



SAP Customer Checkout

L2 Deck

SAP
April, 2022

PUBLIC

A woman with her hair in a bun, wearing a white polka-dot button-down shirt, is looking down at a tablet computer she is holding. She is standing in a clothing store. In the background, there are racks of dark clothing, a man in a purple shirt looking at a garment, and a small table with a pair of sneakers. The store has a modern, industrial feel with brick walls and large windows.

Point-of-sale technology
is no longer used simply
to make straightforward
payments.



A modern Point-of-sale system has to be more sophisticated **to comply with growing demands** of both worlds – the digital and physical.

While providing an **efficient checkout process**, your point-of-sale software must allow you **real-time visibility into sales data and reporting...**

...and further **manage customer information** combined with loyalty programs to offer a **personalized shopping experience.**

A vital component to stay competitive in such digital era is a **seamless end-to-end integration-** from point-of-sale to the ERP system

Today's Challenges for Point-of-Sale Systems

End-to-End Integration

- Point-of-sale systems are not fully integrated to ERP backend systems
- Financial and logistic updates not in real-time
- Errors may occur because of manual work
- No possibility to integrate other platforms or applications

Transparency

- Real-time information is missing across several POS systems, organizations or even countries
- No accurate and real-time insights into sales data
- Missing information about inventory
- No holistic view of overall business

Loyalty Management

- No integration of loyalty programs into POS system
- No centralized system that tracks customer data, loyalty points, discounts and gift cards
- No personalized sales or appropriate rewards (e.g. Cashback)

Legal Requirements

- POS systems need to meet applicable local legislation and fiscal requirements
- GDPR standards
- Germany – GOBD/ Kassensicherungsverordnung (2020)
- France - NF 525 (2018)
- Austria - RKSIV (2017)

Hardware

- Interaction of soft- and hardware is often underestimated
- Flexibility to run POS systems on any hardware device – on PCs, laptops, or even tablets
- Need of mobile compatibility

360° Customer View

- POS systems collect customer data during sales process, but have a lack of transparency of customer buying behaviour
- No understanding of customer needs
- No 360° customer profile view

Omni-Channel Processes

- Combining online and offline sales is becoming more and more important
- Customers buy online and pick-up goods in-store (Click and collect)
- Buy and deliver

Multiple Payment Methods

- To stay competitive in our digital age, POS systems need to handle contemporary payment options, such as mobile and online payments with ApplePay, Alipay, or others
- But also payments with gift cards, or loyalty points

Usability

- POS systems should be easy to use combined with an intuitive and modern user interface
- Smooth and seamless integration to save time and costs for end-users

Offline Capability

- Sales process should not be stopped even if network connection is interrupted

Scalability

- POS systems should be scalable and extendable to a wide variety of business scenarios – no matter if you have a business with 10, 200, or 1000 shops

Security

- POS systems need to ensure the security and compliance standards and protect from fraud

Digitize Your Business with SAP Customer Checkout

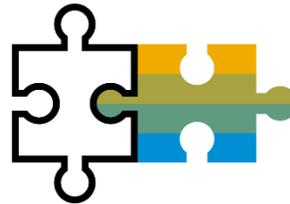
Simplify your point-of-sale processes. Gain real-time and in-depth insights. Run your business productively and efficiently.



Take advantage of **rich POS functionalities** that can be used for different business scenarios



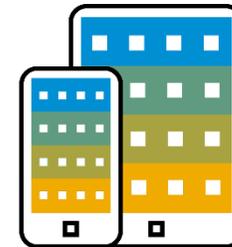
Manage POS operations centrally for multiple locations and gain **real-time insights** into sales and financial data



Save time and prevent manual errors through a **seamless end-to-end integration** to your ERP system

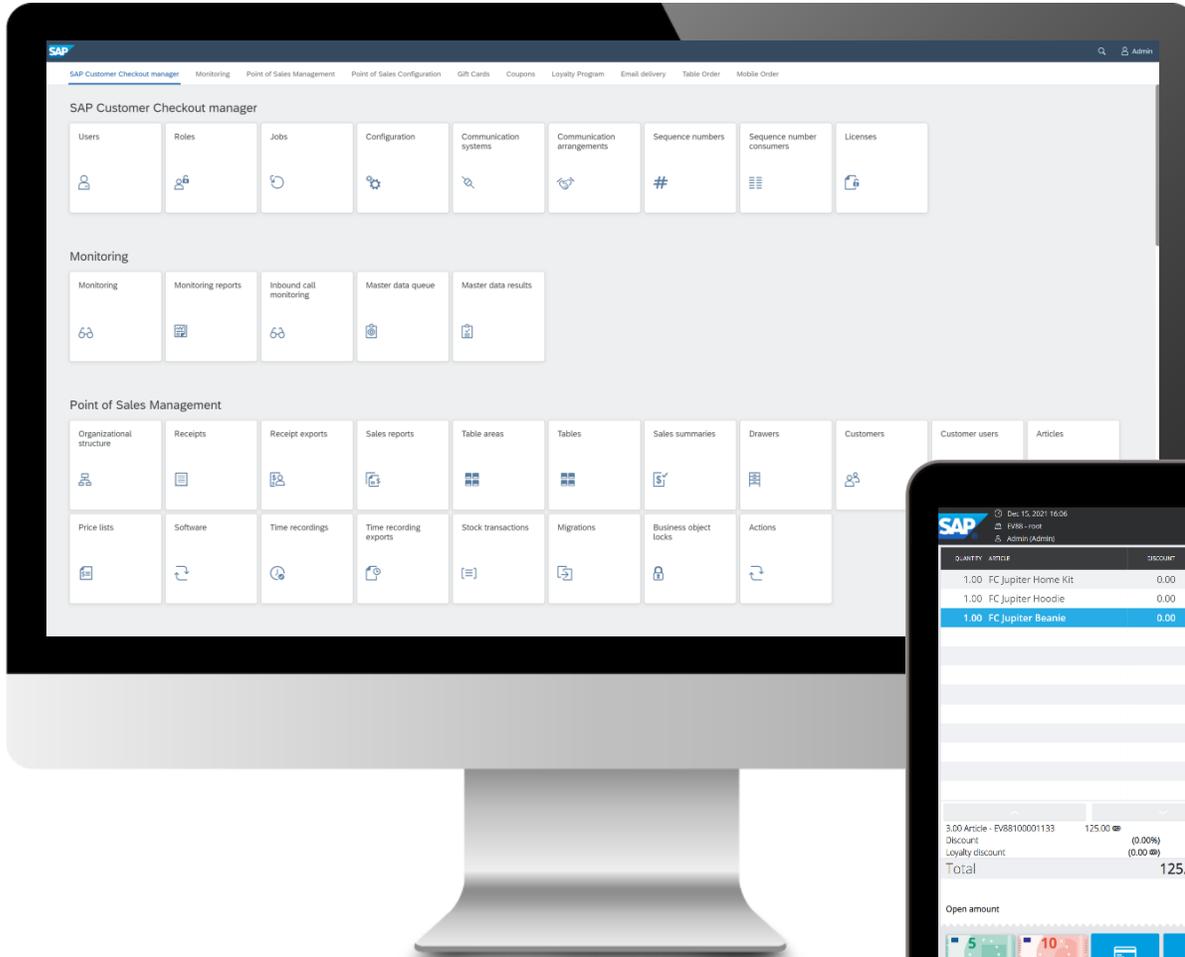


Gain **insights on customer purchase history** and offer personalized sales



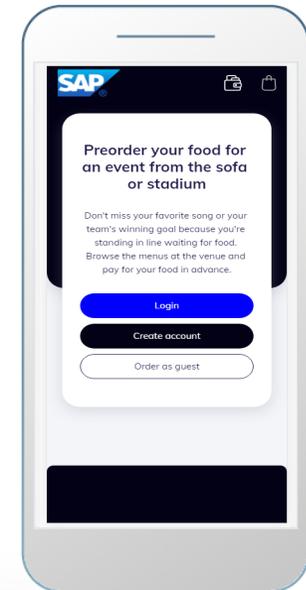
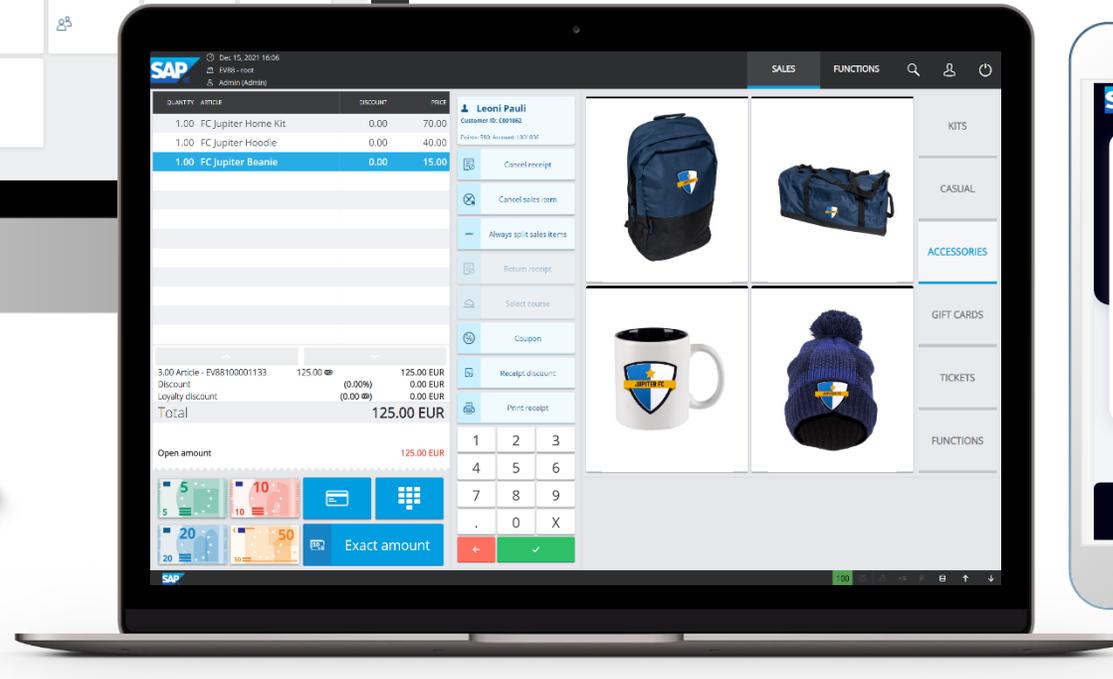
Benefit from the **flexibility to extend and scale the solution** anytime combined with a modern user interface

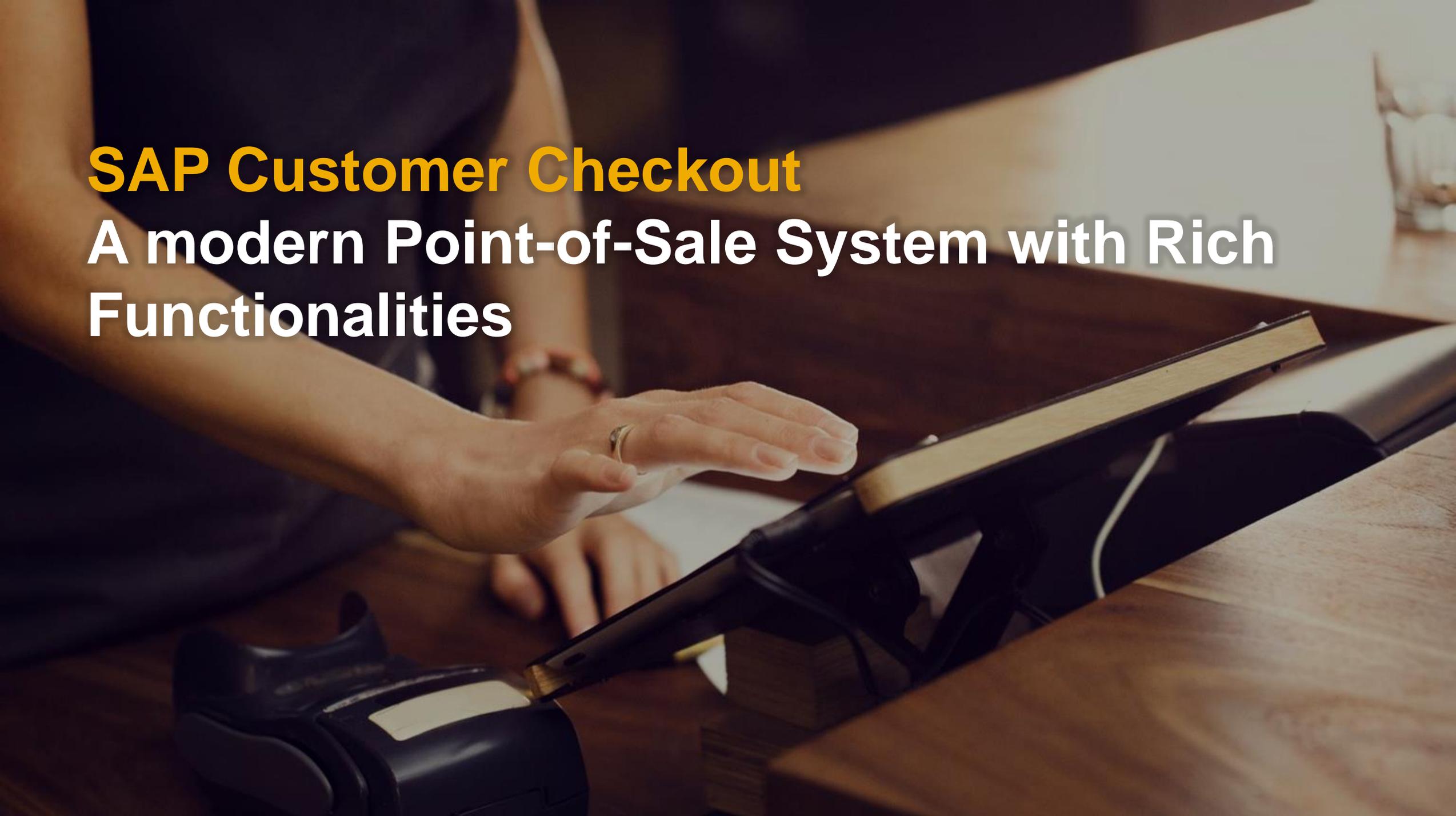
Digitize Your Business with SAP Customer Checkout



Capabilities and Key Features

- **Point-of-Sale:** From sales, returns, to discounts – SAP Customer Checkout supports all common processes that are needed at point-of-sale
- **Central Point-of-Sale Management:** Manage your POS systems in different shops around the globe centrally
- **End-to-End Integration:** Fully integration of your POS systems to your backend ERP system
- **Loyalty, Coupons and Omnichannel:** Manage customer loyalty programs, coupons, and reward loyal customers
- **Mobile Order:** Let customers order and pay online via mobile phones

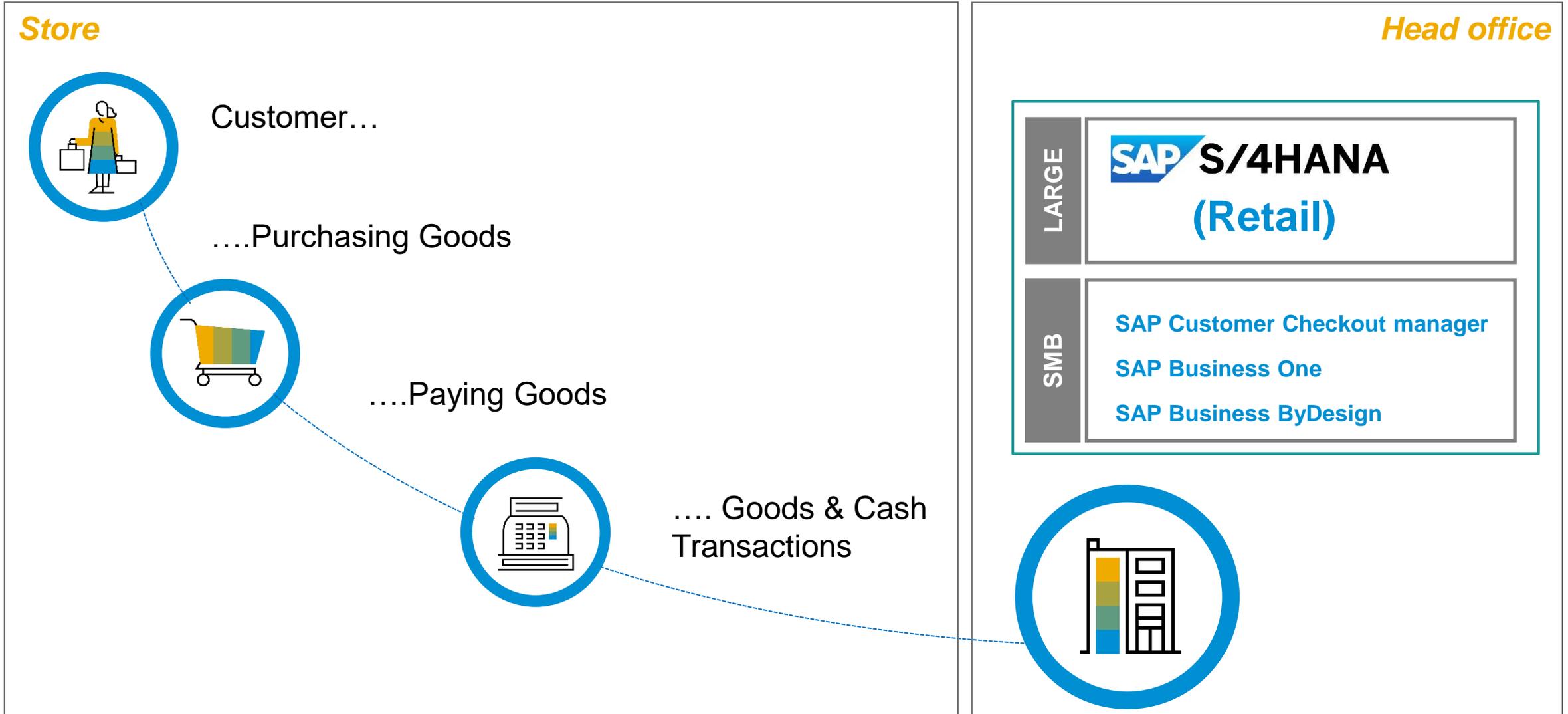


A close-up photograph of a person's hand hovering over a tablet device mounted on a wooden checkout counter. The person is wearing a dark top and a ring on their finger. The background is slightly blurred, showing a white cup on the counter. The text is overlaid on the left side of the image.

