

SAP WORLD TOUR 09 meets 3rd *SAPience.be* TECHNOLOGY DAY

READY FOR GROWTH!

Enhanced business support with SAP at Belgian Sky Shops



SKY SHOPS

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BELGIAN SKY SHOPS at a glance



- Part of the CNP Group
- 400 Staff
- 30 stores (5 900m²) at Brussels Airport
- 1 store (650m²) at Charleroi Airport
- 15.000 to 30.000 articles sold daily

■ Turnover (incl VAT): € 123 mio (2008)

Perfumes & Cosmetics	41
Tobacco & Liquors	24
Confectionery & Gourmet Food	29
Others	29
	<hr/>
	123

- A Wide assortment based on first class products and brands
 - 370 suppliers
 - 1.100 brands
 - 39.400 products
- Attractive prices
 - Travel Value
 - Lowest Price Guarantee
- Promotions
 - 50.000 leaflets / month, distributed by hostesses
 - in-store communication
 - website
 - high profile promotions
- Place
 - premium locations for premium categories



Diversity of products with specific complexities:

- Tobacco & liquors: excise tax
- Food: individual & bulk items (volume)
- Fashion: size/colour matrix & season
- Perfumes & Cosmetics: individual items with short lifecycle / diversity in packaging / full shelves at all times / volume
- Publications: books managed by title mixed with newspapers and periodicals managed as generic items
- Consignment stores

Diversity of customers: in-EU, out-EU, Public, B2B

Promotions Management / Aisle-end displays

Store mix depending on the location

Continuous Replenishment for 7/7 stores combined with 5/7 warehouse

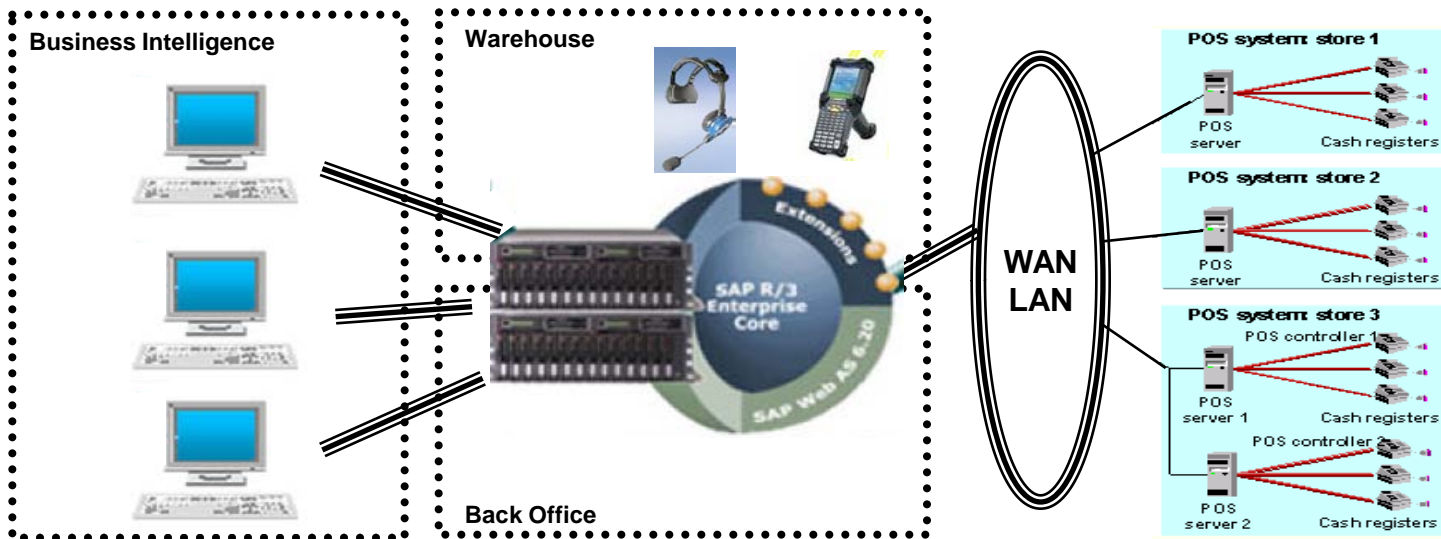
Data synchronisation between stores and back-end

→ Need for a robust, scalable, integrated but flexible system that will grow with Sky Shops and our new projects (increased volumes, new stores, new locations, new concepts)

- Replace old/obsolete ERP (Generix) by a robust well known system (even if not a dreamful application)
- Better integrate all processes (internal and external) of the business cycle (from sales to accounting) of the company
- Upgrade the ERP quality and abilities (automatisation, new developments, ...)
- Take the opportunity to reorganise/modify the structure of the company
- Decrease the number of applications delivering reports

Replace legacy system by a solution based on SAP Business All-in-One, built by SkillTeam, combining distribution functionalities with SAP's Apparel and Footwear Solution (AFS).

Keep a simple and manageable IT architecture consisting of a back-end system (Finance, Procurement, Sales, Materials Management) complemented by Warehouse Management, POS system, and business intelligence capabilities.



New size and colour management in the fashion goods

- Apparel & Footwear Solution

Increased productivity and reliability in the Warehouse activities:

- Voice Picking for replenishment orders preparation
- Mobile putaway technology to support SAP storage bin strategy

Better tracking and accuracy in deliveries to the shops

- RFID technology

Enhanced collaboration with our suppliers

- EDI communications for orders, confirmations and invoicing



Thank you!

