

SAP Solution Brief

SAP Omnichannel Point-of-Sale by GK

Omnichannel **Point-of-Sale and Device Management** with Centralized Store Control

THE BEST RUN



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Deliver Personalized, Consistent Experiences Across Channels

Your stores are integral to delivering a true omnichannel customer experience. Point-of-sale (POS) systems still play a key role by enabling you to record purchases, process payments and returns, manage promotions, drive loyalty, and more. But today's shoppers expect more than just efficient sales transactions. They want **personalized, consistent experiences across all shopping channels**.

Deliver Personalized, Consistent Experiences Across Channels

Can your POS system communicate in real time across all of your channels so you can create more satisfying customer experiences? Can you easily integrate and manage new external devices to support faster, more efficient checkouts?

outlets worldwide and support superior omnichannel shopping experiences that keep customers coming back. This fully internationalized application is used in more than 60 countries – even those with unique fiscal requirements.

SAP helps you meet these demands with standard software that supports all POS enterprise processes. Available on premise or through the cloud, the SAP® Omnichannel Point-of-Sale application by GK empowers you to centrally control all your retail

With SAP Omnichannel Point-of-Sale by GK, you can simultaneously consolidate management and monitoring of all peripheral store devices, including those critical to POS processes such as scales, scanners, kiosks, and printers.

An Advanced POS Solution with an Optimized User Experience

Take retail outlet operations to a new level with SAP Omnichannel Point-of-Sale by GK. Standards based, highly flexible, and scalable, the application is designed around a service-oriented architecture, resulting in a smaller footprint in your stores. Because it uses industry standards such as the Association for Retail Technology Standards Operational Data Model, it facilitates integration between all your retail solutions and systems supporting channels. This enables aggregation of customer activity data across channels – and gives salespeople the insights needed to personalize customer service in real time.

Designed to work with SAP S/4HANA® software, SAP Omnichannel Point-of-Sale by GK is also operating system and hardware independent.¹ It works with any IT environment and supports PC, iOS, and Android platforms and devices. Its transparent, open-standards structure and established interfaces connect a wide range of peripherals quickly.² This speeds up implementations while supporting compliance with quality and security standards for Europay, MasterCard, Visa, and Payment Card Industry Data Security Standards.

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Everything You Need for Omnichannel Business Transactions

Running Stores Optimally with Connected Back-Office Functions

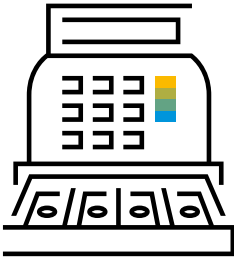
Be Omnichannel Ready – All the Time

Centrally Control and Monitor All Store Devices

Manage Data Flows Between Devices and Systems

1. The supported hardware of SAP Omnichannel Point-of-Sale by GK, cloud edition, is white-listed.
2. The recommended extension model for SAP Omnichannel Point-of-Sale by GK, cloud edition, is AppEnablement.

The key software component of SAP Omnichannel Point-of-Sale by GK runs on the SAP HANA® platform. The SAP Cloud Platform Integration service connects the POS solution to your ERP software, SAP S/4HANA. All data is shared automatically between your headquarters and retail outlets, while an enterprise cockpit helps you keep an eye on all POS systems and intervene immediately when something isn't running properly.



SAP Omnichannel Point-of-Sale by GK is upgradable, allowing you to grow and **enhance the solution to meet new business needs.**

You also have flexibility in how you implement the solution. For example, you can deploy SAP Omnichannel Point-of-Sale by GK as an on-premise solution using a central POS server with a platform-independent thick, thin, or smart client. Alternatively, you can deploy your entire environment in the cloud, which reduces in-house resources, the effort required to manage systems, and time to go-live. And at any time, you can integrate it with hardware from all major manufacturers – new and old – to preserve prior investments in scanners, scales, printers, and more.

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SAP Omnichannel Point-of-Sale by GK supports all advanced core POS functions and shares transactional data with your enterprise processes through electronic data interchange using intermediate documents (IDocs) or Web services. Integration with SAP Commerce Cloud solutions and the SAP Customer Activity Repository application enables you to provide historical, cross-channel, and customer interaction information to store associates through mobile and tablet devices.

The software also supports the following in-store retail transaction capabilities:

- **Payments:** Process all forms of payment, including mobile payments.

- **Returns:** Save all receipts and make them available throughout your entire store system to streamline returns and prevent multiple returns of the same item.
- **Mobile couponing and marketing:** Increase revenue with opt-in marketing programs that send customers targeted offers.
- **Promotions and loyalty programs:** Implement customer loyalty promotions with ease, and handle traditional and digital vouchers in a way that eliminates errors and potential fraud.
- **Digital signage:** Use a second monitor at the POS to display customer receipts and promotions.

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SAP Omnichannel Point-of-Sale by GK helps you centrally monitor and control your entire business – even if you run multiple retail outlet formats worldwide – using administration and management functions that support:

- **Invoicing:** Process all required types of invoices, including a “cash-in” concept for secure handling of incoming cash, checks, and invoices.
- **24x7 operations:** Eliminate the need for down-time to process daily transactions. Because sales and financial data are saved separately, you can create up-to-the-minute accounts anytime you want – not just at the end of the day – for continuous operations.