SAP Customer Checkout

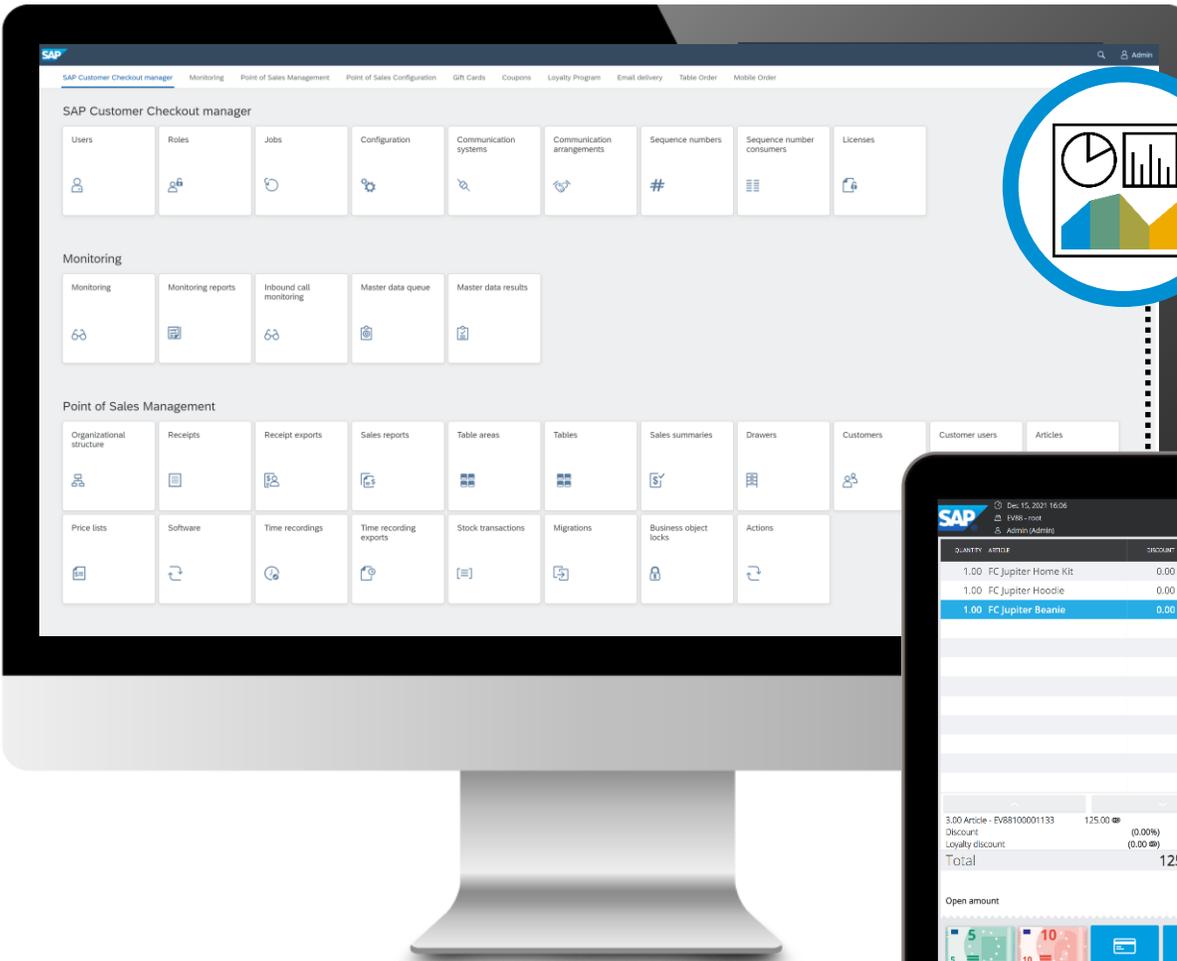
A modern Point-of-Sale System with Rich Functionalities

Digitize Your Business with SAP Customer Checkout

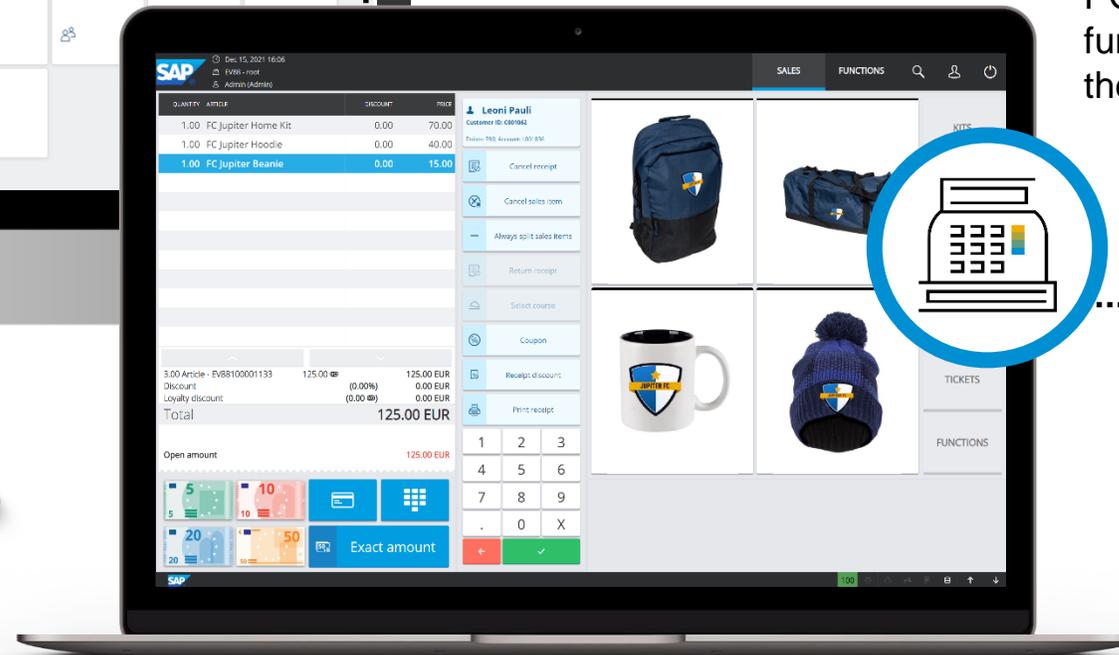


Digitize Your Business with SAP Customer Checkout

Two Software Components



SAP Customer Checkout Manager: Central management solution for various POS operations



SAP Customer Checkout: POS solution with rich functionality that is running at the cash counter

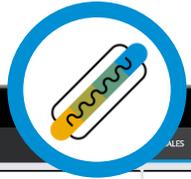
Rich POS functionalities



Quick Service

- Kiosks, Food trucks, takeaway, Fast Food chains, Cinemas, Souvenir shops, and many more...

Different user interface modes tailored to business scenario

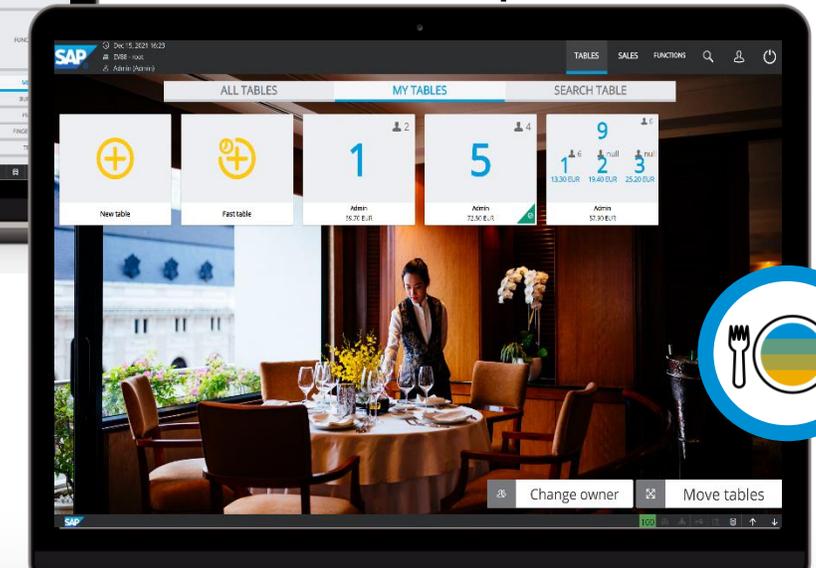
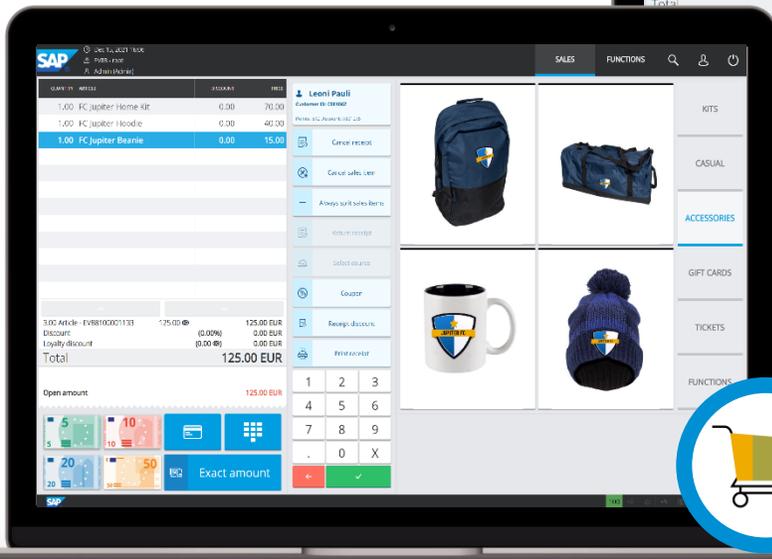
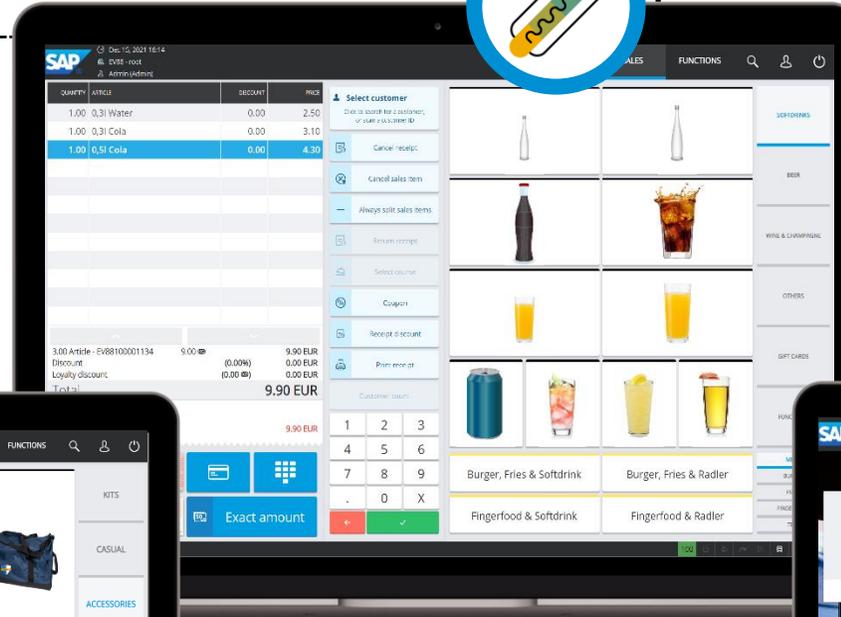


Retail

- Merchandising, Grocery Stores, Fashion Stores, and many more

Table Service

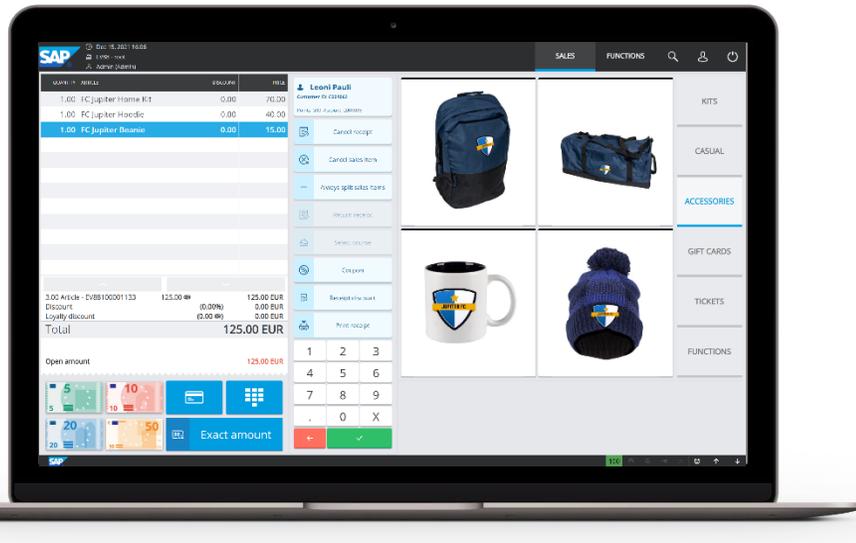
- Restaurants, Bars, Cafés, Bistros, and many more



Rich POS functionalities



A powerful and intelligent point-of-sale solution that covers all common point-of-sale requirements needed in retail, merchandise, catering, and sports and entertainment businesses.



Capabilities and Key Features

- **Checkout** process
- **Article selection** and **multiple payment options**
- Support of **returns**
- Handling of **coupons, discounts, price lists, taxes**, and many more
- **Customer selection** for personalized sales
- **Omnichannel** sales
- **Different price and discount lists**
- **Time recording** at point-of-sale
- Support of **day-end closing**
- **User permission concept with role-based authorizations** for cashiers, sales managers and more
- **Cash-in/ Cash-Out** Capability
- **POS Reporting** to track all sales data in real-time
- Possibility to **record working time** of your cashiers

A photograph of three women in a clothing store. The woman on the left is smiling and looking towards the other two. The woman in the center is holding a black top on a wooden hanger. The woman on the right is also smiling and looking at the top. The background shows clothing racks and a store interior.

For Various Businesses
From FASHION...



...CONSUMER PRODUCTS...



...ELECTRONICS...

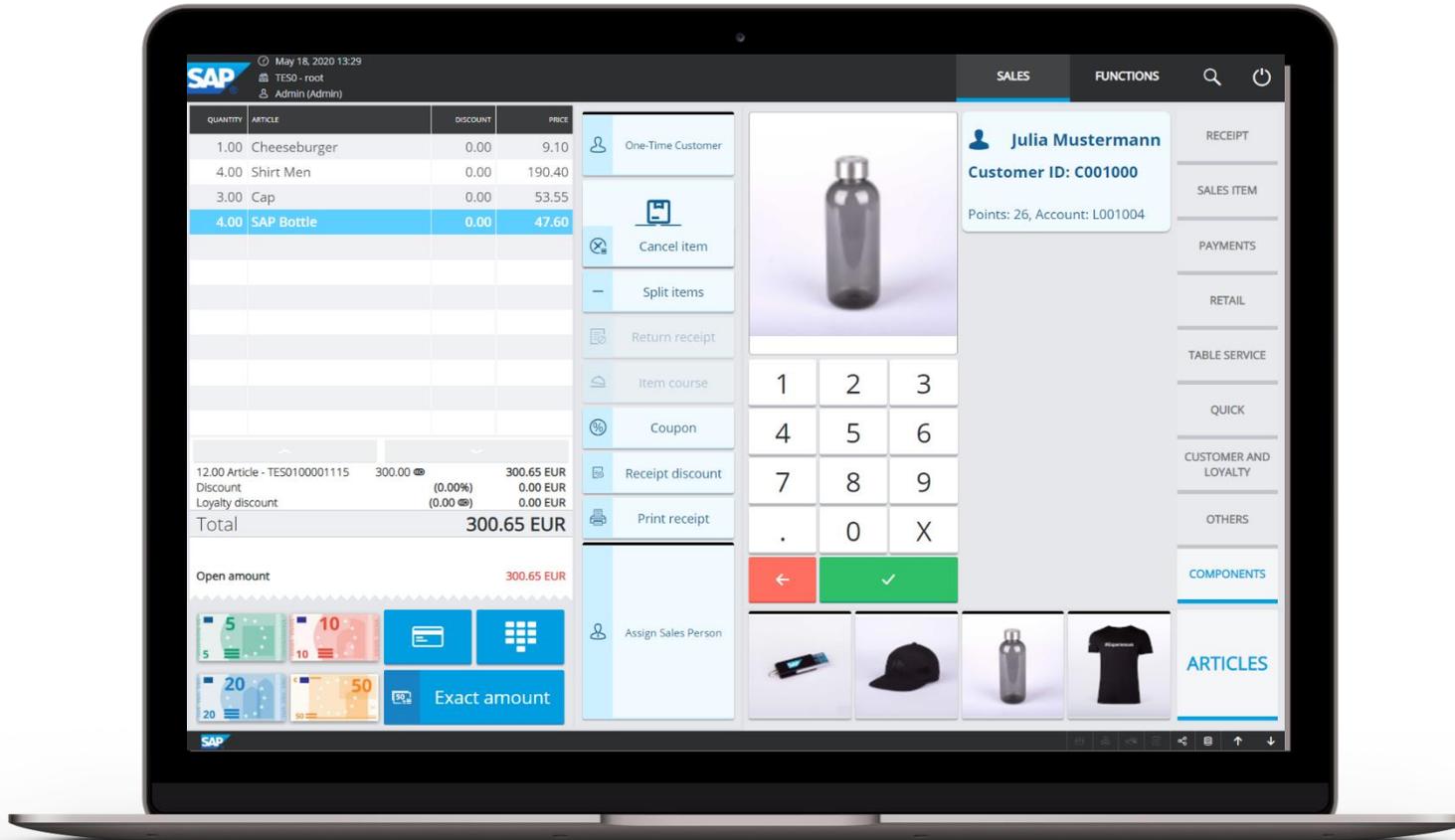


...PROFESSIONAL SERVICES...



...to WHOLESALE DISTRIBUTION

SAP Customer Checkout *Retail*



Capabilities and Key Features

- Select Customers and Articles
- Sell Sales Sets and generic articles
- Sell and top-up gift cards
- Change sales item details
- Barcode/ GTIN support
- Searching for customers, articles, receipts, day-end closings, and more
- Apply discounts to sales items and receipts
- Cancel sales items and receipts
- Central parking and fetching of receipt
- Stock management: Overview from SAP ERP system
- Return sales items and receipts
- Create and edit customer profiles
- Omnichannel Sales
- Period and volume-based pricing
- Customer-based pricing

SAP Customer Checkout *Retail*



Apply discounts on sales items and total receipts

Add text note to sales items and receipts

Add customer to the receipt

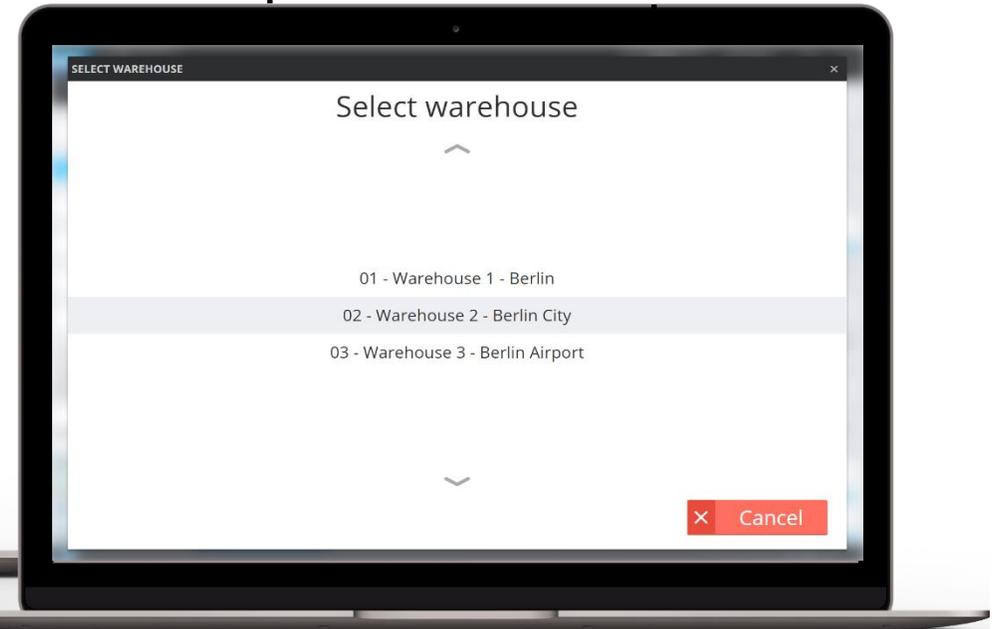
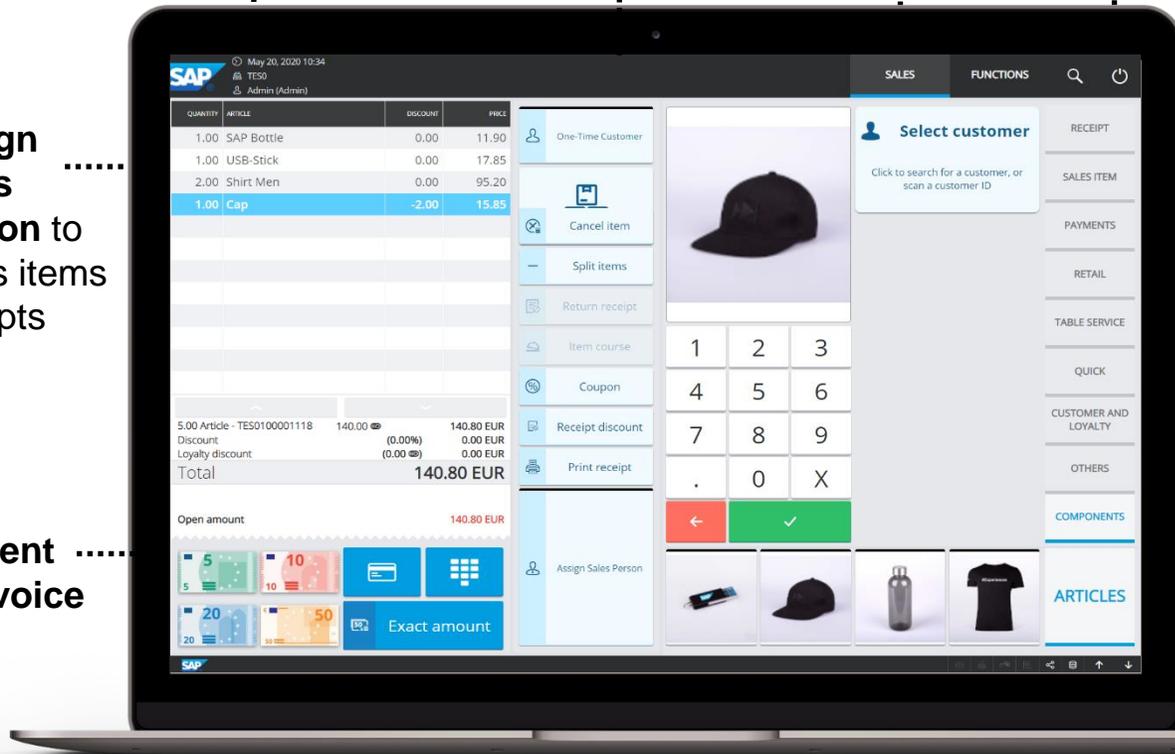
Search for articles, customers and receipts

Assign Sales Person to Sales items receipts

Payment on invoice

Select the according warehouse at POS

Check Stock Overview at POS



A young woman with brown hair, wearing a grey cap and a white long-sleeved uniform with a dark collar, is smiling warmly. She is handing a wrapped item, possibly a sandwich or burger, to a customer whose back is to the camera. The customer is wearing a dark jacket with a bright pink lining. The background is a blurred fast-food kitchen with shelves and equipment.

