SAP Promotion management for retail applications

Comprehensive solution to create retail offers and prepare them for advertising. It supports several business areas (Advertising, Marketing, Merchandising, Administration).

Overview _

Client:
Multinational software corporation (enterprise software)
> 100000 employees
Germany

Business case:
+ Creation and advertising of retail offers

Industry _

+ Retail
+ Marketing

Services _

+ Custom software development

Project type _

+ SAP Fiori

Technology _

+ JavaScript
+ HTML
+ CSS
+ SAP UI5
+ SAP Fiori
+ OData
+ Qunit
+ Jquery
+ ABAP

+ Eclipse IDE
+ Maven
+ GIT
+ Jenkins
+ ESLint
+ SAP Analysis plugin
+ Tomcat 7

Description _

A comprehensive solution for creating retail offers and preparing them for advertising to consumers. It supports several business areas, such as Advertising, Marketing, Merchandising and Administration.

Challenges _

Developing a custom software on behalf of a large software corporation brought very specific challenges:

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+ Remote work in a multicultural environment.

+ App customization for multiple regions, countries and business styles.

Solutions _

We met client's high expectations with a series of cross-technology solutions:

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+ SAP Fiori-based development.

+ Investigation of SAP Fiori extension capabilities, in order to create extensions for existing projects.

+ Creation and adaption of QUnits.

+ Consumption of oData services.