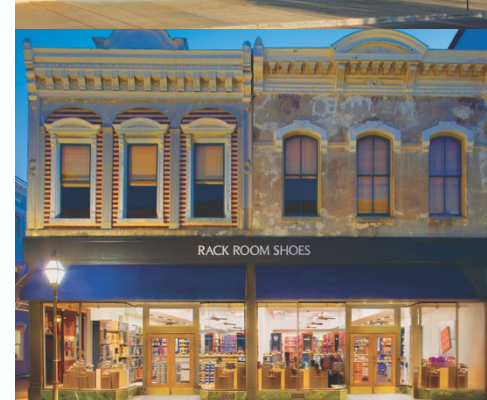
440+ stores

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



ASUG



# Off Broadway Shoe Warehouse

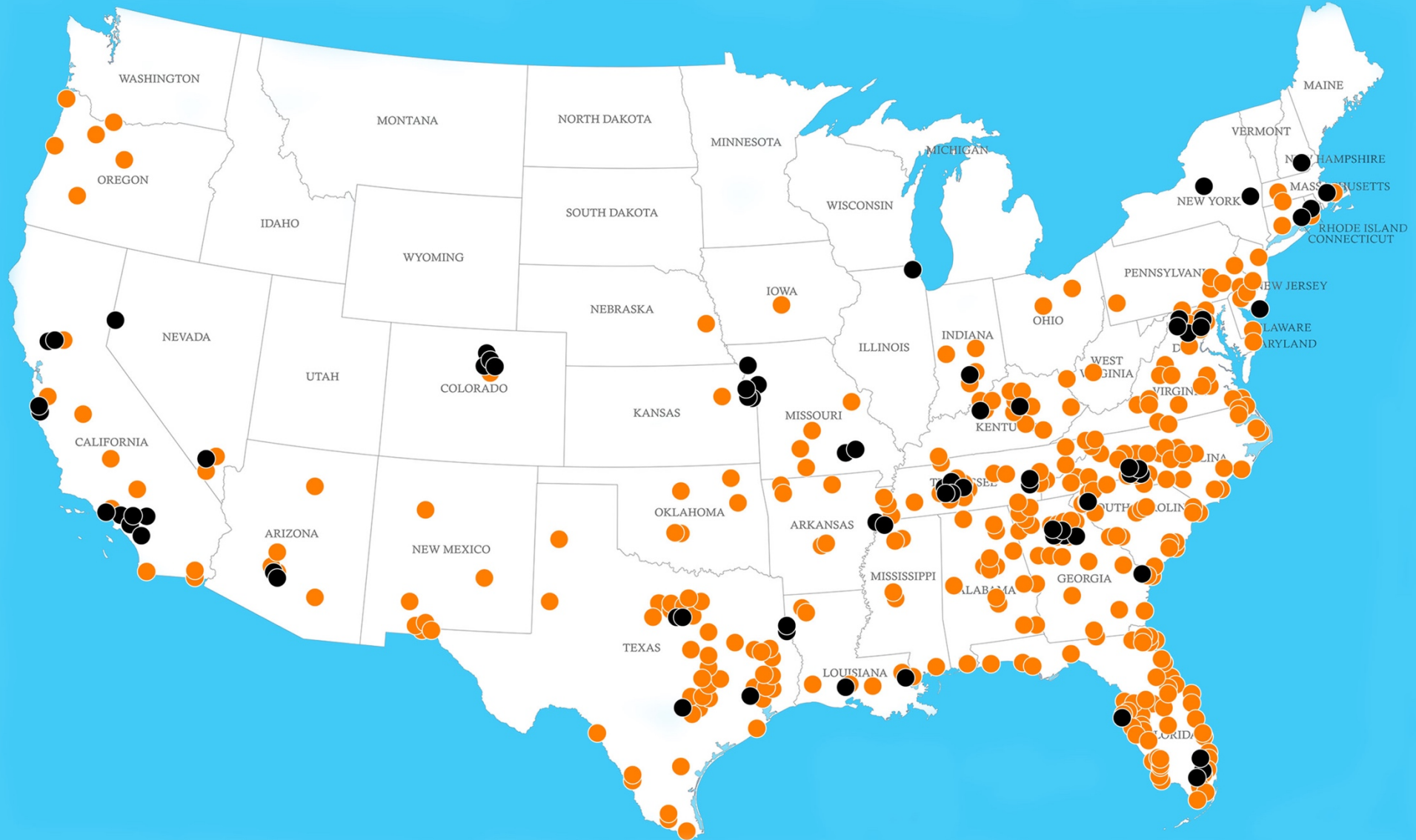
Off Broadway is about **fashion**.  
It's about **self-expression** and style obsession.