Optimized User Interface
For FAST FOOD CHAINS...

A low-angle shot of a soccer goal net against a clear blue sky. A black and white soccer ball is caught in the net. In the bottom right corner, the hands and forearms of a goalkeeper wearing blue and white gloves are visible, reaching towards the ball. The net is made of thick white ropes.

...SPORTS...

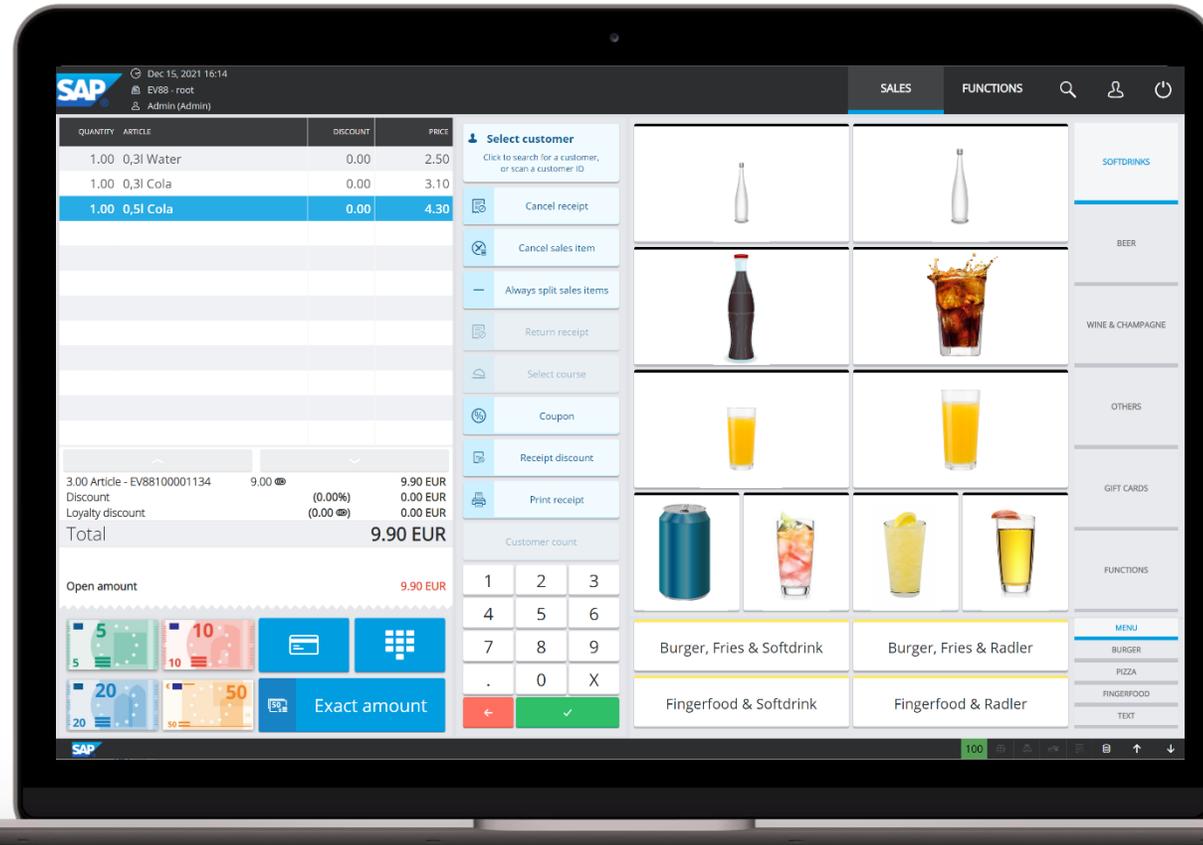
...ENTERTAINMENT...





...DESTINATIONS & CULTURE

SAP Customer Checkout *Quick Service*



Capabilities and Key Features

- Optimized and touch-enabled user interface to fasten sales process in catering businesses
- Select Customers and Articles
- Sell Sales Sets and generic articles
- Automatic sales set finding
- Sell and top-up gift cards
- Change sales item details
- Searching for customers, articles, receipts, day-end closings, and more
- Apply discounts to sales items and receipts
- Cancel sales items and receipts
- Central parking and fetching of receipt
- Stock management: Overview from SAP ERP system
- Return sales items and receipts
- Create and edit customer profiles
- Fast login for cashiers
- Pricelist based on roles and users
- Add pager to the receipt for customers to present on pick-up

SAP Customer Checkout *Quick Service*



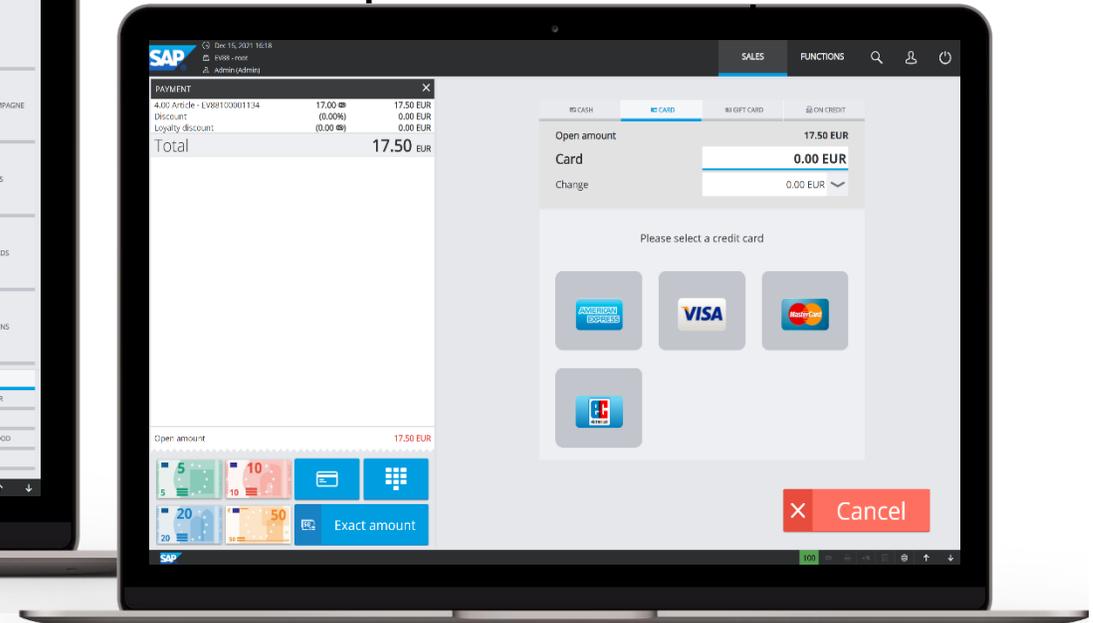
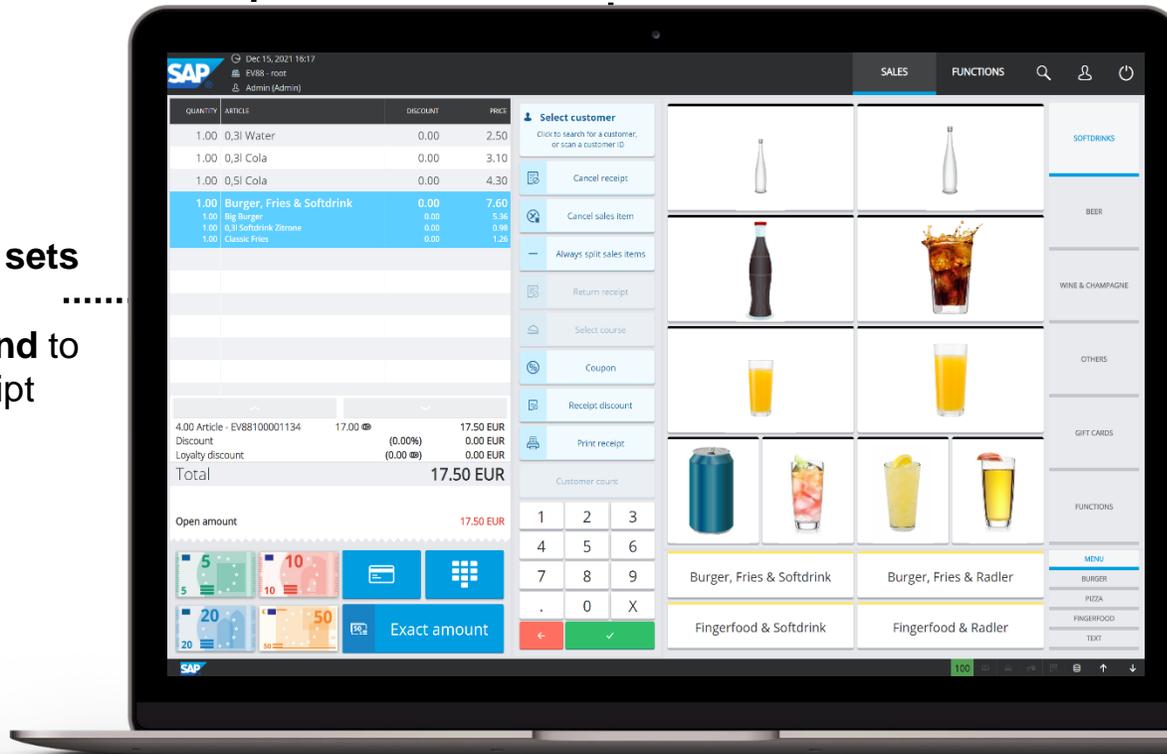
Automatic Sales Set Finding for better price

Cancel items and receipts with one click

Add sets with refund to receipt

Fast Payment button to quickly proceed with payment

Cashless payment with mobile phone for a quick sales process



A photograph of three young women sitting at a table in a cafe, looking at a tablet together. They are all smiling and appear to be engaged in a conversation. The woman on the left is wearing a red top and a necklace. The woman in the middle is wearing a light blue sweater and has her hand on her chin. The woman on the right is wearing a blue plaid shirt and is holding a white coffee cup. On the table in front of them is a blue teapot, a white plate, and a glass. The background is slightly blurred, showing other people and cafe decor.

Table Management Functionality
For CAFÈS...

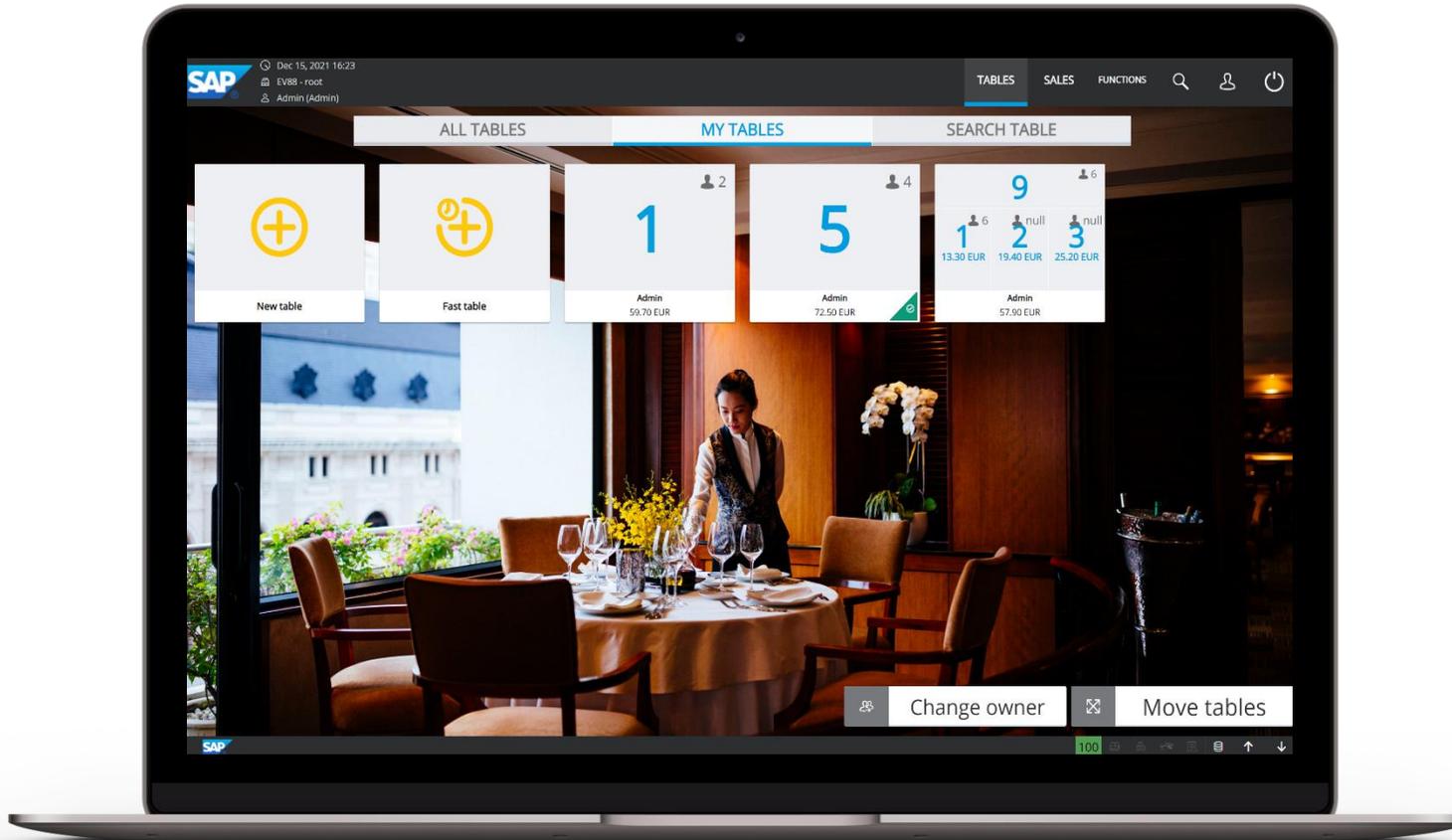


...RESTAURANTS...



...and BARS

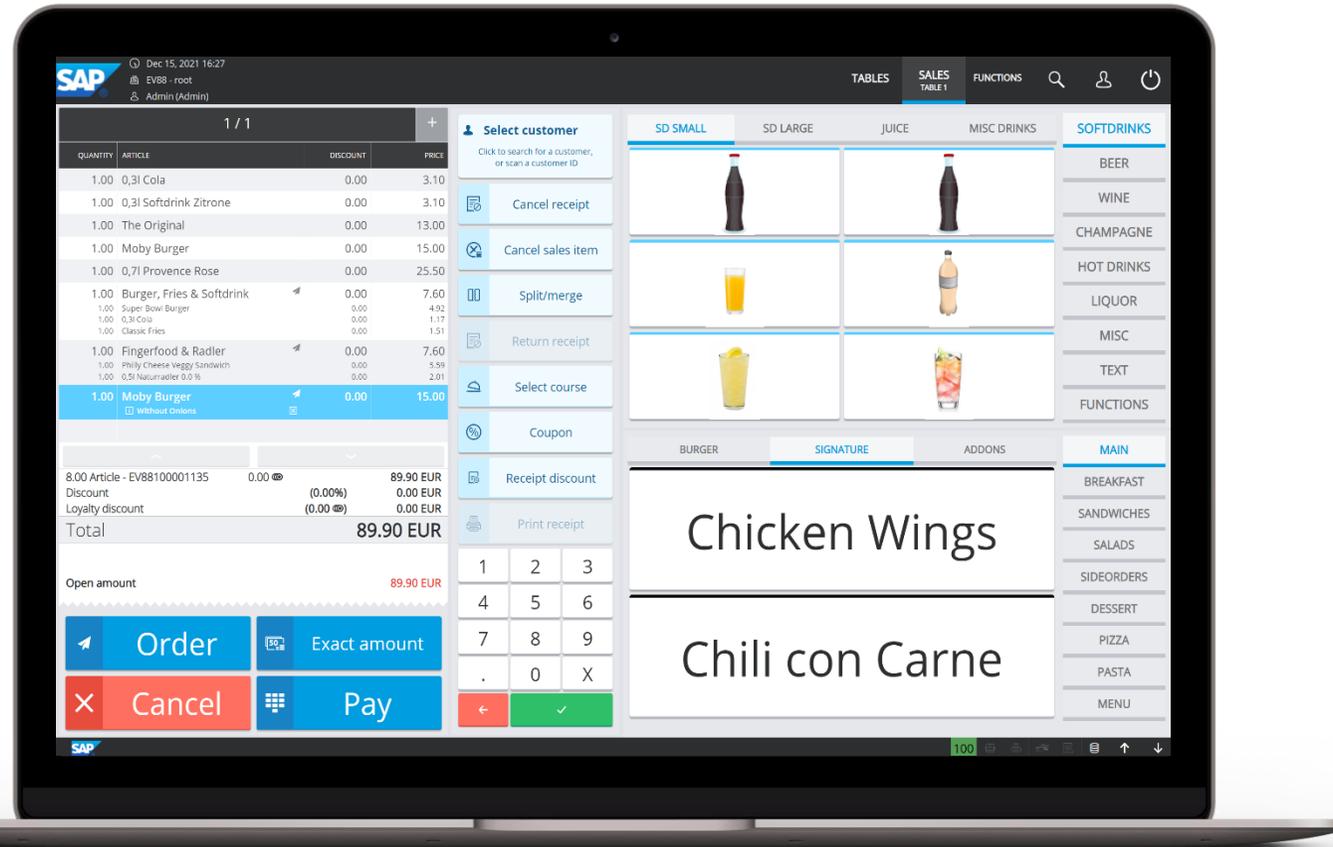
SAP Customer Checkout *Table Service*



Capabilities and Key Features

- Optimized user interface with table management functionality
- Table overview
- Table-side ordering (Select table and create order for customers)
- Split and combine bills (e.g. split the bill by total amount of customers)
- Transfer bills and tables to other serving staff
- Combine and move tables
- Select course for meals (e.g. bring soup first, main course second, and more)
- Add additional text for sales item (e.g. “Extra cheese”)
- Handling of tips
- Preliminary print
- Expense handling
- Send orders automatically to bar and kitchen (print receipts in multiple printers)
- Reduced tax assignment to sales items and receipts (e.g. reduced tax rate for take-away)
- Change payments

SAP Customer Checkout *Table Service*



Capabilities and Key Features

- Select Customers and Articles
- Sell Sales Sets and generic articles
- Apply discounts
- Sell and top-up gift cards
- Change sales item details
- Searching for customers, articles, receipts, day-end closings, and more
- Create and edit customer profiles
- Enter one-time customer master data
- Pricelist based on roles and users
- Automatic logout or screen lock based on role and user
- Enter customer count to track total number of customers
- Serve course button to inform staff when to bring food and drinks to the customer

SAP Customer Checkout *Table Service*



Add additional text to sales item, e.g. "Extra Cheese"

