



Gebr. Heinemann: Creating a unified view of pricing and promotions for consistent omnichannel experiences

Gebr. Heinemann SE & Co. KG is one of the world's leading retailers and distributors in the international travel market. In Europe, the company is the market leader and the only family-owned company among the global players in the travel retail sector. Gebr. Heinemann operates duty free and travel value shops, brand boutiques, and concept stores under license at international airports, as well as shops at border crossings and on board cruise ships.

As an international business with online and offline channels, it's important for the company to offer a consistent omnichannel experience for customers, whether they're shopping online or in the airport duty-free shop. Looking to simplify managing consistent pricing across its channels, Gebr. Heinemann seized the opportunity to create one source of truth for pricing and promotions in the cloud.



Mastering omnichannel retail with SAP Omnichannel Promotion Pricing

Before: Challenges and opportunities

- Lack of visibility into multiple siloed data repositories for promotions and pricing
- Complexity and reliance on manual effort to manage its omnichannel sales environment

Why SAP

- SAP Omnichannel Promotion Pricing solution, an industry cloud solution, to provide one repository for all price master data and promotions and enable consistent promotional pricing across sales channels
- Automatic calculation of sale prices by applying promotional rules using the Calculation service for SAP Omnichannel Promotion Pricing
- Native integration with the SAP Customer Activity Repository application and commerce solutions in the SAP Customer Experience portfolio
- Access to SAP’s open APIs for visibility into pricing and calculation engines

After: Value-driven results

- Established one source of truth in the cloud for pricing and promotions across channels
- Elevated customer experiences and confidence through consistent and transparent pricing and promotions across channels
- Mitigated data errors, thanks to data centralization and less manual effort
- Reduced operational costs for hardware setup and maintenance for pricing and promotions

“Thanks to the SAP Omnichannel Promotion Pricing solution, we have the same pricing and promotions online and offline, with pricing updated and available for everyone across all our channels at the same time.”

Christian Schwidlinski, Senior Consultant, Gebr. Heinemann SE & Co. KG

Increased

Speed of data distribution and increased its reliability by shortening the process

100%

Elimination of local infrastructure required for mobile point-of-sale data distribution

Creating flawless cross-system and cross-channel customer experiences with consistent pricing and promotions

Gebr. Heinemann SE & Co. KG invested in the SAP Omnichannel Promotion Pricing solution to create one source of truth for sales pricing and promotions. The Calculation service for SAP Omnichannel Promotion Pricing allows the company to calculate effective sales prices by applying promotional rules. Integrated with the SAP Customer Activity Repository application and SAP Commerce Cloud solutions as well as third-party applications, such as point-of-sale solutions and mobile apps, Gebr. Heinemann can support consistent pricing across its channels.

Local pricing and promotions are key to success in the international travel retail market – offline and online. While the company’s aim is for omnichannel consistency, the cloud-based service gives the team at Gebr. Heinemann the freedom to support local pricing and promotions. Taking advantage of SAP’s open APIs, Gebr. Heinemann can connect to third-party applications for loyalty and couponing and provide special offerings to its loyalty program members. The company also has more flexibility to use its infrastructure when partnering with vendors for promotional events.