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**



# Enterprise to the Power of Digital™

**birlasoft**  
with the IT edge of **KPIT**

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

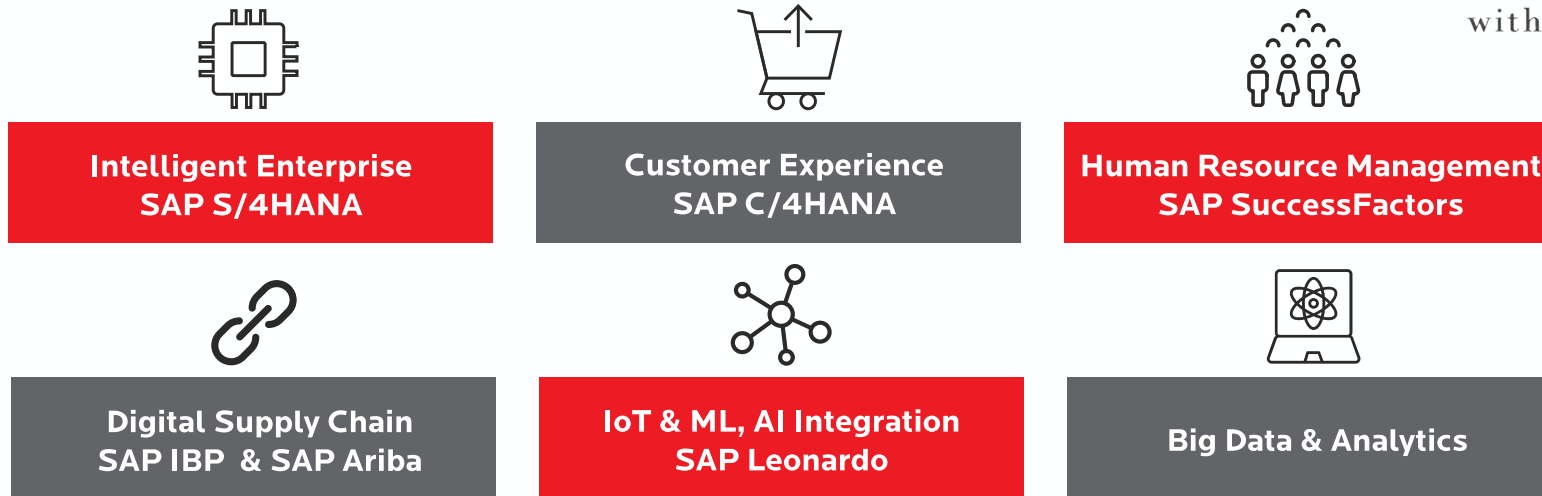
Part of the **\$2B** CK Birla Group spanning a  
**150 Year Legacy**



**ASUG**



# Leading Digital Transformation Across the Enterprise



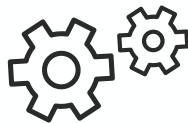
## Focused Horizontals and Deep Domain Expertise



