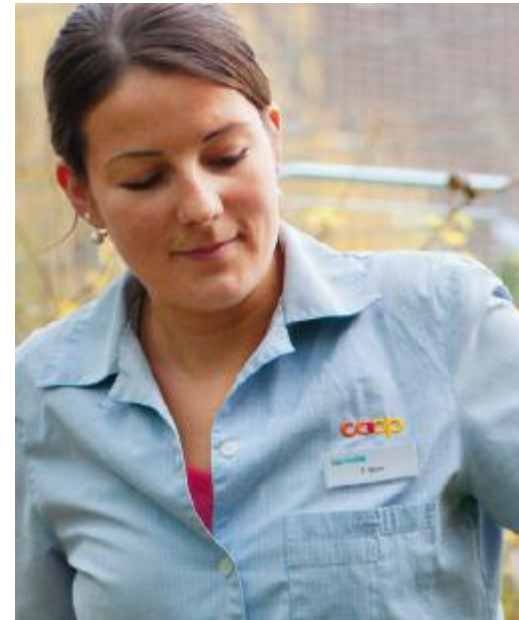




# SAP Forum Japan Multichannel@Coop

**August Harder, CIO Coop Group, Switzerland**  
Nagoya, July 16 2013



# Bio, Bio...

Advertising Song for the organic line of Coop was Nr.1 in Swiss Single Charts



# Agenda

1. Coop at a glance
2. Coop IT
3. SAP as basis for the Coop IT
4. Multichannel@Coop



1. COOP at a glance
2. Coop IT

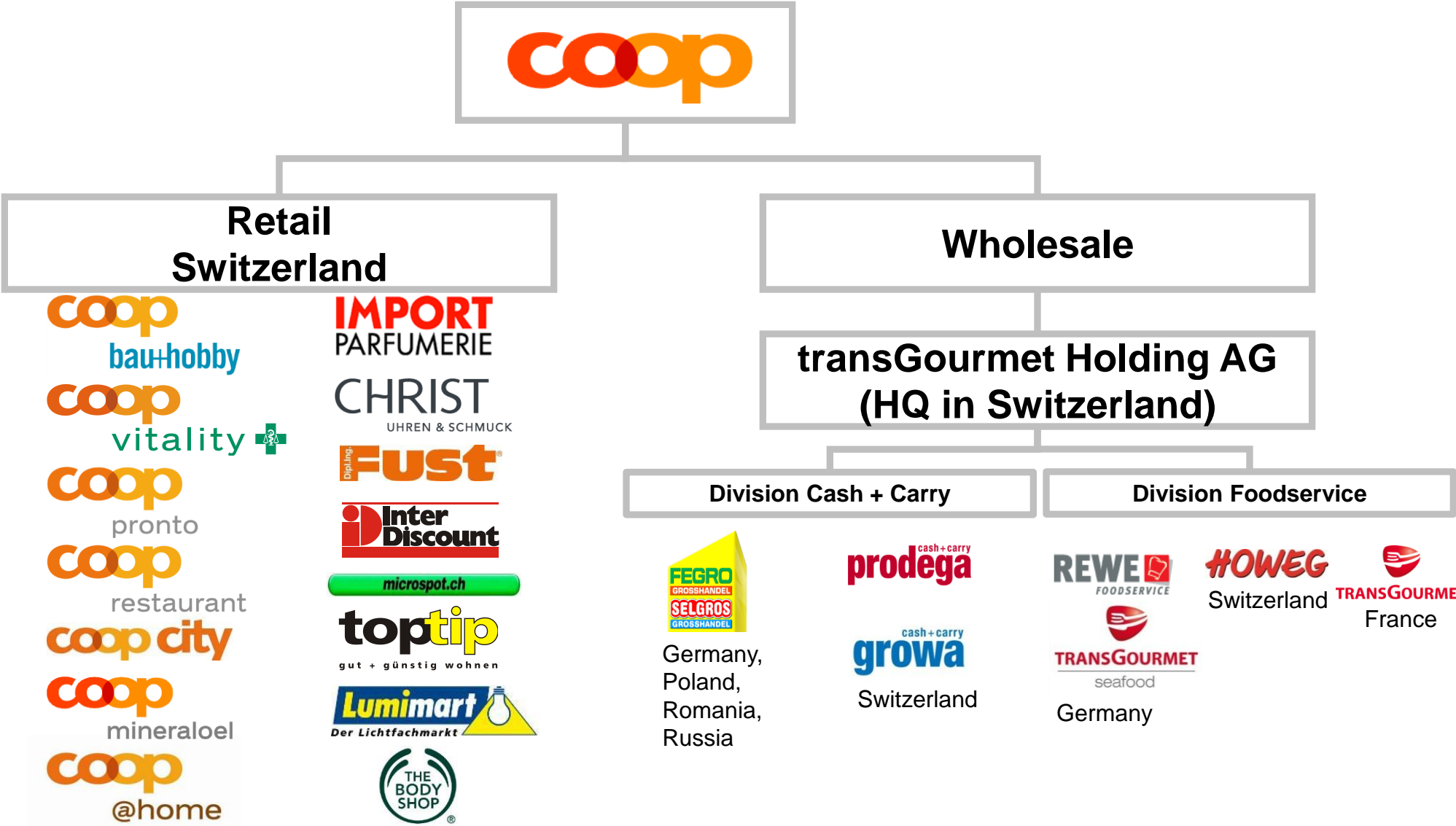


# COOP group summary

- **2.9 Million members (Coop is a cooperation)**
- **Turnover of 27.8 Billion Swiss Francs (approx. 29.3 US\$)**
- **More than 2'000 stores in Switzerland (800 supermarkets)**
- **75'300 employees**
- **Largest brand diversity in Swiss retail**
- **Most sustainable retailer of the world (Rating of oekom research AG, June 2011)**
- **Transgourmet Holding AG is Number 2 in european wholesale**



