



From Tee to Green  
A Major Win with S/4HANA Fashion 1809 Greenfield  
and Commerce Journey for Callaway Golf

Kalyan Pabbisetti, SVP Digital Services, Ameri100  
Alan Schneider, Sr. Director Business Solutions, Callaway Golf

Session ID # ASUG83691

# About the Speakers

## Kalyan Pabbisetti

- SVP, Digital Services, Ameri100
- 15+ years in SAP & Digital space. Worked for Merck, Energizer as an IT Director prior to consulting
- Travelled to 14 countries so far. Would like to cover 15 more by 2025

## Alan Schneider

- Sr. Director Business Solutions, Callaway Golf
- 16 years at Callaway
- 20+ Years in SAP Solutions
- Always get asked if I'm a golfer – I say no but I enjoy golfing.

# Key Outcomes/Objectives

1. Plan for an S4 HANA Fashion & Commerce program
2. Implementation approach to reduce risk
3. Lessons learned

# Agenda

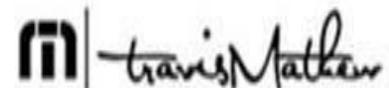
- About Travis Mathew & Callaway Golf
- Business Outcomes
- Sales Channels
- System Architecture
- Project scope & Approach
- Lessons learned

**BALL SPEED**  
**BLITZ**



# Callaway at a Glance

- ✓ *Founded in 1982*
- ✓ *Global Leader in advanced golf technology*
- ✓ *Callaway Golf consists of 5 powerful brands*
  - ✓ *Callaway*
  - ✓ *Odyssey*
  - ✓ *OGIO*
  - ✓ *TravisMathew*
  - ✓ *Jack Wolfskin*
- ✓ *Callaway brands offer golfers all over the world everything they need – clubs, balls, bags, apparel, footwear, bags, accessories – to play better and enjoy the game more*





# Travis Mathew at a Glance

- ✓ *Founded in 2007*
- ✓ *TravisMathew draws its inspiration from all aspects of Southern California culture and lifestyle.*
- ✓ *Focus on making premier men's apparel for work and play has cemented our foothold in the sportswear world.*

# Business Outcomes

- ✓ *Enable Travis Mathew to grow by*
  - ✓ *Offering Omni-channel features to Consumers*
  - ✓ *Powerful ERP to scale and expand*
  - ✓ *Business integration*
- ✓ *Build platform for apparel business to fuel Callaway's growth*



Home / Brands / Travis Mathew

Filtered by: [Clear all](#)

Polo Shirts  Black

Grey  Blue

Category

Item Type

Size

Color

Black

Grey

White

Beige

Purple

Blue

## Travis Mathew

Get It Fast: [Set location](#)

OFF

21 items

Sort by price: low to high



Wholesale Channel – Will run on S4 HANA Fashion 1809



NEW SPRING ARRIVALS [Shop New Arrivals>](#)



CATEGORY

NEW -

- New Arrivals
- Best Sellers
- Lookbook
- Shop by Occasion

COLLECTIONS +

TOPS +

BOTTOMS +

HATS & ACCESSORIES +

FOOTWEAR +

Find Your Perfect Style:

Color



Size



Sort By



BEST SELLER



Heather Grey/Blue Nights  
**FAIR DINKUM**  
\$37.95



STRETCH FIT

BEST SELLER



Light Grey  
**WINTER**  
\$29.95

BEST SELLER

BEST SELLER

# BEST SELLERS

Looking for popular picks and fan favorites? Here are our best sellers!



E-Commerce Channel – Great UX & Omni Channel features on SAP Commerce (Hybris)

- Screenshot is from our current/legacy site



## Systems

- ✓ S4 HANA Fashion 1809
- ✓ GK Point of Sale\*
- ✓ Integrated with SAP CAR\*  
(Customer Activity Repository)

