

SAP® POINT-OF-SALE

ENRICHING THE CUSTOMER EXPERIENCE

The SAP® Point-of-Sale application helps you satisfy the unique needs of your customers without driving your costs through the roof. The application lets you quickly and flexibly adjust critical retail variables – providing a powerful competitive tool where you need it most.



Successful retailers know that to compete successfully in retail they must give customers a superior – and consistent – shopping experience. While a payment process that runs quickly and smoothly is invisible to your customers, the slow, inefficient handling of payments can frustrate customers enough to make them abandon their purchases. Quality point-of-sale support may seem an unnecessary expense to your finance department, but the point of sale is the final – and best – time to interact with your customers, understand their needs, identify future demands, and sell additional products or services.

To turn a customer's head with value-added offers or personalized assistance, you need point-of-sale support that is rock-solid reliable and simple to use. It must also be readily scalable, to manage seasonal changes in customer volumes, and must deliver information on customer purchase histories that is timely and uniform.

The SAP® Point-of-Sale (SAP POS) application helps you cost effectively run your stores the way you want to maximize customer value. A user-friendly configuration tool in the application helps you quickly adjust a wide range of critical retail variables to handle returns, customer interactions, receipts, transaction processing, and discounting

according to your particular requirements. Smooth integration with your existing technology helps you make the most of your investment.

Deliver a Superior Shopping Experience

SAP POS is particularly useful for retailers who require a single point-of-sale platform that can handle a variety of store formats – from small convenience stores to large food markets or high-end department stores.

SAP POS provides robust support for each member of your retail staff. A user-friendly interface – that you can configure for your needs – makes the application especially helpful in an industry with high employee turnover.

Readily usable by both your IT staff and nontechnical personnel, the built-in configuration tool lets you choose from a broad range of variables for promotions, markdowns, or pricing to help ensure an efficient payment process.

Top Reasons Why Retailers Deploy SAP® Point of Sale

- **Improved compliance** through role-based security, adherence to payment application data security standards, exception reporting, and audit functions that protect retailer, employee, and customer data
- **Enhanced flexibility** that lets you choose the functionality you need
- **A faster end-of-day close** that can reduce labor costs and optimize nonproductive labor
- **Greater employee satisfaction**, which can further improve the customer experience
- **Increased customer insights** that let you respond immediately to their needs
- **Sophisticated processes for customer order management**
- **Robust support for mobile point-of-sale devices** to improve customer service
- **Higher productivity** through faster cashier training that provides context-specific menus and multiple paths for handling any transaction with ease
- **Support for industry best practices**
- **A strong commitment to customer satisfaction**

Simplify Transactions for Your Entire Retail Staff

SAP POS provides robust support for each member of your retail staff. A user-friendly interface – that you can configure for your needs – makes the application especially helpful in an

industry with high employee turnover. Powerful back-office functions support in-depth management and reporting at the store level.

Chief Financial Officers

SAP POS helps your chief financial officer (CFO) enforce financial compliance and deliver accurate financial accounts. The application is certified compliant with PCI data security standards, Sarbanes-Oxley, and other regulations. SAP POS compiles a complete daily audit log of all transactions that take place on each point-of-sale device.

High staff turnover requires that CFOs also minimize the potential for fraud and theft. The SAP Point-of-Sale Loss Prevention for Retail package works with SAP POS to help CFOs trace fraudulent transactions by detecting patterns of irregular point-of-sale activity. Access to store financial controlling is maintained by permissions and role-based security, further strengthening critical financial oversight by the CFO.

Regional Store Managers and Managers for Store Operations

Retailers who can move customers through their checkout lines quickly are more likely to capture repeat business. SAP POS can help your operational and regional managers ensure customer loyalty and attain their sales and profitability targets by providing fast, efficient service. The application can also help store associates quickly complete end-of-day cash reconciliations so they can spend more time staffing cash registers or working the floor. In addition to boosting customer service, such support can help you lower wage costs and increase productivity.

SAP POS can also help you program store checkout stations for maximum efficiency and usability. New employees learn your payment processes more quickly, perform those processes confidently, and serve your customers more effectively.

Of further help is support for mobile point-of-sale devices that let you provide a faster, more flexible level of service when customer traffic rises due to special sales events, holidays, or back-to-school shopping. Sales associates can scan merchandise with handheld radio-frequency devices before customers proceed to the checkout station. They can also perform price checks on the spot and locate merchandise in other stores.

Such mobile POS functionality can also streamline your receiving and inventory processes. You can automatically run receiving reports that compare the amount of merchandise received with your inventory. This can significantly reduce manual paperwork and provide real-time inventory tracking and adjustments.

Business Development Managers

Retailers seeking to grow their businesses globally need support for multiple languages, currencies, and taxes as well as multilingual training materials. By providing such support, SAP POS adds to the value for your investment.

Sales Associates

Confident sales associates offer superior service and can communicate more effectively with customers. Whether you have convenience stores that stress payment speed, high-end

department stores that emphasize service, or stores where both speed and service are important, SAP POS gives associates the intuitive, user-friendly training they need to get the job done. Simple how-to animations help associates quickly understand and execute tasks such as changing paper-receipt rolls. Customer-specific workflows help to simplify cash transactions.