# Coop Sales formats



# Coop IT – Scope of IT services

Coop IT

coop

IMPORT  
PARFUMERIE

  
pearlwater

coop  
bau+hobby

coop  
@home

CHRIST  
UHREN & SCHMUCK

  
sunray

coop  
restaurant

toptip  
gut + günstig wohnen

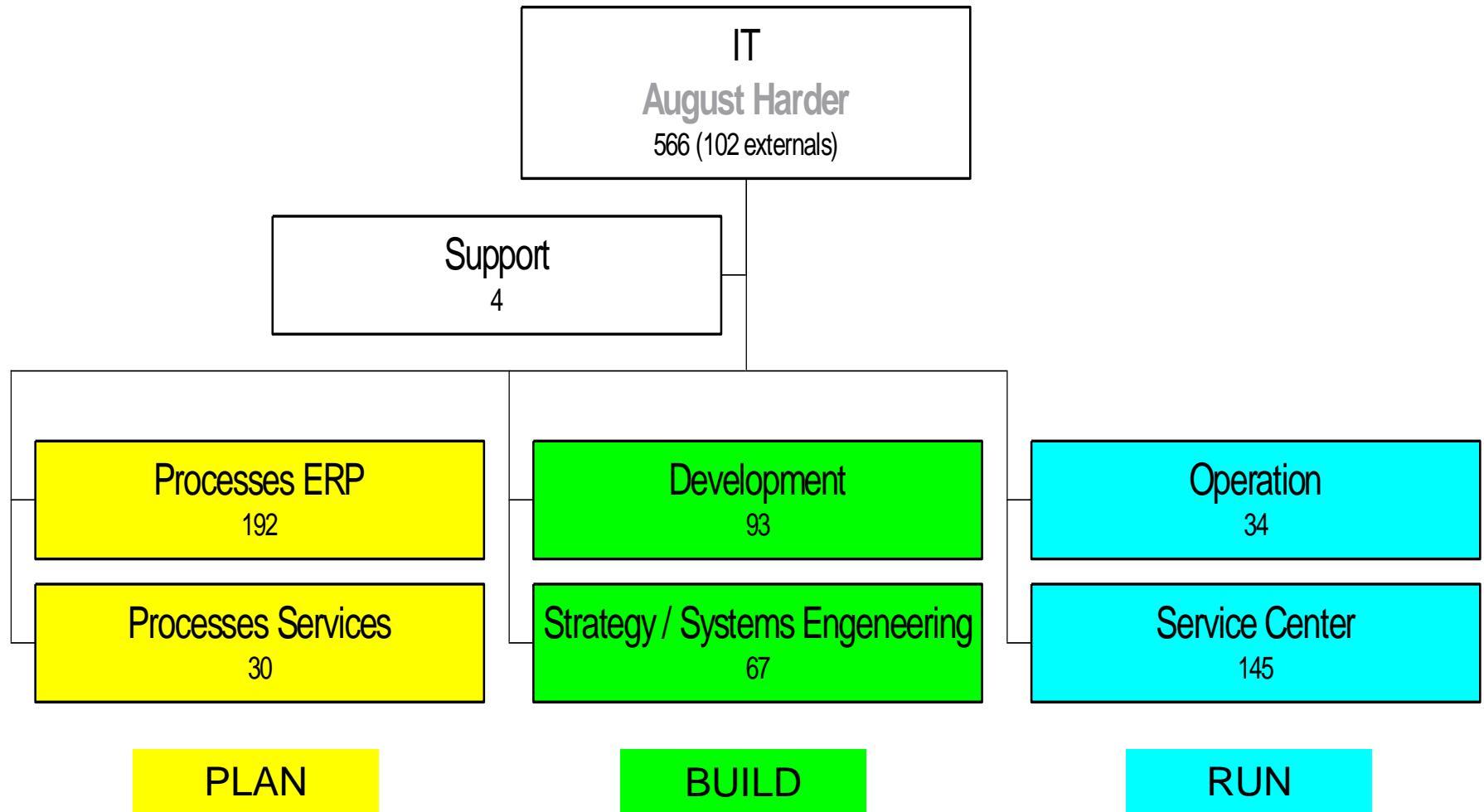
coop  
bildungszentrum

coop city

  
Der Lichtfachmarkt

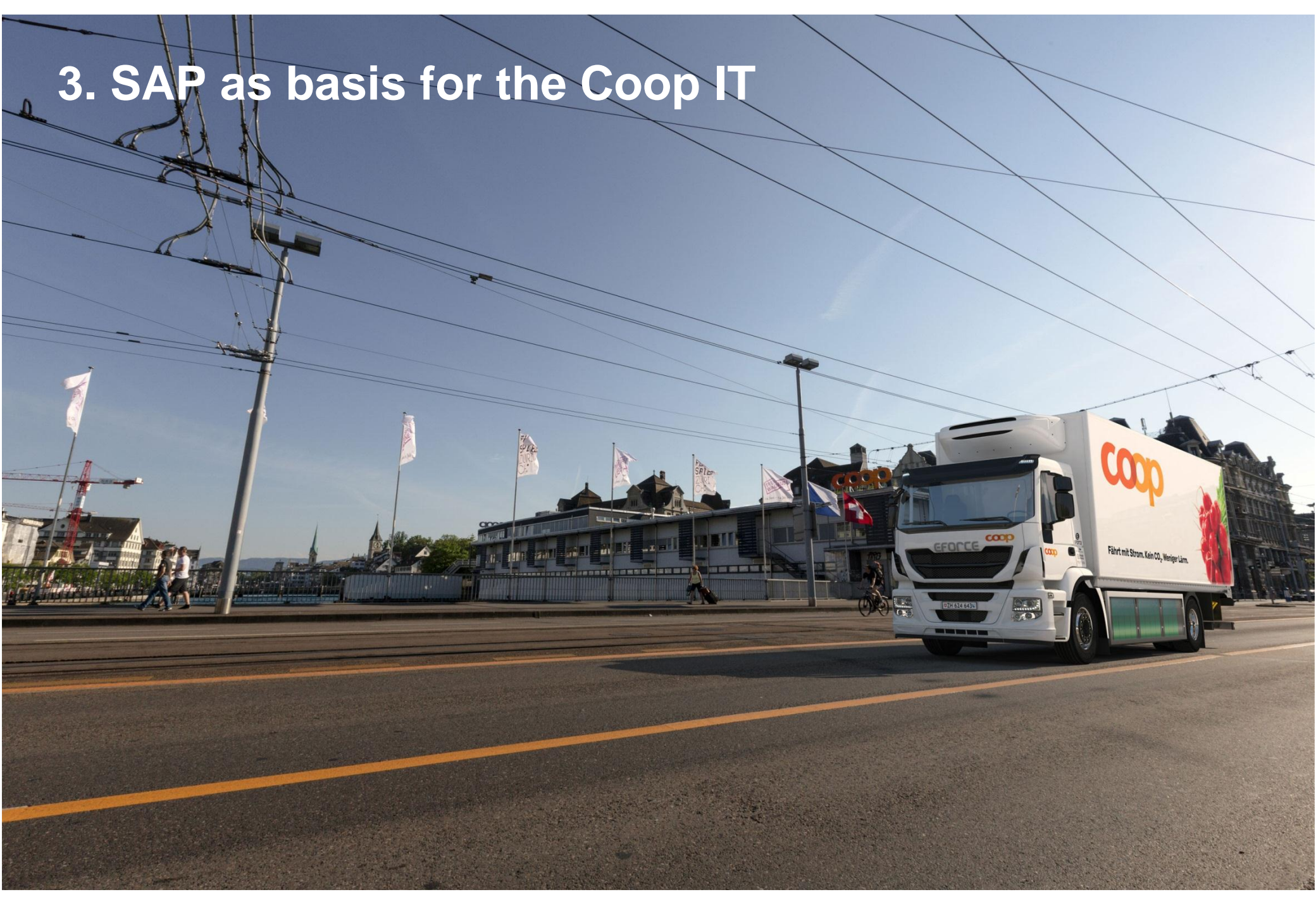
  
TRANS GOURMET

# Coop IT – Overview of organizational unit IT

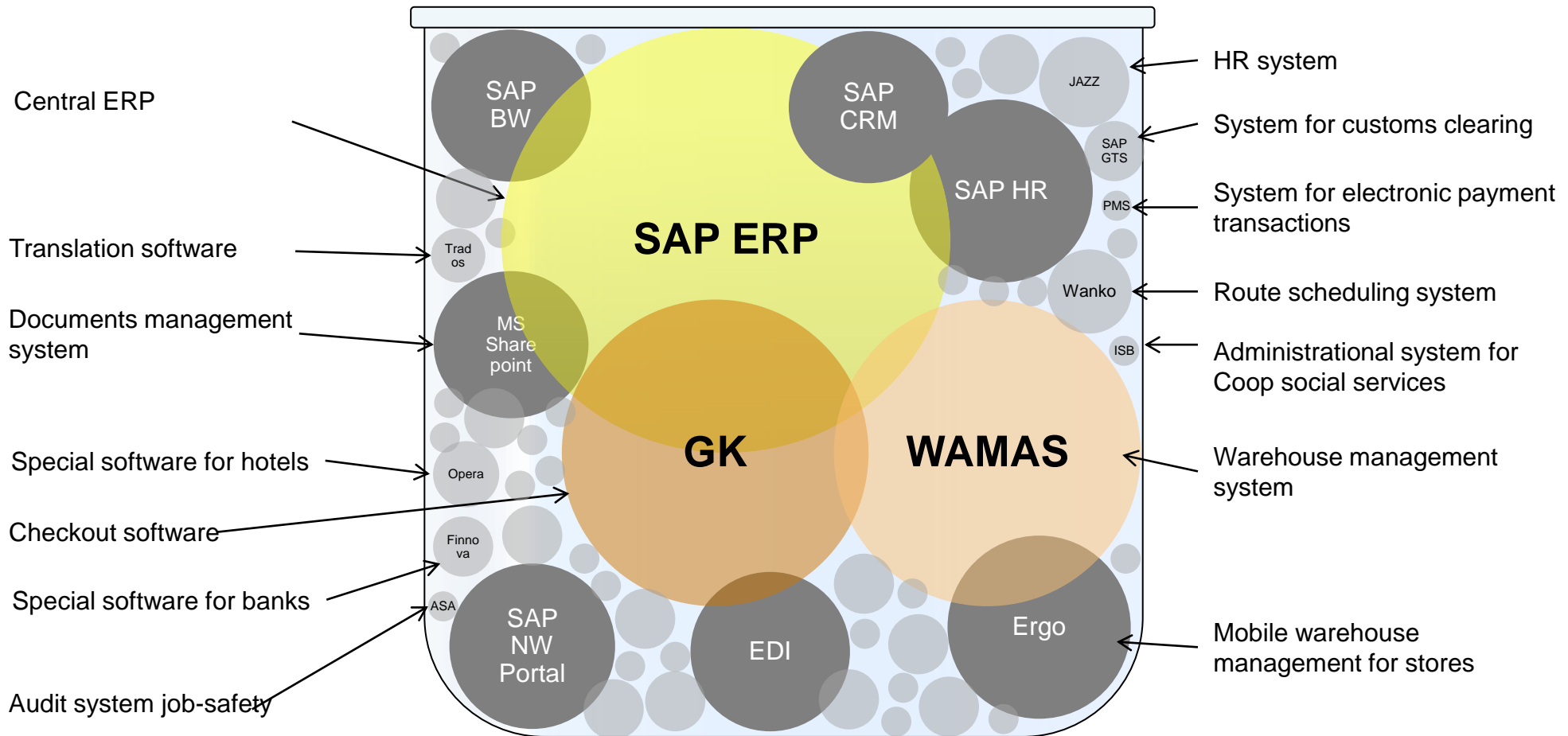