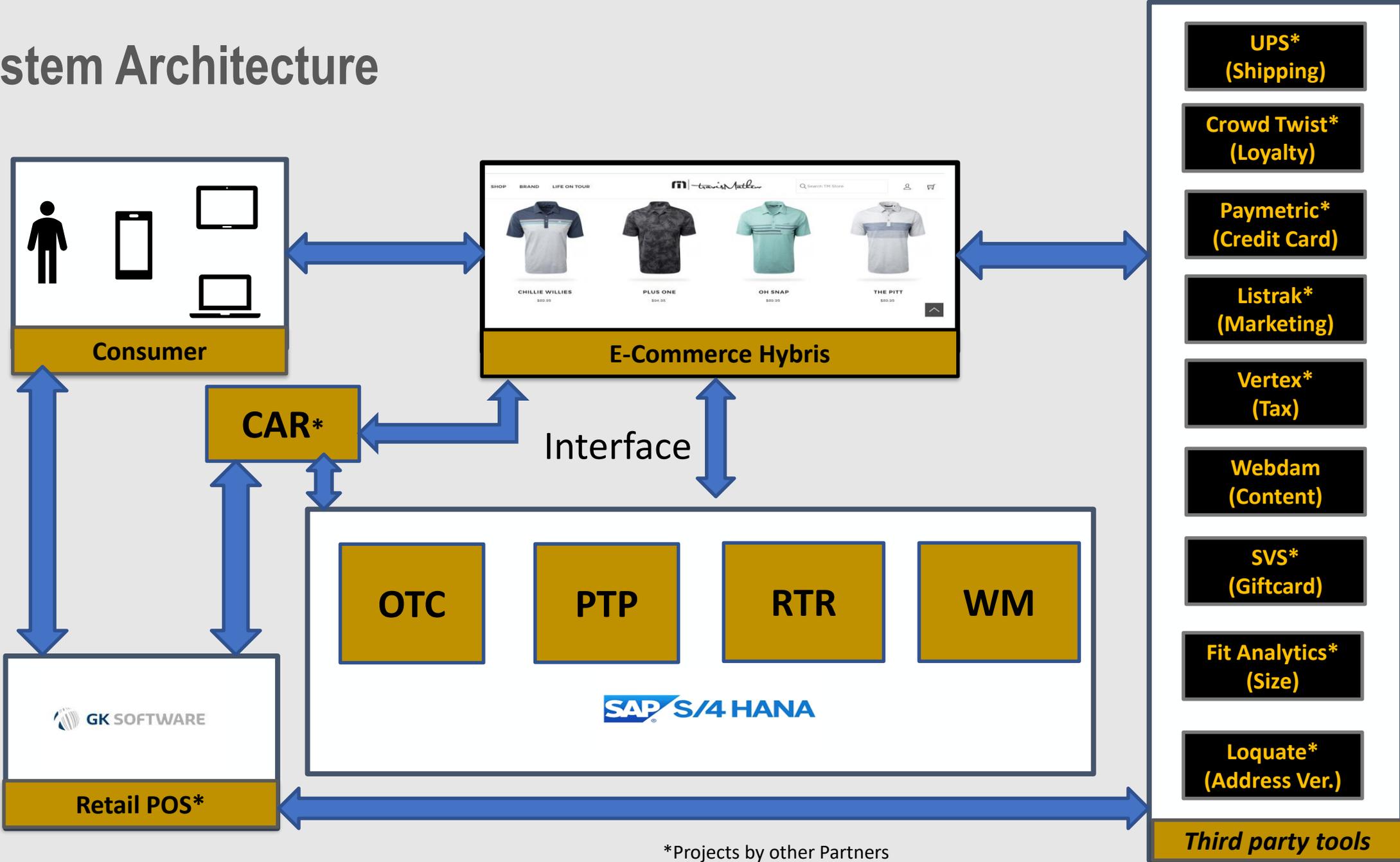
\* Implemented by another partner

## Retail Channel

- ✓ Company owned & Operated
- ✓ 10 Stores & Growing
- ✓ Support Omni-Channel

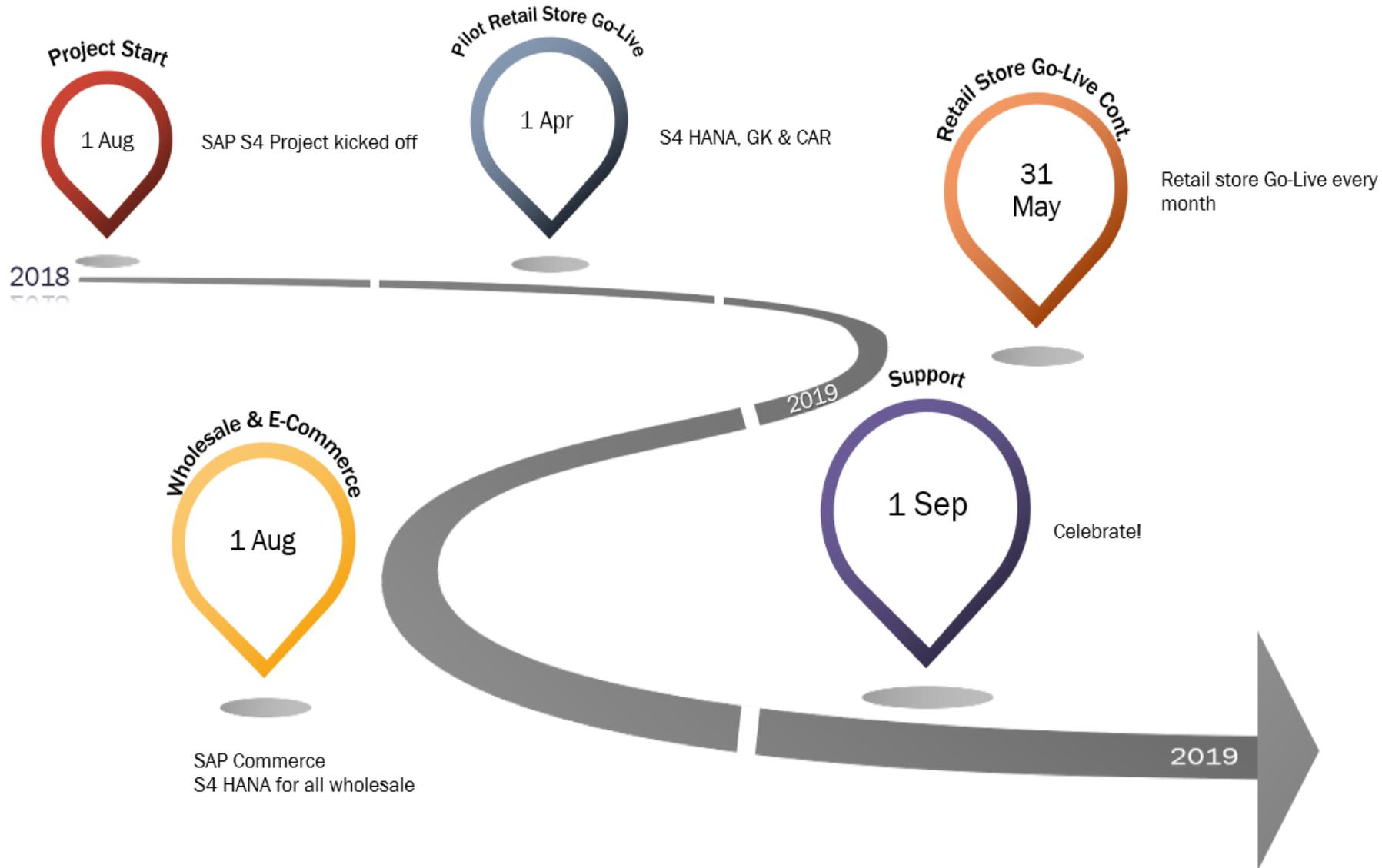


# System Architecture



\*Projects by other Partners

# Phased Approach to minimize risk



- Minimize risk by piloting with corporate store
- Launch S4 for retail, with few users
- Users have 4 months to get used to SAP, and to go through Change Management, before wholesale & ecommerce launch

