



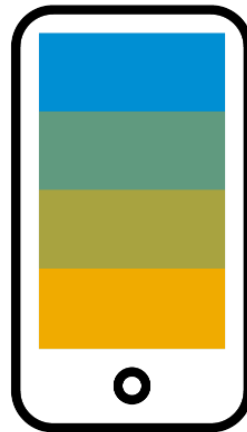
# SAP Customer Checkout 360° Solution for Fan and Merchandise Shops.

SAP Sports and Entertainment, SAP  
April, 2018

EXTERNAL



**Point of Sale**



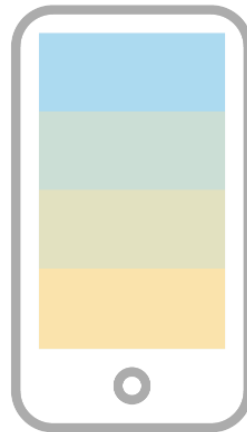
**Mobile  
Loyalty**



**Central  
Server**



**Point of Sale  
(SAP Customer Checkout)**



**Mobile  
Loyalty**



**Central  
Server**

# SAP Customer Checkout

## Overview

SAP Customer Checkout covers all common point of sale requirements that you need for a fan shop or retail store. From sales to discount campaigns, SAP Customer Checkout gives your sales staff all the information they need.

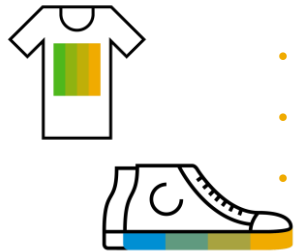
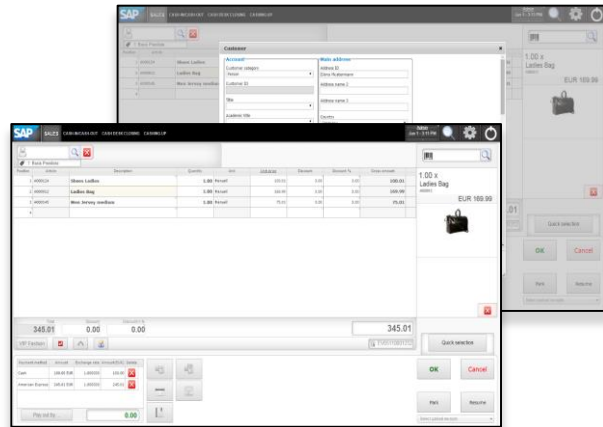
### SAP CUSTOMER CHECKOUT HELPS YOU WITH:

- **Checkout** – Manage customer checkout and offer discounts based on personal fan profiles
- **Fans/Customers** – Create and maintain fan and customer profiles to get insight and analyze your customers
- **Articles** – Manage structured product inventory with the help of barcode support
- **Payments** – Offer multiple payment options from cash to gift cards to be flexible
- **Day-end closing** – Always stay on top of financial status, stock and order process
- **Time recording** – Record the working time at point of sale



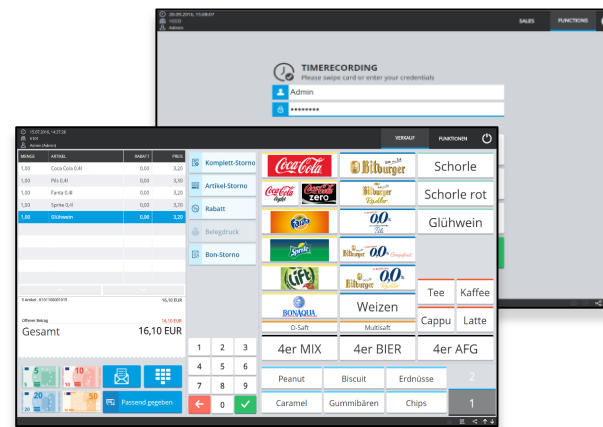
# Point-of-sale software tailored to your needs

## Retail Mode



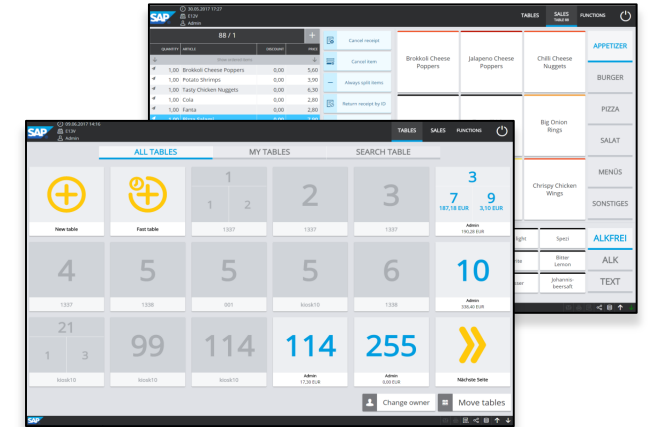
- Merchandising
- Retail
- Grocery Stores
- Fashion Stores

## Kiosk Mode



- Fast food chains
- Kiosks
- Takeaway

## Hospitality Mode



- Restaurants
- Bars
- Cafés
- Bistros
- Food trucks



# SAP Customer Checkout

## Food and Beverages

The Point of Sales functionalities of SAP Customer Checkout is optimized and enhanced with further features for the retail and food and beverage industry. Another Sales UI for the fast food area is available that enables a fast sales process.

### NEW SALES UI FOR THE FAST FOOD AREA

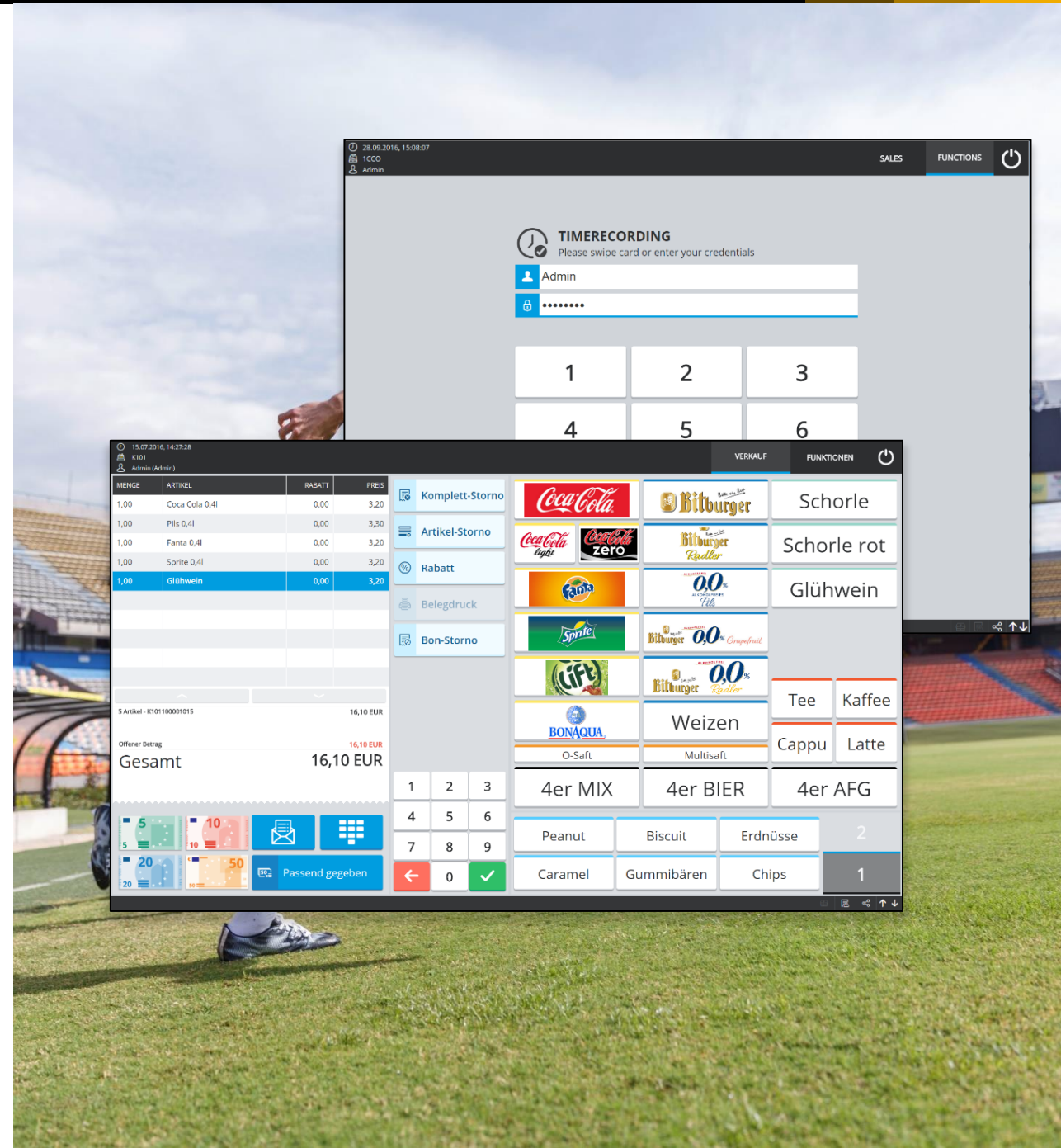
- Sales Screen with quick selection buttons
- Optimized overview to fasten the sales process
- Automatic sales set finding

### TIME RECORDING IN SAP CUSTOMER CHECKOUT

- Possibility to record time
- Check-in and Check-out Recording
- Recordings are sent to the SAP Customer Checkout Server

### RUN SAP CUSTOMER CHECKOUT STANDALONE

- Run solution without integration to SAP ERP, by fetching article and price master data



# SAP Customer Checkout

## Hospitality (Table Management)

The Hospitality mode in SAP Customer Checkout is specially designed for any restaurant type including bars, cafes, bistros, fast food chains, or fine dining restaurants. It will help you to run your business more efficiently and optimize order processes.

