

SAP® Pricing on SAP HANA™ Pricing at the speed of business



In retail and wholesale distribution, pricing—whether for catalog development or real-time order generation—can be a minute-to-minute issue, not one that unfolds over weeks or even days. That's the reality of operating in the face of extreme incremental price and margin pressure.

The ability to price entire product catalogs with customer-specific prices daily, or to calculate prices more quickly in an online retail environment, can make the difference between capturing a customer order and losing that customer to a competitor. The ability to have real-time insights into production acquisition costs, market demand, available discounts, and agreements helps drive the leading margins in these scenarios. But with traditional system constraints, this has been a challenge.

The SAP HANA advantage

Today, a sales force needs access to tools and applications for maintaining competitive pricing levels while also managing tight margins. For many, this looks like a real-time pricing tool with the ability to price entire product catalogs and provide performance benefits on the e-commerce channel. The result? More competitive pricing, enhanced cross-sell and up-sell opportunities, greater sales penetration, and increased customer retention.

Our approach to pricing with SAP HANA delivers the flexibility to consume SAP HANA artifacts through ABAP programs or Web applications. This provides the ability to transform time-consuming processes in traditional SAP systems by creating equivalent data models or transferring processing and data-intensive operations into SAP HANA. With this option, organizations can focus on specific processes that can benefit from the significant performance gains of SAP HANA in the short term while also developing a roadmap to move the entire ERP on the SAP HANA backbone in the long term.

How we can help

SAP HANA capabilities hold the potential to transform pricing. Users can gain the flexibility to calculate dynamic pricing—whether for an entire customer catalog or an e-commerce channel order—in a fraction of the time required by traditional solutions in play today. In test scenarios, calculation times have been reduced almost 900 times—a 99.9 percent decrease. It's also possible to leverage the power of SAP HANA to deliver a faster solution where large data processing is needed in transactional business processes. This approach gives users the ability to boost performance in areas where response and completion time windows are critical to business success.

Technical attributes

- SAP HANA™
- SAP NetWeaver Gateway with UI Add-on
- ABAP Workbench (to utilize HANA and ECC6.0)
- SAP Landscape Transformation Server
- SAP HANA Development Studio
- Eclipse Juno with SAPUI5 Toolkit

Bottom-line benefits

- Enable your sales organization to differentiate itself from industry competitors with real-time pricing
- Increase margins with the ability to react to changing market conditions and product costs in real time
- Enhance customer satisfaction and retention by meeting demand for timely transactions
- Minimize overall order creation time by improving pricing calculation speeds
- Reduce system performance drain for customer catalog pricing calculations
- Gain flexibility to integrate with existing ABAP programs or Web applications
- Experience exponential performance gains in the short term without having to make the commitment to upgrade to the latest SAP ERP that supports SAP HANA natively

Additional information

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