## Industry Focused



Automotive



Manufacturing



Life Sciences



Energy & Resources

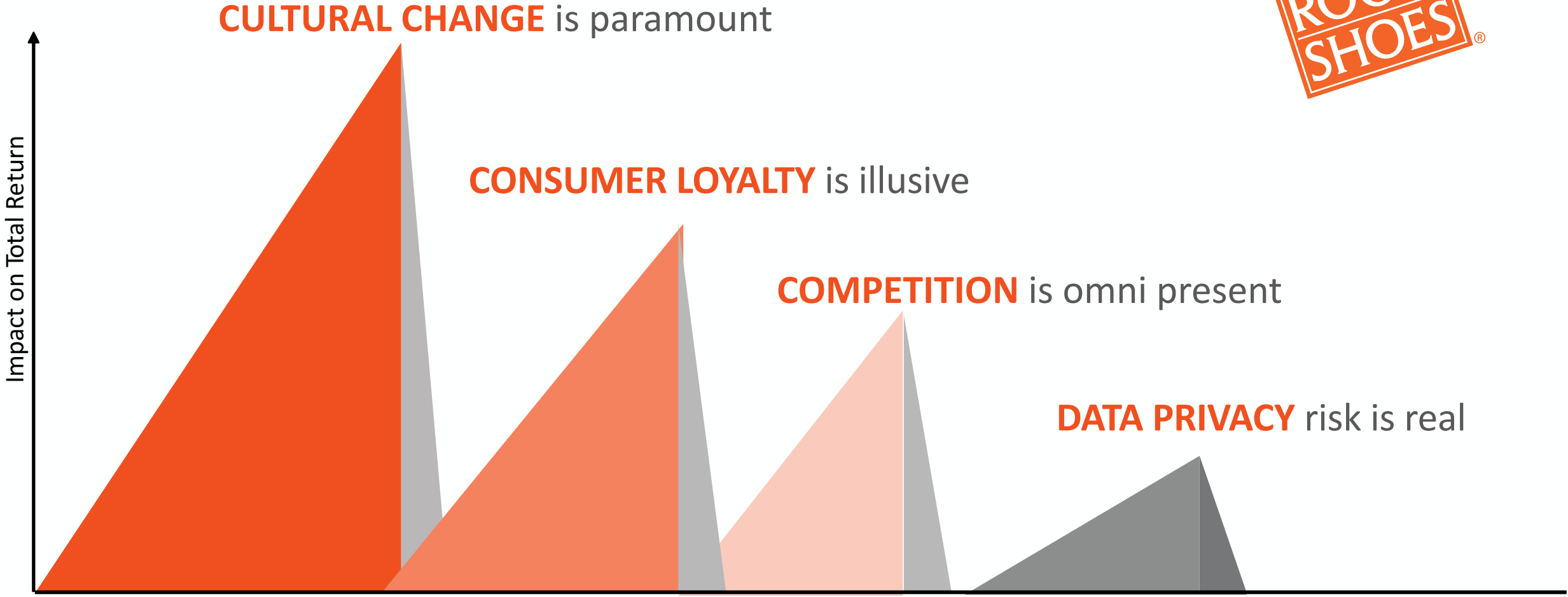


Banking, Capital Markets  
& Insurance (BFSI)

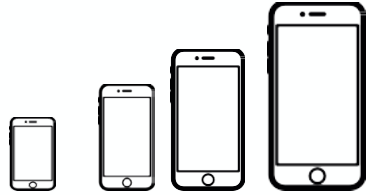


Media &  
Entertainment

# Strategic Challenges in Today's Digital Economy



# 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.

Source: Marketing Week



**81%**

of consumers do their own research online before buying

Source: Minewhat.com



**60%**

of consumers abandoned a purchase due to a poor shopping experience

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



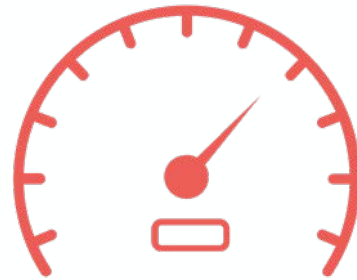
Mobile First



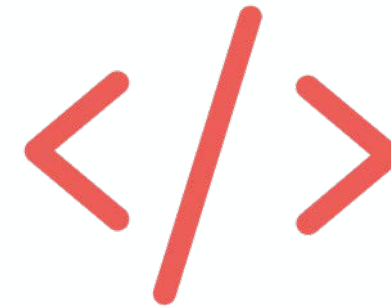
Best-in-Class Search



Buy Online Pickup In Store  
(BOPUIS)