### TABLE VIEW

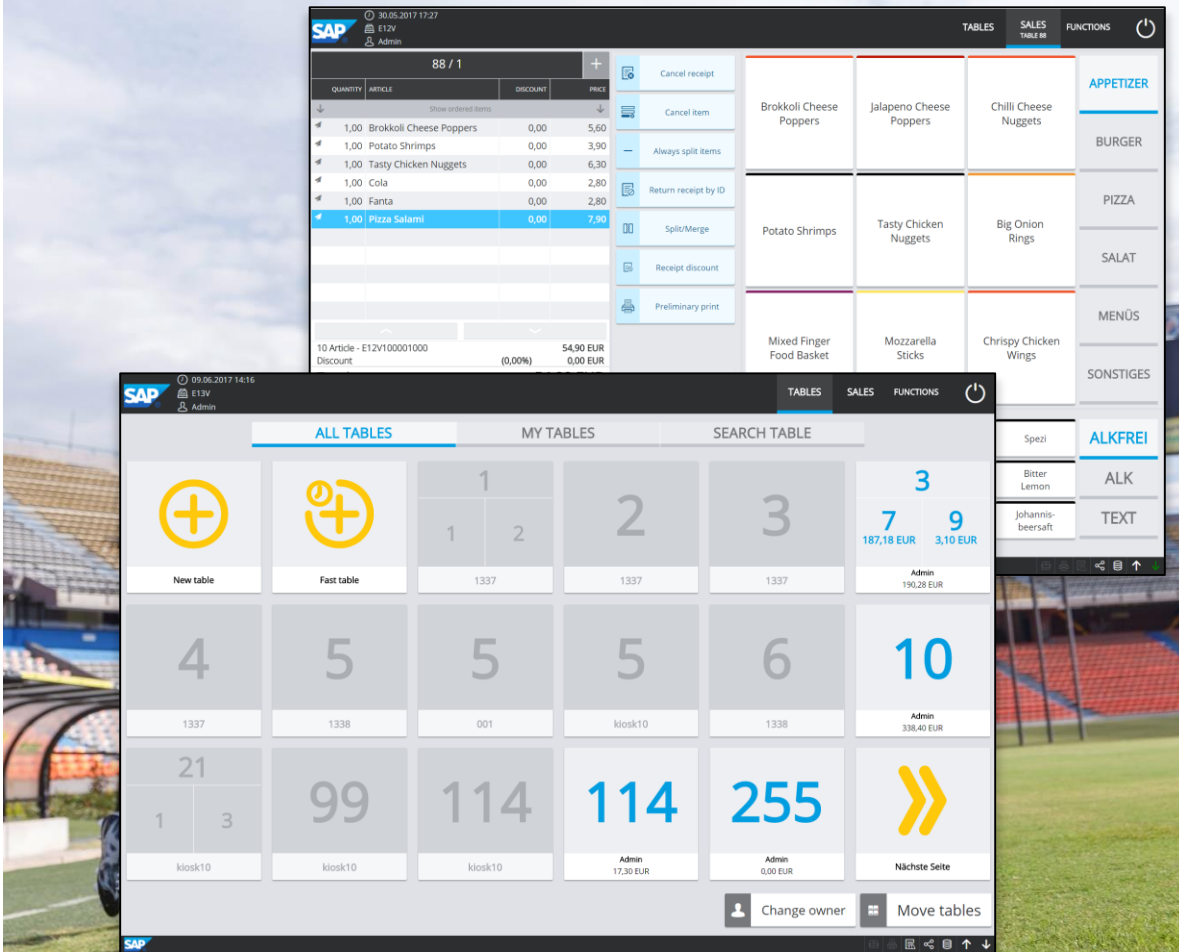
- All tables
- My tables
- Search tables
- Combine and move tables
- Transfer tables to other waiters

### EASY TO USE

- Tableside ordering with mobile devices
- Split and combine bills
- Orders are sent to bar and kitchen to start preparation
- Reduce order-taking errors

### REPORTING VIA SAP CUSTOMER CHECKOUT MANAGER

- All key figures in real-time
- Simple management of master data





- **Checkout**
- **Fans/ Customers**
- **Articles**
- **Payments**
- **Day-end closing**
- **Time Recording**





# Checkout

- Article selection
- Discounts
- Taxes
- Mobility
- Offline capability
- Device integration
- Permission concept

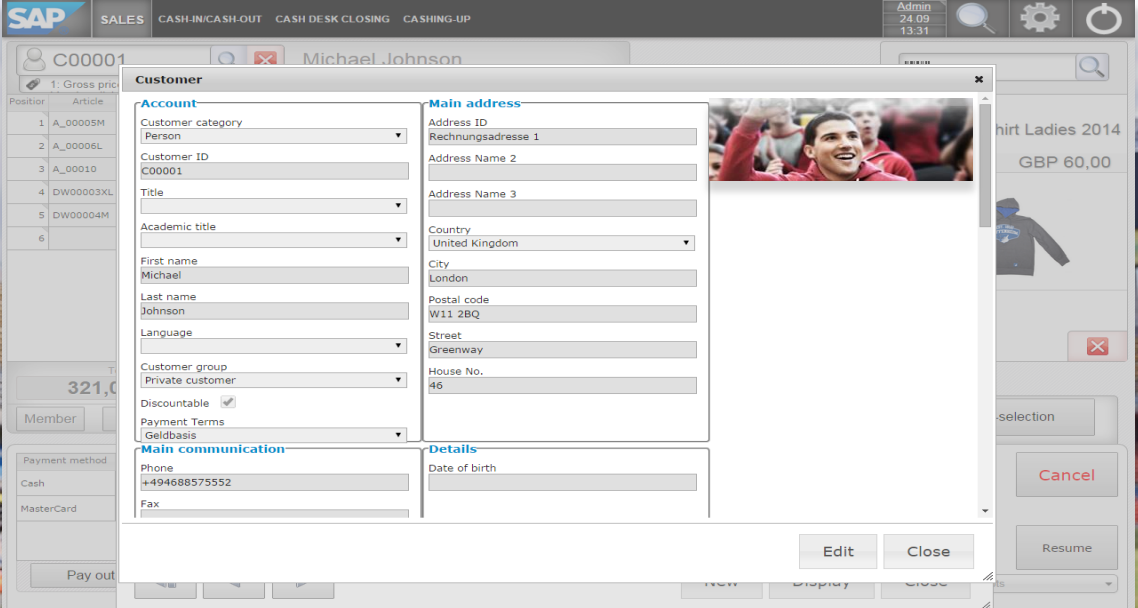
The screenshot displays the SAP mobile checkout interface. At the top, the SAP logo and navigation tabs (SALES, CASH-IN/CASH-OUT, CASH DESK CLOSING, CASHING-UP) are visible. The user is identified as Michael Johnson, located at Greenway 46, W11 2BQ London, GB. The cart contains five items:

Position	Article	Description	Quantity	Unit	Unit price	Discount	Discount %	Gross amount
1	A_00005M	Hoodie 1899 M	1,00	Stück	26,95	0,00	0,00	26,95
2	A_00006L	Ladies Shirt 1899 L	2,00	Stück	29,95	0,00	0,00	59,90
3	A_00010	Shoulder bag	1,00	Stück	14,95	0,75	5,00	14,20
4	DW00003XL	DFB Away Shirt 2014 XL	2,00	Stück	80,00	0,00	0,00	160,00
5	DW00004M	DFB Home Shirt Ladies 2014 M	1,00	Stück	60,00	0,00	0,00	60,00

The summary section shows a total of 321,05, a discount of 32,11, and a final amount of 288,94. The member ID is LF0111069. Payment methods are listed as Cash (50,00 GBP) and MasterCard (271,80 GBP). The interface includes buttons for OK, Cancel, Park, and Resume, along with a 'Quick-selection' button and a 'Pay out by' field showing -32,86.

# Fans/ Customers

- Update/Create fan profile
- Use fan profile



The image shows a screenshot of the SAP Customer Profile form for Michael Johnson. The form is displayed over a background image of a soccer field with players running. The SAP interface includes a top navigation bar with 'SALES' and 'CASH-IN/CASH-OUT' options, and a user profile for 'Admin' with the time '24.09.13.31'. The main form is titled 'Customer' and contains the following sections:

- Account:** Customer category (Person), Customer ID (C00001), Title, Academic title, First name (Michael), Last name (Johnson), Language, Customer group (Private customer), Discountable (checked), Payment Terms (Geldbasis).
- Main address:** Address ID (Rechnungsadresse 1), Address Name 2, Address Name 3, Country (United Kingdom), City (London), Postal code (W11 2BQ), Street (Greenway), House No. (46).
- Main communication:** Phone (+494688575552), Fax.
- Details:** Date of birth.

Buttons for 'Edit' and 'Close' are visible at the bottom right of the form. The background image shows a soccer field with players in white and blue kits running, and a crowd of fans in the stands.



# Articles

- Article structuring
- Stock overview
- Barcode Support

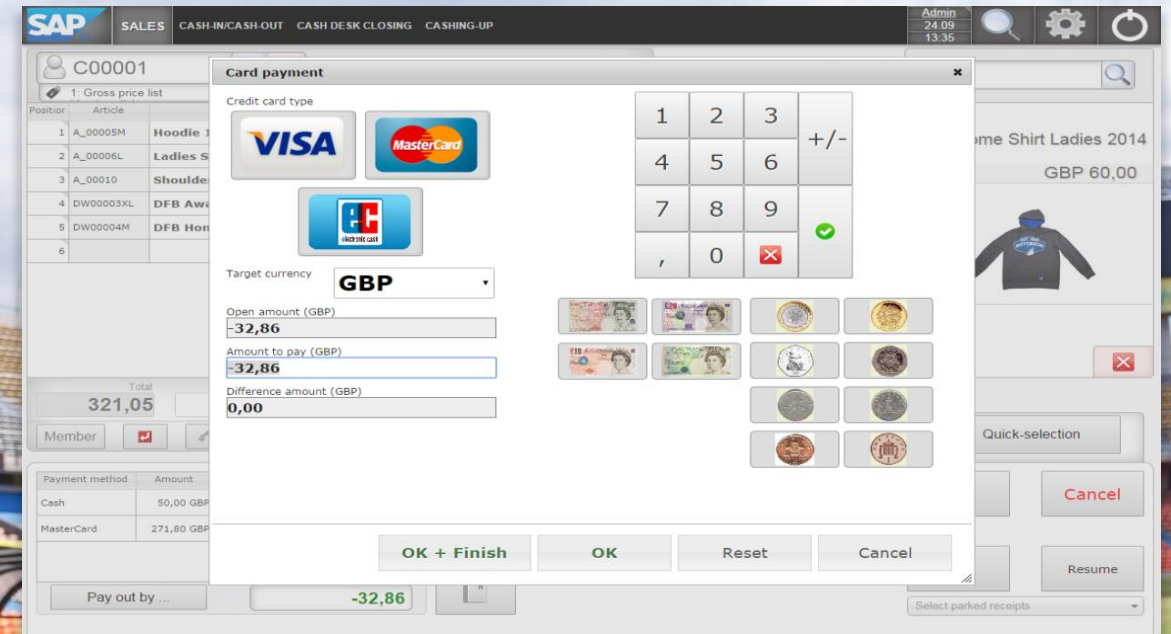
The screenshot displays the SAP Sales interface for a shopping cart. The header includes the SAP logo, navigation tabs (SALES, CASH IN/CASH OUT, CASH DESK CLOSING, CASHING-UP), and user information (Admin, 24.09, 15:39). The user is identified as Michael Johnson (C00001) at Greenway 46, W11 2BQ London, GB. The cart contains five items:

Position	Article	Description	Quantity	Unit	Unit price	Discount	Discount %	Gross amount
1	A_00005M	Hoodie 1899 M	1,00	Stück	26,95	0,00	0,00	26,95
2	A_00006L	Ladies Shirt 1899 L	1,00	Stück	29,95	0,00	0,00	29,95
3	A_00010	Shoulder bag	1,00	Stück	14,95	0,00	0,00	14,95
4	DW00003XL	DFB Away Shirt 2014 XL	1,00	Stück	80,00	0,00	0,00	80,00
5	DW00004M	DFB Home Shirt Ladies 2014 M	1,00	Stück	60,00	0,00	0,00	60,00

The total amount is 211,85. A detailed view of the selected item, '1,00 x DFB Home Shirt Ladies 2014 DW00004M', shows a price of GBP 60,00 and a small image of the shirt. A bottom navigation bar features icons for Member, Home, and a search bar with the value LF0111070. A 'Done' button is also present. A 'Main' label is visible on the right side of the interface.

# Payments

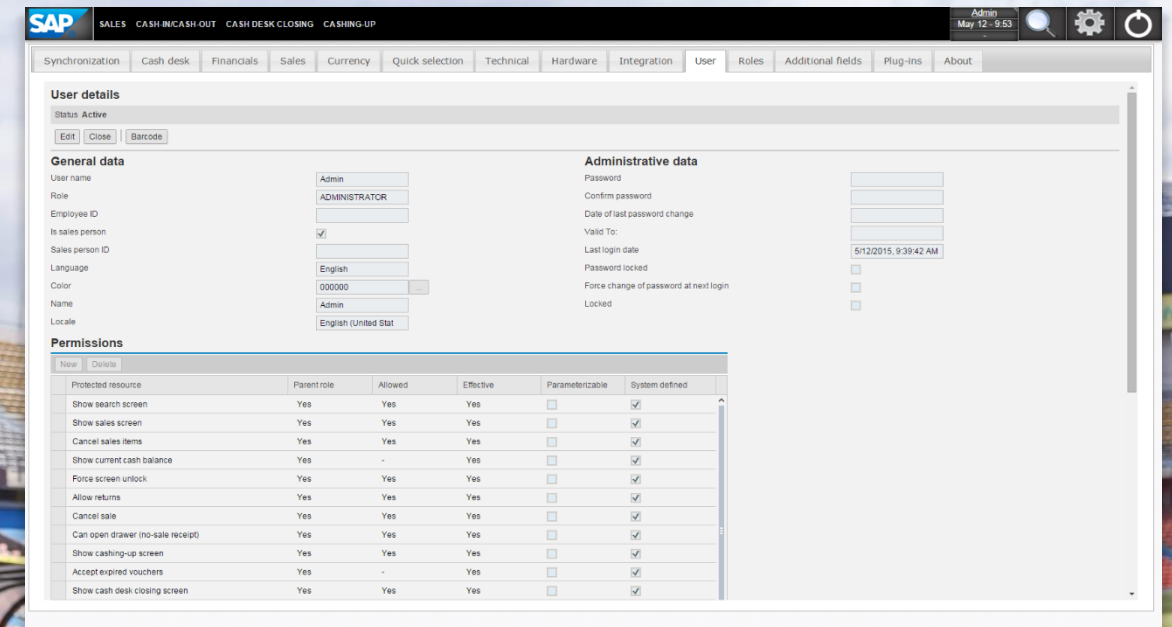
- Payment methods
- Gift cards
- Partial payments
- Multi-currency
- Terminal integration





# Permission Concept

- Role and User Management
- Configurable authorizations
- Permission inheritance



The screenshot displays the SAP User Management interface for the 'Admin' user. The user is active and has the role of 'ADMINISTRATOR'. The interface is divided into several sections: 'User details', 'General data', 'Administrative data', and 'Permissions'.

**User details:** Status: Active. Buttons: Edit, Close, Barcode.

**General data:** User name: Admin, Role: ADMINISTRATOR, Employee ID: [empty], Is sales person: , Sales person ID: [empty], Language: English, Color: 000000, Name: Admin, Locale: English (United Stat).

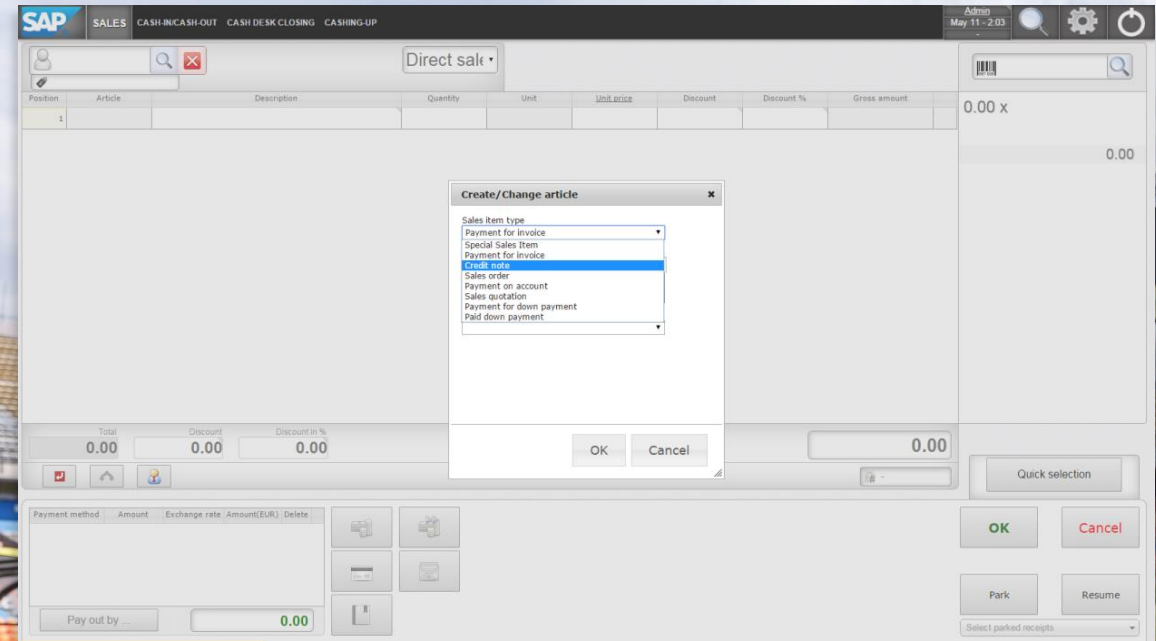
**Administrative data:** Password: [empty], Confirm password: [empty], Date of last password change: [empty], Valid To: [empty], Last login date: 5/12/2015, 9:39:42 AM, Password locked: , Force change of password at next login: , Locked: .

**Permissions:** A table listing various permissions for the user.

Protected resource	Parent role	Allowed	Effective	Parameterizable	System defined
Show search screen	Yes	Yes	Yes	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Show sales screen	Yes	Yes	Yes	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Cancel sales items	Yes	Yes	Yes	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Show current cash balance	Yes	-	Yes	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Force screen unlock	Yes	Yes	Yes	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Allow returns	Yes	Yes	Yes	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Cancel sale	Yes	Yes	Yes	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Can open drawer (no-sale receipt)	Yes	Yes	Yes	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Show cashing-up screen	Yes	Yes	Yes	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Accept expired vouchers	Yes	-	Yes	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Show cash desk closing screen	Yes	Yes	Yes	<input type="checkbox"/>	<input checked="" type="checkbox"/>

# Fetching various business objects

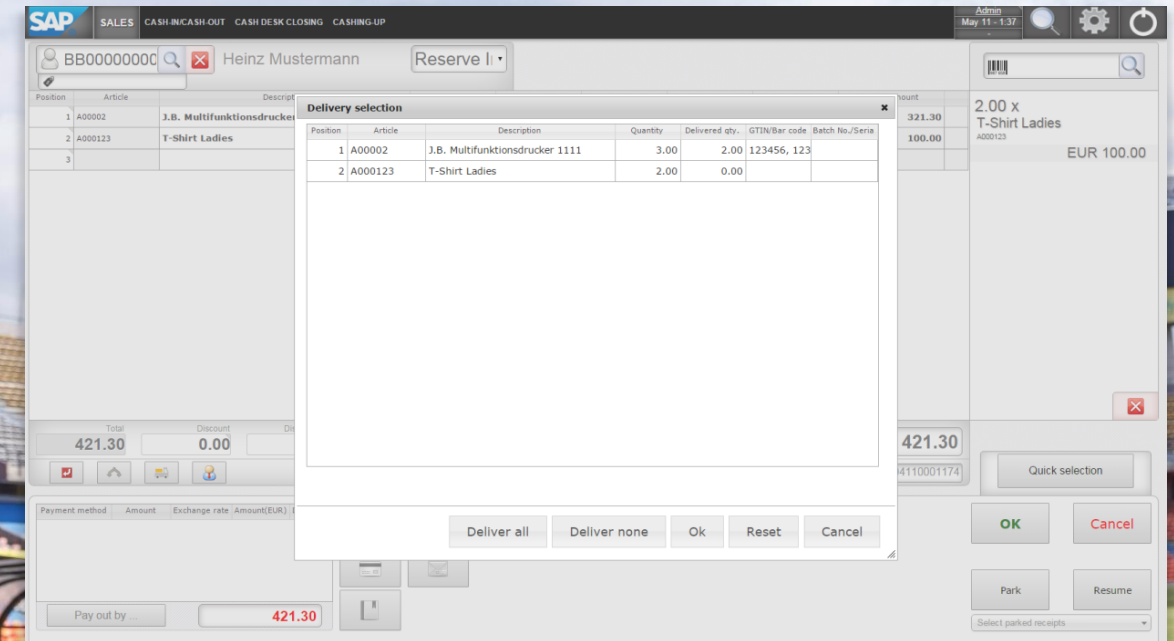
- Fetching open sales orders and sales quotations
- Using credit notes
- Payment on accounts
- Paid down payments