A Competitive Edge for Your Business

With SAP POS, you can respond immediately to changing business needs and competitive pressures with new types of sales strategies. These might include new pricing rules or an innovative gift card program. SAP POS also helps you improve loyalty among businesses or other special classes of customers with multilevel pricing and discounts.

The application supports automatic triggering of negotiated corporate discounts at the point of sale, multilevel discounts based on customer needs, and best-pricing proposals based on transaction and customer type. You can retrieve information instantly from internal and third-party databases for easier, flexible implementation of loyalty programs.

SAP POS delivers low total cost of ownership thanks to its inherent flexibility and user-friendly interfaces. It can help drive down operating costs and improve business agility by helping your IT staff quickly change inventory and pricing rules, apply new discounts, add promotions, or incorporate different sales-tax rules. The software is flexible

enough to let individual stores modify features such as exchange rates, taxes, and the headers and footers for customer receipts. Such changes are seamless and invisible to your customers. Customers enjoy a positive point-of-sale experience that brings them back another time.

Make Your Point of Sale Work Harder for You

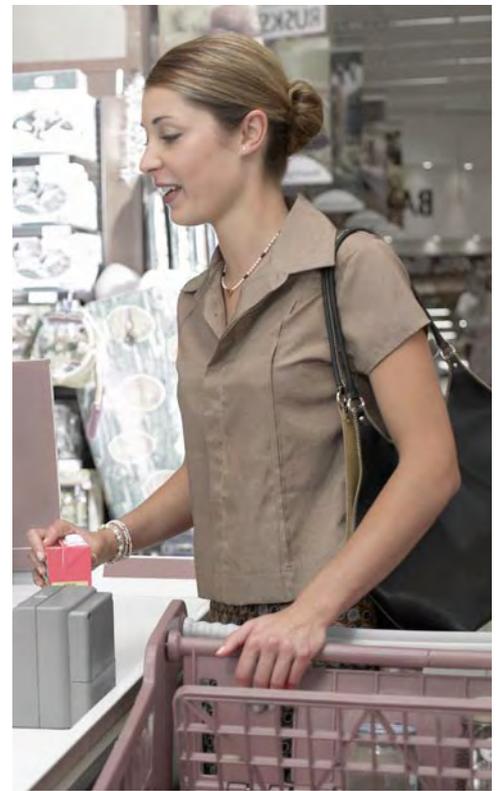
To learn more about the many ways that SAP POS can help you maximize customer value, contact your SAP sales representative or visit our Web site at www.sap.com/retail.

SAP: Delivering IT-Powered Business Innovation

As the world's leading provider of business software, SAP delivers products and services that help accelerate business innovation for our customers. We believe that doing so will unleash growth and create significant new value – for our customers, SAP, and ultimately, entire industries and the economy at large. Today, more than 46,100 customers in more than 120 countries run SAP applications – from distinct solutions addressing the needs of small businesses and midsize companies to suite offerings for global organizations.

From Walldorf to Wall Street: The SAP Success Story

Founded in 1972, SAP has a rich history of innovation and growth that has made us a true industry leader. SAP currently employs more than 43,800 people in more than 50 countries worldwide. SAP is listed on several exchanges, including the Frankfurt Stock Exchange and NYSE under the symbol "SAP."



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Knowledge, Experience, and Technology for Optimizing Business
We leverage our extensive experience to deliver a comprehensive range of solutions that empower every aspect of business operations. By using SAP solutions, organizations of all sizes – including small businesses and midsize companies – can reduce costs, improve performance, and gain the agility to respond to changing business needs. SAP also has developed the SAP NetWeaver® technology platform, which enables our customers to achieve more value from their IT investments. Our professionals are dedicated to providing the highest level of customer service and support.

Summary

Designed for general merchandise and multiformat retailers, the SAP® Point-of-Sale application is a highly flexible solution that includes an intuitive, rules-based configuration tool. In addition to point-of-sale functionality, it provides powerful back-office support for store-level management and reporting.

Business Challenges

- Encourage long-term customer loyalty with a superior customer experience
- Achieve quick closes and use payment processes that are seamless and efficient
- Maintain business agility in a complex economic environment
- Comply with industry standards for payment card data security

Key Features

- **Payment processes and closes** – Speed payments and closes with point-of-sale processes that suit your specific needs and the needs of your customers
- **Compliance with security standards** – Help assure role-based security, Payment Application Data Security Standard (PA-DSS) compliance, exception reporting, and audit capabilities
- **Centralized retail functionality** – Let customers make returns and exchanges at locations most convenient for them
- **Employee training** – Program store checkout stations for maximum efficiency and usability

Business Benefits

- **Enhanced agility** through a streamlined configuration process that lets you quickly implement new pricing rules or an innovative gift card program
- **Lower operating costs** through quick adjustments to pricing or inventory
- **Lower total cost of ownership** through a wide range of flexible, time-saving features

For More Information

Call your SAP representative or visit us online at www.sap.com/retail.

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