# 3. SAP as basis for the Coop IT

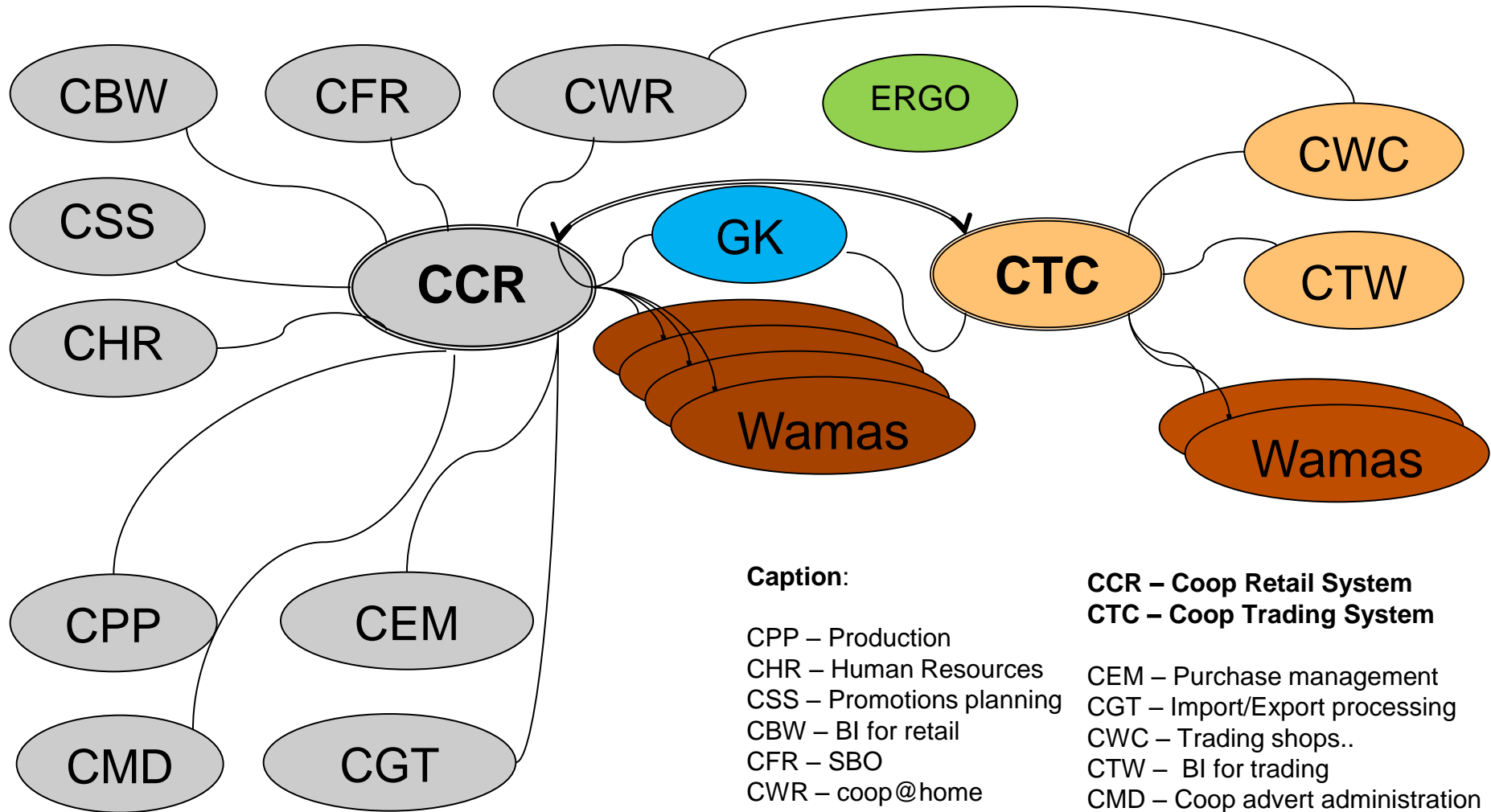


# The Coop IT is based on SAP, GK, and WAMAS



# Environment of the SAP ERP

(Systems named CCR and CTC)



# HANA

Already implemented

- SAP POS/DM on HANA
- SAP CAR on HANA (RampUp) (Near realtime inventory)

Prospect next year

- SAP SCM on HANA (APO)
- SAP Business Suite on HANA (IS-Retail)
- SAP CRM on HANA
- SAP BW on HANA