# Program Management

Water Fall  
with project  
gates

Task tracking  
Dashboards  
Document  
repository

Jira &  
Confluence

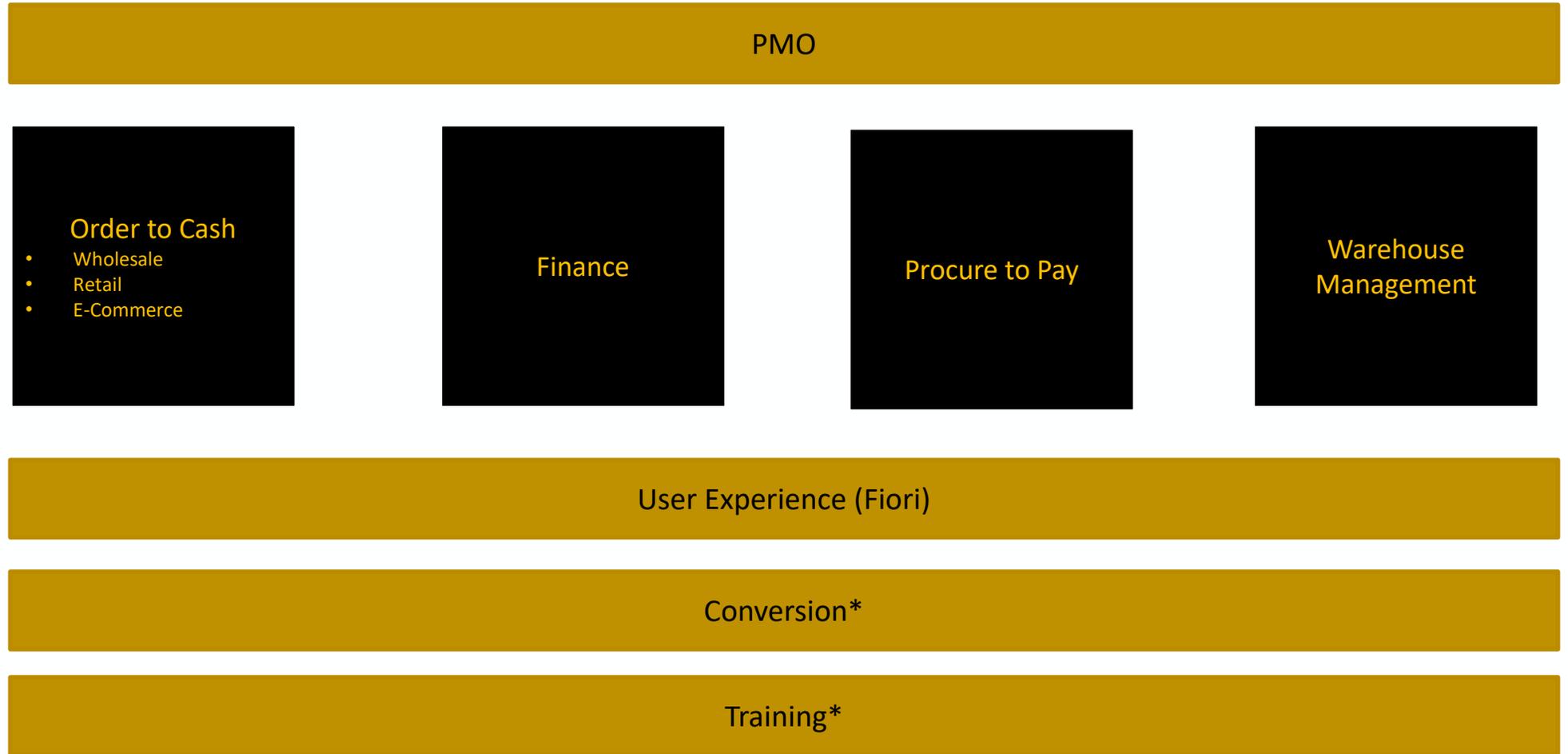
Project plan  
& milestone  
tracking

Excel & MS  
Project

3 in a Box

TM PM  
Callaway IT PM  
Ameri100 PM

# S4 Work Streams



# Standard vs Custom

## Key Points

- Standard functionality
  - Standard (90%)
  - Custom Enhancements (10%)
- Project Team Composition
  - Small project team
  - 70% of team based in India
- Callaway IT is a mature SAP Shop. Had heavy involvement in the project, and supported Travis Mathew Project users.