Add menus for a quick ordering process

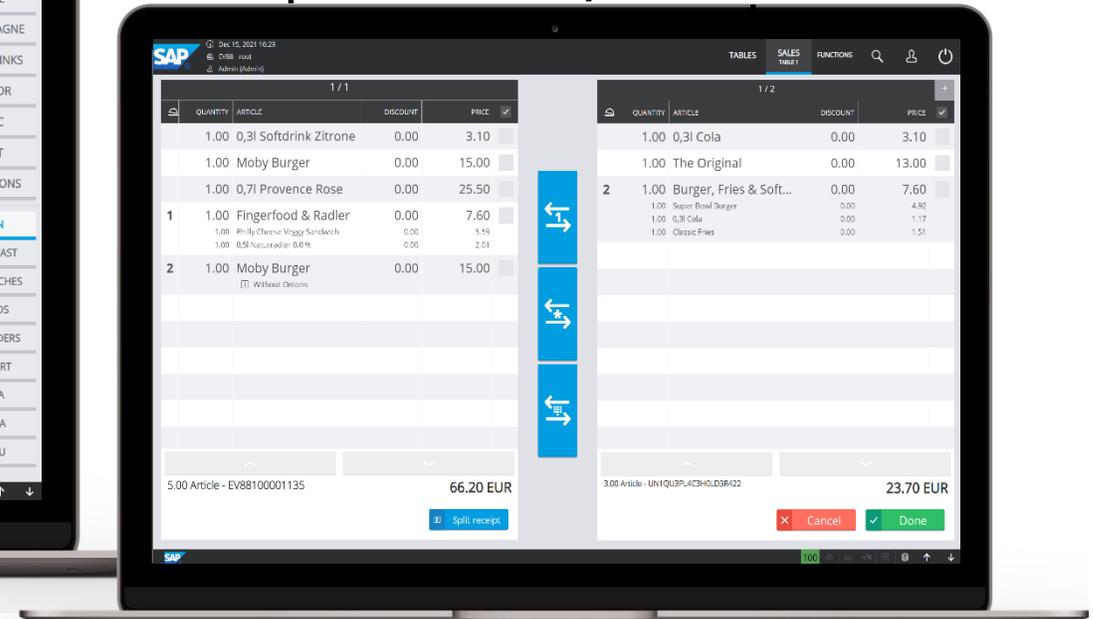
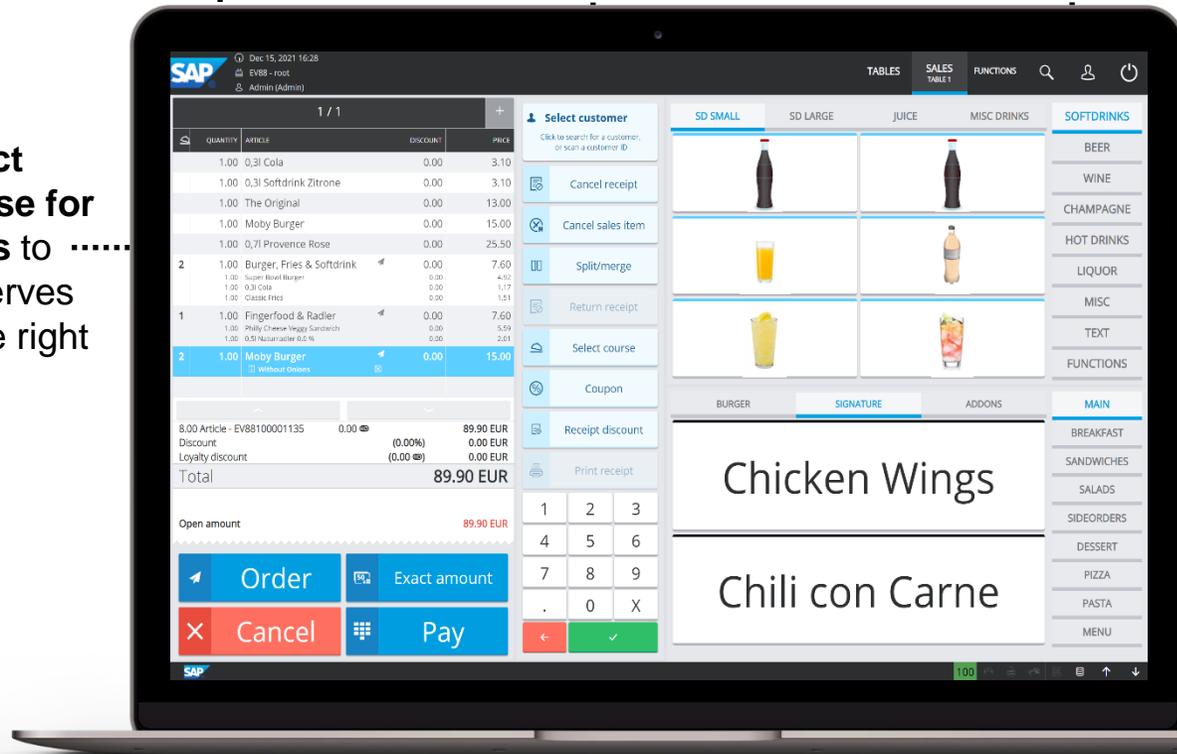
Receipt prints are sent to bar and kitchen for preparation

Change table owner when your serving staff ends shift

Select course for items to be served at the right time

Split and merge bills

Add tip amount for serving staff



SAP Customer Checkout *Table Order*



Let customers order food and drink themselves

Personalized UI

Seamless integration with the classic POS

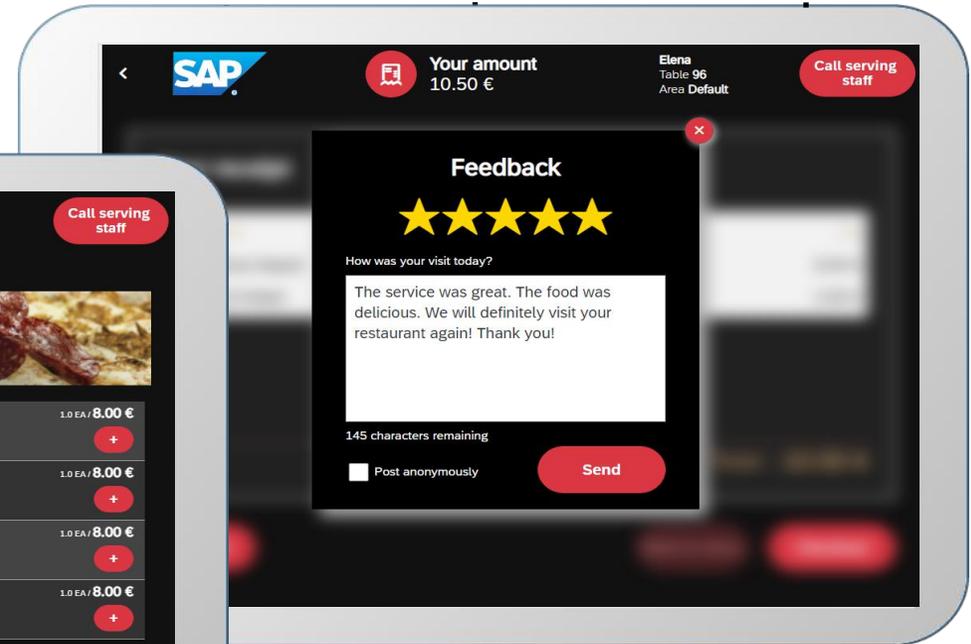
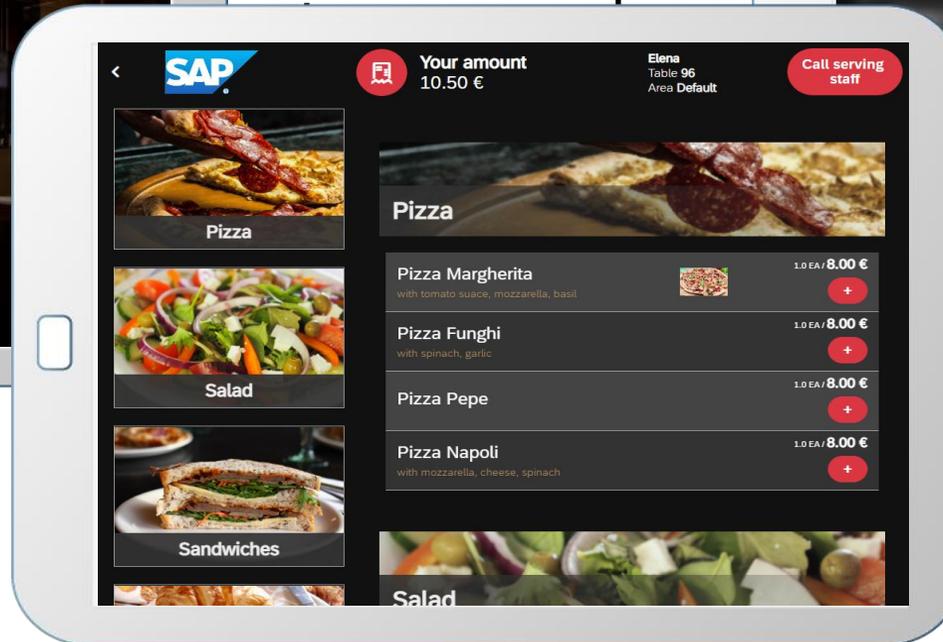
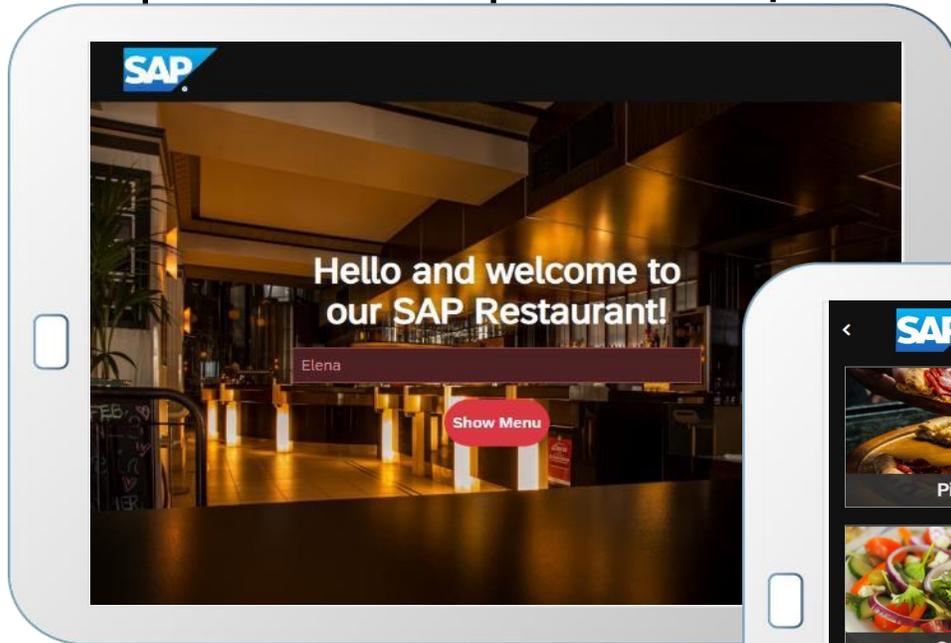
New APIs and Web App in SAP Customer Checkout manager to place orders

Mobile Payment

Enter feedback and rate service

Call serving staff for more interactions

Offer different assortments



A close-up photograph of a retail transaction. A customer's hand holds a smartphone displaying a payment interface with a white box and a signal icon. A cashier's hand holds a white credit card over the phone. The customer is also holding a brown paper shopping bag. The background is a blurred store interior.

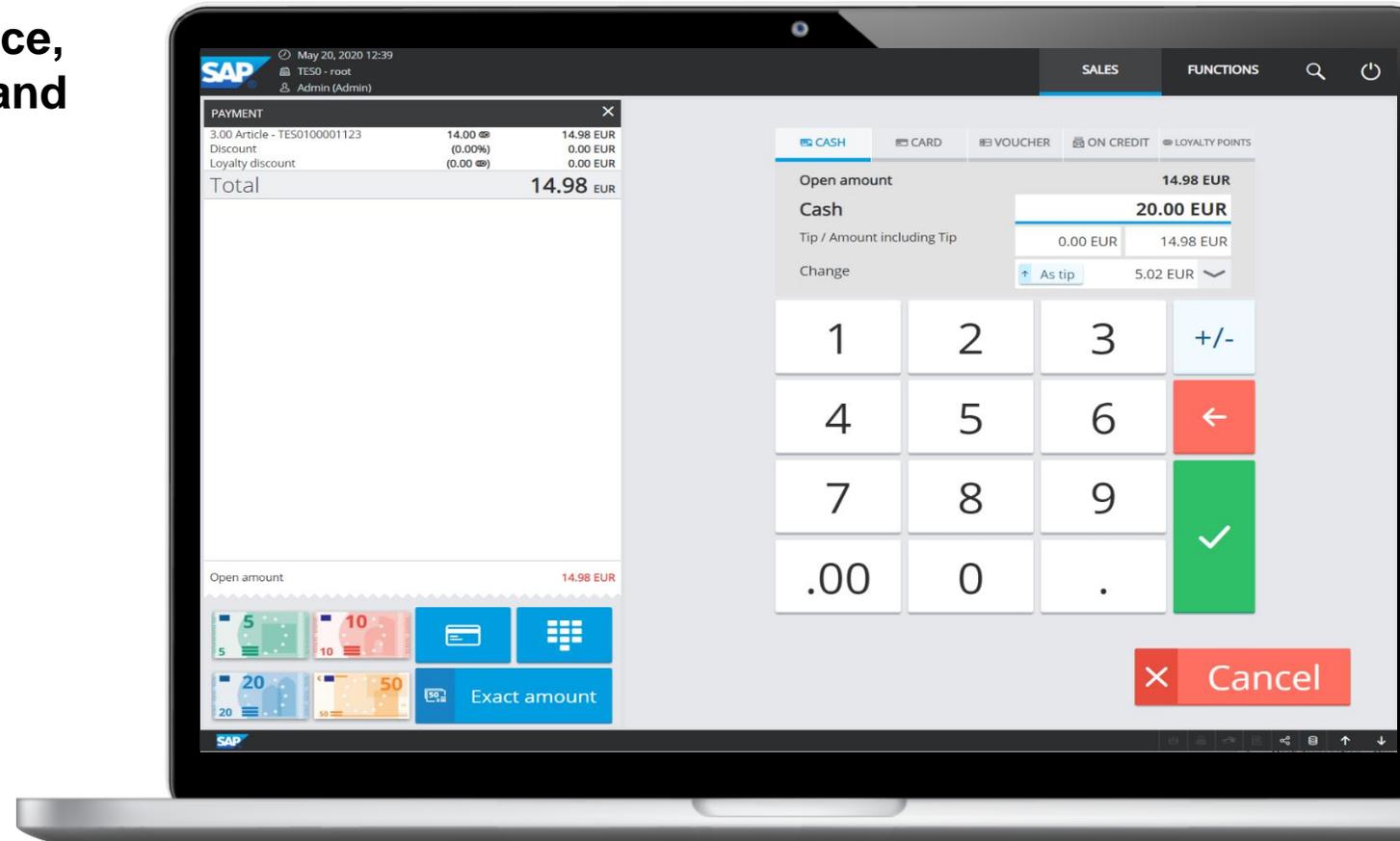
Multiple Payment Methods



Choose Payment Options which Fit to Your Business

From **Cash**, **Credit Cards**, **Payment on Invoice**, with **Gift Card**, or even with **Loyalty Points** and **Mobile Phone** – SAP Customer Checkout supports multiple payment options.

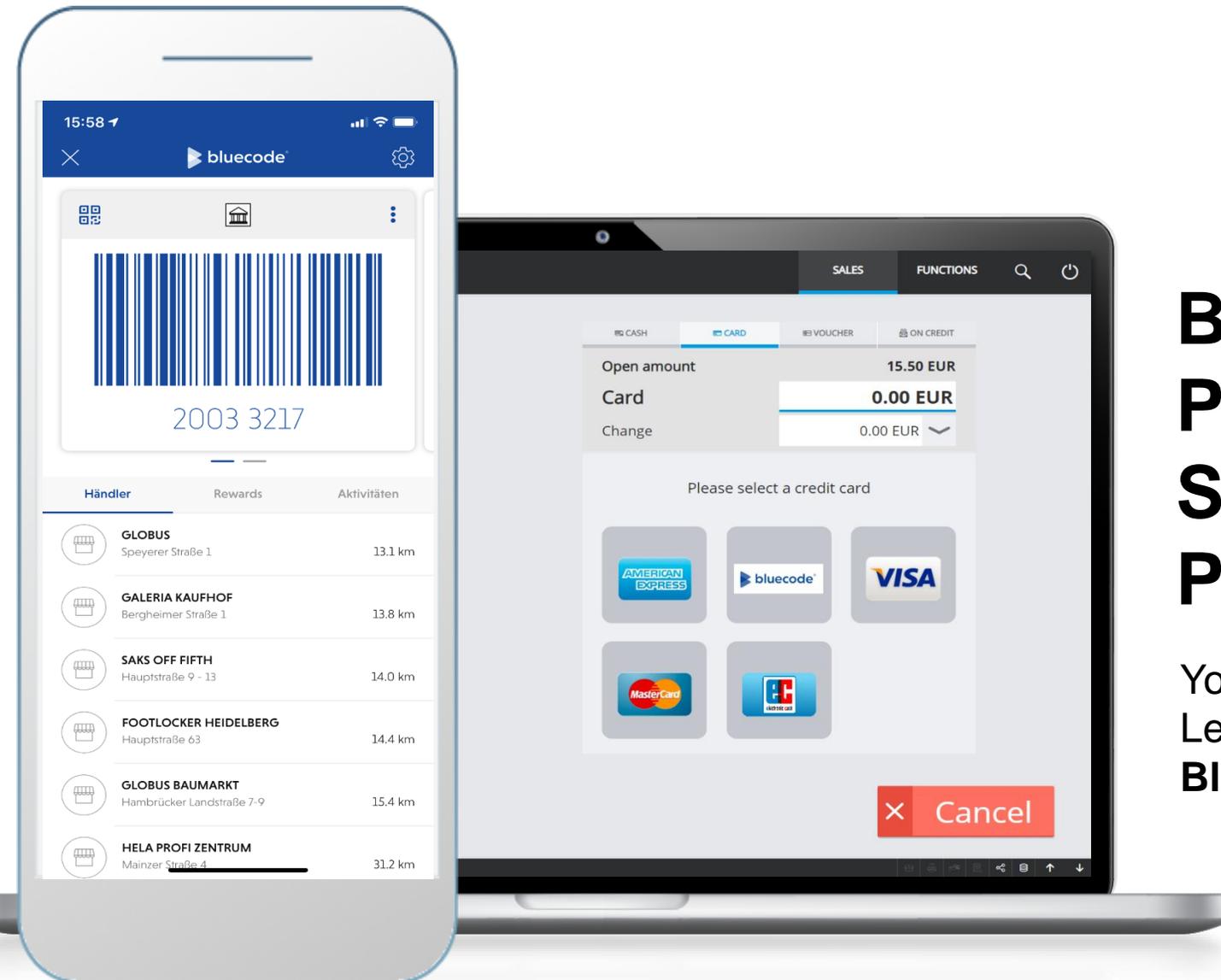
Benefit from its payment flexibility while integrating **Payment Terminals**, make **Partial and Mixed Payments**, and also pay in **Multi-Currency** when foreign customers visit your store.





Benefit from a Modern Point-of-Sale Solution Supporting Contemporary Payment Options

Your customers want to pay **cash** and **contactless**. Let them pay via mobile phone – with **ApplePay**, **Bluecode**, or more.





More Functionalities...

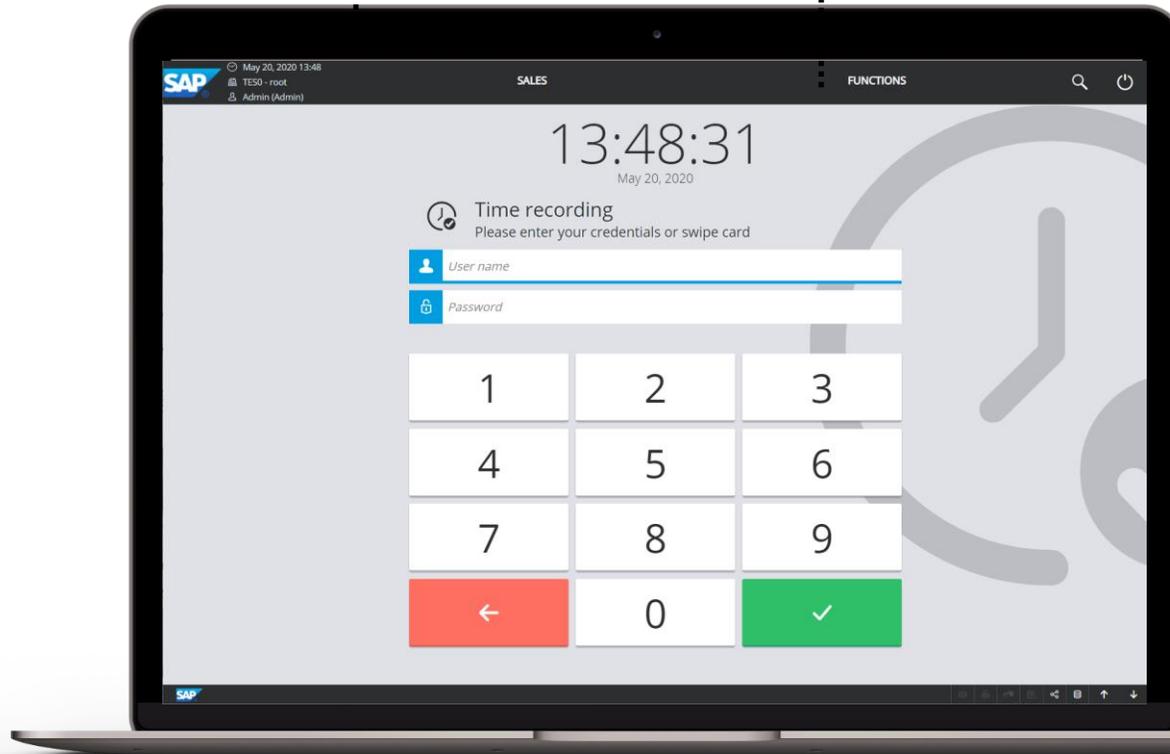
Time Recording

Let your cashiers, serving staff and employees record their working time.

