



About The Body Shop International

The Body Shop is an original, natural and ethical beauty brand, with over 2,500 stores in over 60 markets worldwide.

Challenges

Consolidation of data formats in preparation for SAP POSDM implementation.

Solutions

IntelliCorp's LiveModel and LiveInterface

Results

- Accelerated testing and development of interfaces.
 - Master data migration achieved in around 40% less time.
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THE BODY SHOP INTERNATIONAL LEVERAGE AUTOMATION SOFTWARE

The Body Shop International (BSI) had reached a crossroads with their disparate legacy systems and needed to consolidate to a single ERP platform so they could deliver new processes, integrate future markets and streamline customer loyalty programs. The original systems at BSI did not provide a suitable platform from which to deliver the new processes and benefit areas identified by the target operating model. The systems landscape was complex and encompassed both manual and automated interfacing techniques that were costly, time consuming and difficult to maintain. New customer loyalty programs couldn't be integrated in the legacy systems without tremendous manual effort and large teams required to manage the task.

The global implementation of SAP® at BSI would push the creation of key drivers in many areas. The SAP for Retail application utilizing SAP's POS Data Management, helps BSI's retailers better understand and fulfill consumer needs, and enables swifter processing and analysis of POS data from The Body Shop's retail outlets around the world. The POS application feeds information such as sales events and promotions, prices and margins, and analytical reason codes for returns to a system at each of the company's regional offices, and then centrally to the global headquarters. This solution provides users at all levels of BSI's global organization easy access to timely, reliable information on these key business drivers. The application then enables strategic and responsive decision-making to optimize promotional and sales activities for individual geographies or specific product categories.

"Basically, it has given us the chance to have franchise and company-owned information in a single repository, where the information is accurate, consistent and timely," said John Granville, The Body Shop International.

Such a strategy was imperative on delivering immediate business benefits, allowing focus on performance improvement, thereby, helping to maximize 'quick-wins' while reducing risk. It reduced the need for 'non-core' legacy systems, while the SAP global design enables the integration of future markets e.g. China, Canada into the business when appropriate. SAP was both a strategic business and technical solution for BSI.

When BSI began their SAP implementation, the POSDM (Point Of Sale Data Management) system was offered by SAP as a trial product. It offered the ability

Key Benefits:

- Accelerated testing and development of interfaces.
- Accelerated data migration.
- Enhanced monitoring.
- Faster interface development.
- Specification writing.
- Central repository for the technical documentation.

to process and analyze the POS information within the organization. It provided comprehensive and rich data via the BW reporting systems along the whole supply chain from cash register to the stock systems, to the financial ledger. This also included activities like transactional-level reporting, store control, order tracking, loss prevention, promotional analysis, and data reconciliation.

Before The Body Shop could implement SAP POSDM, a massive consolidation of the numerous data formats would need to take place. Additionally they needed a central repository for the technical documentation and system architecture diagrams for the entire business.

The Body Shop immediately turned to IntelliCorp's LiveModel for the central repository and business process modeling, and to LiveInterface for the timely implementation and low maintenance of SAP interfaces. Using LiveModel enabled cross-functional collaboration between The Body Shop's IT team and business process team. IT leveraged LiveModel's walkthroughs to show the entity hierarchy facilitating a dialogue between the groups. It also assisted with populating content into the business process hierarchy within Solution Manager.

LiveInterface provides a complimentary solution to SAP's POSDM systems, allowing the many different POS data feed formats from stores worldwide to be easily mapped and presented to the SAP POSDM engine for processing. LiveInterface also provides data transformation, error handling, and full data monitoring capabilities, as well as enabling easy interaction between the SAP systems and any outstanding legacy systems within the landscape.

It was estimated that the master data migration was achieved in around 40% less time (between legacy and SAP, and SAP and SAPBW systems). LiveInterface also allows for fully flexible transformation rules, validation of data and error handling, management and monitoring.

LiveInterface is a proven benefit to development teams, slashing the time it takes to develop, test, and implement interfaces. For example, LiveInterface was used to write a new cashier interface in less than two hours.

Find Out More

www.intellicorp.com
sales-info@intellicorp.com
 USA 408-454-3500 or EMEA +44 (0)1454 629 605