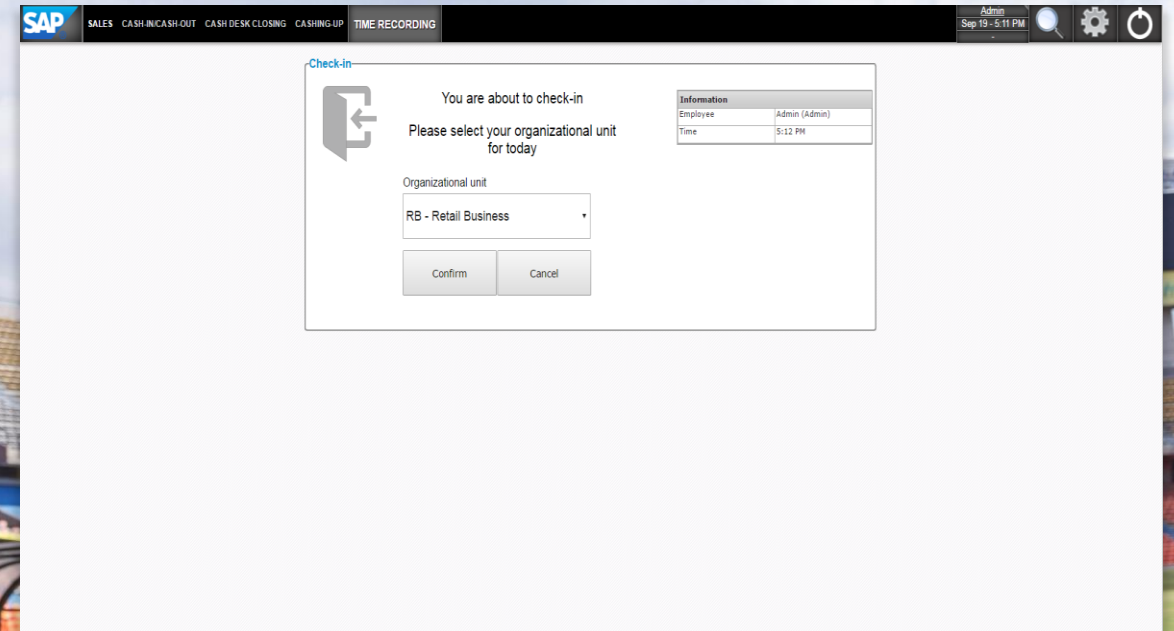
# Fetching various business objects

- **Creating reserve invoices**
- **Selecting delivered quantities**



# Time Recording

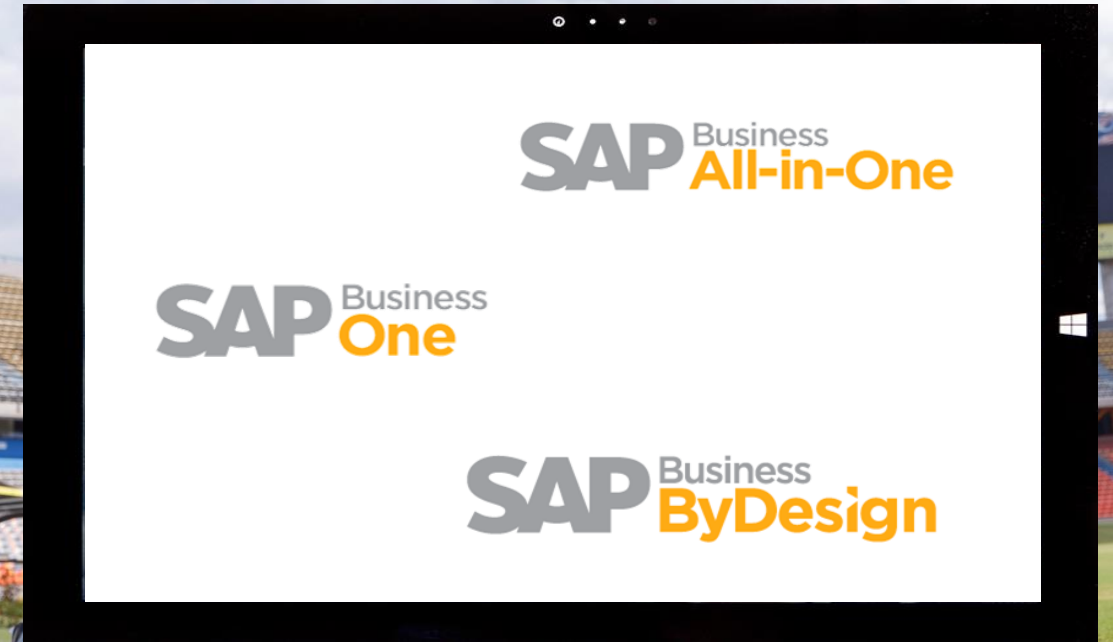
- Recording of working hours
- Punch In
- Punch Out





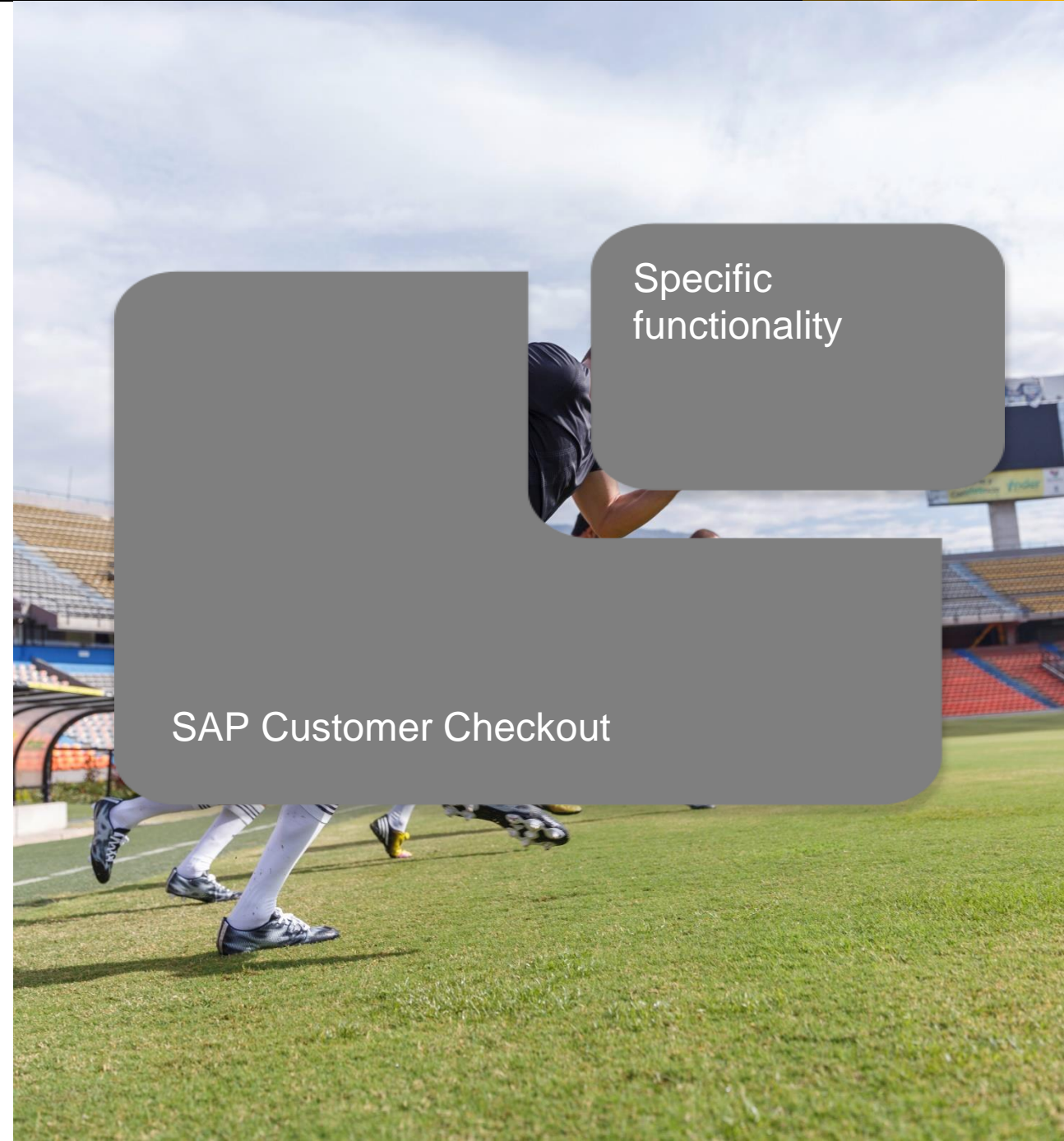
# Integration

- Real-time integration
- Financials postings
- Inventory postings



# Extensibility

- **Customer specific requirements such as individual pricing**
- **Additional Fields**
- **UI adaptations**



Specific  
functionality

SAP Customer Checkout

# Support of legal requirements

- **RKSV – Registrierkassen-sicherheitsverordnung in Austria**
- **NF525 Certification for France**
- **General Data Protection Regulation (GDPR) for EU**