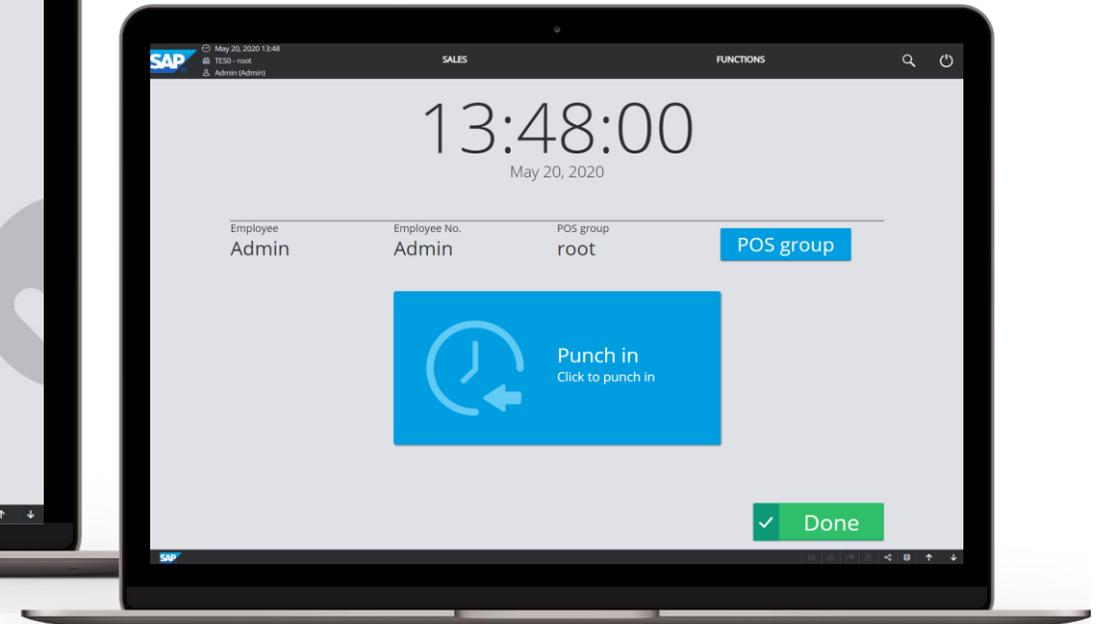


Time Recording Screen
within POS system

Let **only authorized users and roles** to perform time recording transactions



Punch-In and Punch-Out
at POS



Cash Transactions

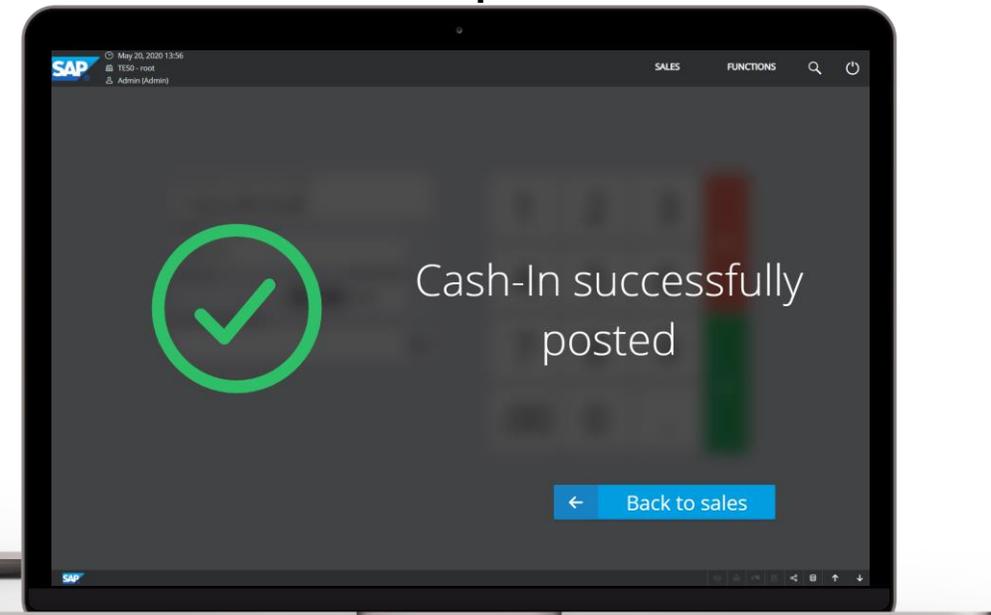
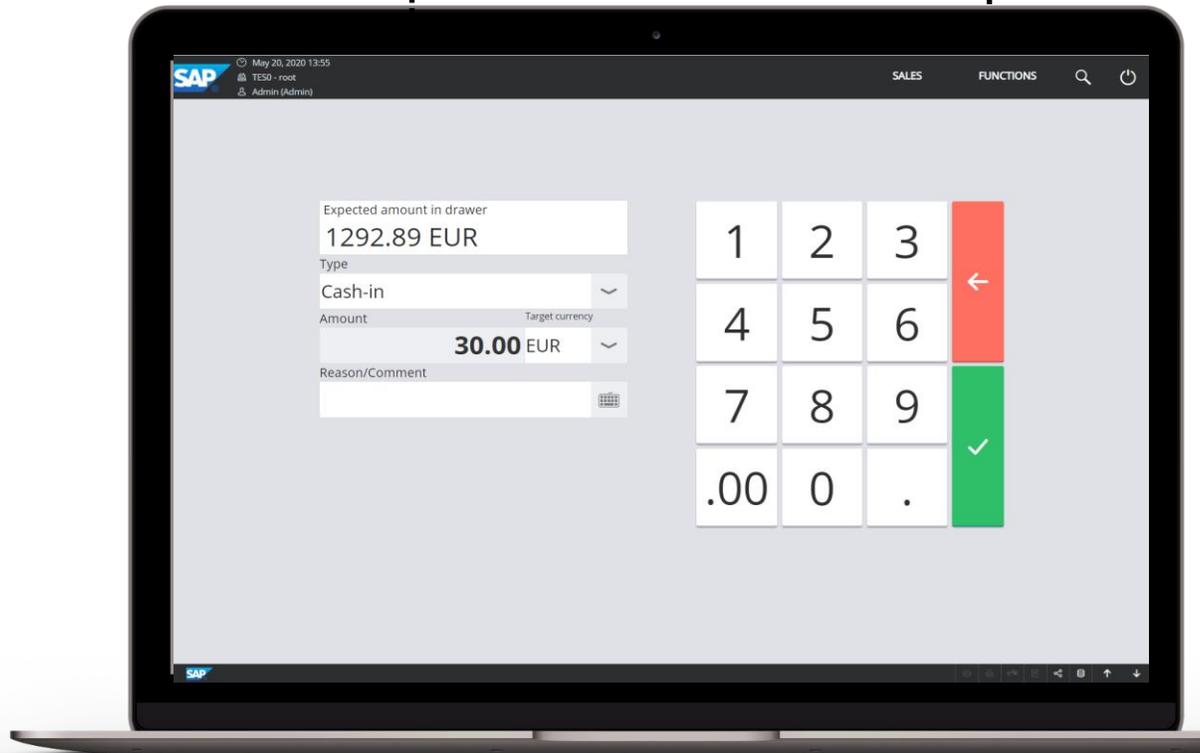
Perform Cash-In, Cash-Out, Pay-in and Pay-Out Transactions directly at point-of-sale.



Perform a Cash-In and bring money from the safe into the cash drawer

Pay-Out money from the cash drawer for company car fuel

Perform and post transaction **within one click**



Day-End Closing

Count all your coins, and notes at the end of the day and perform a Day-End Closing.

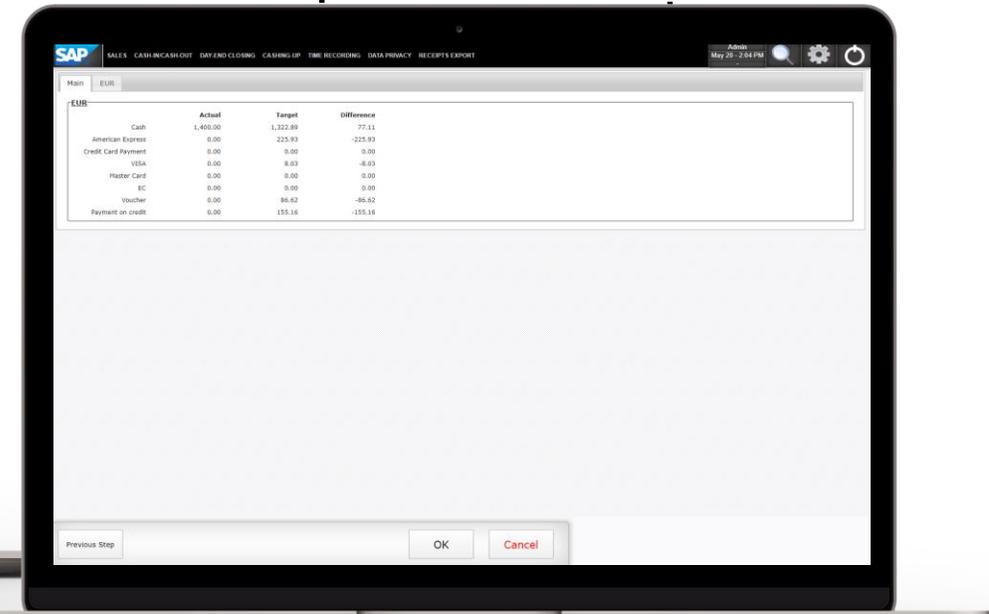
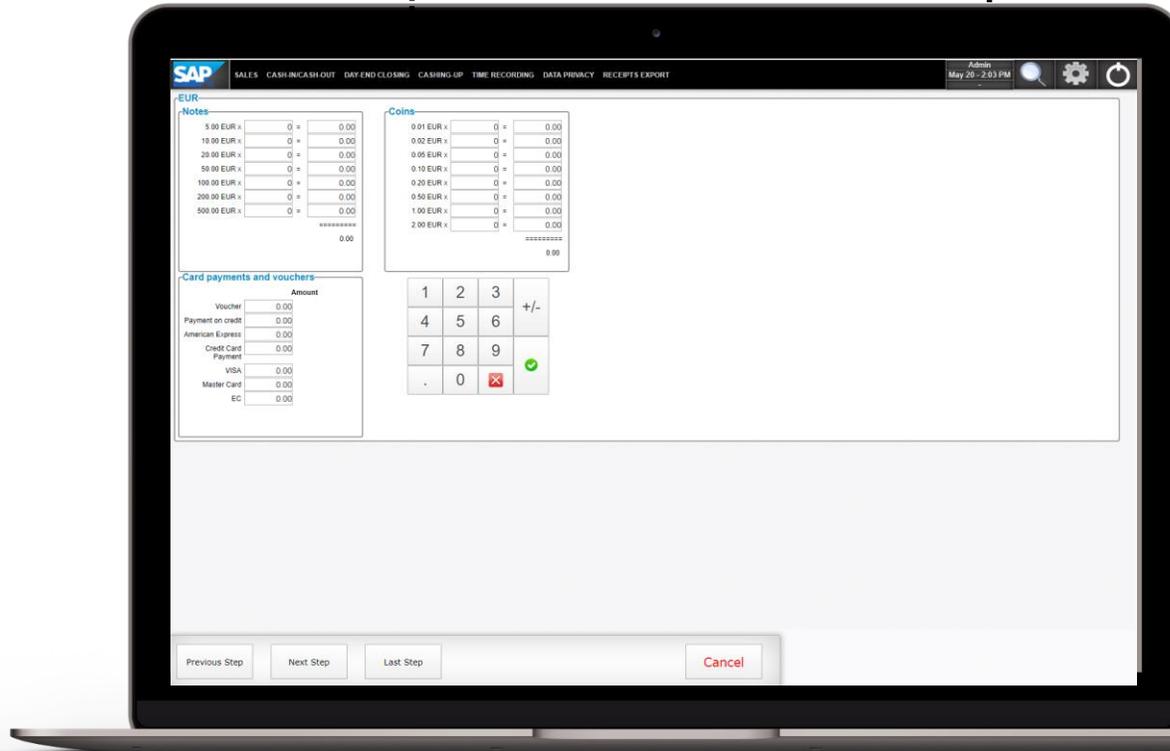


Perform a Manual or Automatic Day-End Closing at POS

Check the Difference between Actual and Target Amount

Cash Balancing transaction

Post the Day-end Closing transaction to your ERP system





Cashing-Up

Track real-time sales data of each single POS system, of your users, or your organization. Check best and worst sellers of your store.

Overview of all cash, card, gift card, invoice, and receipt transactions in real-time

Check reporting in SALES screen or print it out

Track total customer count

Track best and worst sellers

Cashing-up Report: Cashing-up Filter: POS system Print

CASH & CARDS TIP

| CASH | | EUR | |
|-----------------------|---------|-----|--|
| Cash-in amount | 0.00 | | |
| Cash-out amount | 0.00 | | |
| Pay-in amount | 0.00 | | |
| Pay-out amount | 0.00 | | |
| Cash payments | 3091.20 | | |
| Current drawer amount | 3091.20 | | |

| CARDS | | Payments | Transactions |
|---------------------|--------|----------|--------------|
| VISA | 320.00 | | 1 |
| American Express | 0.00 | | 0 |
| Master Card | 0.00 | | 0 |
| EC | 0.00 | | 0 |
| Total card payments | 301.80 | | 1 |

| GIFT CARD | | EUR | |
|--------------------|-------|----------|--------------|
| Gift card payments | 20.00 | Payments | Transactions |
| | | | 1 |

| CUSTOMERS | | EUR | |
|----------------|---|----------|--------------|
| Customer count | 2 | Payments | Transactions |
| | | | 0 |

| RECEIPTS | | EUR | |
|----------------------|----|----------|--------------|
| Sales receipts count | 43 | Payments | Transactions |
| Total receipts count | 43 | | 0 |

| TOTAL | | EUR | |
|--------------|---------|-----|--|
| Gross amount | 3413.00 | | |

Article group and article Report: Revenue per article Filter: POS system Print

| ARTICLE GROUP AND ARTICLE | # | Amount |
|--|-------|---------|
| 400 400 Merchandise | 54.00 | 2890.00 |
| J000001 FC Jupiter Home Kit | 16.00 | 1120.00 |
| J000003 FC Jupiter Kit Shorts | 14.00 | 420.00 |
| J000002 FC Jupiter Keeper Kit | 13.00 | 910.00 |
| J000004 FC Jupiter Training Kit | 9.00 | 360.00 |
| J000007 FC Jupiter Presentation Jacket | 1.00 | 40.00 |
| J000005 FC Jupiter Hoodie | 1.00 | 40.00 |
| 110 110 Soft drinks | 17.00 | 71.77 |
| 28 0,5l Cola | 10.00 | 43.00 |
| 29 0,3l Softdrink Orange | 6.00 | 18.60 |
| 27 0,3l Cola | 3.00 | 7.37 |
| 302 Cola ZF 0,5l | 1.00 | 5.00 |
| 30 0,5l Softdrink Orange | 1.00 | 4.30 |
| 26 0,25l Energy Drink | 1.00 | 4.00 |
| 25 0,5l Water | 1.00 | 3.80 |
| 22 0,3l Homemade Ice Tea | 1.00 | 3.20 |
| 24 0,3l Water | -7.00 | -17.50 |
| Gift card Gift card Gift card | 4.00 | 150.00 |
| V12345 Gift card | 4.00 | 150.00 |
| 404 404 Apparel | 1.00 | 90.00 |
| FS002 Ladies Dress Black | 1.00 | 90.00 |
| 207 207 Sideorders & Snacks | 1.00 | 1.51 |
| 73 Classic Fries | 1.00 | 1.51 |
| ... | ... | ... |
| Total (EUR) | 80.00 | 3413.00 |

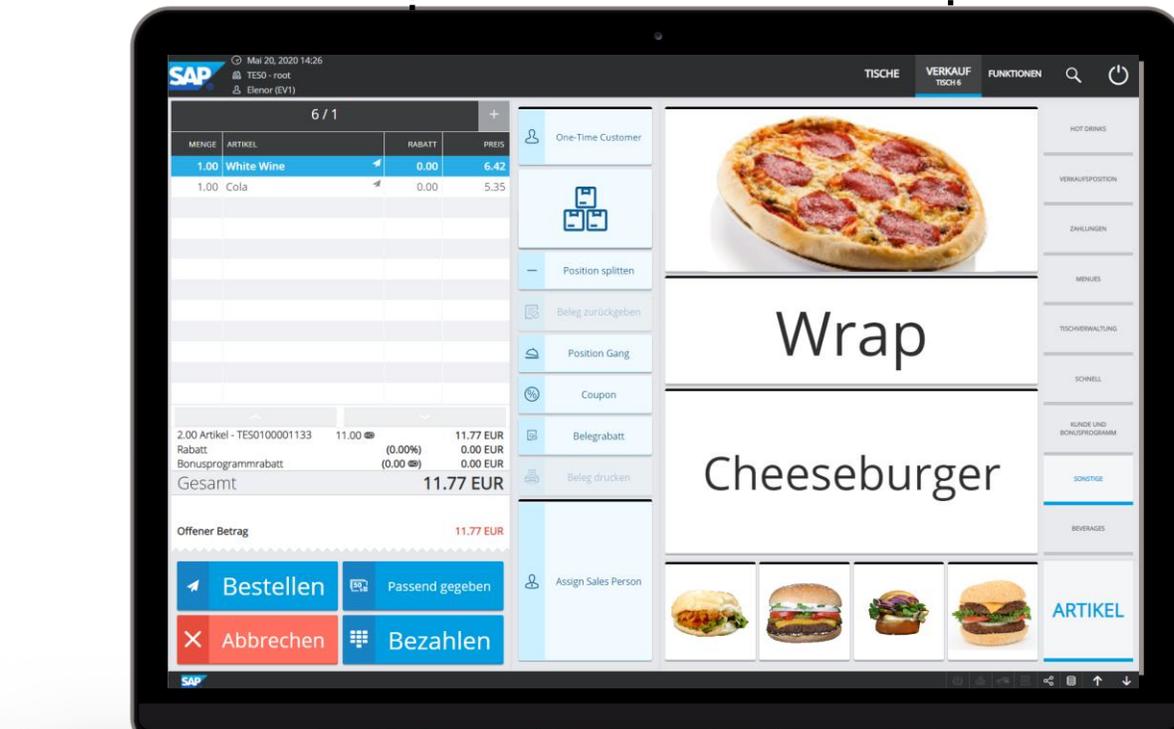


Permission Concept

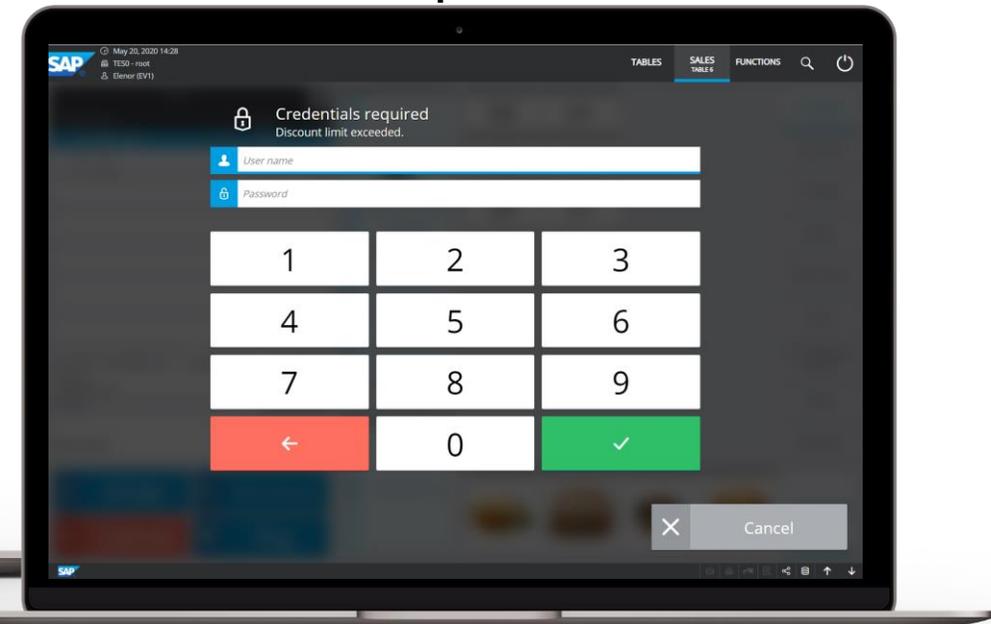
Let your cashiers and serving staff perform only transactions they are allowed to. Benefit from a role and user management with configurable authorizations and permissions.

User- and role based
SALES Screen view

Adjust UI language
to each user and role



Let authorized users and roles
enter credentials when
discount limit is exceeded



Data Privacy

Stay compliant with General Data Protection Regulation (GDPR) and let authorized users perform data privacy related transactions for your business partners, and users.

