



Empire Merchants North's BTP Approach

Christopher Waleur, CIO, Empire Merchants North

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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

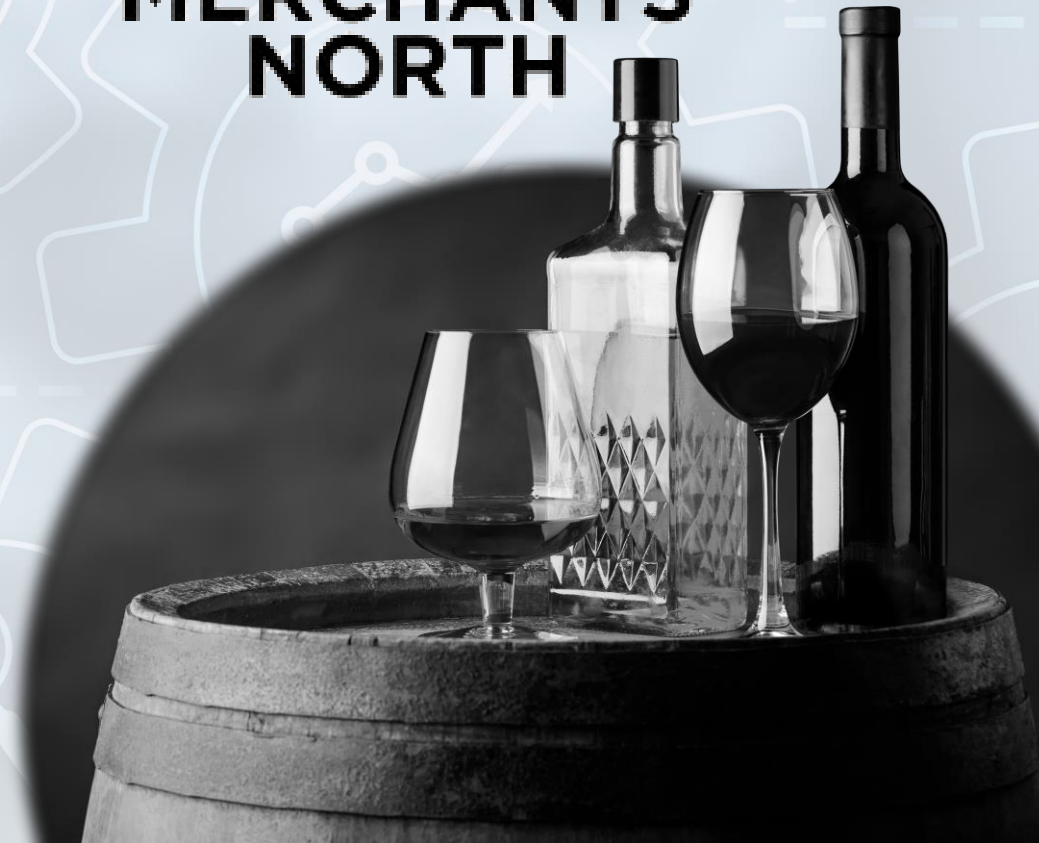


About Empire Merchants North (EMN)

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



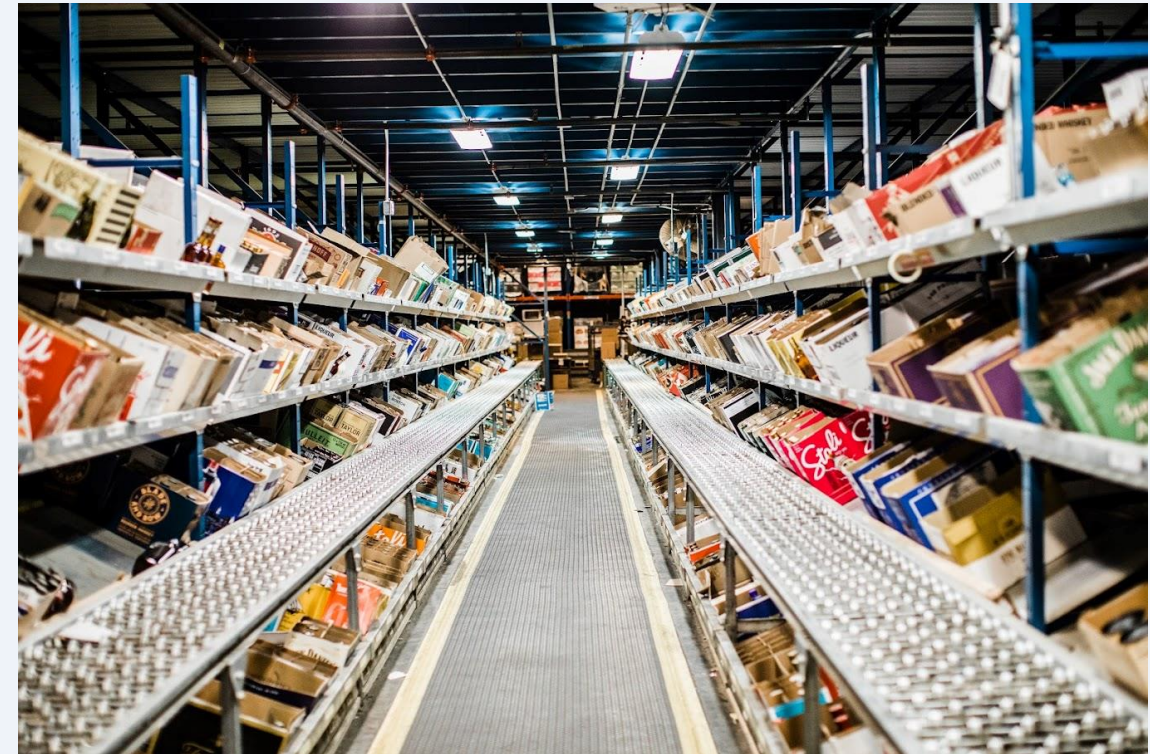
Improve processing time and productivity



