

Contents

PREFACE.....	V
1 MARKET AND COMPETITIVE CONDITIONS IN TRADING WITH CONSUMER GOODS.....	1
2 ARCHITECTURE OF INTEGRATED INFORMATION SYSTEMS IN RETAILING COMPANIES.....	5
2.1 THE MERCHANDISE MANAGEMENT SYSTEM	6
2.2 BUSINESS ADMINISTRATIVE SYSTEMS.....	11
2.3 CONTROLLING AND COMPANY PLANNING	12
2.4 THE RETAIL INFORMATION SYSTEM AND THE RETAILING H-MODELL ..	13
2.5 INTRA-COMPANY AND INTER-COMPANY INTEGRATION	15
2.6 TYPES OF BUSINESS	16
3 CLOSED MERCHANDISE MANAGEMENT SYSTEMS AND THEIR REALIZATION WITH SAP RETAIL.....	21
3.1 ORGANIZATION STRUCTURES	22
3.1.1 <i>Logistical Structures</i>	29
3.1.2 <i>Purchase Structures</i>	30
3.1.3 <i>Distribution Structures</i>	31
3.2 BASIC DATA MANAGEMENT	33
3.2.1 <i>Classification System</i>	34
3.2.2 <i>Vendors</i>	35
3.2.3 <i>Customers</i>	41
3.2.4 <i>Merchandise Categories</i>	42
3.2.5 <i>Articles</i>	45
3.2.6 <i>Conditions</i>	51
3.3 PROCUREMENT	54
3.3.1 <i>Contracting</i>	57
3.3.2 <i>Purchasing</i>	58
3.3.3 <i>Goods Receipt</i>	64
3.3.4 <i>Invoice Verification</i>	67
3.4 WAREHOUSING	70
3.4.1 <i>Inventory Management</i>	71
3.4.2 <i>Stock Valuation</i>	73
3.4.3 <i>Physical Inventory</i>	74
3.4.4 <i>Warehouse Control</i>	76
3.4.5 <i>Stock Transfer</i>	78
3.5 DISTRIBUTION.....	79
3.5.1 <i>Marketing</i>	80
3.5.2 <i>Sales</i>	88

3.5.3	<i>Goods Issue</i>	92
3.5.4	<i>Billing</i>	96
4	DISTRIBUTED RETAIL INFORMATION SYSTEMS (DRS)	99
4.1	BUSINESS IMPLICATION	99
4.2	EXAMPLE SCENARIO OF A DRS	101
4.3	REMOTE ACCESS	104
4.4	SAP RETAIL STORE	107
4.5	SAP ONLINE STORE	110
4.6	CONNECTION OF EXTERNAL SYSTEMS USING ALE	112
4.7	POS INTERFACE	114
4.8	METHODOLOGY SUMMARY OF INTERFACES AND TECHNOLOGIES	118
5	SYSTEMS FOR THE SUPPORT OF THE COMPANY MANAGEMENT	121
5.1	PROBLEM SITUATION	121
5.2	THE RETAIL INFORMATION SYSTEM (RIS)	125
5.2.1	<i>Assignment</i>	125
5.2.2	<i>Data Basis</i>	127
5.2.3	<i>General Analysis Methods</i>	129
5.2.4	<i>Retailing-Specific Standard Analyses</i>	131
5.2.5	<i>Flexible Analyses</i>	134
5.2.6	<i>Planning Support</i>	134
5.2.7	<i>Early-Warning</i>	138
5.2.8	<i>Logistics Information Library</i>	140
5.3	MANAGEMENT SUPPORT ON THE BASIS OF THE SAP BUSINESS INFORMATION WAREHOUSE	140
5.3.1	<i>Concept</i>	140
5.3.2	<i>Advantages of the Business Information Warehouse Compared with the RIS</i>	143
5.3.3	<i>Retail-Specific Business Content</i>	145
5.3.4	<i>Integration of External Information</i>	149
6	ELECTRONIC COMMERCE IN THE RETAIL SECTOR	151
6.1	INTRODUCTION AND EXPLANATION OF TERMS	151
6.2	TECHNOLOGICAL ASPECTS	153
6.2.1	<i>Electronic Data Interchange (EDI)</i>	154
6.2.2	<i>Internet Fundamentals</i>	156
6.2.3	<i>Security Concepts</i>	157
6.3	ORGANIZATIONAL ASPECTS	159
6.3.1	<i>Participation Models of the EC</i>	159
6.3.2	<i>Disintermediation and Reintermediation</i>	164
6.3.3	<i>Development Tendencies</i>	166
6.4	BUSINESS ASPECTS	168
6.4.1	<i>Electronic Procurement</i>	168
6.4.2	<i>Electronic Selling</i>	170
6.5	TECHNOLOGICAL CONCEPTS OF THE SAP SYSTEMS	172

6.5.1	<i>SAP IDocs</i>	172
6.5.2	<i>SAP Business Objects</i>	173
6.5.3	<i>Internet Transaction Server and Internet Application Components</i>	174
6.6	SAP INTERNET APPLICATIONS.....	177
6.6.1	<i>Online Stores</i>	177
6.6.2	<i>Business to Business Procurement</i>	179
6.6.3	<i>Employee Self Service</i>	181
7	PLANNING AND CONTROL OF GOODS FLOWS BETWEEN INDUSTRY AND THE RETAIL SECTOR	183
7.1	EFFICIENT CONSUMER RESPONSE AS BUSINESS CONCEPT	183
7.1.1	<i>Terms and Goal.</i>	183
7.1.2	<i>Origins and Development</i>	186
7.1.3	<i>Efficient Replenishment</i>	187
7.1.4	<i>Efficient Assortment</i>	189
7.1.5	<i>Efficient Promotion</i>	191
7.1.6	<i>Efficient Product Introduction</i>	192
7.1.7	<i>Summarizing Assessment</i>	193
7.2	REALIZATION OF EFFICIENT CONSUMER RESPONSE WITH SAP RETAIL	195
7.2.1	<i>Standard Functionality for the Support of Cross-Company Logistical Strategies</i>	195
7.2.2	<i>Shelf Optimization Interface</i>	201
7.2.3	<i>Promotion Handling</i>	203
7.2.4	<i>Support for the Introduction of New Products</i>	204
7.2.5	<i>mySAP.com – additional Solutions for e-business</i>	205
7.3	CATEGORY MANAGEMENT AS BUSINESS CONCEPT	213
7.3.1	<i>Terms and Goal.</i>	213
7.3.2	<i>Changes in the Organizational Structure</i>	214
7.3.3	<i>Formation of Merchandise Categories</i>	216
7.3.4	<i>The Category Management Process</i>	216
7.3.5	<i>Efficient Consumer Response and Category Management</i>	218
7.4	REALIZATION OF CATEGORY MANAGEMENT WITH SAP RETAIL	218
7.4.1	<i>Merchandise Category Definition and Assortment Creation</i>	218
7.4.2	<i>Category Manager Workbench</i>	219
	APPENDIX: SAP RETAIL FUNCTIONALITY CHECKLIST	221
	TERMS AND ABBREVIATIONS.....	233
	BIBLIOGRAPHY.....	237
	INDEX.....	241