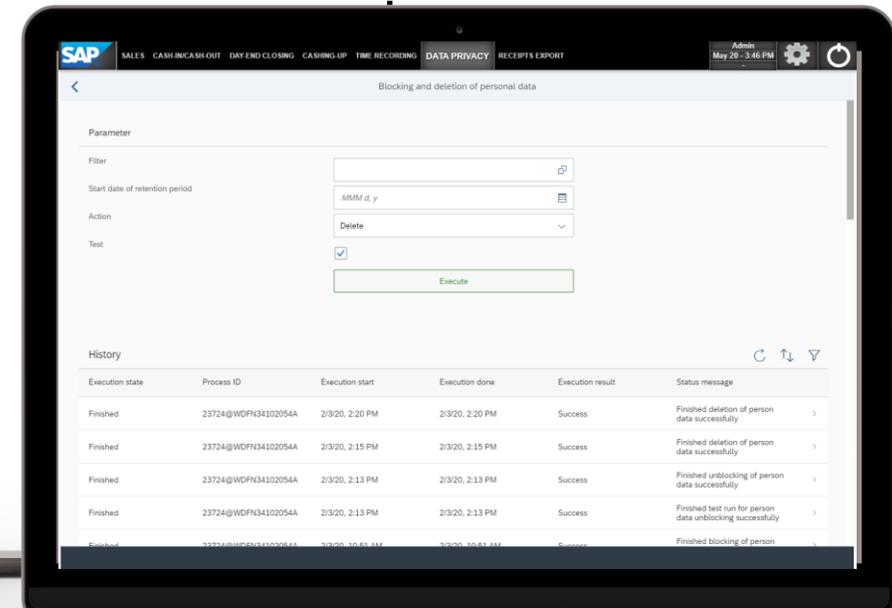
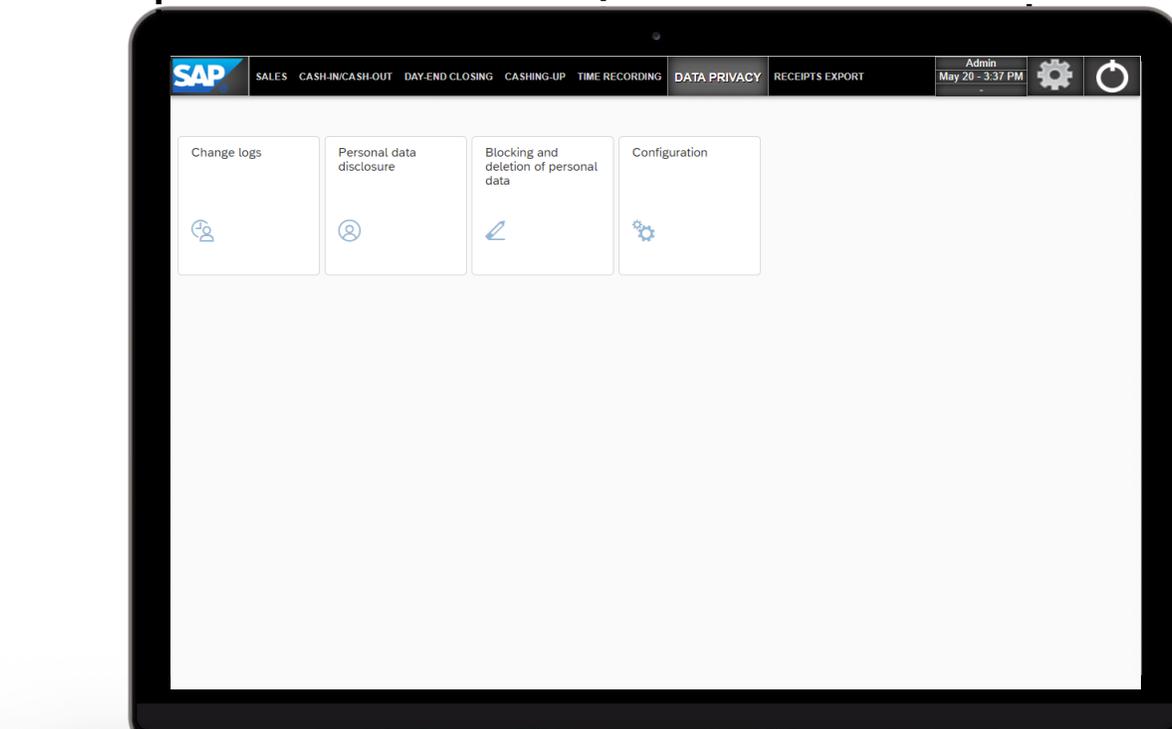


View Data Privacy Screen at POS

Track all changed log information

Disclosure personal data of individuals

Block and Delete Personal Data of users and business partners



SAP Customer Checkout Manager **Central Point-of-Sale Management**

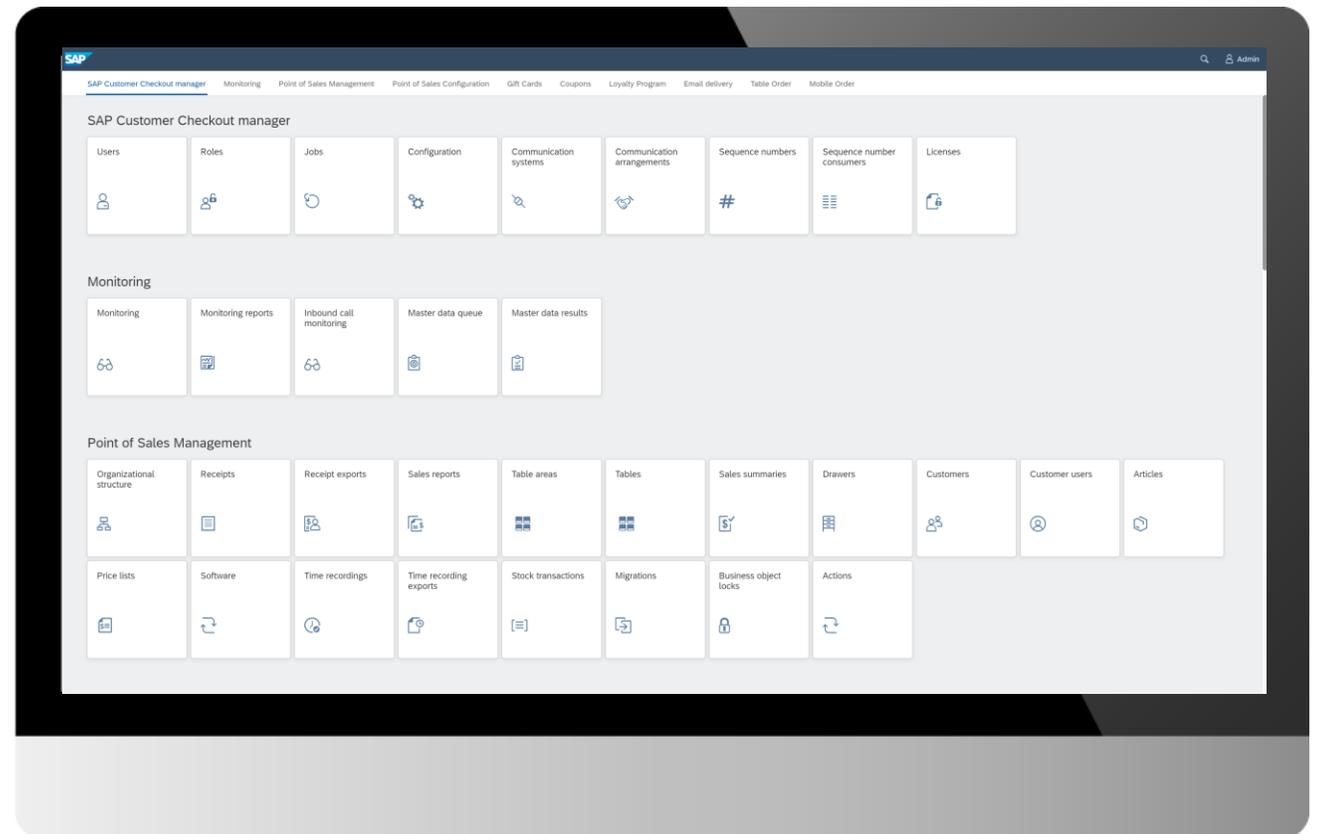




Manage all your POS systems and POS operations from different locations centrally in one system

Take advantage of the strong and powerful **SAP Customer Checkout manager** system that helps you manage all your POS systems and operations within different stores and locations.

Integrate with SAP ERP systems or use as standalone giving you the possibility to create all master data you need.



Manage POS Operations Centrally



Capabilities and Key Features



- Manage **Organizational Structure**
- **Manage POS Systems** and POS Operations
- **Central POS Configuration** for Article Groups, Currencies, Tax Rates, SALES screen, and more
- **Software Management** to update POS systems centrally
- **Execute and schedule different jobs** to reduce manual effort
- Central **Day-End Closing** app to identify missing receipts
- **Central Management of Drawers**
- Support of **Multi-Tenancy**



- **Create master data (articles, business partners, price lists)** to run SAP Customer Checkout standalone, or
- **Migration of master data (users, business partners, articles, price lists, and gift cards)** from existing ERP systems
- Basic **Stock Management** to perform stock transactions from different warehouses



- **Central management of POS users, and roles**
- **Central Time recording** to see all transactions from your users, serving staff and employees
- **Central Data Privacy Management**



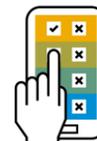
- **Reporting of POS systems – generate sales reports** to track best and worst sellers in your shops, revenue per cashier, revenue payment method, and many more
- **Receipt Management** to view all posted receipts from your different POS systems and locations
- **Monitoring** of all your POS systems and alert information to see which POS systems are running
- **Export of Receipts** in different formats
- Track all **Table Transactions** from your POS systems



- **Central Coupon and Loyalty Management**
- **Gift Card Management** to view all purchased and redeemed gift cards
- **Manage Business partners, and Loyalty users**



- **Mobile Order** configuration
- Create centrally **various assortments and event types**
- Set-up **e-mail configuration**
- Configure **payment service provider**



- Configure **Table Order and the different assortments**
- Track customer feedback
- Enable **Mobile payment**

Manage POS Operations Centrally

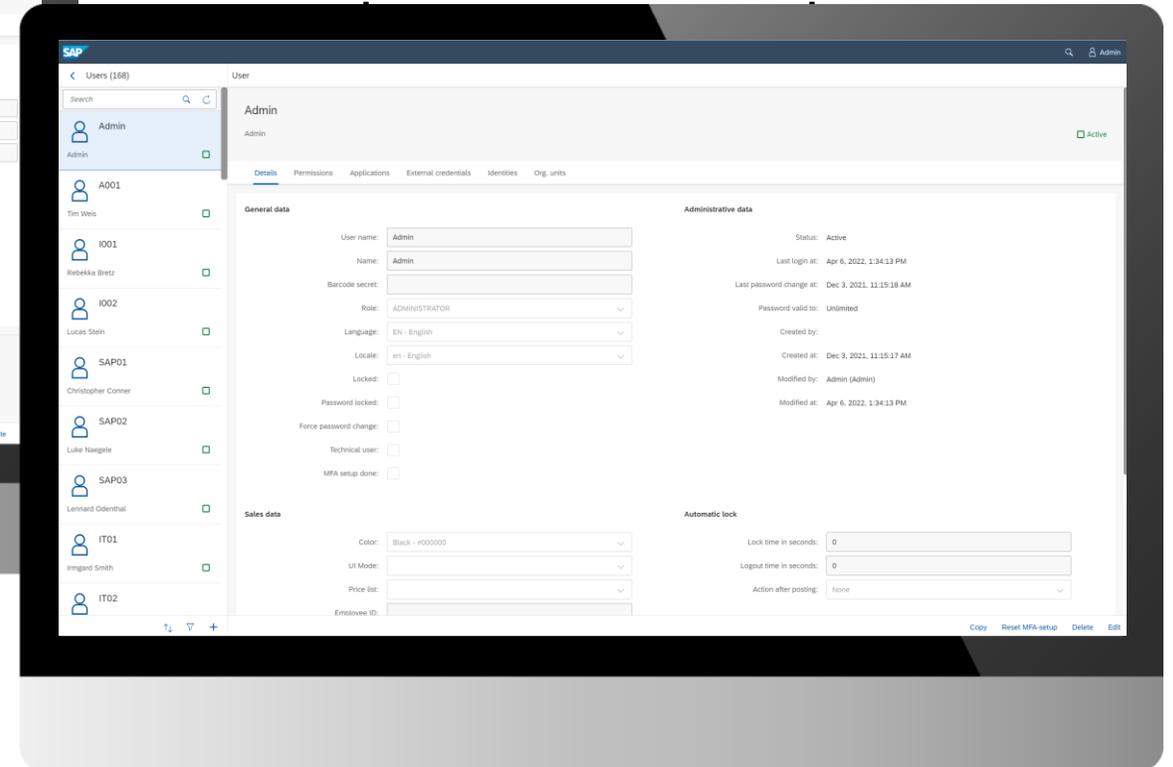
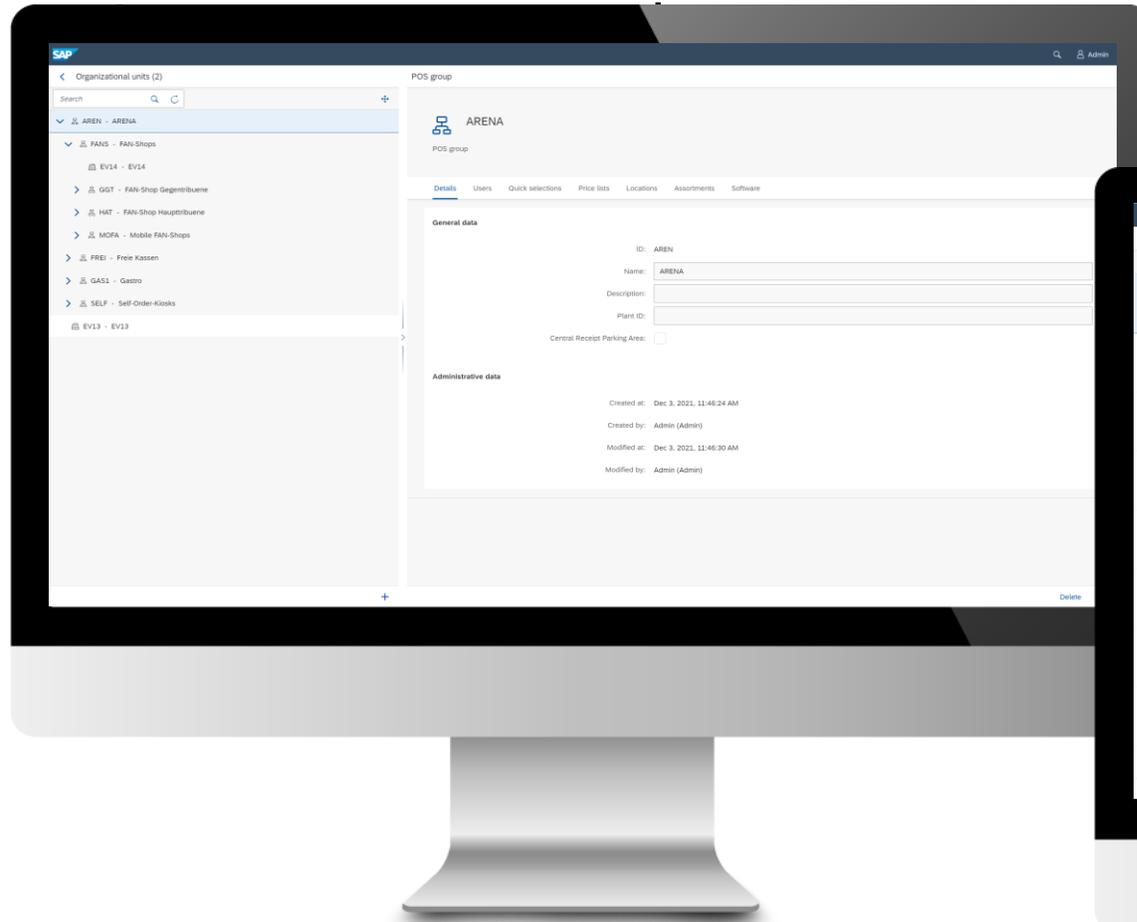


Overview of all different POS systems and POS groups in your Organization

Move POS systems into POS groups

Create centrally POS users and assign them to different POS systems

Assign specific price lists, UI modes, and language user interface for each single user



Manage POS Operations Centrally



| Receipt ID | POS system ID | Company ID | Day-end closing ID | Customer | Type code | Business transaction date | Payment gross amount |
|------------------|---------------|------------|--------------------|-------------------|-------------|---------------------------|----------------------|
| EV14100001053 | EV14 | | EV14000001000 | | Direct sale | Apr 6, 2022, 1:28:54 PM | 70.00 EUR |
| EV14100001052 | EV14 | | EV14000001000 | C001072 | Direct sale | Apr 4, 2022, 4:48:34 PM | 140.00 EUR |
| EV14100001051 | EV14 | | EV14000001000 | | Direct sale | Apr 4, 2022, 4:47:49 PM | 320.00 EUR |
| EV14100001050 | EV14 | | EV14000001000 | | Direct sale | Mar 21, 2022, 10:14:13 AM | -2.50 EUR |
| EV14100001049 | EV14 | | EV14000001000 | | Direct sale | Mar 21, 2022, 10:13:50 AM | 100.00 EUR |
| default100001042 | EV14 | | | | Direct sale | Mar 21, 2022, 10:10:52 AM | 2.50 EUR |
| EV14100001048 | EV14 | | EV14000001000 | | Direct sale | Mar 11, 2022, 4:56:24 PM | 170.00 EUR |
| EV14100001047 | EV14 | | EV14000001000 | | Direct sale | Mar 11, 2022, 4:52:45 PM | 100.00 EUR |
| EV14100001046 | EV14 | | EV14000001000 | | Direct sale | Mar 11, 2022, 4:48:27 PM | 100.00 EUR |
| EV13100001005 | EV14 | | EV14000001000 | One-time customer | Direct sale | Mar 11, 2022, 4:47:26 PM | 13.00 EUR |
| EV14100001045 | EV14 | | EV14000001000 | | Direct sale | Mar 11, 2022, 4:39:41 PM | 110.00 EUR |
| EV14100001044 | EV14 | | EV14000001000 | | Direct sale | Mar 11, 2022, 4:39:30 PM | 180.00 EUR |
| EV14100001043 | EV14 | | EV14000001000 | | Direct sale | Mar 11, 2022, 4:36:59 PM | 250.00 EUR |
| EV14100001042 | EV14 | | EV14000001000 | | Direct sale | Mar 11, 2022, 3:48:05 PM | 100.00 EUR |
| EV14100001041 | EV14 | | EV14000001000 | | Direct sale | Mar 11, 2022, 3:47:42 PM | 140.00 EUR |

See all posted receipts from various POS systems across your organization

Find detailed information of each receipt such as **sales items, taxes, payment items, coupons** that were used, and many more.