Future prospect

- GK on HANA



ein. Wir liefern es heim.  
4. Multichannel @Coop

coop  
@home



# Time is changing ...

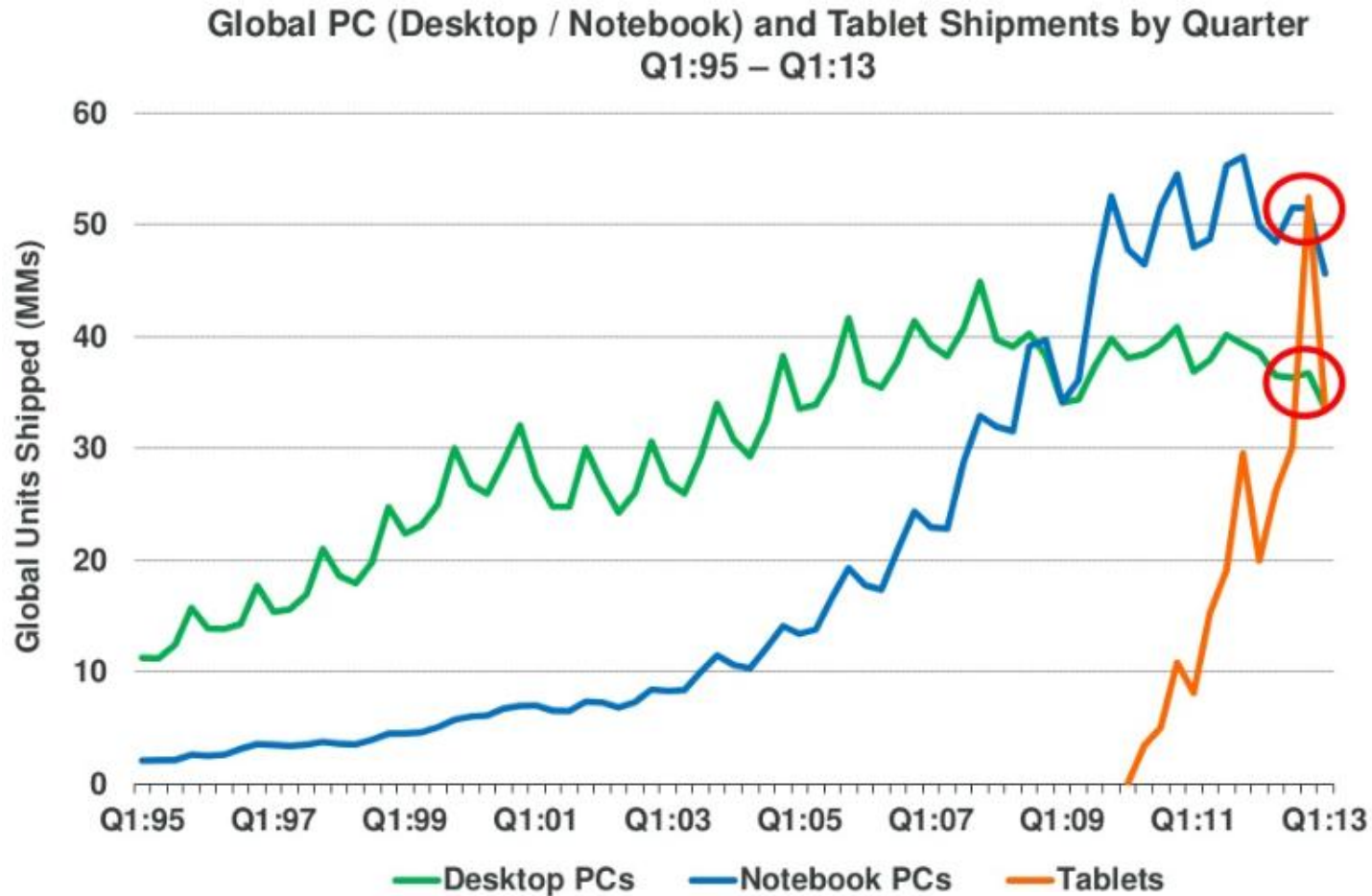
1990s



2010s



# ... and along came tablets



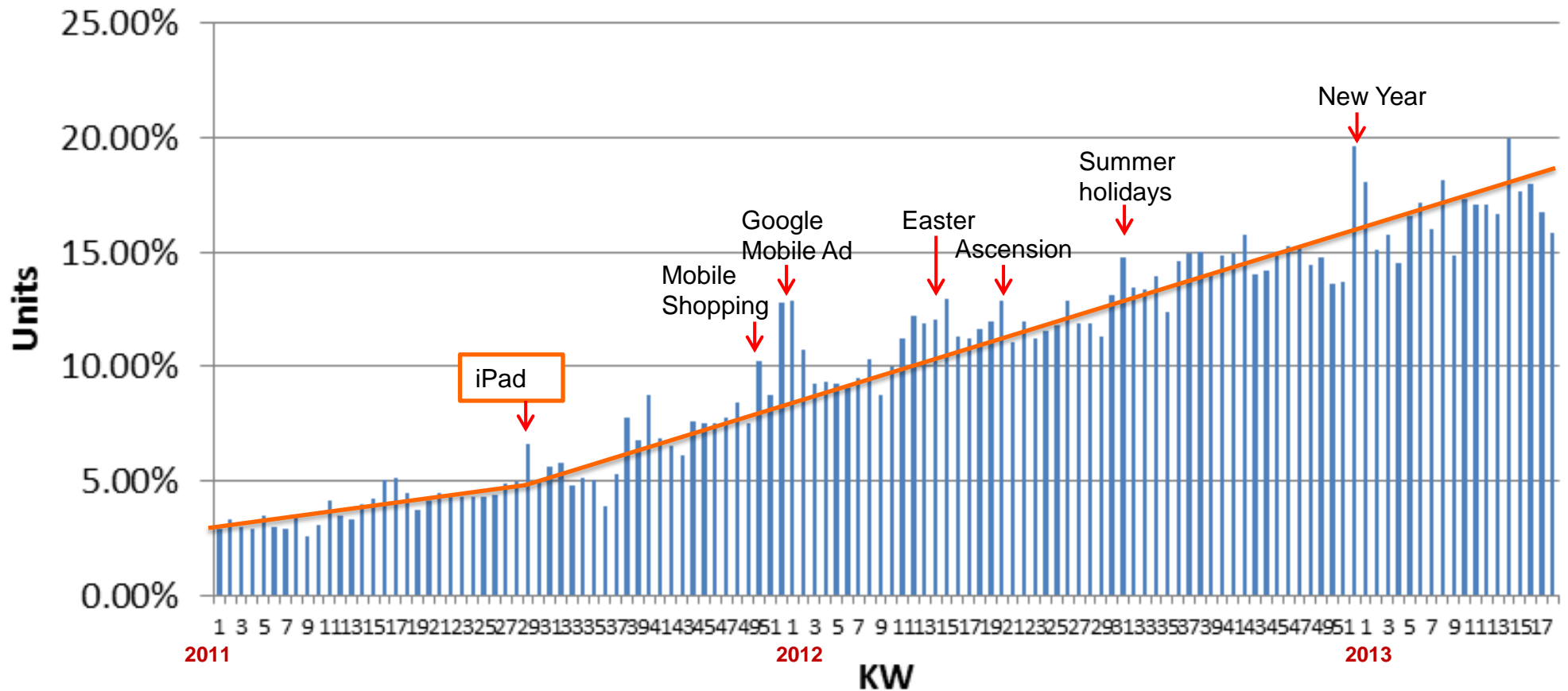
Note: Notebook PCs include Netbooks.

Source: Katy Huberty, Ehud Gelblum, Morgan Stanley Research, Gartner. Data as of 4/13.

# % of mobile orders coop@home

71% iPad / 26% iPhone / 3% Android (since 1st January 2013)

## Weekly % coop@home mobile orders





# Customers are choosing the channel they want

No matter where customers are buying,  
as long as they are buying at



Online Shops



Scanning-Walls @home



Drive-Ins



Mobile Apps



passabene



Selfscanning / Selfcheckout



In Store Applications

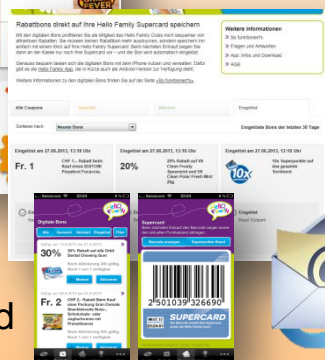
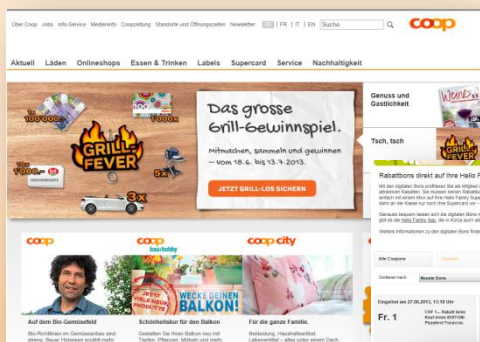


Superbox



Stores

Digital Services



Clubs with exclusive informations / offers and Digital Couponing

Customer Services



Online Shops



Scanning-Walls @home



Drive-Ins



Mobile Apps



passabene



Selfscanning / Selfcheckout



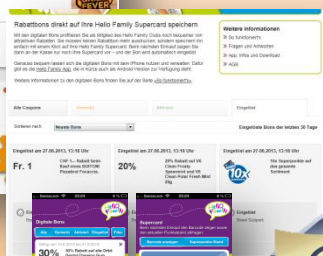
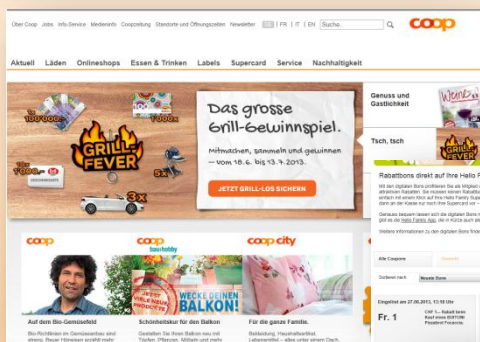
Superbox