# System Requirements

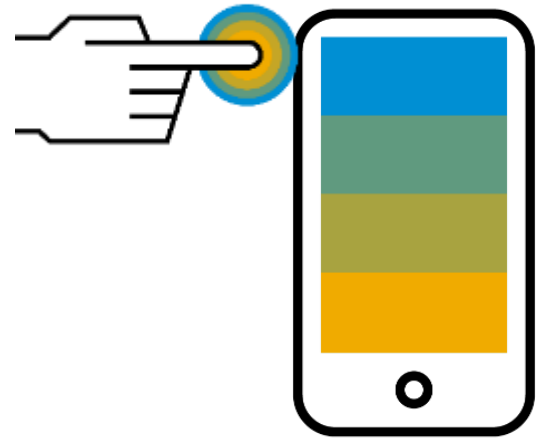
- **Operating system: Windows**
- **Hardware: Min. 1,8 GHz Atom CPU, 4 GB RAM**
- **POS – Hardware: Java POS Standard**

## FURTHER DETAILS:

- **Receipt Printer: Star, Epson, IBM, .....**
- **Customer Display: Star, Epson, LCD**
- **Scanner: all current types**
- **Cash Drawer: controlled via printer**
- **Plug-Ins: possible for all further devices**







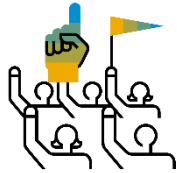
**Mobile  
Loyalty**



**Central  
Server**



