



Empire Merchants North's BTP Approach

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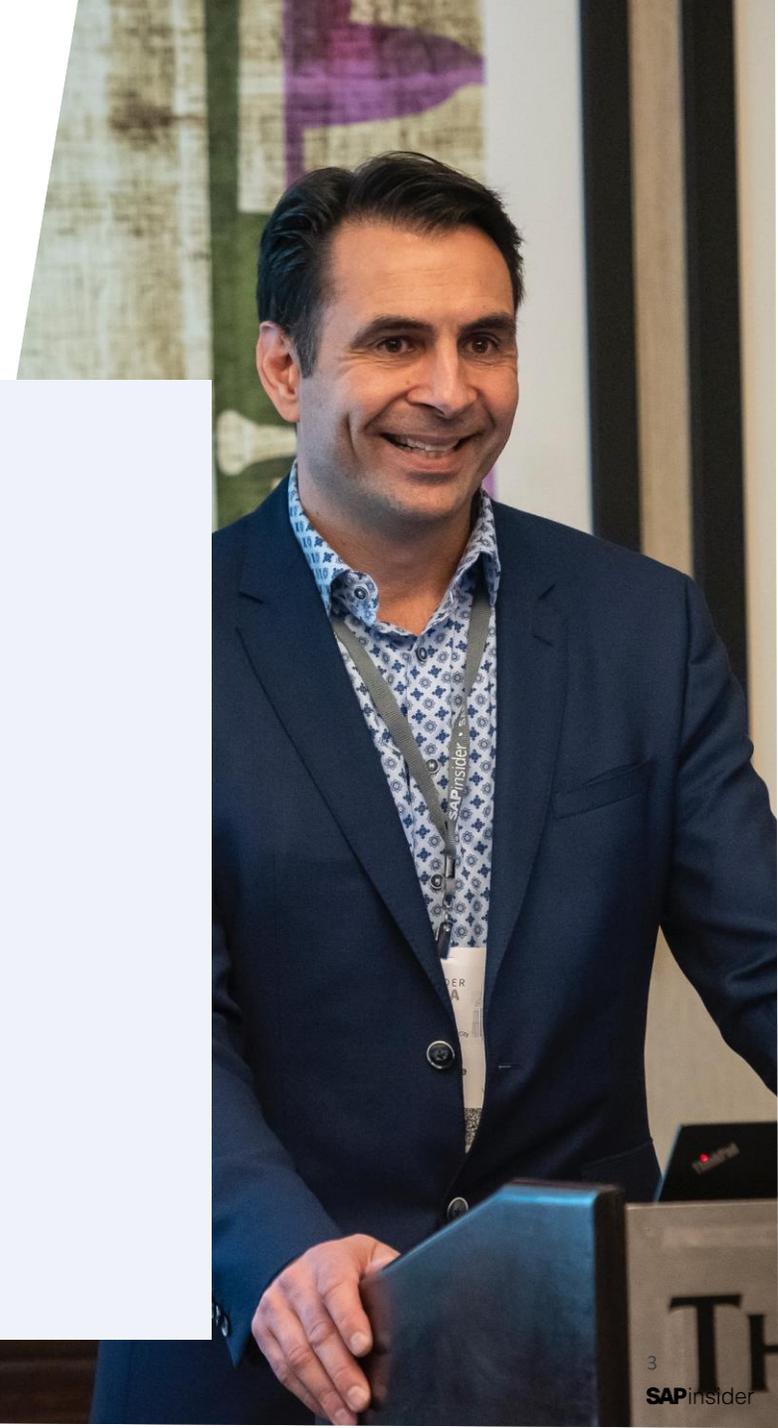


In This Session

Empire Merchants North faced no shortage of business process automation technology platforms when selecting one to support one of its compliance-critical business processes. This session will review how Empire Merchants North tackled SAP Master Data Governance and Business Process Automation using a no-code Business Technology Platform with direct connectivity to SAP.

What We Will Cover

- About Empire Merchants North (EMN) and its Drivers for Automation
- Automation Use Case: Compliance-critical Marketing Process
- Organizational Approach and Implementation Challenges
- Business Impact and Lessons Learned
- Future use cases and plans