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

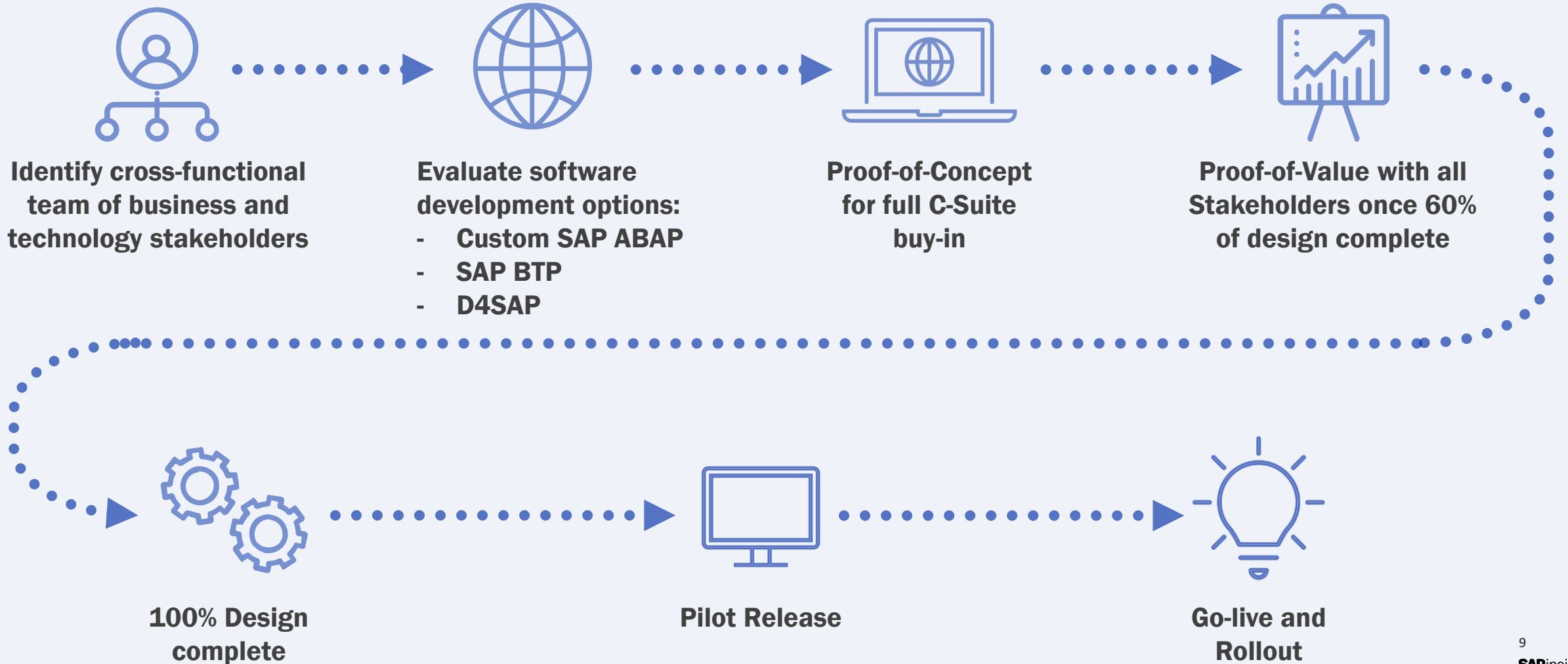




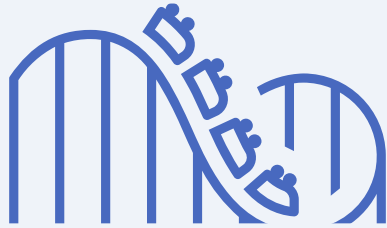
Organizational Approach

Technology Selection and
Implementation Challenges

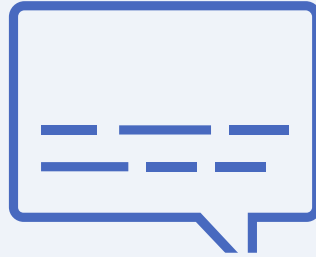
Organizational Approach



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

DECISIONS FOR SAP SOLUTIONS

DECISIONS FOR SAP SOLUTIONS

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Paused

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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