In Store Applications



Stores

Digital Services



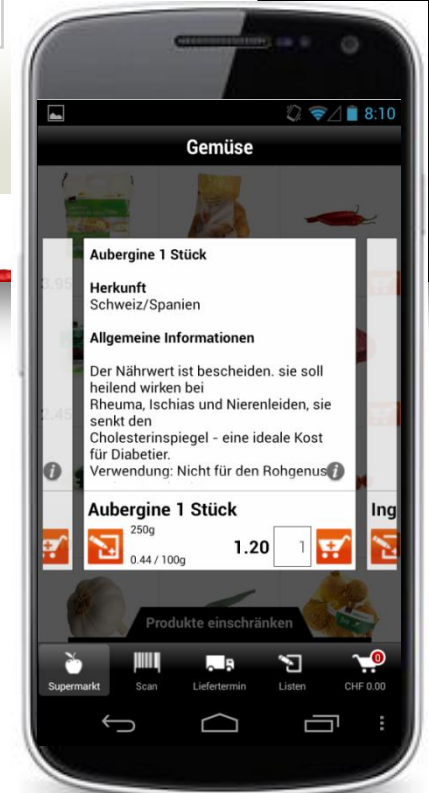
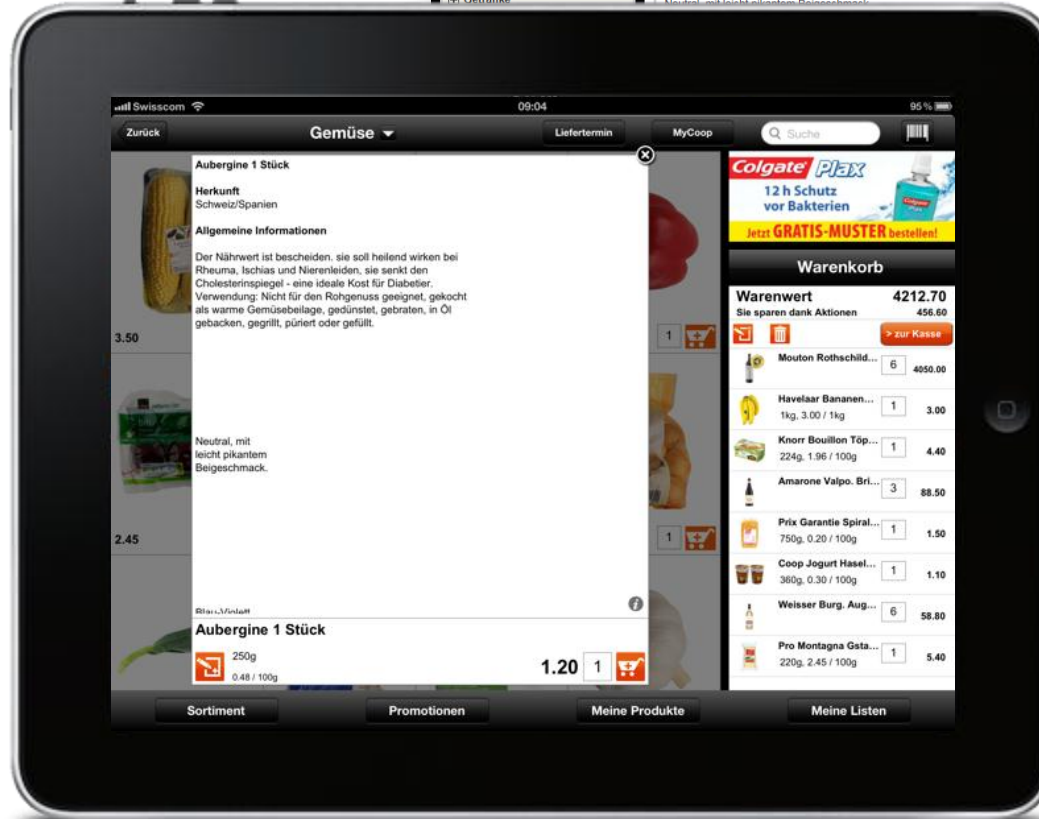
Clubs with exclusive informations / offers and Digital Couponing



Customer Services







# Consistency on different platforms



# From the idea ... to success – personalized rebates

## Ihr persönlicher Rabatt

 <p>20% 11.25 statt 14.10</p>	 <p>20% 6.35 statt 7.95</p>	 <p>20% 3.60 statt 4.50</p>	 <p>20% 11.90 statt 14.90</p>
Teilentrahmte Milch Drink UHT 1,5% Fett 6x1,5l	Fine Food Erdnüsse mit Wasabi	Kellogg's Tresor mit Milkschokolade	Codorníu Selección Raventós brut
9l 	350g 	375g 	75cl 

Wir belohnen unsere treuen Kunden mit einem Rabatt auf persönlich benutzten Produkten. Deshalb offerieren wir Ihnen eine Auswahl von früher gekauften Produkten zum Aktionspreis. Klicken Sie einfach auf die Produkte, um von Ihrem persönlichen Rabatt zu profitieren. Dieser Rabatt ist gültig bis am 15.10.2012.

Die Auswahl der Produkte im Webshop kann aus Gründen der aktuellen Verfügbarkeit von dieser Auswahl abweichen.

# iCoupon

Von: coop@home Supermarkt <coop.os.return@coop.ch>  
 An: Schmidt Dirk  
 Cc:  
 Betreff: 20% auf das ganze Barilla Sortiment + letzte Tage 10-fache Meilen

1l 8 Stück Extra Dry, 75cl 2010, 75cl

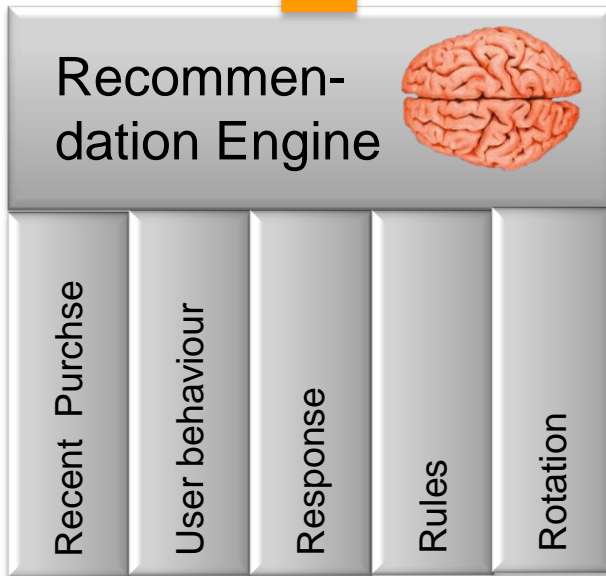
Angebote gültig bei coop@home, solange Vorrat und längstens bis 26.08.2012. Die coop@home Aktionen können von den Angeboten in den Coop Läden abweichen.

Alle Aktionen auf einen Blick

**Ihr persönlicher Rabatt**

20% 9.20 statt 11.55	20% 4.60 statt 5.80	20% 10.30 statt 12.90	20% 11.90 statt 14.90

20% 9.20 statt 11.55	20% 4.60 statt 5.80	20% 10.30 statt 12.90	20% 11.90 statt 14.90



meilen@home

10-fache Meilen auf Ihren Weineinkauf ab 300.-

Home Supermarkt Weinkeller Blumenshop Geschenkboutique CoopMobile Coop Bücher

Labels Promotionen MyCoop Drive In

Supermarkt + Weinkeller

Sie sind hier: > Home > Ihr persönlicher Rabatt

**Ihr persönlicher Rabatt**

20% 9.20	20% 4.60	20% 10.30	20% 11.90

Warenwert 95.50

Differenz zum Mindestbestellwert 4.50

Superpunkte 96

Sie sparen dank Aktionen 24.15

zur Kasse

zuletzt hinzugefügt:

	71.40
	10.30
	4.60
	9.20

Online bei uns einkaufen

Über uns

Unsere Dienstleistungen

Unsere Partner

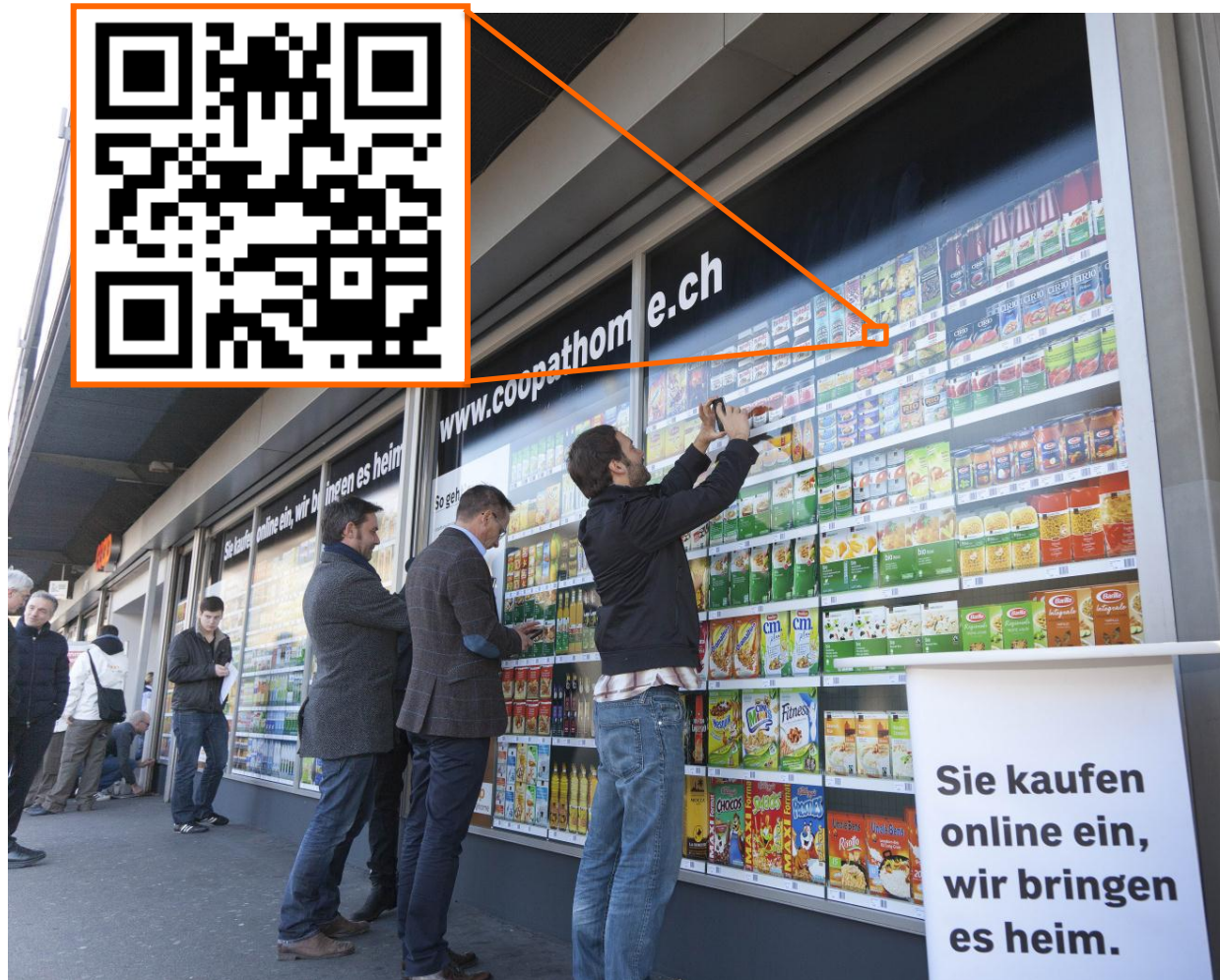
Kontakt

Calculation Billing FI/CO Analytics

# coop@home Drive-In (Pick-up station)



# coop@home MobileWall – what's behind



QR-Tags are deeplinks to put a product directly into your shopping-basket.

With QR-tags we do have a referral-link-system in order to have the possibility of redirecting links to a dynamic URL  
→ No need to replace product-images or price-tags.



