



## Electronic price marking as another building block in the digitization strategy at BayWa Baustoffe

Pilot project with SAP Integration has ended with success

### The original situation

The building supplies shop, as well as the often affiliated sales locations, are among the traditional business areas. But such companies also have to meet the challenges of the digital transportation – which means that there is a great deal of potential there. The building materials segment at BayWa recognized early on the opportunities that this presented and is exploring the potentials of digitization very pragmatically and from different directions. In the course of the conversion of two existing building material enterprises, an additional building block was tested out as part of a digital pilot project.

It was at this time that the question of price marking started to become a central issue: traditional price labels not only entail all manner of manual work. A major problem with them is keeping them up-to-date. Whenever there is a change, prices have to be changed as quickly as possible both on the product and at the checkout. During regular operations, this ties up resources unnecessarily and also runs up against the problem that changes to labels cannot be made quickly enough.

### Company BayWa

Location: Munich (company head office)

#### Company Profile:

BayWa is a global company with core segments in energy, agriculture and construction, as well as the development segment of innovation & digitization.

As a global player, it develops leading solutions and value-enhancing projects for the basic needs of nutrition, energy and construction. The company, which was founded in 1923, is headquartered in Munich. The company's origins lie in the cooperation land trade with the mission of supplying the rural region with everything that was needed for agricultural development.

The cooperative spirit and loyalty to the region still define the company. By tradition its core markets are in southern Germany and Austria, and in recent years BayWa has significantly expanded internationally as part of its growth strategy. The company is now the largest agricultural trader in Germany and globally is among the leading traders in agricultural raw materials.

The regenerative energies business area has grown into a critical role. BayWa r.e. AG, where all activities related to renewable energies are bundled, is advancing its project business globally with great success.

Sectors: Agriculture, construction, energy

Founded: 1923

Workforce: mehr als 20.000

Internet: <https://www.baywa.com/>

Two pilot locations were therefore fully changed over to an electronic price marking system. The price marking function was to be integrated into the SAP ERP system, as was the case before. But the objective was to eliminate the hassle of red tape and the manual changing of labels. Another specific challenge was that the implementation of the Electronic Shelf Labeling (ESL) had to be done during normal operations.

## Solution

The software solution for electronic price marking, based on NAVI (Nagarro VUSION Integrator), was implemented in just three weeks for each site. All of the existing labels were replaced with electronic displays and included both live data and current prices. After the smooth implementation, a three-month test phase followed. During this time empirical values were collected on daily performance, speed, time saved and reliability. Using this data as a basis, additional conversions are now being planned.

A main prerequisite for a smooth implementation in such a short time was the close collaboration between the departments involved. This included, among others, BayWa IT, various departments at BayWa Baustoffe and the employees at the locations, and of course the experts from Nagarro ES.

## Added value

BayWa benefited from a number of advantages in the project, not just because of the extremely short duration of just ten weeks for the entire project of during normal operations. An additional major advantage was that the digital price marking was integrated into the existing SAP environment (SAP ERP system), and therefore no additional island solution was needed.

Thanks to the new system, prices on labels now no longer have to be changed manually. They can now be changed over automatically and price changes can be made in real time. This way discrepancies can now be avoided between the price marking on the shelf and the price at checkout, and this has an impact both on the company itself and on customer satisfaction. With the electronic process, manual changeover is now a thing of the past, which this leaves more time for important tasks of customer consultation.

After the successful ESL implementation, other use cases will be developed, e.g. an employee module, and the system will be integrated into other building supply enterprises. BayWa and Nagarro ES will once again be joining forces to take up these topics for a successful implementation.

## Nagarro ES

Nagarro ES is a leading German full-service IT provider for critical enterprise applications and complex ERP environments in the digital transformation.

With more than 750 employees, Nagarro ES is the most outperforming and innovative SAP partner for German SMEs and large international firms.

The future is not just digital, but also complex, fast-moving and multi-dimensional. To be successful in this environment, a high degree of adaptability and flexibility is required. Here technology plays a central role – it allows agility and must be flexible at the same time.

Our goal is to provide companies with the right IT in the right form so that they can keep up with a tremendous rate of change. Therefore, instead of isolated projects, we have a more integrated, sustainable idea of collaboration.

As part of the global company Nagarro with over 10,000 employees in 26 countries, Nagarro ES not only offers its customers international reach, but also access to the additional technology solutions of a global player in software engineering with 1,500 SAP specialists worldwide.