Speed, Speed, Speed



Low Custom Code

# Project Highlights & Summary



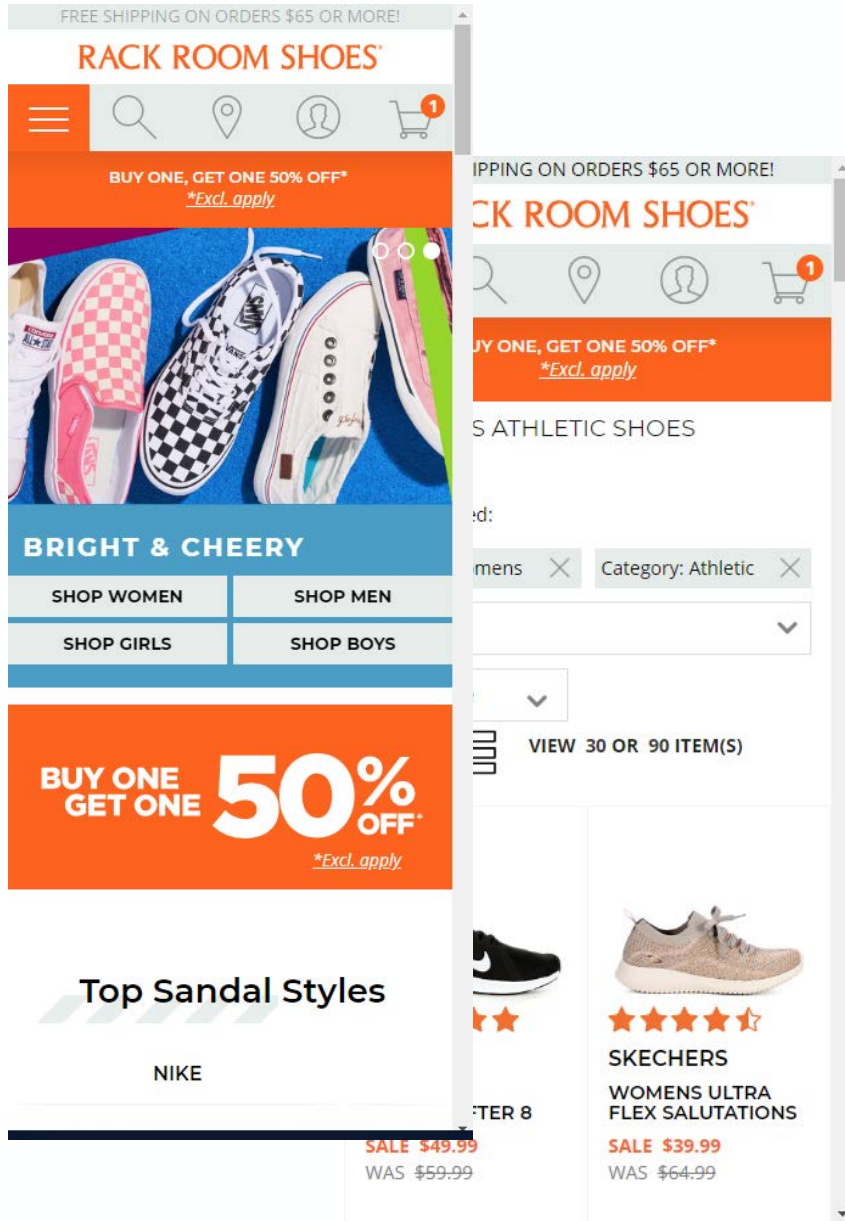
## **Solution**

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

## **Outcomes**

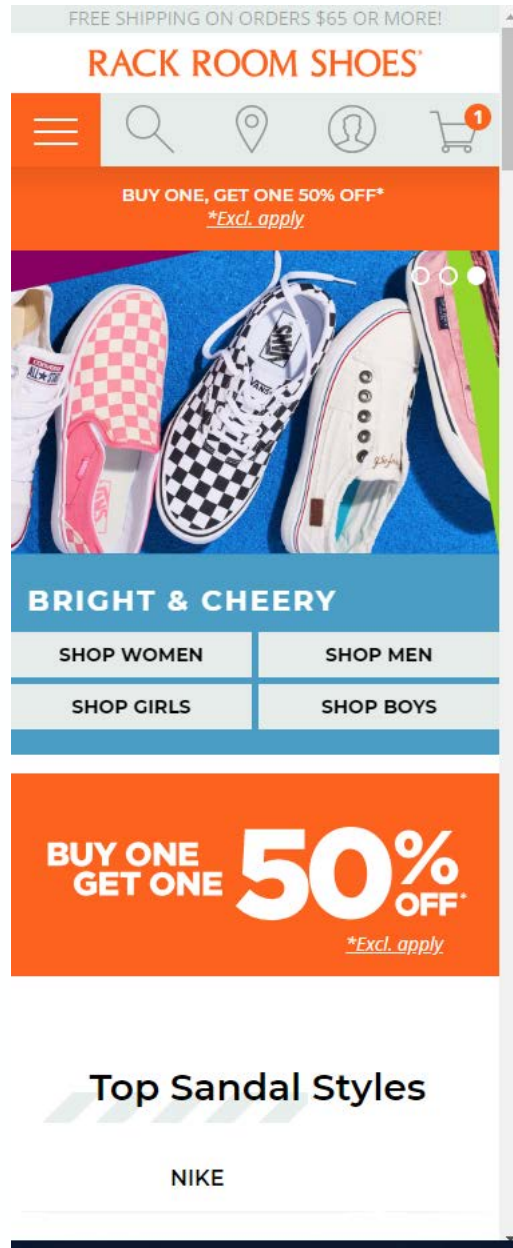
- Improve customer shopping experiences
- Increase cart conversion, AOV & revenue
- Reduce costs to support and maintain multiple sites
- Be able to use more OOTB features

# 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





BOGO 50% OFF\* 2ND PAIR

# RACK ROOM SHOES™



BUY ONE, GET ONE 50% OFF\*

*\*Excl. apply.*



## BRIGHT & CHEERY

SHOP WOMEN

SHOP MEN

SHOP GIRLS

SHOP BOYS

BUY ONE  
GET ONE **50%**  
OFF\*

*\*Excl. apply.*

**RACK  
ROOM  
SHOES**®

ASUG

BOGO 50% OFF\* 2ND PAIR



Search by gender, style, brand, material, color, and size

THE ATHLETIC SHOP WOMEN MEN KIDS THE SANDAL SHOP SALE BRANDS

MY STORE ORDERS MY REWARDS MY CART 1

BUY ONE, GET ONE 50% OFF\*

\*Excl. apply.

# BRIGHT & CHEERY

The colors, the styles, the prints....hello springtime!