Online Shops



Scanning-Walls @home



Drive-Ins



Mobile Apps



passabene



Selfscanning / Selfcheckout



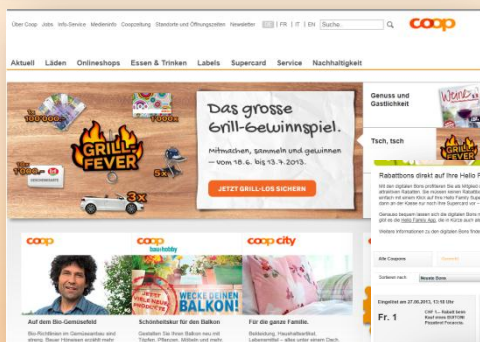
Superbox

In Store Applications

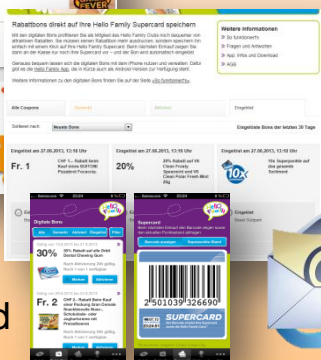


Stores

Digital Services



Clubs with exclusive informations / offers and Digital Couponing



Customer Services

# All recent (public) Apps

Hello Family



» Zur kostenlosen iPhone App

Coop Grill Game



» Zur kostenlosen iPhone App

Coop iApp



» Zur kostenlosen iPhone App

Passabene



» Zur kostenlosen iPhone App

Coopzeitung



» Zur kostenlosen iPad App

Fust



» Zur kostenlosen iPhone App

coop@home



» Zur kostenlosen iPhone App/iPad App  
» Zur kostenlosen Android App

Supercard



» Zur kostenlosen iPhone App

Coop Pronto



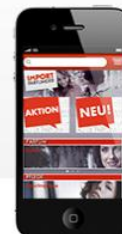
» Zur kostenlosen iPhone App

Interdiscount



» Zur kostenlosen iPhone App

Neu! Import Parfumerie



» Zur kostenlosen iPhone App

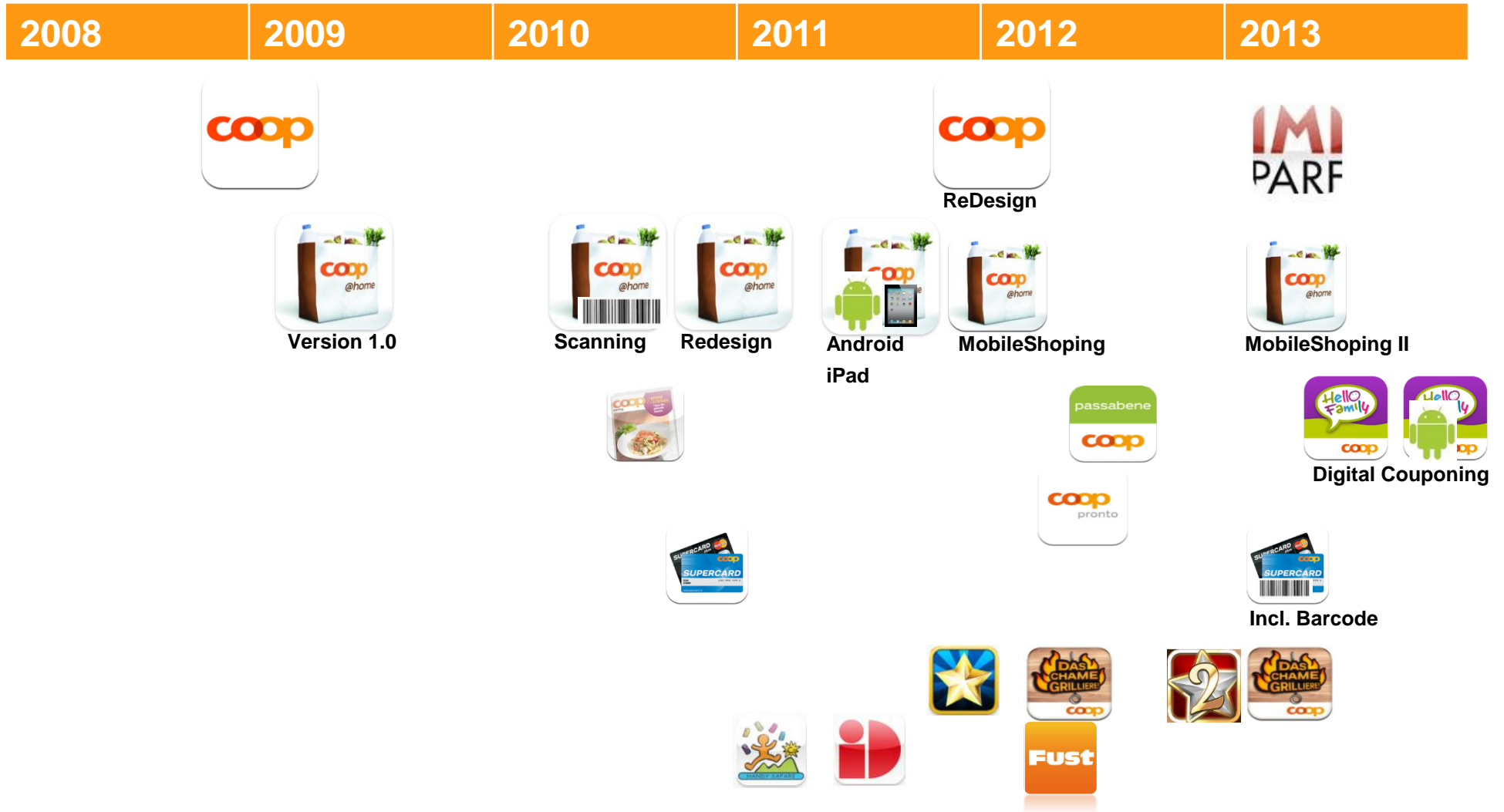
mobile.coop.ch



» Zu mobile.coop.ch

<http://www.coop.ch/pb/site/common2/node/74979406/Lde/index.html>

# Timeline of Coop-Apps



# Coop Barbecue App

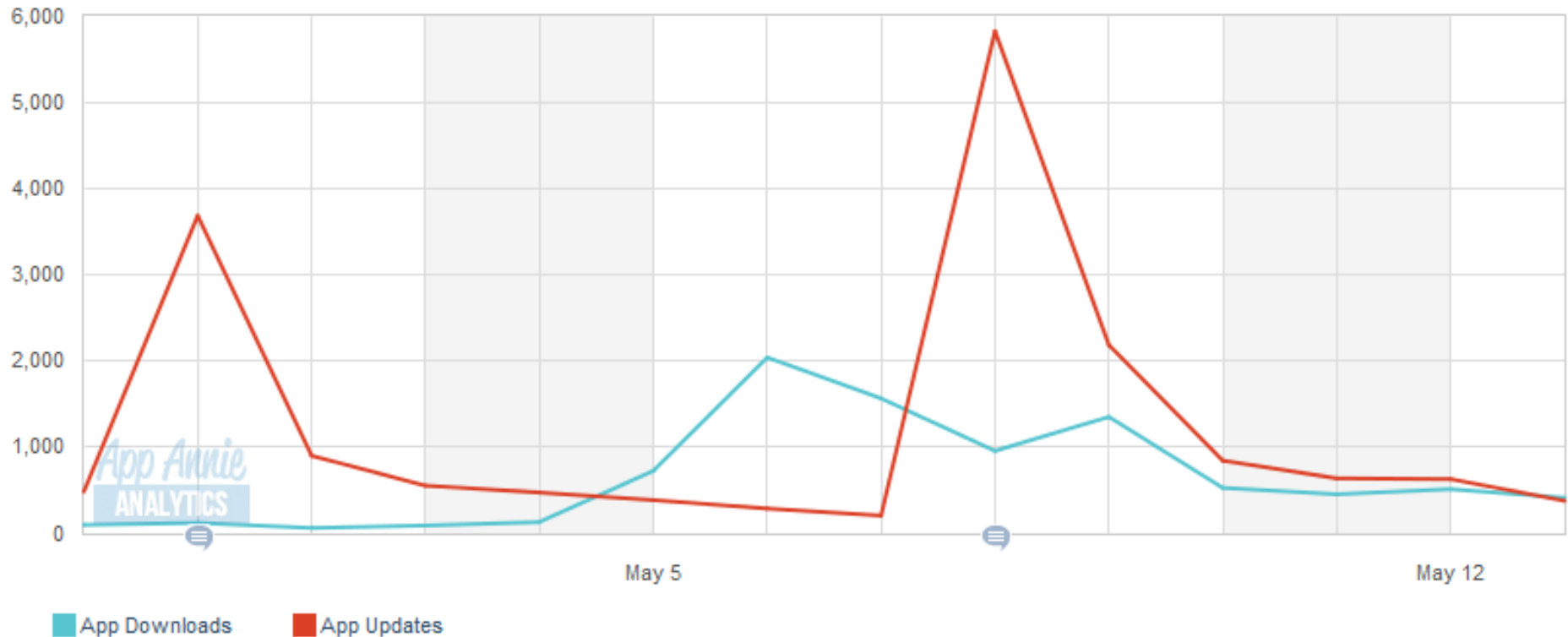


- Completely revised edition in 2013 with five different game levels resp. Barbecue locations
- Available as iPhone and iPad App
- Included lottery
- On-going weekly sales promotions
- Ideas for recipes



# Coop Barbecue App

Downloads and updates April 30<sup>st</sup> till May 13<sup>th</sup> 2013



- 9'043 new downloads
- 45'153 total downloads since initial Release of May 9<sup>th</sup>2012
- Updates 2.0: 6'969 (April 30<sup>st</sup> - May 7<sup>th</sup> 2013) // Updates 2.1: 10'491 (May 8<sup>th</sup> - May 11<sup>th</sup> 2013)

Online Shops

coop  
Scanning-Walls @home



Drive-Ins



Mobile Apps



passabene



Selfscanning /  
Selfcheckout



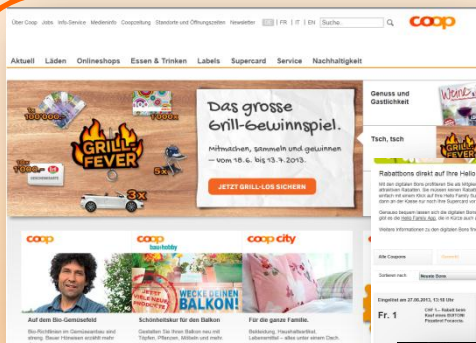
Superbox

In Store Applications

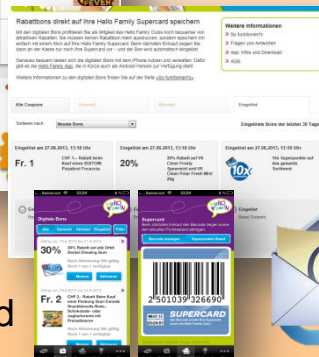


Stores

Digital Services



Clubs with exclusive  
informations / offers and  
Digital Coupling



Customer Services

# Coop website – www.coop.ch

Über Coop Jobs Info-Service Medieninfo Coopzeitung Standorte und Öffnungszeiten Newsletter DE | FR | IT | EN

Suche..



Aktuell Läden Onlineshops Essen & Trinken Labels Supercard Service Nachhaltigkeit

**Bequem profitieren – mit den digitalen Bons von Hello Family.**

**Neu!**

**Genuss und Gastlichkeit**

**Tsch, tsch**

**Digitale Bons**

**GRILL-FEVER**

**» Jetzt profitieren**



### Auf dem Bio-Gemüsefeld

Bio-Richtlinien im Gemüseanbau sind streng. Bauer Höneisen erzählt mehr dazu.

» Video ansehen



### Schönheitskur für den Balkon

Gestalten Sie Ihren Balkon neu mit Töpfen, Pflanzen, Möbeln und mehr.

» Jetzt aussuchen



### Für die ganze Familie.

Bekleidung, Haushaltsartikel, Lebensmittel – alles unter einem Dach.