# Order to Cash

## Order to Cash

11 Main Scenarios

65 Sub-Scenarios

- Business Partners
- Pricing
- Sales Seasons
- Segmentation
- Sales Order Processes    Standard Order Process
- Outside Event Order Process
- Embellishment Order Process
- No Charge Order Process
- Returns
- Credits
- Debits

# Procure to Pay

## Procure to Pay

12 Scenarios

- Master Data -Vendor Master
- Master Data -Article Master data
- Master Data -Release strategy
- Direct Material Invoice Process
- Determine VAS for Purchasing
- Distribution Order Process
- Store replenishment STO
- Subcontracting Order Process
- Demand Planning
- Allocation
- Process Retail Pricing
- Direct Material Invoice Process

# Finance

## Finance

9 Scenarios

- GL accounts
- Cost centers
- Profit Centers
- PTP Integ
- OTC Integ
- Assets
- Planning
- Article Cost Planning
- Month End

# Retail

## Retail in S4

6 Scenarios

- Stores replenishment
- Customer Returns
- Return to DC
- Store to Store
- Without ABC classification
- Wall to wall count

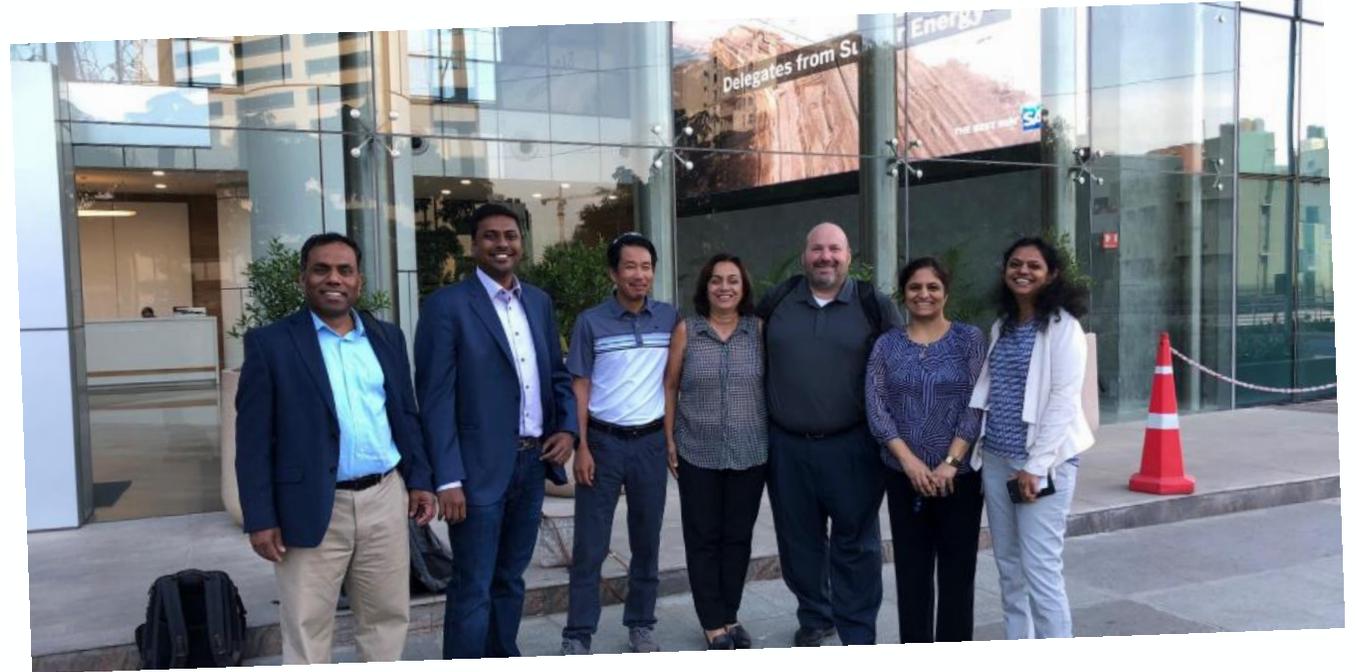
# RICEF

RICEF  
67

- 5- Reports
- 15 - Interfaces
- 10 - Conversions
- 22 - Enhancements (Embroidery Subcontracting)
- 15 - Forms

# Keys to Success

Partnership with SAP  
Fashion team



Met SAP Fashion support team in Bangalore along with Callaway IT leadership team in Nov 2018

# Lessons Learned

- We could have put a little more effort into planning across teams and technologies
  - An omni channel project is really a combination of many projects with multiple vendors
    - S4 HANA – Ameri100
    - Hybris – Ameri100
    - GK POS & CAR
    - Tax (Vertex)
    - Elastic (B2B Sales Tool)
    - Payment Card (Paymetric)
    - Transportation Management (Ship ERP)
- We could have integrated more corporate users into the project earlier.
  - Balancing local needs with corporate goals.

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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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