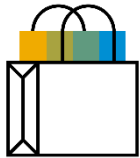
**Member Card**



**Loyalty**



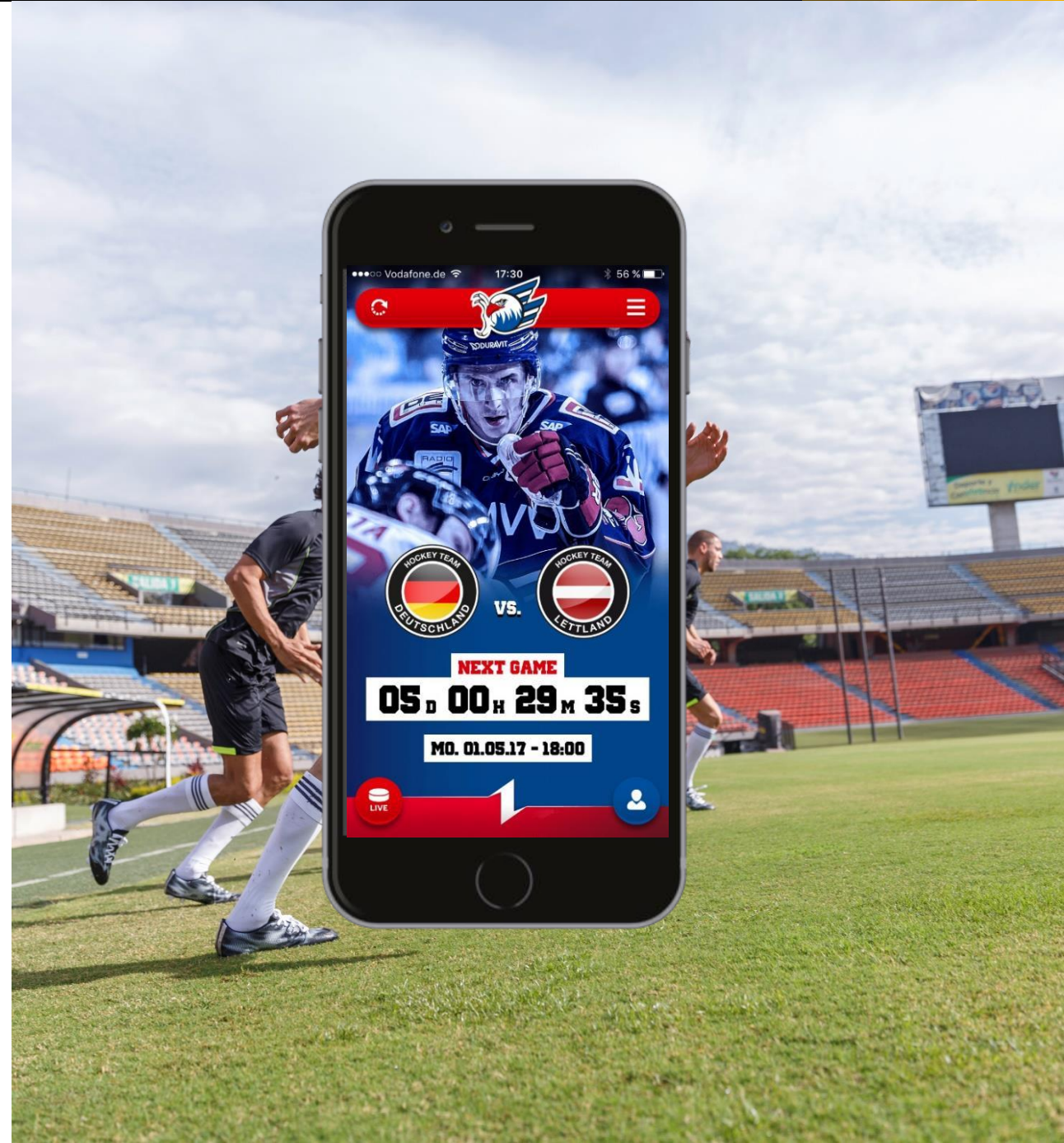
**Rewards**



**Gift Cards**

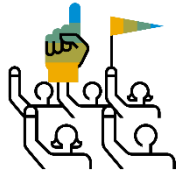


**Sales History**





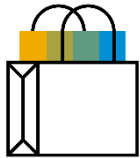
**Member Card**



**Loyalty**



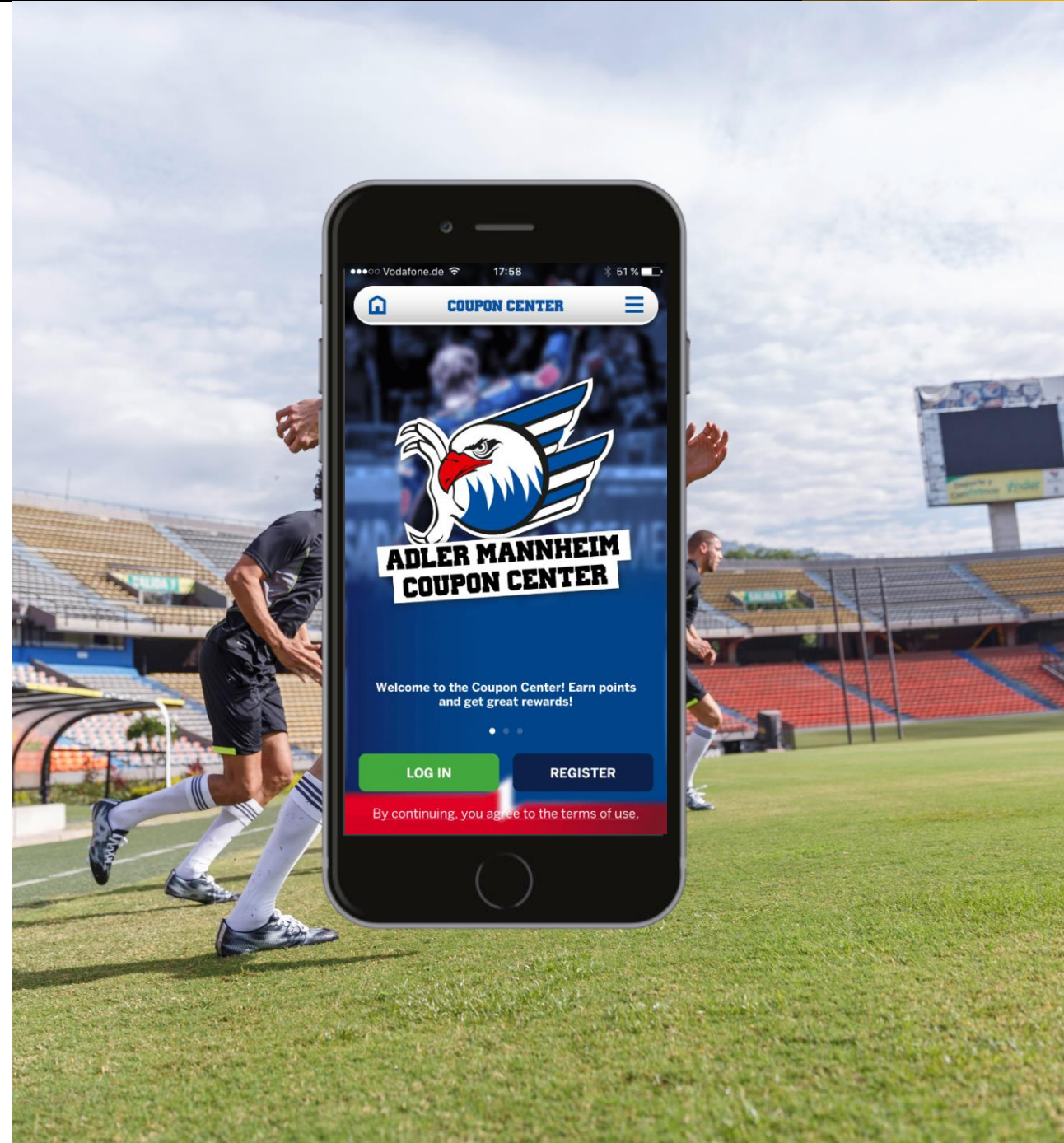
**Rewards**



**Gift Cards**



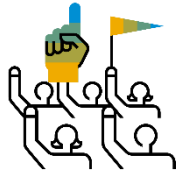
**Sales History**







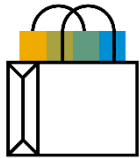