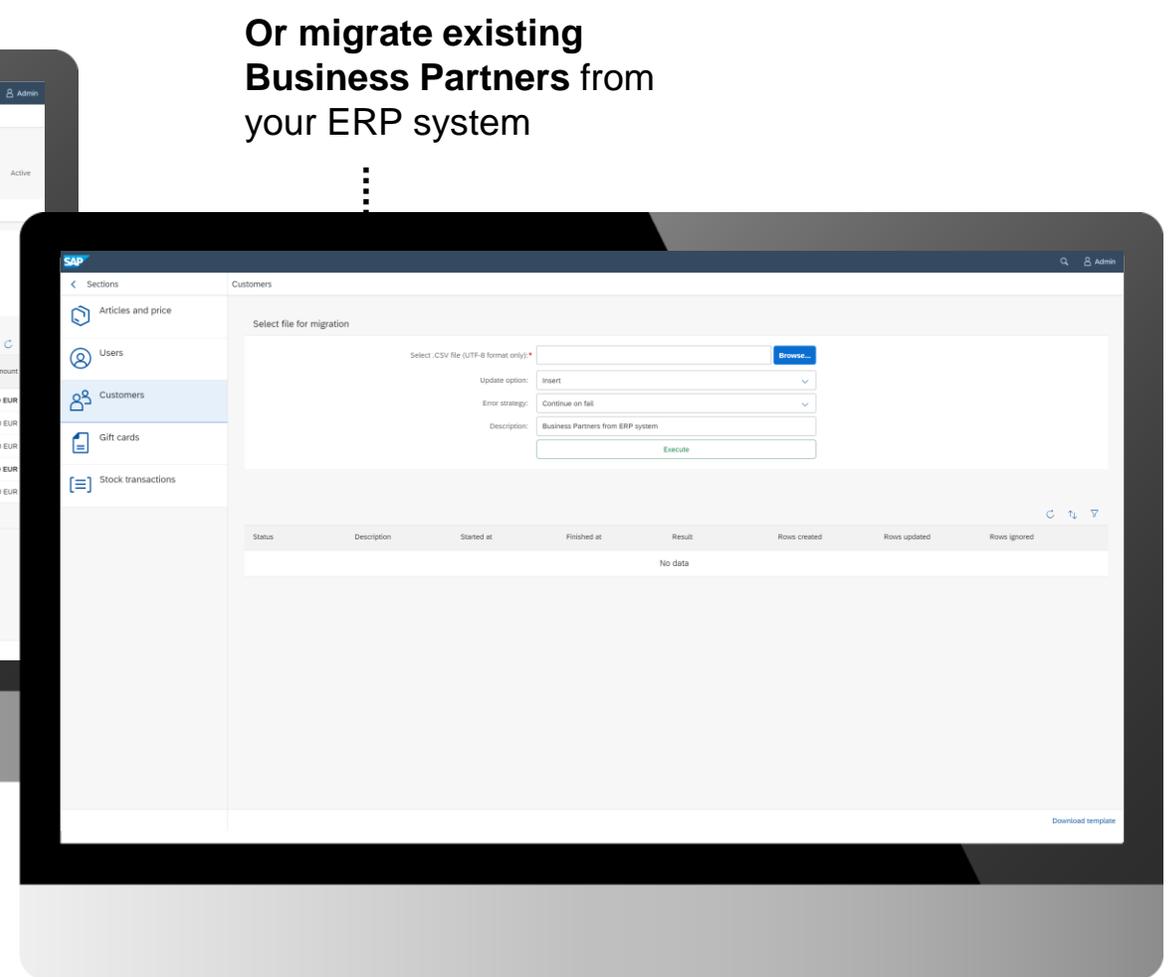
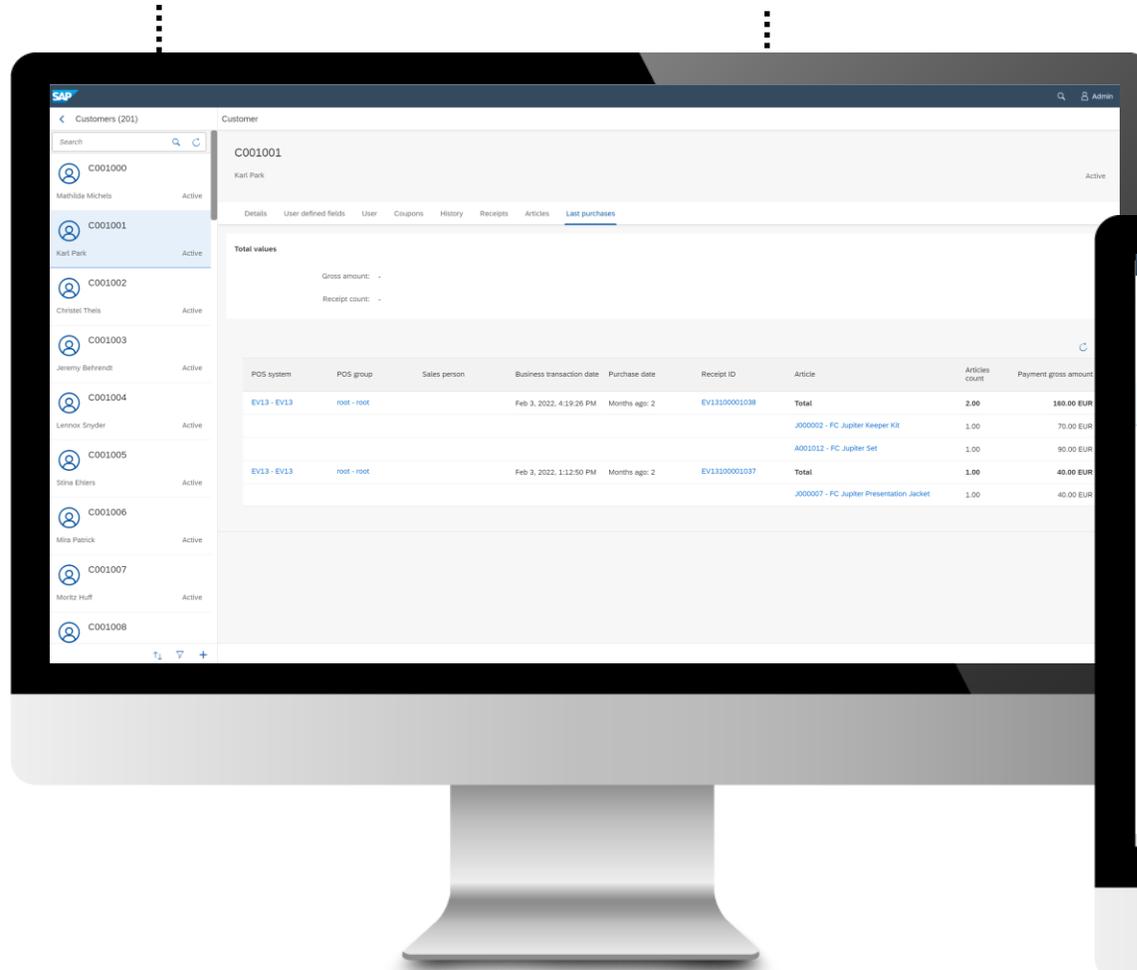
Manage POS Operations Centrally



Track Purchase History
of your Customers

Create new Business Partners and use
SAP Customer Checkout Standalone

**Or migrate existing
Business Partners from
your ERP system**



Manage POS Operations Centrally



Configure Centrally your SALES Screen and Assign it to Several POS Systems

Benefit from the **central quick selection functionality** that enables you to configure the SALES screen flexibly to your needs – **place payment buttons, article images and further functions** where you need them.



Manage POS Operations Centrally

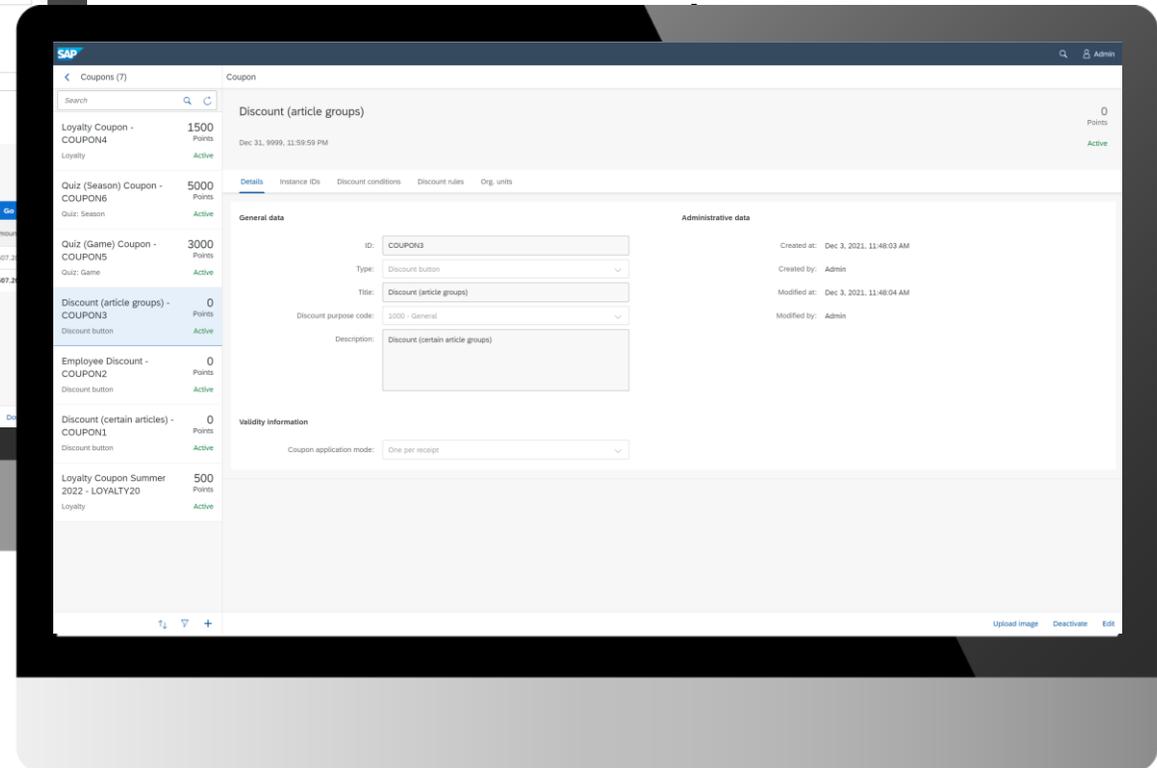
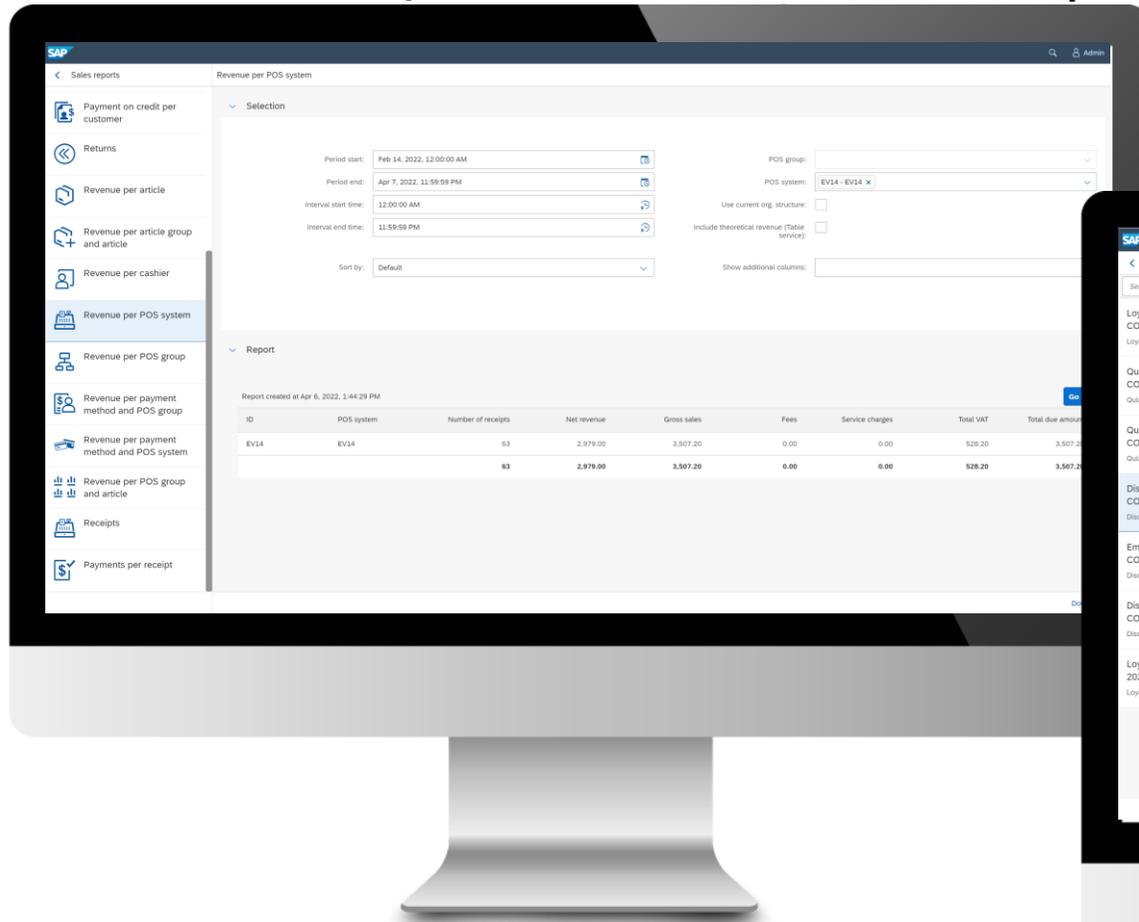


Get **Real-time Insights** on Sales and Reporting Data

Full Transparency across Whole Organization

Download all sales reports as .csv file

Manage Coupons Centrally



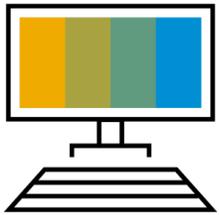


Seamless End-To-End Integration
to the ERP-System

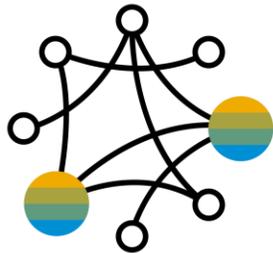
Seamless End-to-End Integration

Benefit from the integration flexibility of SAP Customer Checkout and choose the SAP ERP system that fits to your needs:

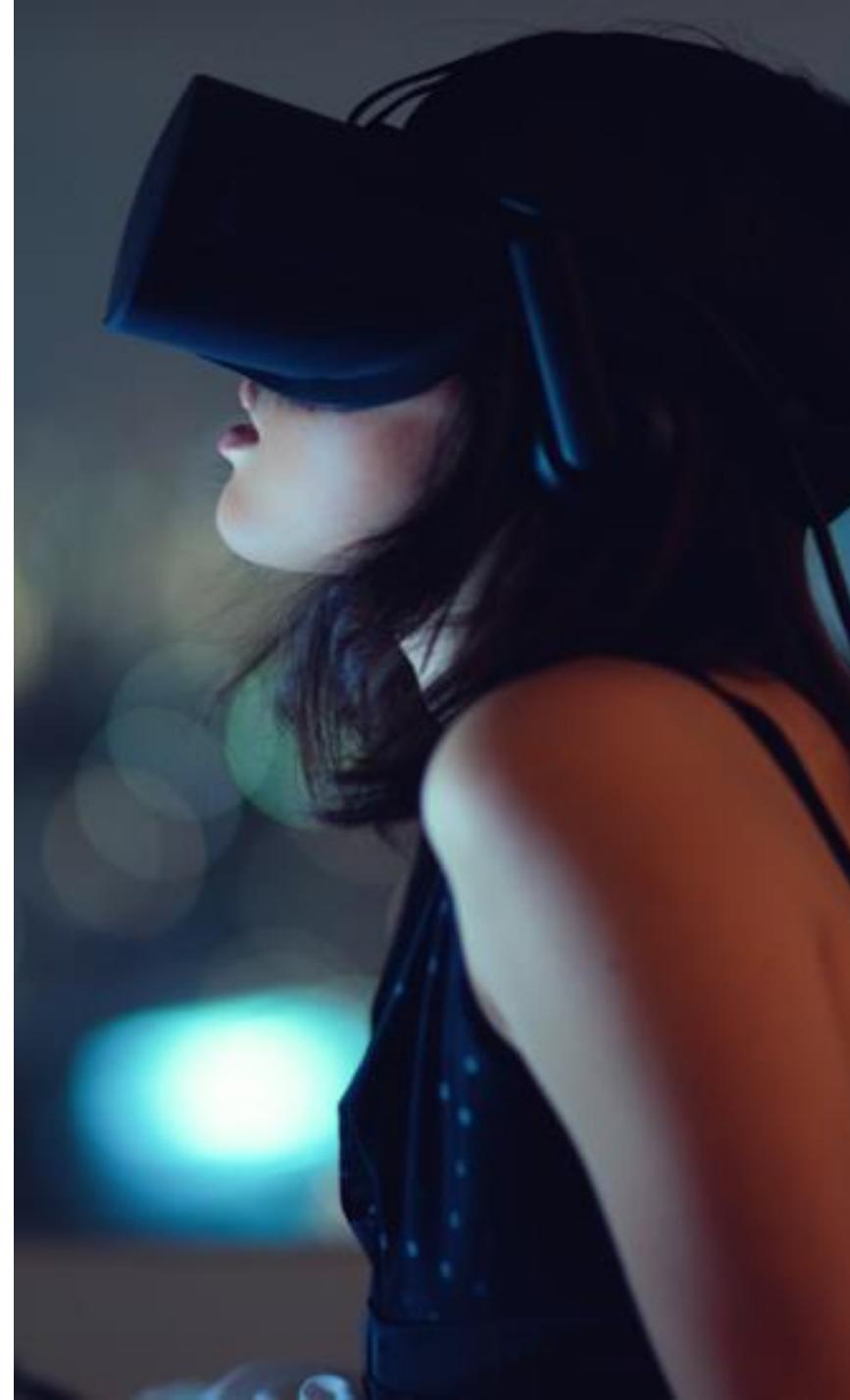
Integration Options



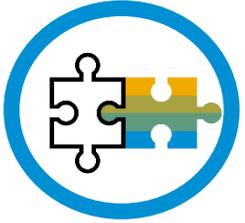
Use **SAP Customer Checkout as Standalone** without SAP ERP system and manage all master data centrally



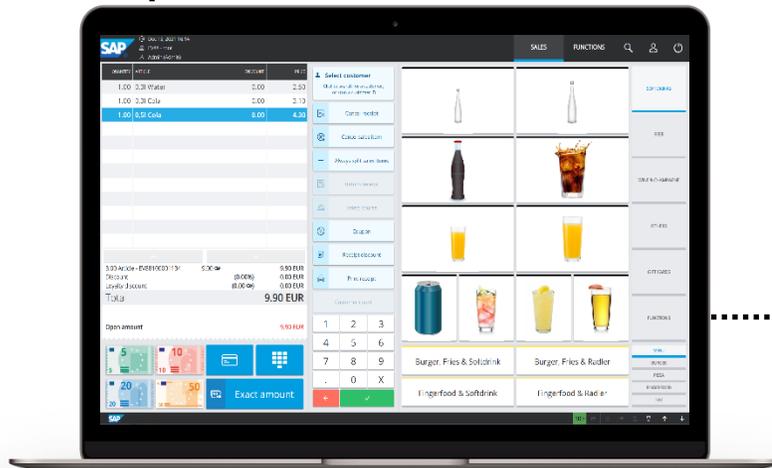
Use **integrated with SAP ERP Systems** to transmit transactions directly to your warehouse management and accounting applications



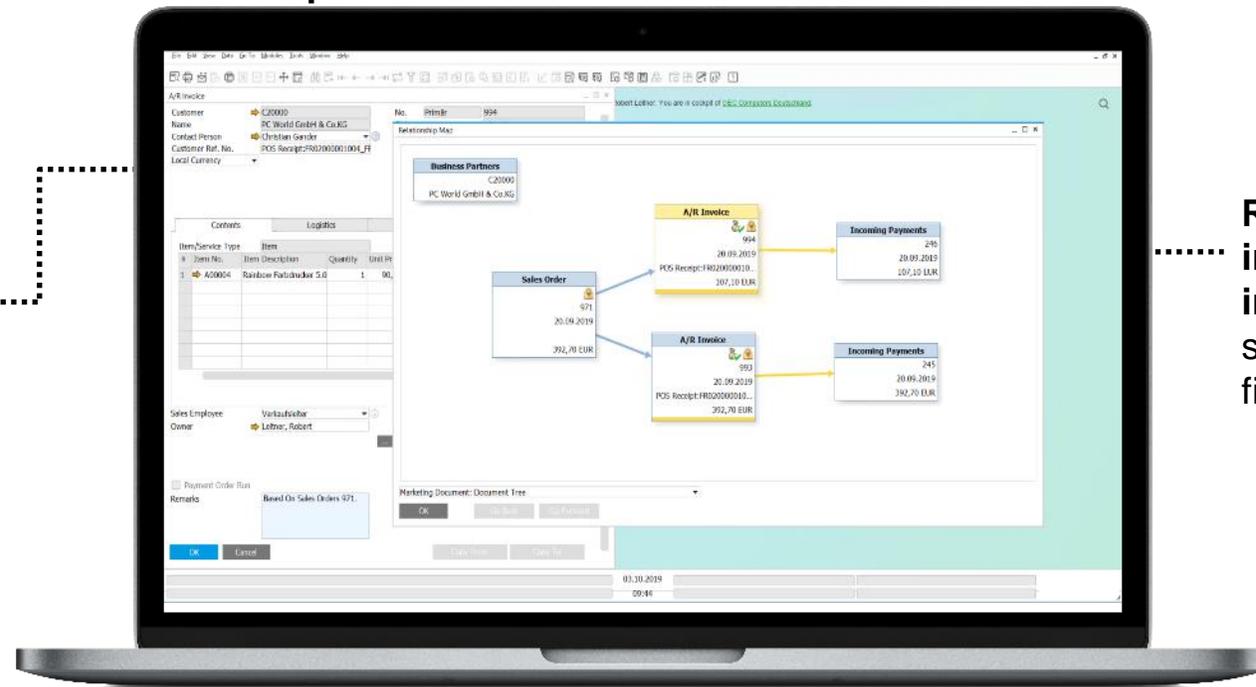
Seamless End-to-End Integration



Synchronization of master data (articles, prices, customers) in real-time



Fully and seamless end-to-end integration from POS system to the SAP ERP System



Real-time and in-depth insights into sales and financial data

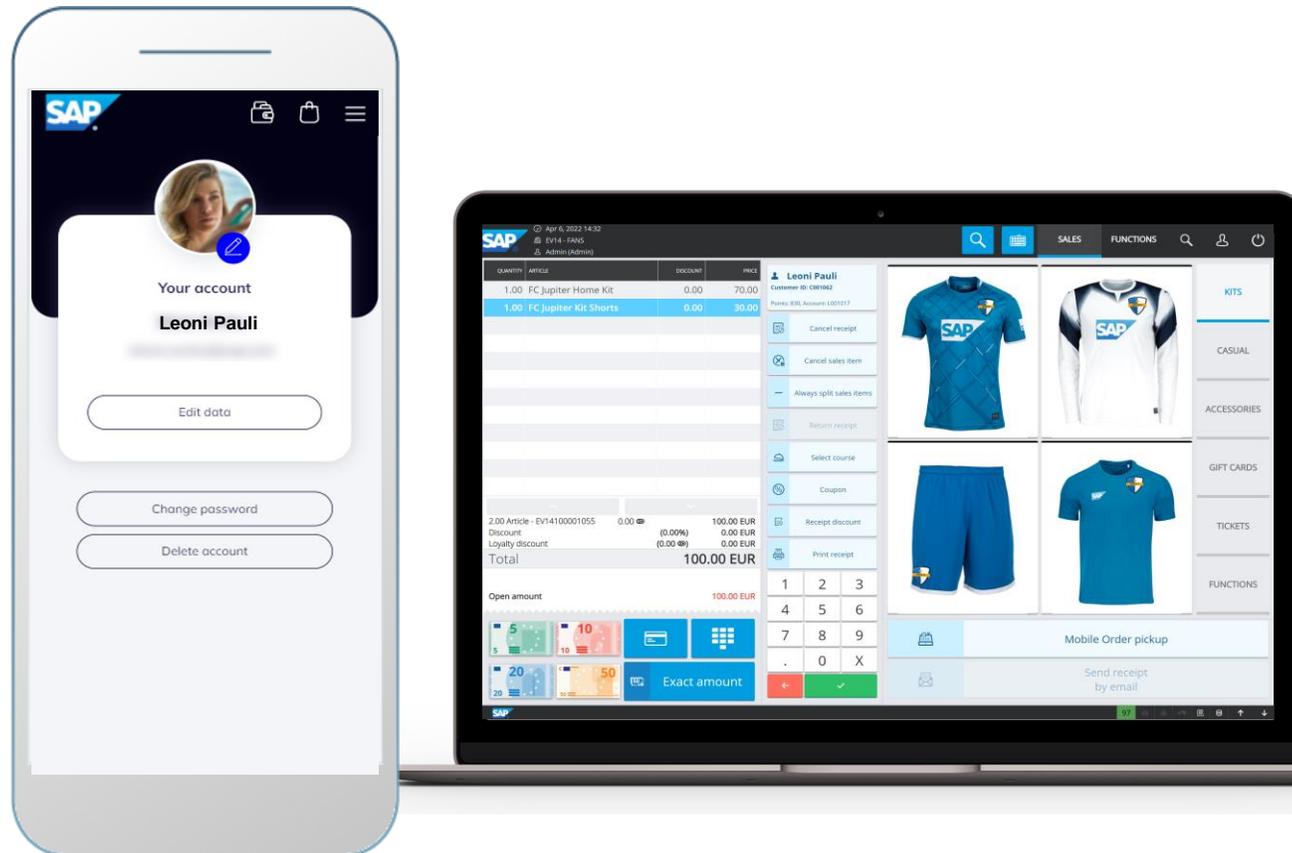
A woman with dark hair in a ponytail, wearing a white coat and a pearl earring, is smiling while looking at her smartphone. She is carrying a large, textured bag. The background is a blurred shopping mall with multiple levels and bright lights.