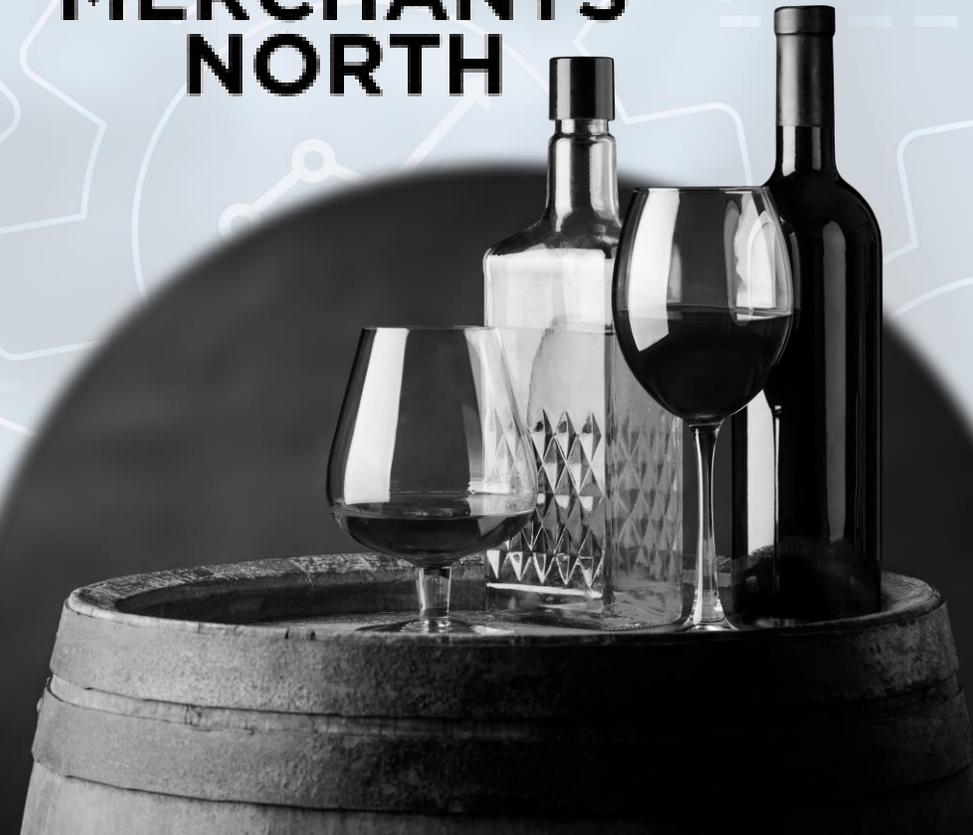


About Empire Merchants North (EMN)

Empire Merchants North was formed in September 2007 from the merging of Colony Liquor & Wine Distributors and Service-Universal Distributors, two companies whose roots reach back to the end of Prohibition. The result is Upstate New York's premier wine and spirits distributor, proudly building on decades of experience.

With state-of-the-art facilities and a dedicated team of over 700 knowledgeable and well-equipped employees, Empire Merchants North has become synonymous with both service and quality, earning the loyalty of more than 9,000 restaurants, bars, hotels, nightclubs and retail outlets.

SAP has been Empire Merchants North's ERP system for well over a decade.



Key Automation Drivers

Process improvement and automation is key driver to IT roadmap:



Reduce errors and mistakes



Improve processing time and productivity



Strengthen compliance, visibility and oversight



Increase awareness and transparency





Automation Use Case

Compliance-critical Marketing Process:

Product Sample Request, Management, Fulfillment, Budgeting, and Compliance

Sample Request

Product Sampling is a Key Activity for Driving In-store Liquor and Wine Sales

- Highly manual process requiring shared spreadsheets, multiple emails, and manual sales order entry into SAP
 - Error-prone
 - Labor-intensive
- Compliance is crucial and must be followed with no exceptions