- **Reporting:** Adapt the solution’s comprehensive reporting and data archiving system to meet your unique requirements.
- **Control and monitoring:** Monitor the entire POS system environment from one central location.
- **Accounting:** Strengthen all required in-store accounting functionality using sophisticated cash and safe management functions on the POS desktop.
- **Internationalization and compliance with tax regulations:** Use a dedicated software framework to facilitate compliance with tax regulations in many countries.

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Are you ready for omnichannel retailing? SAP Omnichannel Point-of-Sale by GK automatically brings together the right information and processes for sales associates and consumers at all touch points. Your sales associates will have the timely, cross-channel customer information needed to personalize every interaction. And your customers will experience optimal service across all channels, consistently and transparently.

The application addresses multichannel complexities head-on through the use of standards-based



Support customers throughout the entire customer journey with omnichannel processes for collections, payment, returns, loyalty, and promotions.

interfaces and Web-based services that communicate with the other channels you use to connect with customers. Supported centralized functions include:

- **Basket management:** Provide consumers with one central basket that's connected to their customer identity as they shop across channels.
- **Transaction services:** Centralize returns and stored-value management for your gift card program.
- **Clientele support:** Give salespeople access to a customer data hub so they can personalize interactions with customers by viewing their history, central basket, and more.

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As a retail company, you need to communicate price changes, promotions, and sales restrictions reliably and promptly to retail outlets. Data must be shared among peripheral devices, and entries must be sent to central SAP software to inform downstream planning and delivery. Administrative and sales staff need to quickly change promotions and pricing rules, as well as apply new discounts or tax changes. And you need to optimize POS devices to your specific business needs.

SAP Omnichannel Point-of-Sale by GK can do all this and more. By providing an overview of your entire system environment, it enables you to

maintain central control of retail peripherals. It also pools data from POS systems, scanners, scales, printers, and many other devices in a single channel, allowing you to centrally monitor, reconfigure, and manage these assets to save time and money. For example, using a color-coded dashboard, you can supervise all IT aspects of your retail outlets, including system workloads such as CPU, memory, and application usage; data flows, queues, and processes; and performance for all systems and devices. Furthermore, SAP Omnichannel POS by GK provides the infrastructure you need to support software distribution and store migrations across your entire enterprise.

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SAP Omnichannel Point-of-Sale by GK replaces multiple stand-alone technologies and processes with a common, server-based, and up-to-date infrastructure that reduces costs and decreases IT effort in the long term – especially when it comes to moving data quickly and efficiently. This is critical because to be effective, your retail outlet systems must receive relevant information such as updated pricing and promotions automatically and in near-real time.

Use it to secure data transfers across the enterprise and help ensure that the right data reaches the right system at the right time. This, in turn, enables on-site staff to access reliable information on product delivery, availability, prices, and more and use it to provide faster, more-personalized service.

The application also updates your retail outlet software automatically, ensuring that all applications are in compliance with the latest standards. And data flows can occur seamlessly without human intervention at the store level, which prevents errors and delays.

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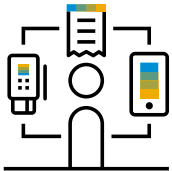
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Integrate, monitor, and manage any system in your retail outlet directly with your central SAP software.



A Better Way to Do Business – Simply

Not only do you have a single, integrated POS solution in all countries and all outlets where your company operates, but you can also centrally monitor and control all types of devices – including scanners, scales, and other POS-related peripherals.

At the same time, you gain functionality that allows you to:

- Run omnichannel retail operations that customers love and increasingly expect

- Streamline processes, even when expanding internationally, by configuring the software for different countries
- Integrate with any IT environment and connect new peripheral devices and systems more quickly
- Increase efficiency by integrating retail outlet processes with your core business software
- Help ensure compliance with local regulations and industry standards
- Reduce retail store operating and IT development costs
- Increase IT security

A Better Way to Do Business – Simply



Simplify the buying and selling of goods and services across channels for you and your customers.

Summary

Do you need to streamline point-of-sale (POS) processes and IT for greater efficiency and control? Are you planning for omnichannel retail? When you deploy the SAP® Omnichannel Point-of-Sale application by GK – on premise or in the cloud – you get an integrated POS solution for all channels and countries where your company operates. You also get central monitoring and control of store devices, including scanners, scales, kiosks, vending machines, and other peripherals.

Objectives

- Enable highly scalable, omnichannel retail operations
- Lower operating and development costs by streamlining store management and IT
- Support international growth
- Centrally monitor and control POS and IT systems
- Increase business agility

Solution

- Single POS system with unlimited scalability
- Comprehensive POS functions, including mobile retail
- Central reporting, monitoring, and updating of POS systems and devices
- Various services, including a central service pricing engine
- Internationalization for more than 40 countries

Benefits

- Omnichannel and cloud ready
- Streamlined retail processes
- Faster integration with other IT environments and new peripherals
- Greater efficiency with integrated store and enterprise software
- Lower store operating and IT development costs
- Happier, more loyal customers through personalized service

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