» Angebot durchstöbern

**coop @home**

**20% Rabatt**

**» Für den Einkauf zu Hause.**

# Digital Couponing – App



Overview



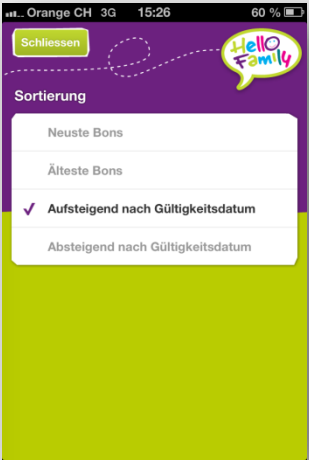
Noticed coupons



Activated coupons



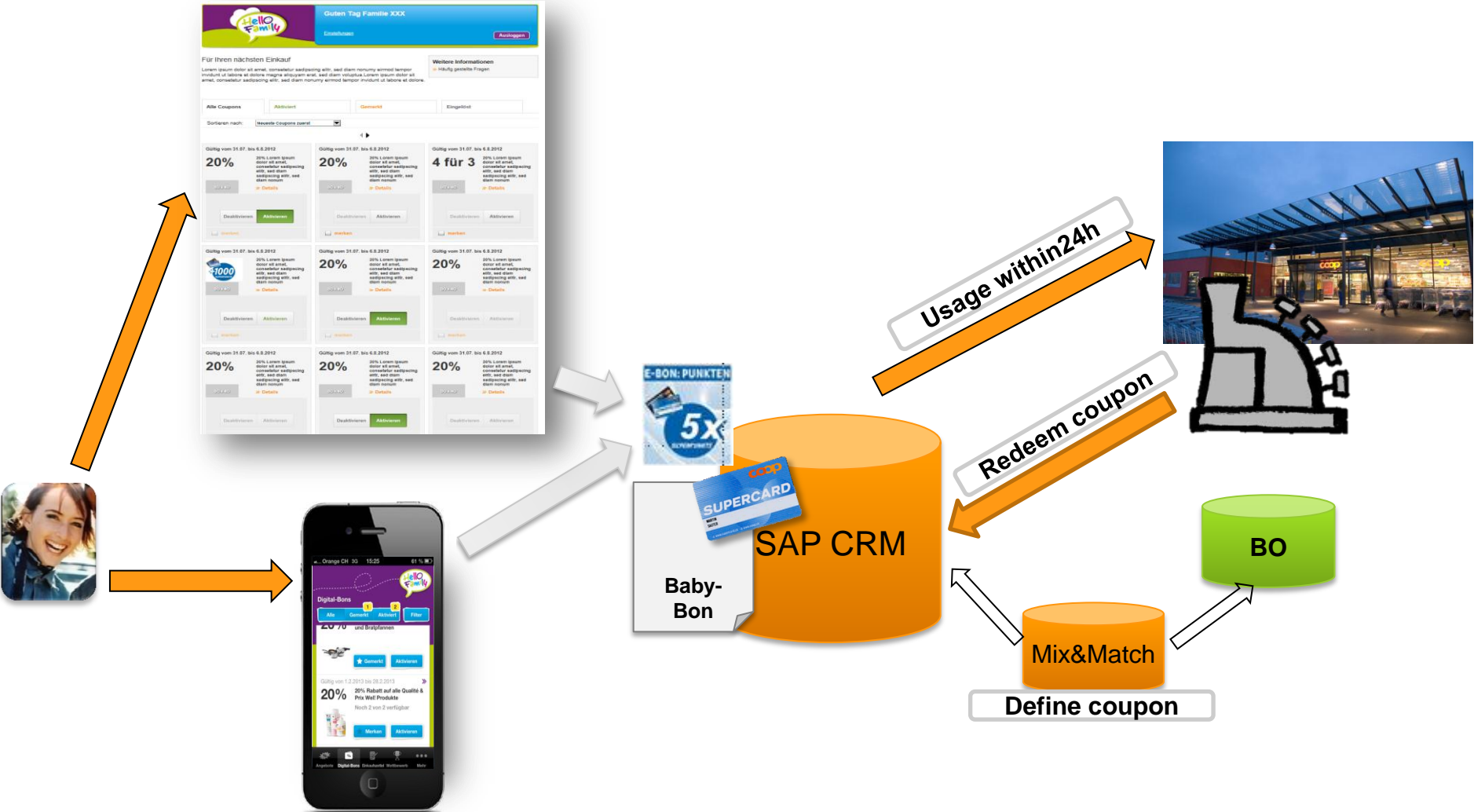
Detailed view



Sorting



# Digital Couponing – App



Online Shops



Scanning-Walls @home



Drive-Ins



Mobile Apps



passabene



Selfscanning / Selfcheckout



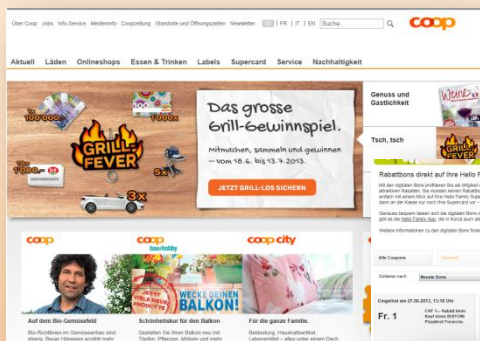
Superbox

In Store Applications

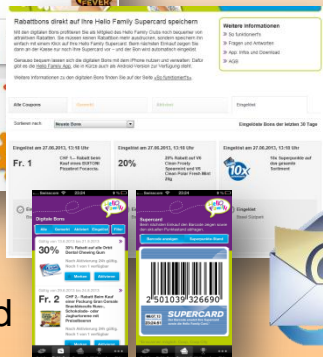


Stores

Digital Services



Clubs with exclusive informations / offers and Digital Couponing



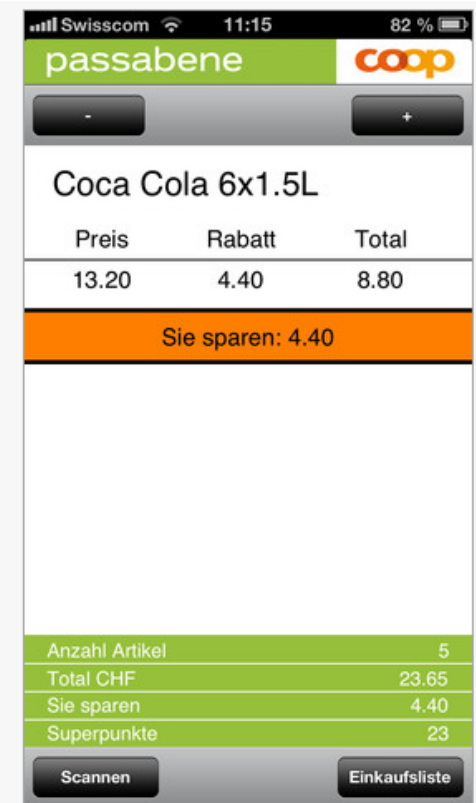
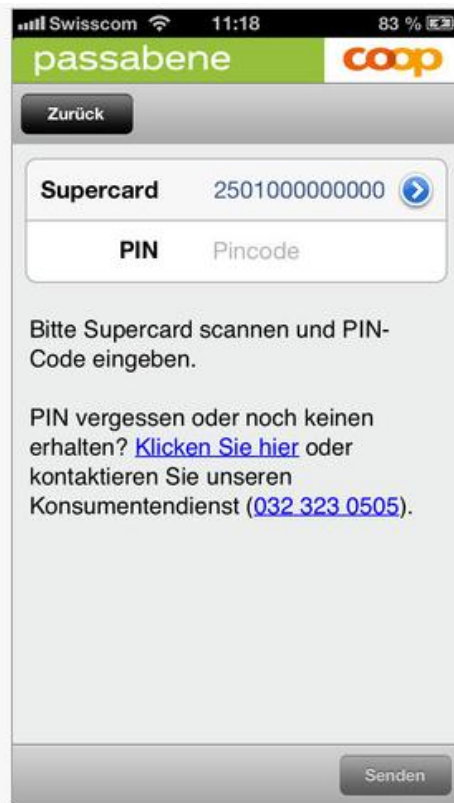
Customer Services

# Self Checkout / Self Payment



# Self Checkout iPhone App

(Bring your own device)

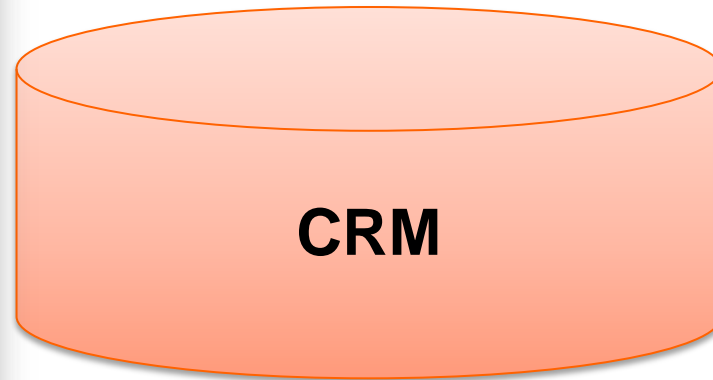


# SAP CRM (7.0 EHP2, Loyalty Management): The backbone of Coop's customer knowledge



Coop newspaper subscribers  
approx. 4 million

~1 – 1.5 Mio additional  
transactions per day



Customers in the new CRM system  
approx. 7.3 million



Supercard / Hello Family members  
approx. 4.5 million

# Loyalty card and Coop newspaper customers interact with us via a plethora of channels