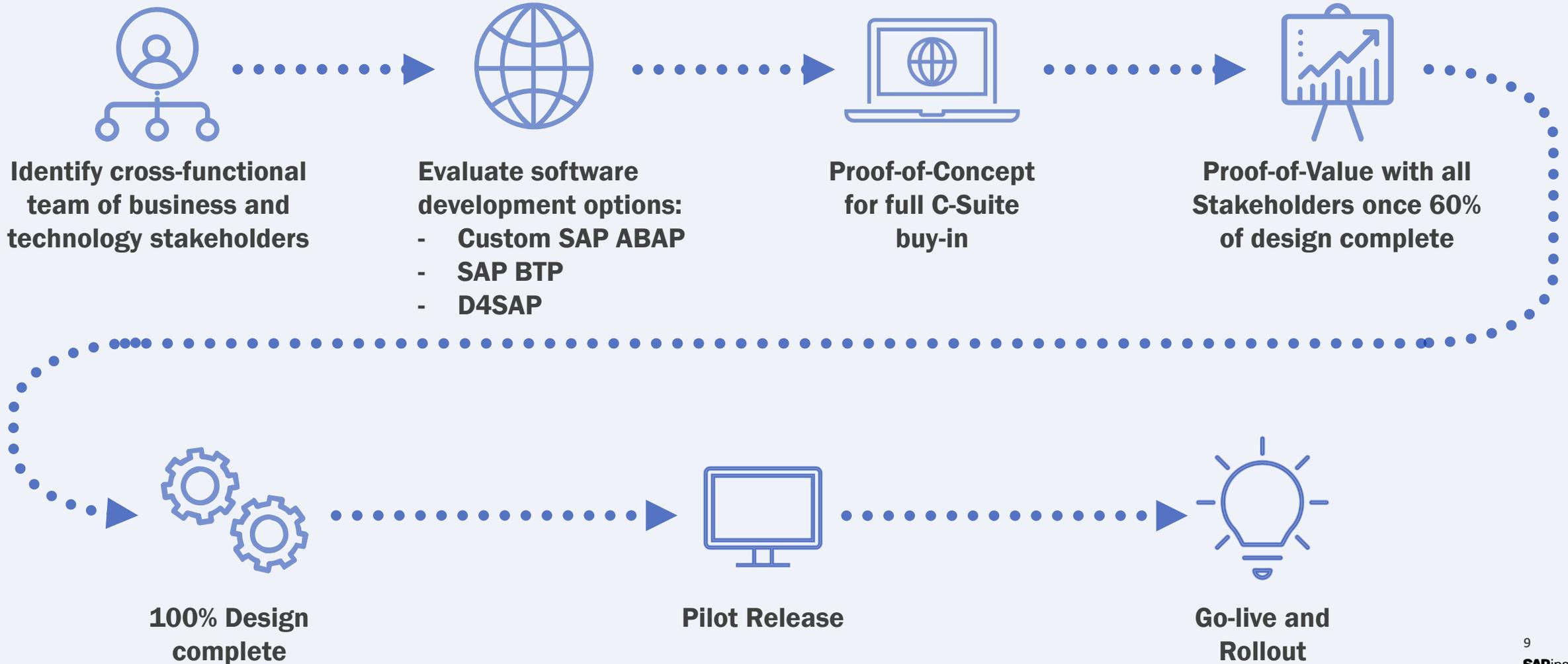




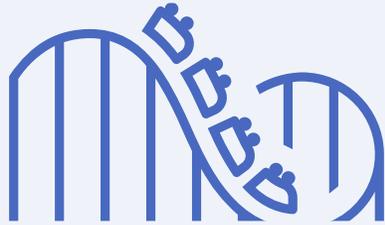
Organizational Approach

Technology Selection and Implementation Challenges

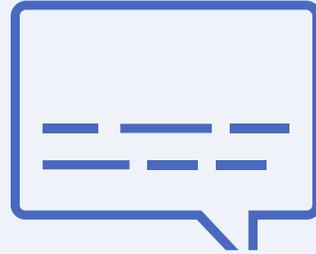
Organizational Approach



Implementation Challenges



**Change
Management and
User Adoption**



**Translating
between
Business User
Requirements
and Business
Technology
Platform Features
and Capabilities**



**Cross-functional
Resource
Availability:**

- C-Suite
- IT
- Business Stakeholders

- FOLDERS +
- My Documents
 - Getting Started
 - Inbox
 - My Apps
 - Sample Request
 - Sample Request Ad...
 - Sample Request Develo...
 - Budget Table Data
 - Designer Elements
 - Cost Limit by Com...
 - General
 - Group Maintenance
 - Marketing Permit T...
 - Reason Codes
 - Supplier Budget T...
 - Workflow
 - Roles
 - Roles - POC
 - Process Data
 - Settings
 - All Open Assignments
 - All Requests
 - Budget Table
 - Cost Limit by Commo...
 - Delegates for Brand ...
 - Donations Email Noti...
 - Group Maintenance
 - Marketing Permit Table
 - Open Requests
 - Reason Code Mainten...
 - Sample Dashboard
 - Supplier Budget Table
 - Top 10 Customers by ...
 - Top 10 Requesters



EMPIRE MERCHANTS NORTH

Sample Request

[Start Sample Request](#) | [Start Sample Request \(iPad\)](#)

[Settings](#)



The Outcome

Business Impact & Lessons Learned



Business Impact of Automation

Rapid Development Enabled by:

- Native Business Technology Platform integrated with SAP, DocuSign, and Active Directory
- Business Rules Engine for implementation of complex business logic
- Flexible assignment and task management where user input is required

Assured 100% Compliance:

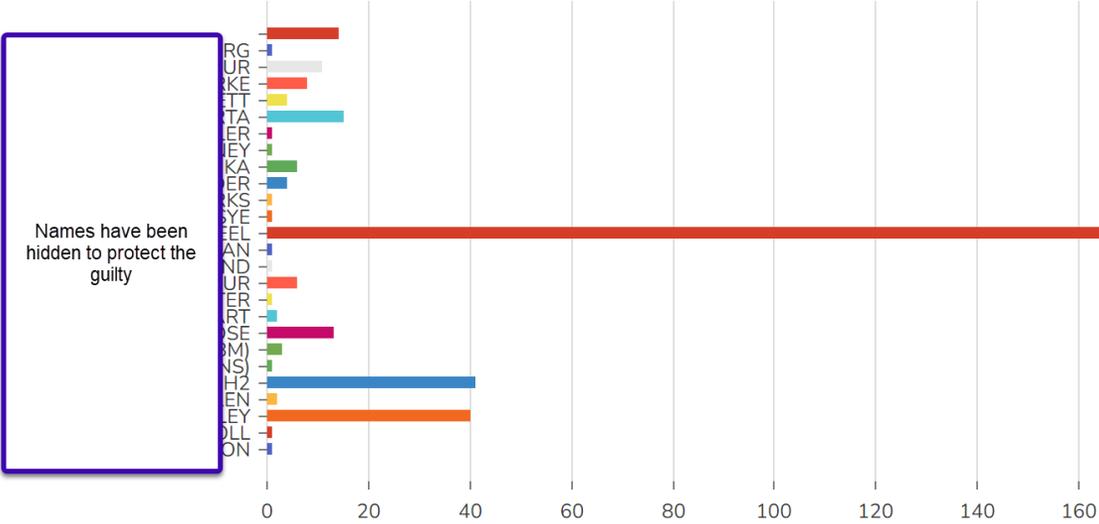
- Business Rules govern elements of process, including:
 - Cost Limit by Beverage Type
 - Marketing Permitting Requirements
 - Budget by Division
 - Budget by Supplier
- Task notifications by email ensure the right person brought in for approvals at right times

Easy Technology Administration

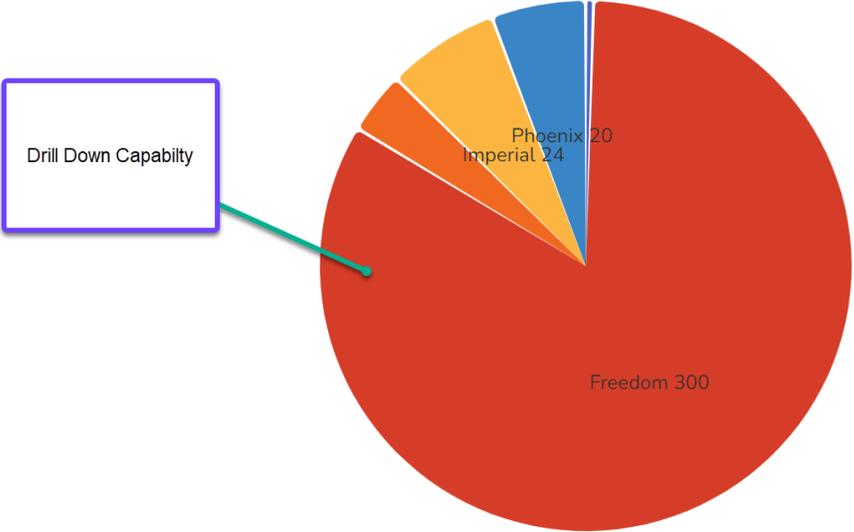
- Active Directory synchronization
- Business logic exposable to those closest to it: Business Users

Business Impact: Organizational Visibility

Requests by Sample Territory



Requests by Division



Lessons Learned

No-code enabled entire organization to rapidly progress along technology learning curve.

1

No-code enabled a lean development team (no small army of developers required!).

2

Rapid development and deployment is a realistic expectation.

3

Going Forward with our Business Technology Platform

Future Use Cases and Plans



Future Initiatives

**ERP Master Data
Governance and
Harmonization**



**ORACLE®
JD EDWARDS**



**Automation beyond ERP
and Accounting Systems**



Wrap-up

Where to find more information, key points and questions.

Where to Find More Information

Overview of the platform: <https://cfg-mgt.com/products/decisions-for-sap-solutions/>

Case studies: <https://cfg-mgt.com/case-studies/>

Whitepapers: <https://cfg-mgt.com/resources/white-papers/>

Request a demo: <https://cfg-mgt.com/contact-us/>

Don't forget to visit Booth 805 for demonstrations and Q&A

Key Points to Take Home

- **Build a solid business case**
- **Ensure successful user adoption by assembling a cross-functional team**
- **Use no-code to increase cohesiveness between technologists and business users on the team**
- **Choose a robust technology that integrates seamlessly with SAP and works beyond it.**
- **Identify quick wins – start there!**

Thank you! Any Questions?

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Please remember to complete
your session evaluation.