**Member Card**



**Loyalty**



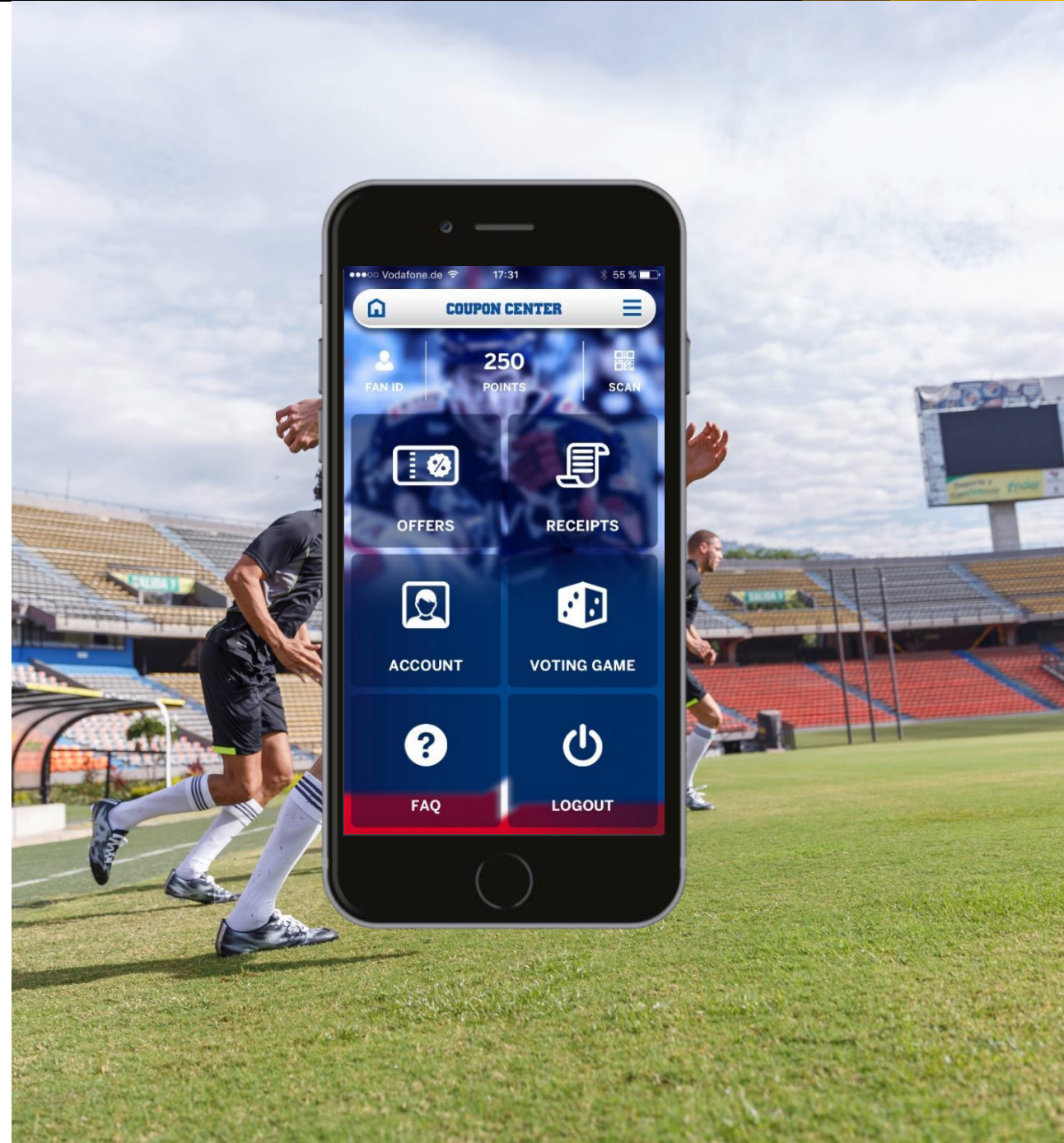
**Rewards**



**Gift Cards**



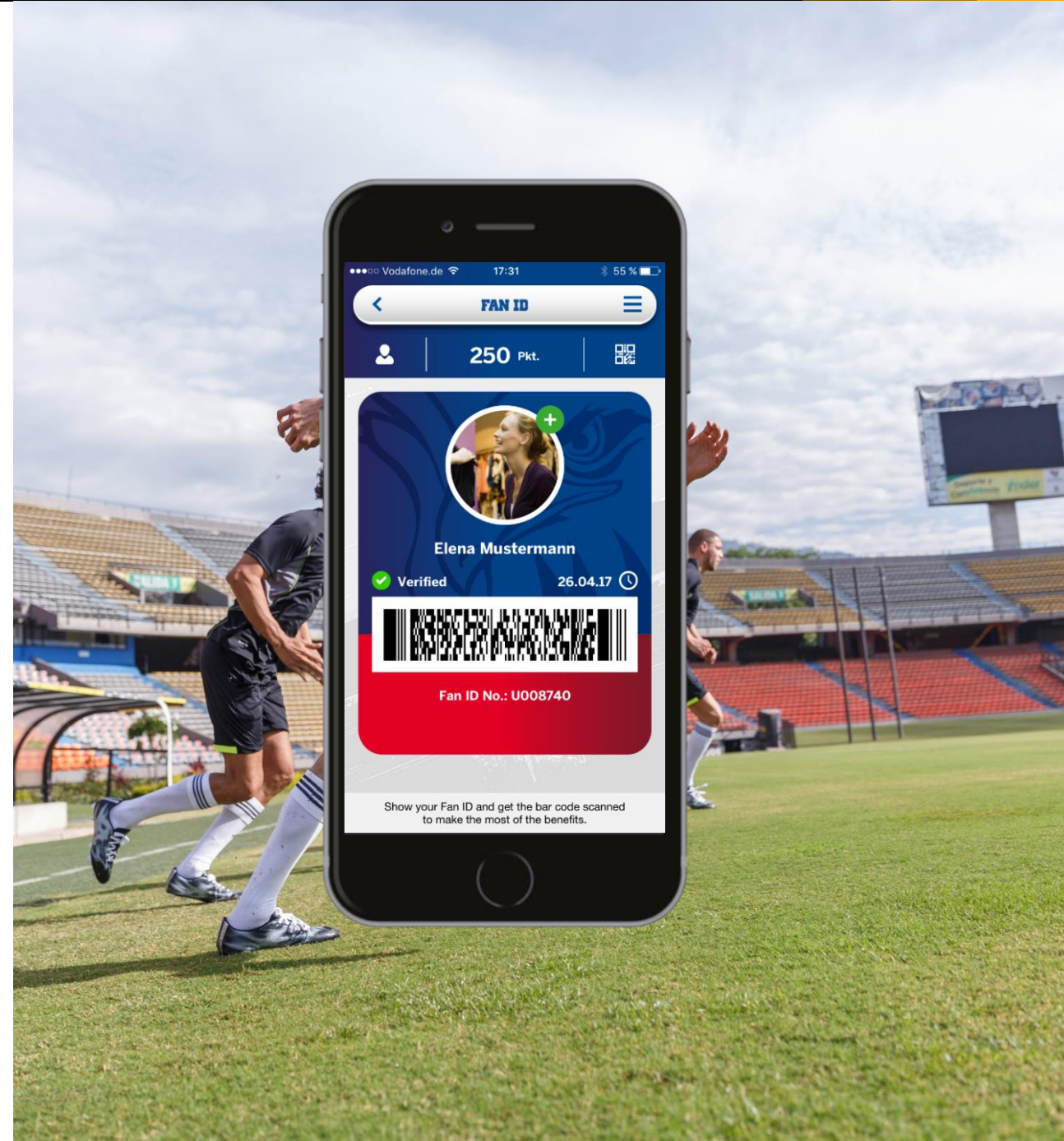
**Sales History**



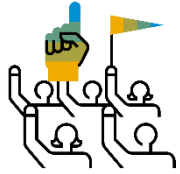


## Member Card

- **Mobile member card to be used at PoS**

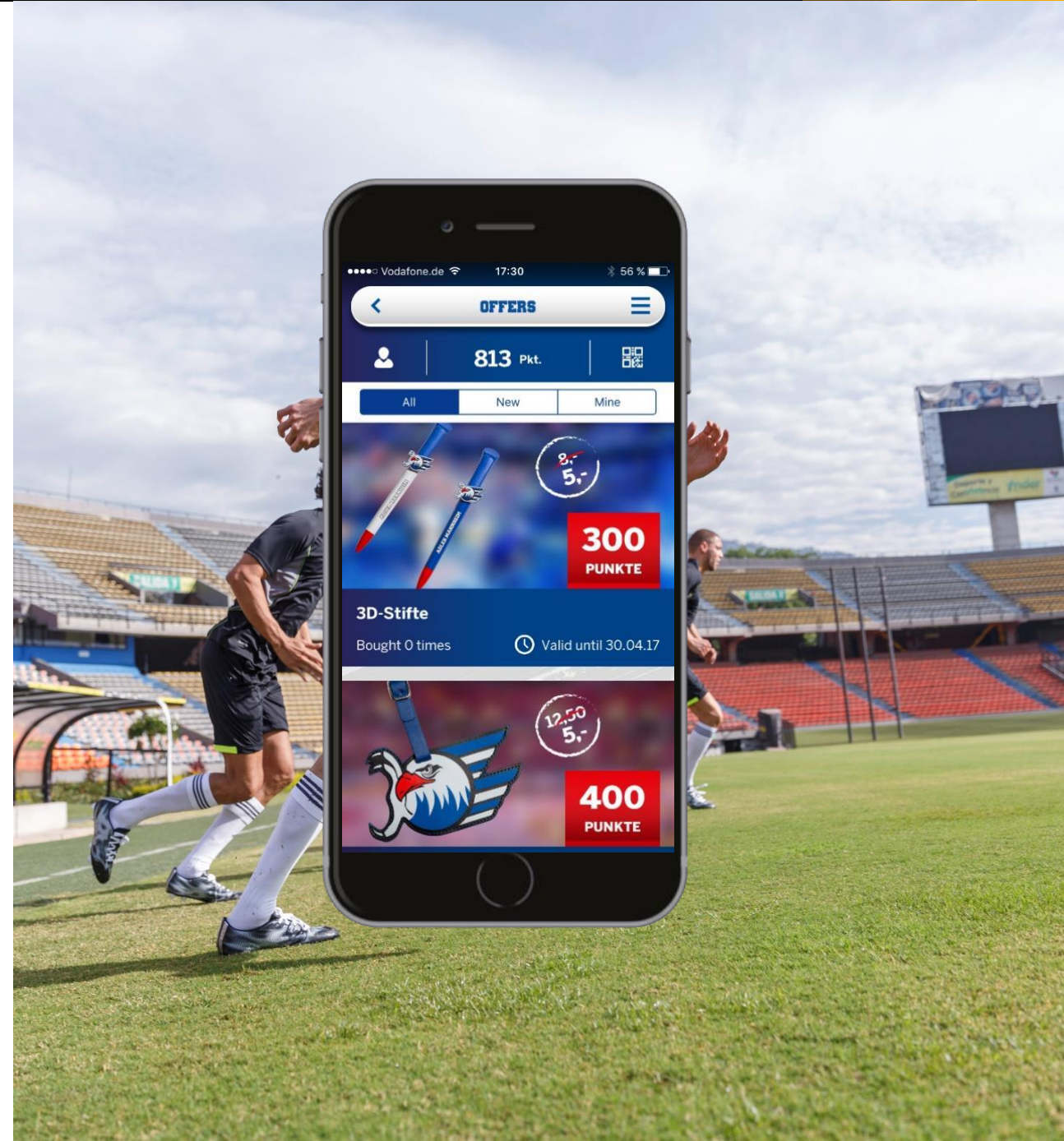






## Loyalty

- **Collect points at PoS**
- **Redeem points at PoS**

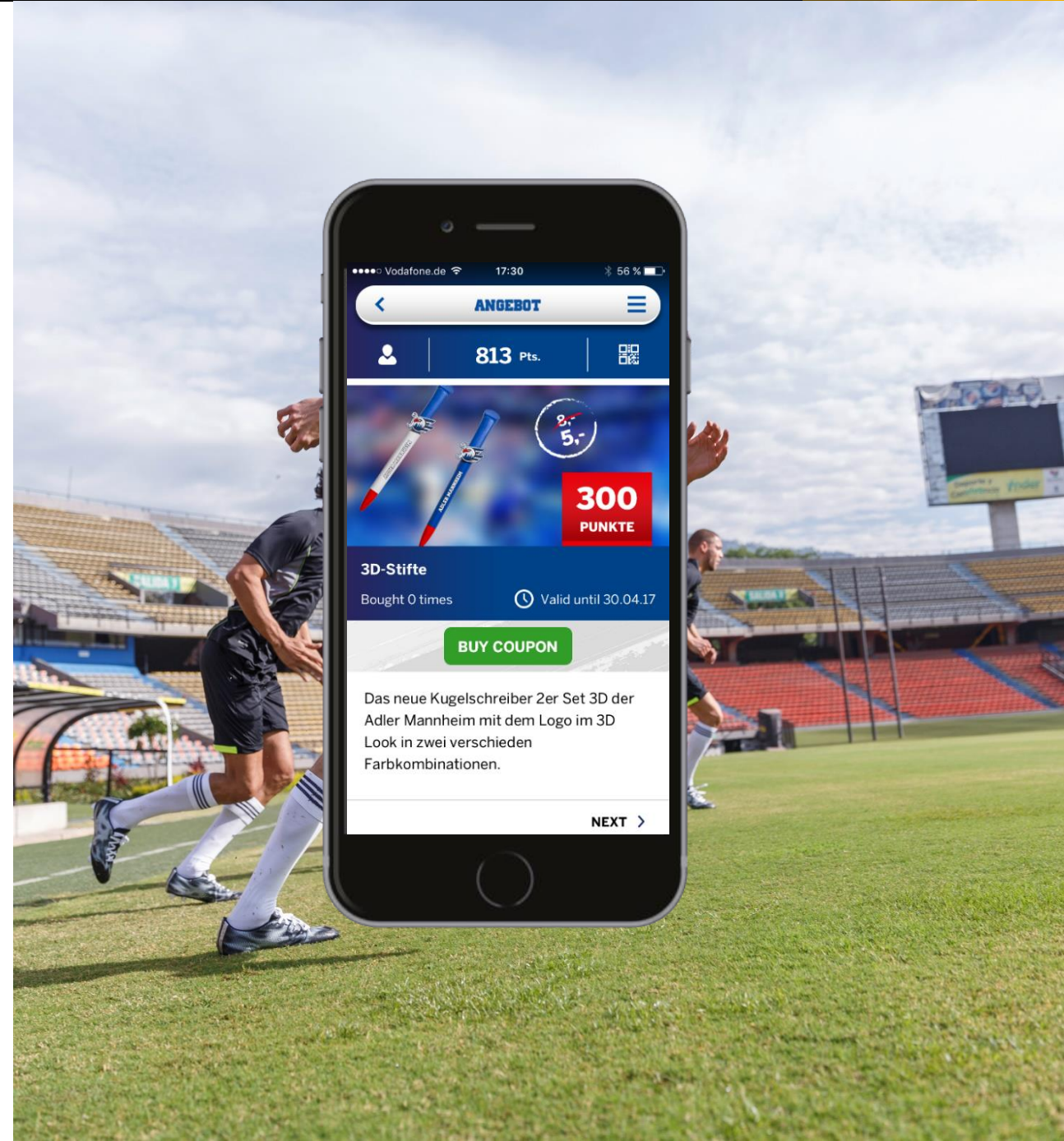






## Rewards

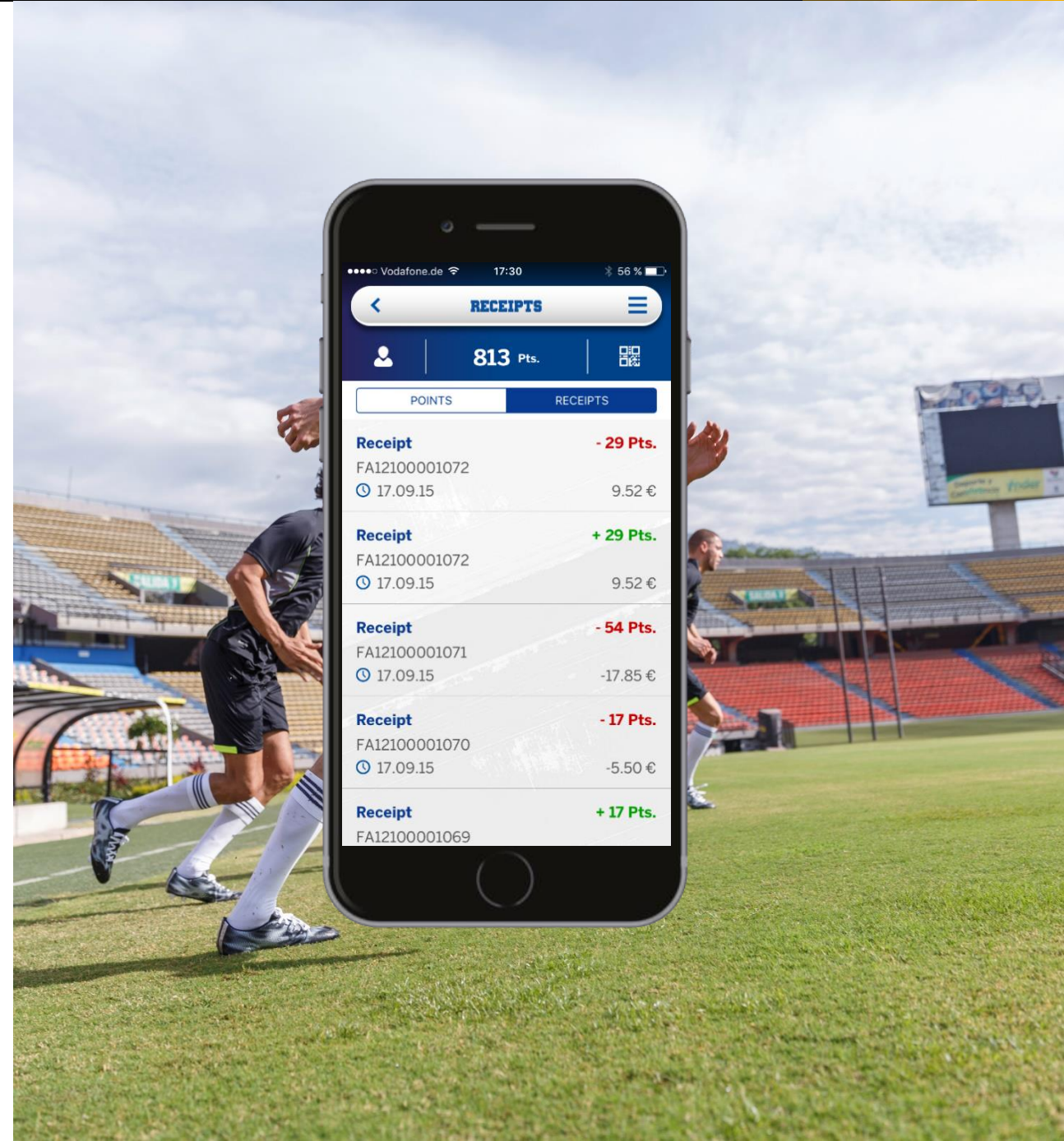
- Reward your loyal fans
- Get discount at PoS