SHOP WOMEN

SHOP MEN

SHOP GIRLS

SHOP BOYS



ASUG



BOGO 50% OFF\* 2ND PAIR



Search by gender, style, brand, material, color, and size

THE ATHLETIC SHOP WOMEN MEN KIDS THE SANDAL SHOP SALE BRANDS

MY STORE ORDERS MY REWARDS MY CART 1

BUY ONE, GET ONE 50% OFF\*

\*Excl. apply.

# BRIGHT & CHEERY

The colors, the styles, the prints....hello springtime!

SHOP WOMEN

SHOP MEN

SHOP GIRLS

SHOP BOYS





BOGO 50% OFF\* 2ND PAIR



Search by gender, style, brand, material, color, and size

- THE ATHLETIC SHOP
- WOMEN
- MEN
- KIDS
- THE SANDAL SHOP
- SALE
- BRANDS

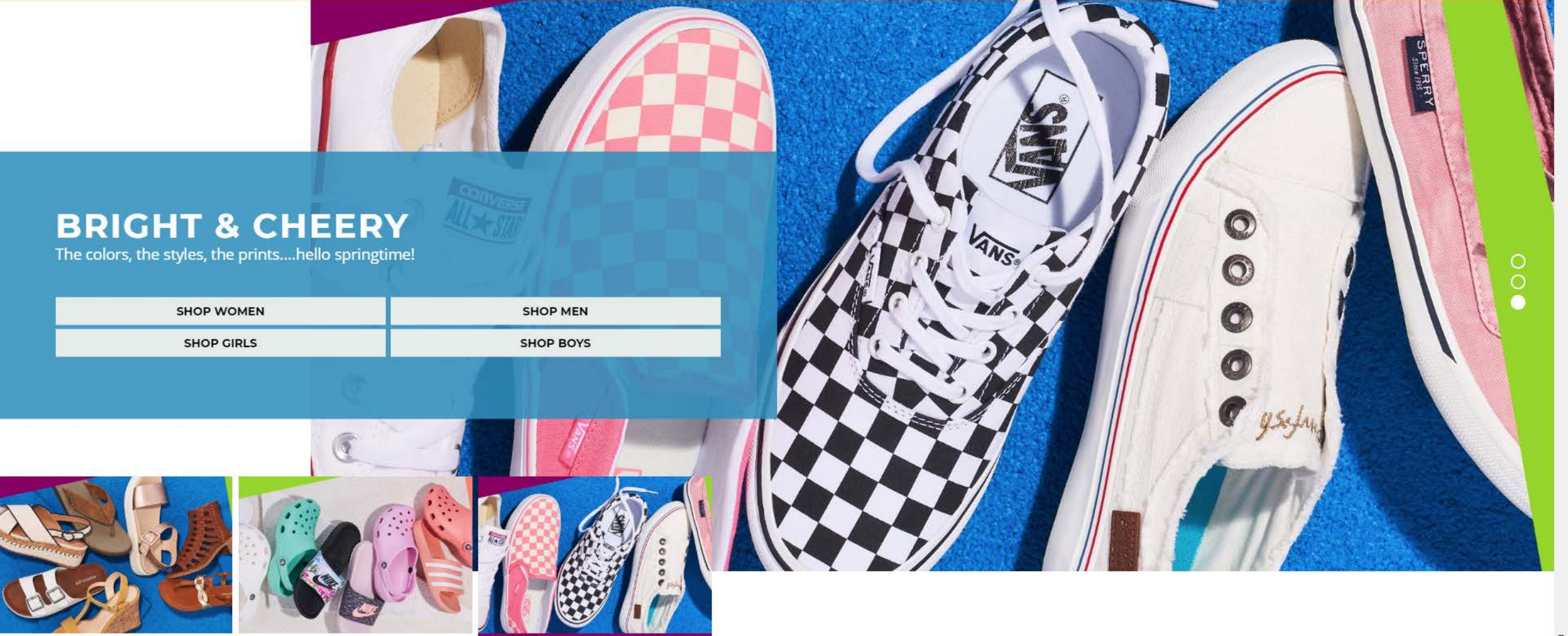
- MY STORE
- ORDERS
- MY REWARDS
- MY CART 1

BUY ONE, GET ONE 50% OFF\* \*Excl. apply.

# BRIGHT & CHEERY

The colors, the styles, the prints....hello springtime!