DECISIONS FOR SAP SOLUTIONS STUDIO

Sample Request Admin

SAMPLE REQUEST FOLDER VIEW

All



EMPIRE
MERCHANTS
NORTH

Sample Request

Start Sample Request | Start Sample Request (iPad)

Settings

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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:

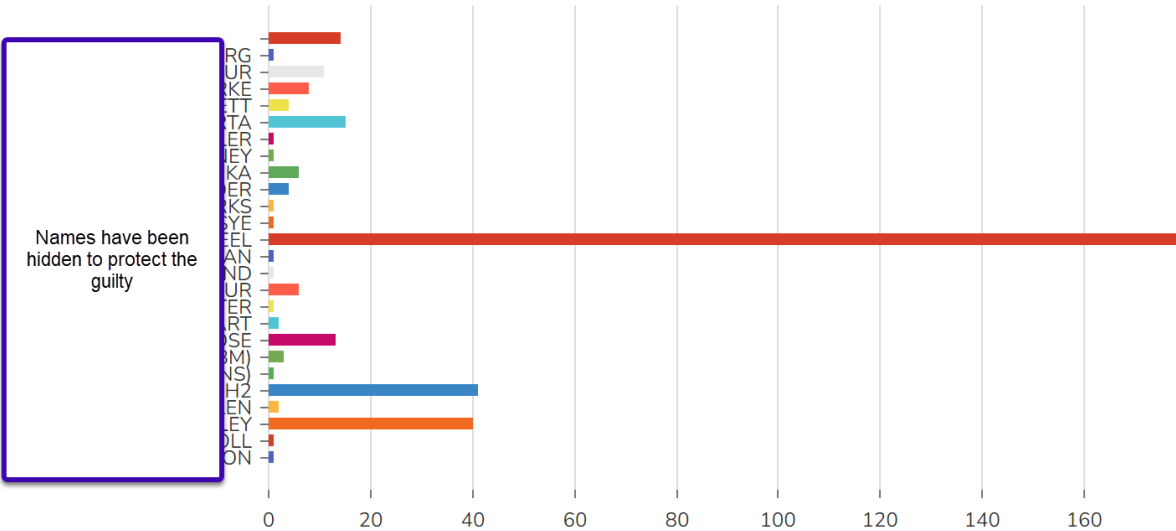
- Business Rules govern elements of process, including:
 - Cost Limit by Beverage Type
 - Marketing Permitting Requirements
 - Budget by Division
 - Budget by Supplier
- Task notifications by email ensure the right person brought in for approvals at right times

Easy Technology Administration

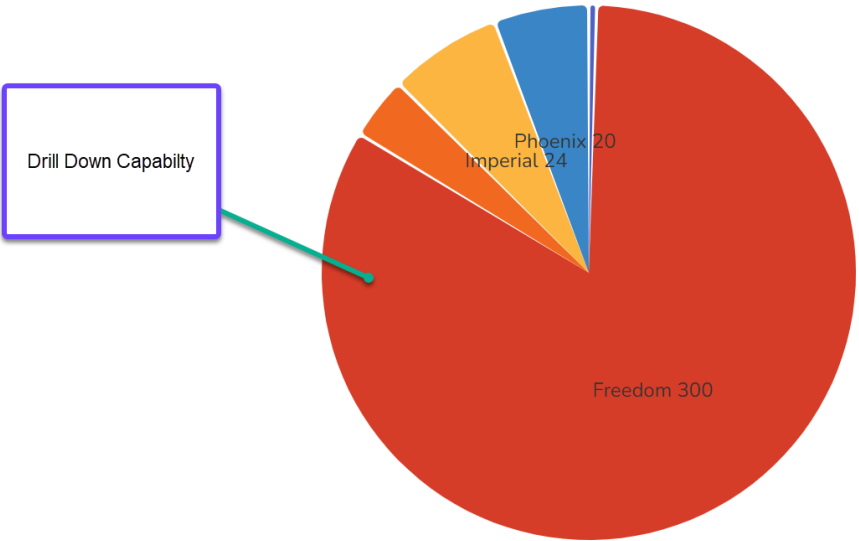
- Active Directory synchronization
- Business logic exposable to those closest to it: Business Users

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?

Christopher Waleur – CWALEUR@EMPIRENORTH.COM

Please remember to complete
your session evaluation.