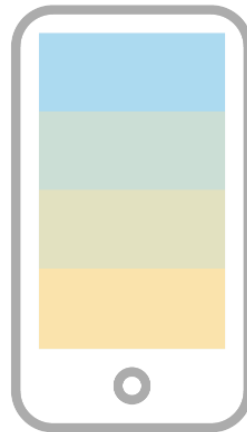
## Sales History

- **Store your receipts on your mobile**

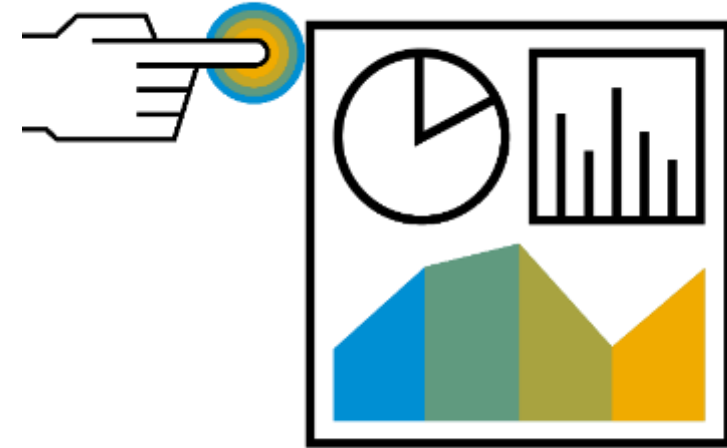




Point of Sale



Mobile  
Loyalty



**Central Server  
(SAP Customer Checkout  
Manager)**



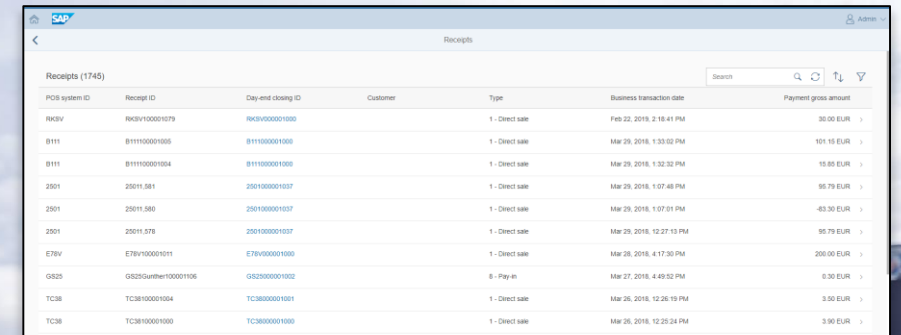
# SAP Customer Checkout manager

## Overview

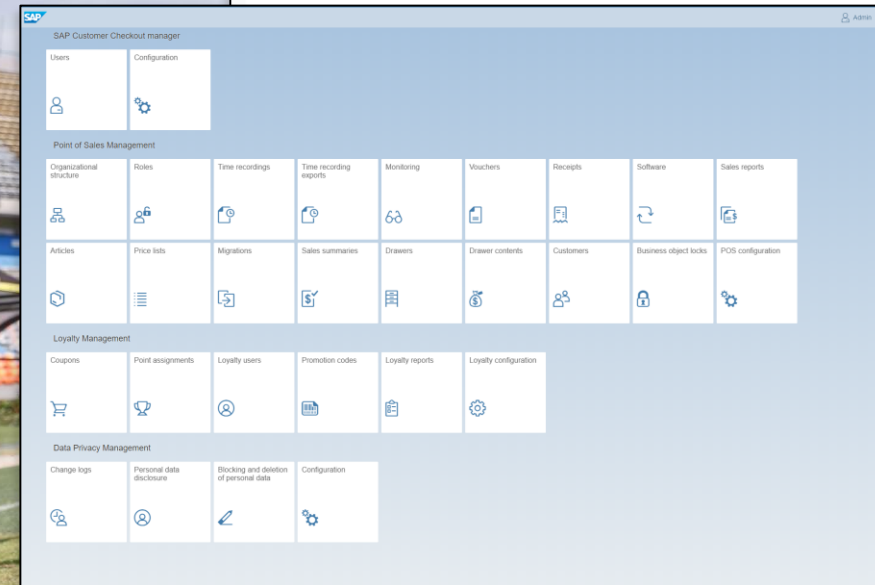
SAP Customer Checkout manager is a web application and another component available when working with SAP Customer Checkout.

### SAP CUSTOMER CHECKOUT MANAGER HELPS YOU WITH:

- Handle several organizational units
- Manage all receipts posted centrally
- Track time recordings of all employees
- Monitor all your point-of-sale applications in real-time
- Central management of software versions and installations
- Manage data privacy related settings
- Generate sales reports
- Create Master Data
- Central voucher management
- Overview of all drawer contents



POS system ID	Receipt ID	Day-end closing ID	Customer	Type	Business transaction date	Payment gross amount
RK3V	RK3V10001079	RK3V00001000		1 - Direct sale	Feb 22, 2019, 2:18:41 PM	30.00 EUR
B111	B11110001005	B11100001000		1 - Direct sale	Mar 29, 2018, 1:33:02 PM	101.15 EUR
B111	B11110001004	B11100001000		1 - Direct sale	Mar 29, 2018, 1:32:32 PM	15.88 EUR
2501	25011.581	250100001007		1 - Direct sale	Mar 29, 2018, 1:07:48 PM	95.79 EUR
2501	25011.580	250100001007		1 - Direct sale	Mar 29, 2018, 1:07:01 PM	43.30 EUR
2501	25011.578	250100001007		1 - Direct sale	Mar 29, 2018, 12:27:13 PM	95.79 EUR
E78V	E78V10001011	E78V00001000		1 - Direct sale	Mar 28, 2018, 4:17:30 PM	200.00 EUR
GS25	GS25000010001006	GS2500001002		6 - Pay in	Mar 27, 2018, 4:49:52 PM	0.00 EUR
TC38	TC3810001004	TC3800001001		1 - Direct sale	Mar 26, 2018, 12:28:19 PM	3.00 EUR
TC38	TC3810001000	TC3800001000		1 - Direct sale	Mar 26, 2018, 12:25:24 PM	3.90 EUR
						1,320.06 EUR
						204.66 EUR
						-18.00 EUR
						15.00 EUR
						-18.00 EUR
						15.00 EUR
						-215.50 EUR
						215.50 EUR
						-45.00 EUR
						28.00 EUR
						25.00 EUR



SAP Customer Checkout manager

Users | Configuration

Point of Sales Management

- Organizational structure
- Roles
- Time recordings
- Time recording reports
- Monitoring
- Vouchers
- Receipts
- Software
- Sales reports

Articles | Price lists | Migrations | Sales summaries | Drawers | Drawer contents | Customers | Business object locks | POS configuration

Loyalty Management

- Coupons
- Point assignments
- Loyalty users
- Promotion codes
- Loyalty reports
- Loyalty configuration

Data Privacy Management

- Change logs
- Personal data disclosure
- Blocking and deletion of personal data
- Configuration

# System Requirements

- **Operating system: Windows**
- **Hardware: Min. 2 GHz Atom CPU, 2 GB RAM, 64 GB Hard disc SSD**

**The following software is required to run and install SAP Customer Checkout manager:**

- **Java VM Java SE Runtime Environment Version 8**
- **Java Application Server**
- **Database management system**
- **Google Chrome Web browser**

**Supported Database Management Systems:**

- **Microsoft SQL Server 2012 Standard**
- **Microsoft SQL Server 2014 Standard**
- **SAP HANA Database 1.00 (Only Linux Suse SLES11/ X86 64-bit)**







# Adler Mannheim

## Customer Proof Point

### Customer Name

Die Adler Mannheim  
Eishockey Spielbetriebs  
GmbH & Co. KG

### Headquarters

Mannheim, Germany

### Industry

Sports and entertainment

### Products and Services

Ice hockey team and related  
fan services

### SAP® Solutions

SAP Customer Checkout

### Website

[www.adler-mannheim.de](http://www.adler-mannheim.de)

### Objectives

- Identify fans inside and outside the arena to learn who they are
- Better understand the fans and their buying behavior before, during, and after a game
- Offer personalized loyalty programs to registered fans
- Increase overall fan satisfaction and strengthen the fan base

### Why SAP

- Ability to integrate all relevant data into one application with one experience with software like the SAP® Customer Checkout application and SAP Event Ticketing software
- Collaboration in a design thinking approach to develop new enhancements and perfectly match user needs
- Portfolio of market-leading software for an innovative technology foundation – including the SAP HANA® platform
- Real-time analytics

### Benefits

- A 360-degree view of the fans
- Identification of fan through mobile member card registration at the point of sale
- Central management of all users and coupons using SAP Customer Checkout
- Promotions through collection and redeeming of loyalty points with SAP Customer Checkout
- Ability to help fans gain an overview of all sales receipts stored in the mobile phone
- Engage fans through an end-to-end experience, including live game data, tickets, news, and merchandise

**“Our fans are our most important asset. We want to know more about their individual preferences – who they are, what they want, how often they come to a game. In return, we can now enrich their experience in and outside of the stadium, identify the most dedicated fans, and offer them truly special rewards, experiences that money can’t buy, like spending a training day with the team.”**

Matthias Binder, Managing Director, Die Adler Mannheim Eishockey Spielbetriebs GmbH & Co. KG

This content is approved by the customer and may not be altered under any circumstances.



# >11,000

Downloads within the first week  
of launch date in the Apple and  
Google Play stores

# 360-degree

View of the fans

# >3,000

Registered users in the coupon  
center

# Stronger

Fan base



See Mannheim Hockey Fans Score with SAP!

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# TSG 1899 Hoffenheim

## Customer Proof Point



### Customer Name

TSG 1899 Hoffenheim  
Fußball-Spielbetriebs GmbH

### Headquarters

Zuzenhausen, Germany

### Industry

Sports and entertainment

### Products and Services

German Association soccer club and training academy for up-and-coming national and international talents

### Employees

190

### SAP® Solutions

SAP Customer Checkout

### Website

[www.achtzehn99.de](http://www.achtzehn99.de)

### Objectives

- Provide real-time transparency about sales figures through all point-of-sale terminals
- Manage and monitor all point-of-sale terminals centrally within the SAP® Customer Checkout application
- Fasten sales process in the hospitality area with optimized sales user interface
- Integrate check-in and check-out transactions for time recording of employees into sales process

### Why SAP

- Reputation for technological leadership
- Willingness to co-innovate and codevelop solutions tailored to the requirements of the hospitality sector
- Ability to use the server feature in SAP Customer Checkout as a stand-alone back-end system
- Real-time analytics of sales revenues during a match

### Benefits

- Gained visibility into business operations across the hospitality area
- Improved the productivity of managers by providing them tools to better monitor the hospitality transactions
- Optimized the user interface to accelerate the time at point of sale for the end user

**“During a Bundesliga soccer match, our food and beverage kiosks are running full speed. More than 80 receipts per minute are posted in the back-end system. Therefore, we needed a system that is stable and fulfills the requirements of the hospitality sector. With SAP Customer Checkout, we have an easy and reliable point-of-sale system that gives us a 360-degree view of our revenue in real time.”**

Frank Briel, Manager of Finances and Organization, TSG 1899 Hoffenheim Fußball-Spielbetriebs GmbH

# 100%

Transparency across sales revenue in the hospitality

# Real-time

Access to all point-of-sale terminals

# 130

Point-of-sale terminals running in the arena

# Simple

Sales user interface

# Faster

Sales process at point of sale

# Thank you.

Contact information:

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PartnerEdge:

<https://partneredge.sap.com/en/products/scc/about.html>