<a href="#">SHOP WOMEN</a>	<a href="#">SHOP MEN</a>
<a href="#">SHOP GIRLS</a>	<a href="#">SHOP BOYS</a>





# Best In Class Search



Term: **Womens Brown Boots Under 50**

**RACK ROOM SHOES** Search by gender, style, brand, material, color, and size

THE ATHLETIC SHOP THE BOOT SHOP WOMEN MEN KIDS ACCESSORIES SALE BRANDS

MY STORE ORDERS MY REWARDS MY CART

**BUY ONE, GET ONE 50% OFF\*** *\*Excl. apply*

HOME / WOMENS BROWN BOOTS UNDER 50

Gender: Womens X Color: Brown X Category: Boots X Price: [0 TO 50] X

23 Item(s) Found  
View 30 or 90 Item(s)

Clear All Filters

CATEGORY

- Casual (1)
- Dress (1)
- Wide Widths (2)

BRAND

- Bjorndal (2)
- Coconuts (1)
- Eurosoft (1)
- Franco Fortini (2)
- G By Guess (1)
- Indigo Rd. (1)

SIZE

4	5	5.5	6	6.5	7	7.5	8
8.5	9	9.5	10	10.5	11	12	13

STYLE



- Block Heels (4)
- Booties/Shooties (16)

Relevance

★★★★★  
**XAPPEAL**  
WOMENS NORA  
SALE \$35.99 WAS \$59.99

★★★★★  
**XAPPEAL**  
WOMENS RUCKER  
SALE \$49.99 WAS \$59.99

★★★★★  
**LIMELIGHT**  
WOMENS CARA  
SALE \$29.99 WAS \$59.99



# Best In Class Search



Term: **Mens Nike Running Size 9.5**

HOME / MENS NIKE RUNNING SIZE 9.5

Gender: Mens  Brand: Nike  Style: Running  Size: 9.5  93 Item(s) Found  
View **30** or **90** Item(s)

[Clear All Filters](#)

CATEGORY

- Black & White (15)
- Uniform Shoes (1)
- Wide Widths (7)

BRAND

Nike (93)

SIZE


6	6.5	7	7.5	8	8.5	9	<b>9.5</b>
10	10.5	11	11.5	12	13	14	15

STYLE


- Burgundy & Wine (2)
- Knits (7)
- Nike Air Max (13)
- Skate & Fashion (37)
- Sneakers (7)
- Tall To Small (3)
- Trail Shoes (1)

< **1** 2 3 4 >


Relevance




★★★★★  
**NIKE**  
MENS ZOOM WINFLO 5  
\$89.99



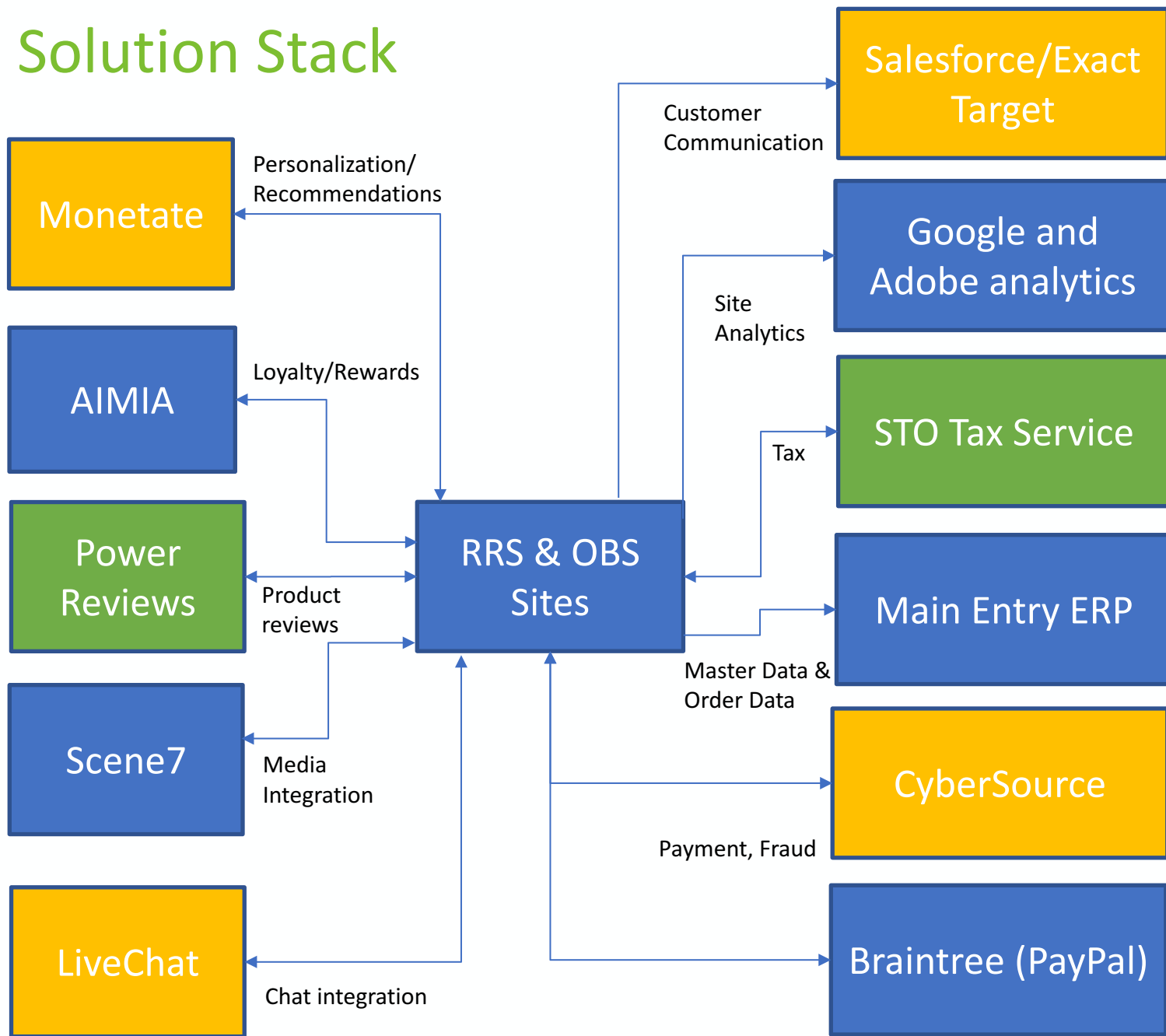
★★★★☆  
**NIKE**  
MENS ZOOM WINFLO 5  
SALE \$79.99 WAS \$89.99



★★★★★  
**NIKE**  
MENS ZOOM WINFLO 5  
\$89.99



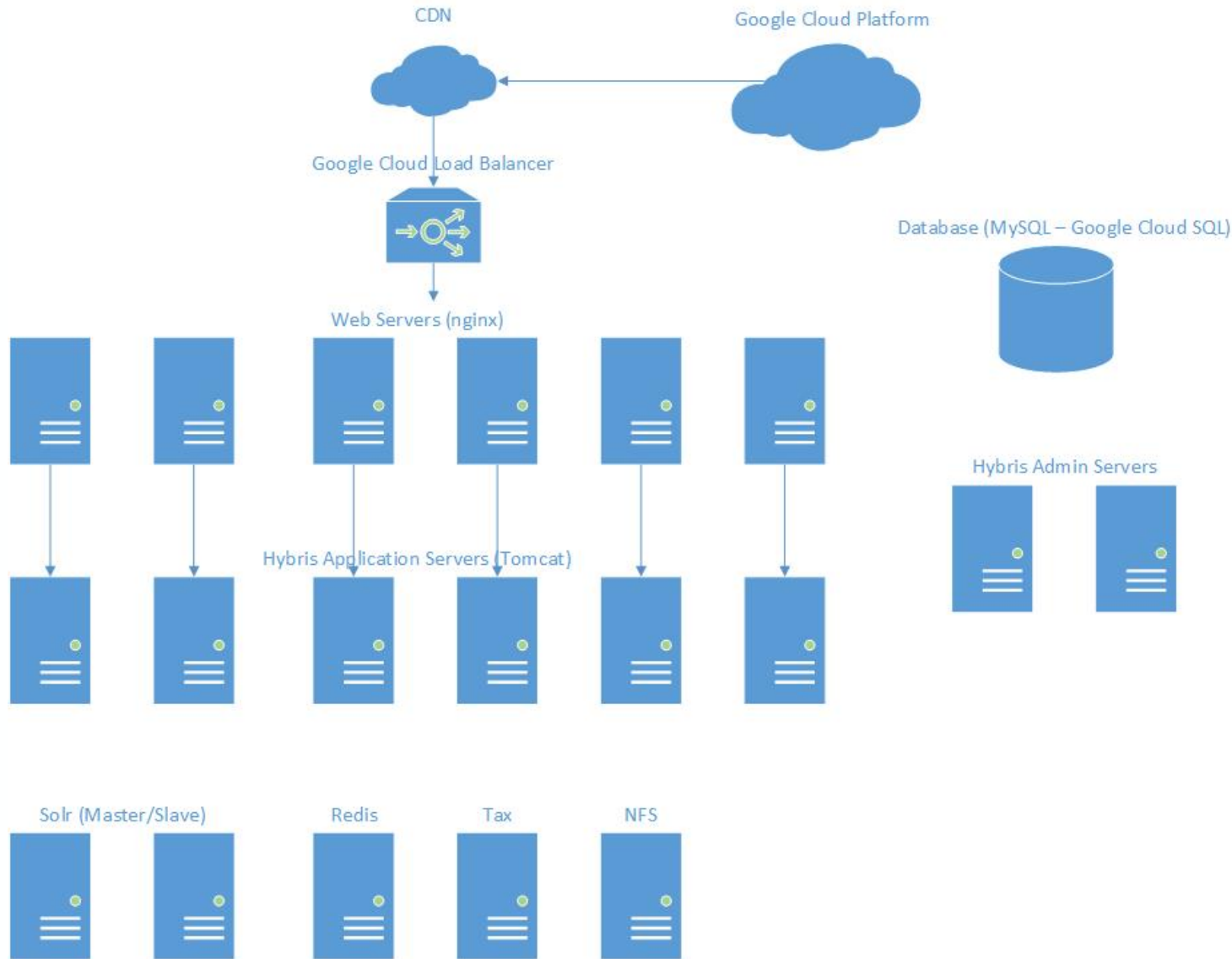
# Solution Stack



## 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

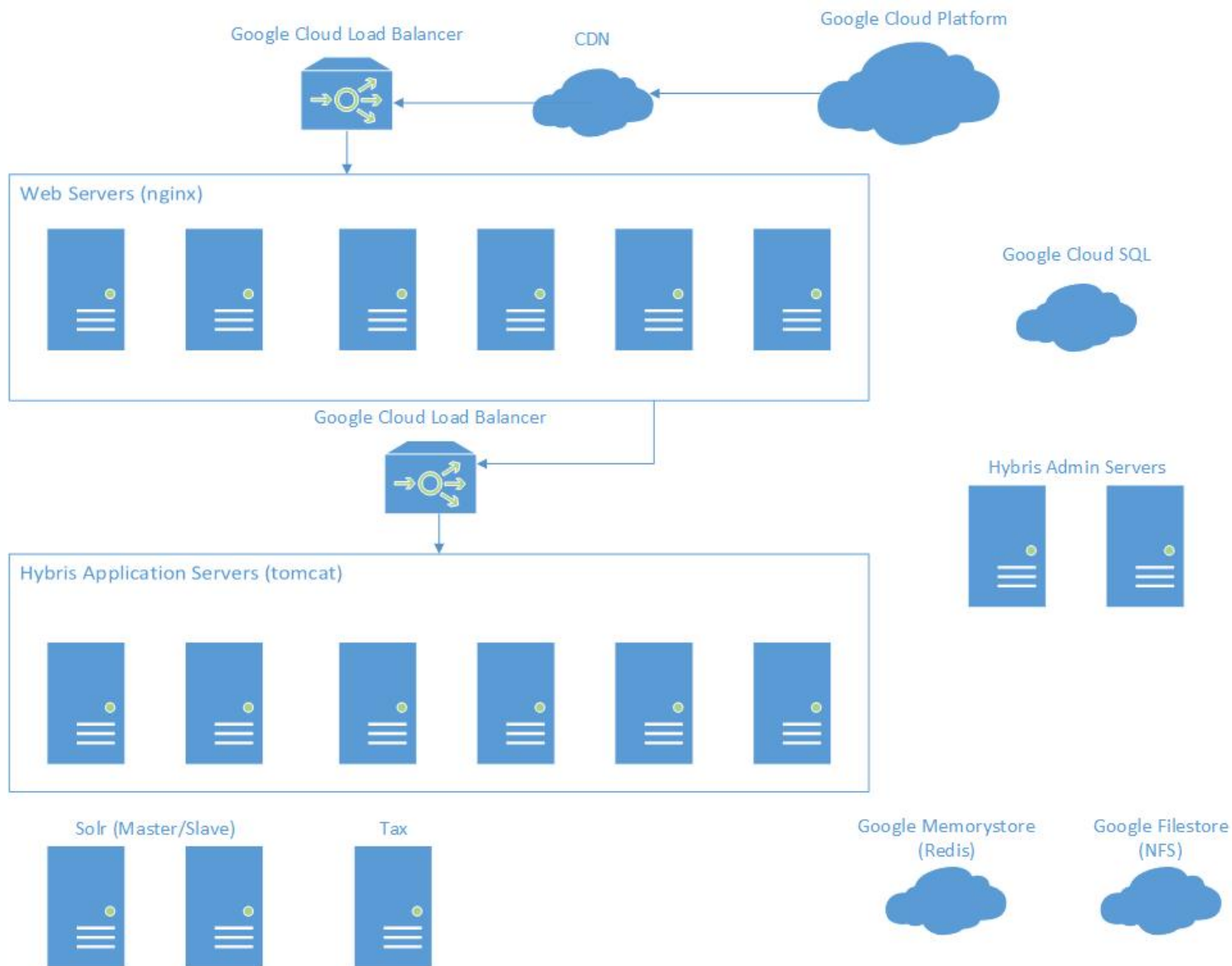
# Infrastructure Architecture



## 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

# Take the Session Survey.

We want to hear from you! Be sure to complete the session evaluation on the SAPPHIRE NOW and ASUG Annual Conference mobile app.



# 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](mailto:Kevin.McNall@rackroom.com) and  
Jeff Eberhart, Birlasoft [Jeff.Eberhart@birlasoft.com](mailto:Jeff.Eberhart@birlasoft.com)

# Let's Be Social.

Stay connected. Share your SAP experiences anytime, anywhere.

Join the ASUG conversation on social media: **@ASUG365 #ASUG**