**Personalized Shopping Experience
through Loyalty Management**

Loyalty Management



SAP Customer Checkout provides you with loyalty management functionality. In addition, it offers the technical basis to integrate your own loyalty management program.



Capabilities and Key Features

- **Easy configuration set-up** for loyalty management
- **Out-of-the-box loyalty management** for front- and backend
- **Integrate a mobile app** to collect loyalty points
- Define your **own point calculation**
- **Create loyalty users** at point-of-sale
- Customers can **collect loyalty points** at point-of-sale
- Customers can **redeem loyalty points** at point-of-sale
- **Reward loyal customers** with coupons for discounted articles
- **Track loyalty transactions** (loyalty points collection, purchase history) of your customers
- **Generate loyalty reports** to track Top Customers

Loyalty Management



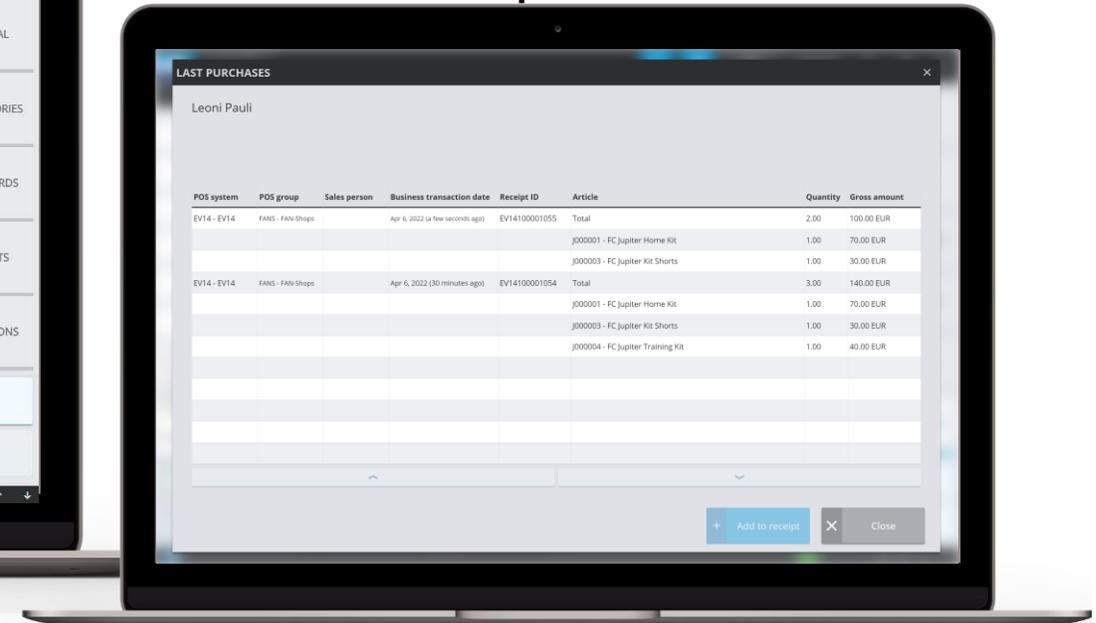
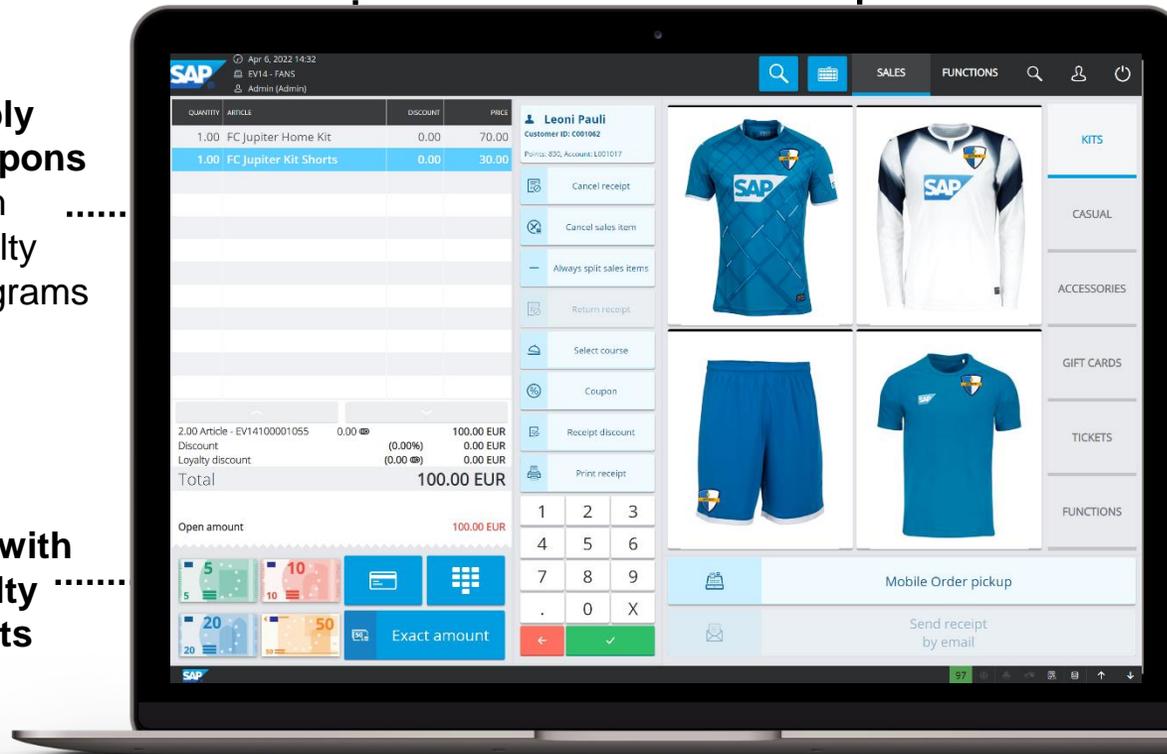
Collect loyalty points for each purchase

Scan loyalty users or create new loyalty account for personalized sales

Apply coupons from loyalty programs

Pay with loyalty points

View Last Purchases and Purchased Items at Point-of-Sale



Loyalty Management



Gain insights on customer purchase history and offer personalized sales

Create personalized coupons for your Top 10 Customers

Understand and know your customers – what, where and when they purchase

Reward loyal customers and increase revenue

| Date | Account ID | Action | Reference | Info | Point value |
|--------------------------|------------|-----------------------|---------------|---|-------------|
| Apr 6, 2022, 2:33:40 PM | L001017 | Assign loyalty record | EV14100001055 | Receipt ID: EV14100001055 | 100 |
| Apr 6, 2022, 2:33:40 PM | L001017 | Add points | LR0000001087 | | 100 |
| Apr 6, 2022, 2:03:39 PM | L001017 | Assign loyalty record | EV14100001054 | Receipt ID: EV14100001054 | 140 |
| Apr 6, 2022, 2:03:39 PM | L001017 | Add points | LR0000001086 | | 140 |
| Feb 15, 2022, 9:42:34 AM | L001017 | Assign loyalty record | EV14100001000 | Receipt ID: EV14100001000 | 200 |
| Feb 15, 2022, 9:42:34 AM | L001017 | Add points | LR0000001085 | | 200 |
| Feb 14, 2022, 9:43:53 AM | L001017 | Assign loyalty record | EV13100001093 | Receipt ID: EV13100001093 | 200 |
| Feb 14, 2022, 9:43:53 AM | L001017 | Add points | LR0000001084 | | 200 |
| Feb 14, 2022, 9:43:53 AM | L001017 | Assign loyalty record | EV13100001092 | Receipt ID: EV13100001092 | 200 |
| Feb 14, 2022, 9:43:53 AM | L001017 | Add points | LR0000001083 | | 200 |
| Feb 14, 2022, 9:43:53 AM | L001017 | Assign loyalty record | EV13100001091 | Receipt ID: EV13100001091 | 200 |
| Feb 14, 2022, 9:43:52 AM | L001017 | Add points | LR0000001082 | | 200 |
| Feb 11, 2022, 3:00:38 PM | L001017 | Add points | | Add 250 Points to all | 250 |
| Feb 11, 2022, 2:04:53 PM | L001017 | Redeem points | | Reset points to 0 due to end of season 2021 | -400 |
| Feb 9, 2022, 9:29:21 AM | L001017 | Assign loyalty record | EV13100001087 | Receipt ID: EV13100001087 | 200 |
| Feb 9, 2022, 9:29:21 AM | L001017 | Add points | LR0000001080 | | 200 |

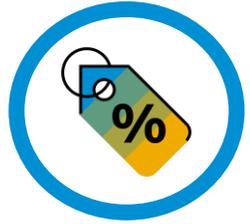


| Business transaction date | Purchase date | Receipt ID | Article | Articles count | Payment |
|---------------------------|---------------|---------------|-----------------------------------|----------------|---------|
| Apr 6, 2022, 2:33:39 PM | Recently | EV14100001055 | Total | 2.00 | |
| | | | J000001 - FC Jupiter Home Kit | 1.00 | |
| | | | J000003 - FC Jupiter Kit Shorts | 1.00 | |
| Apr 6, 2022, 2:03:39 PM | Recently | EV14100001054 | Total | 3.00 | |
| | | | J000001 - FC Jupiter Home Kit | 1.00 | |
| | | | J000003 - FC Jupiter Kit Shorts | 1.00 | |
| | | | J000004 - FC Jupiter Training Kit | 1.00 | |

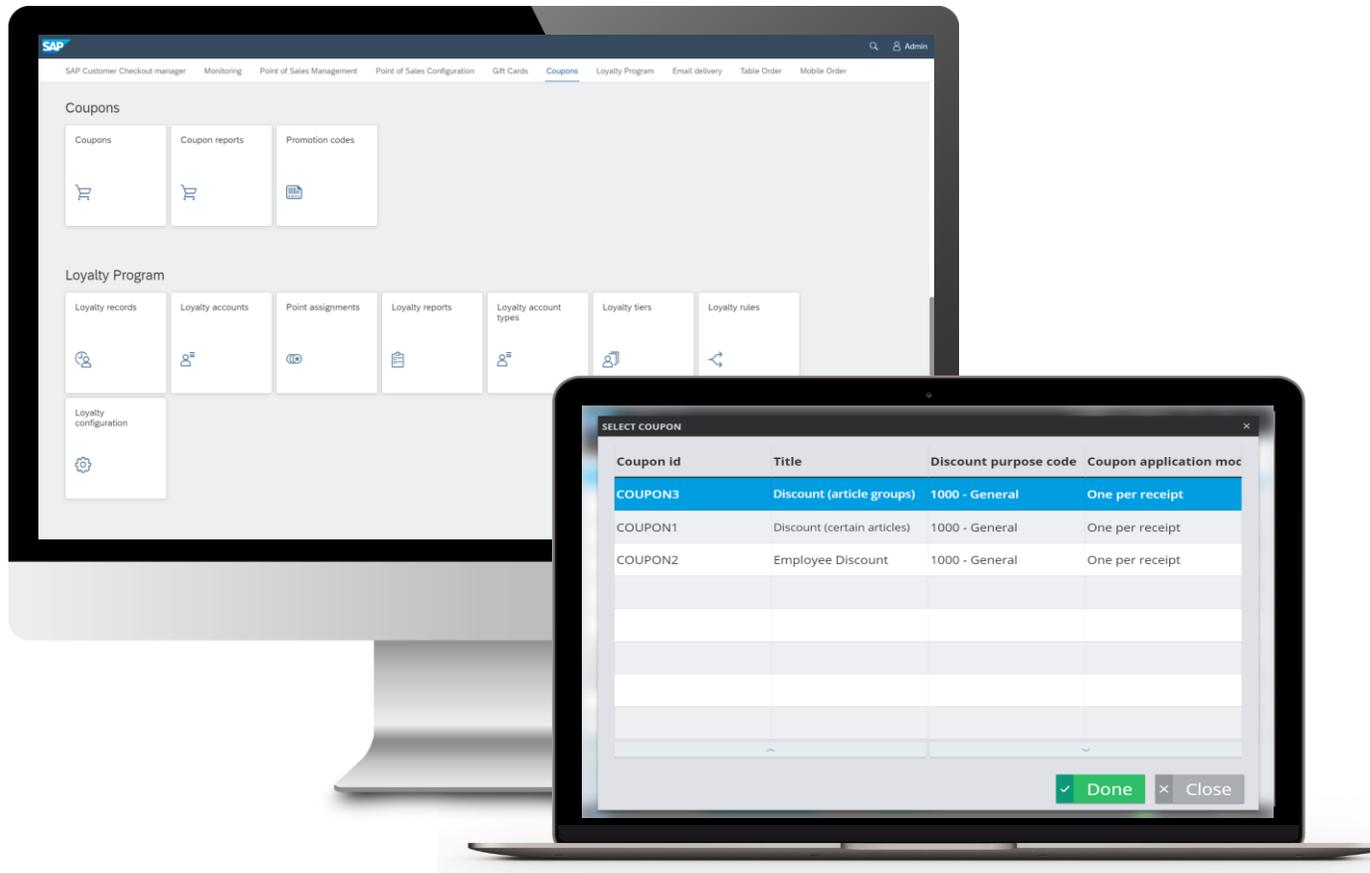
A young woman with long brown hair is smiling and looking at her smartphone. She is holding a red coffee cup in her left hand and a white smartphone in her right hand. She has several shopping bags, including a red one and a white one, hanging from her arms. She is wearing a light blue cardigan over a white patterned shirt. The background shows a clothing store with mannequins and other people in the distance.

SAP Customer Checkout Coupons

SAP Customer Checkout *Coupons*



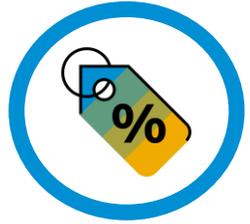
SAP Customer Checkout provides you with central coupon management functionality. Include coupons into your sales processes at POS to attract customers, or reward employees while saving money on purchases.



Capabilities and Key Features

- **Out-of-the-box coupon management** for front- and backend
- **Create coupons** for customers, employees and loyalty programs
- Create **general and personalized coupons**
- Define your own **discount conditions and discount rules**
- **Generate coupon reports** to track all coupon interactions
- **Apply general or personalized coupons** to sales items and receipts
- **Loyalty and influencer coupons**
- **Reward loyal customers with coupons** to gain discounts on promoted articles

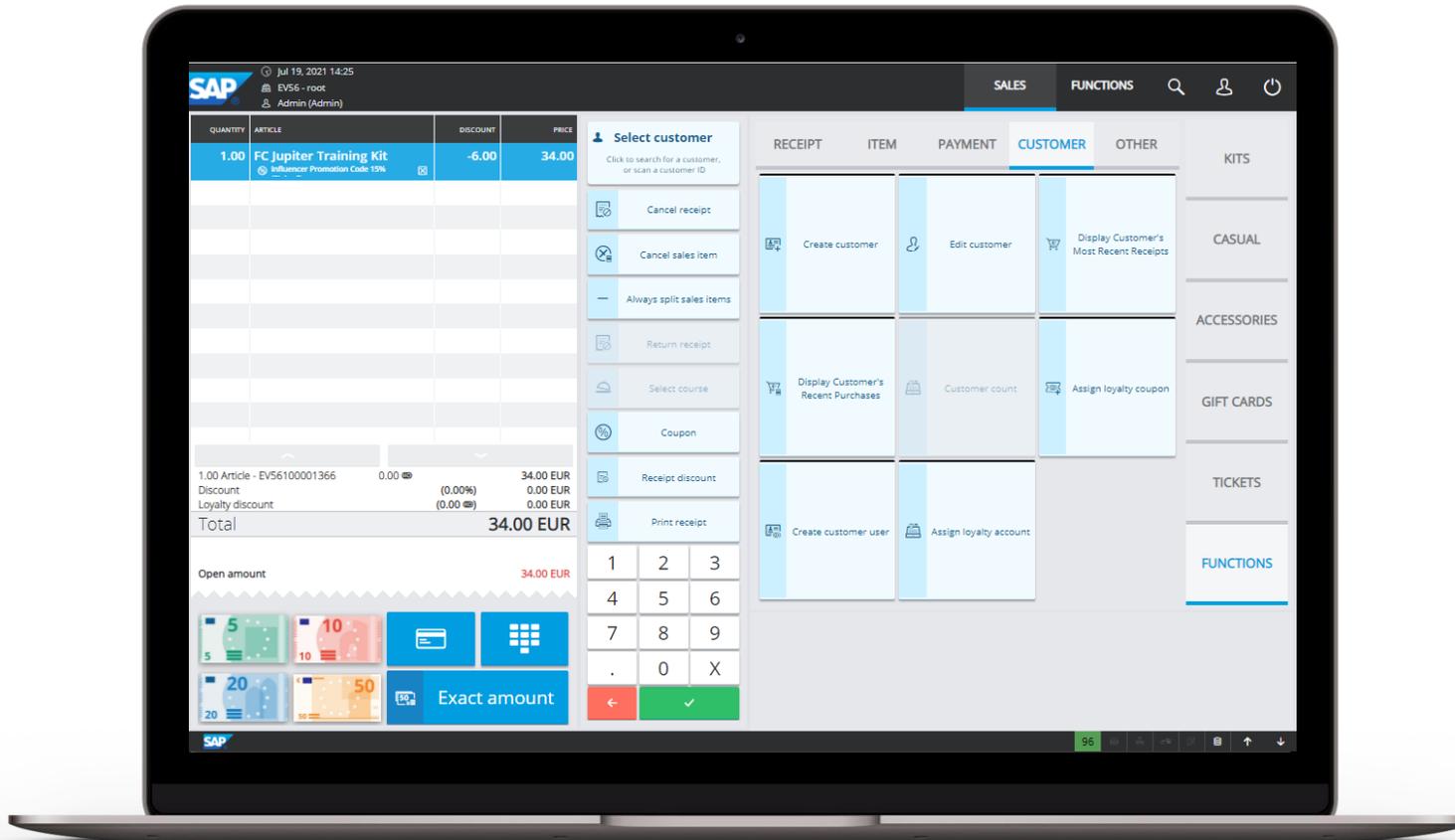
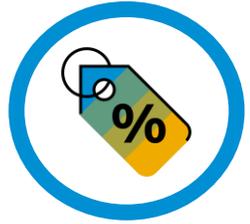
SAP Customer Checkout *Loyalty Coupons*



Capabilities and Key Features

- Include **coupons** within your loyalty program
- Customers with **sufficient number of loyalty points** can purchase a coupon
- **Provide special and personalized offers** to loyal customers, e.g. “Meet & Greet with a player”, or “LateNight or Exclusive Shopping”

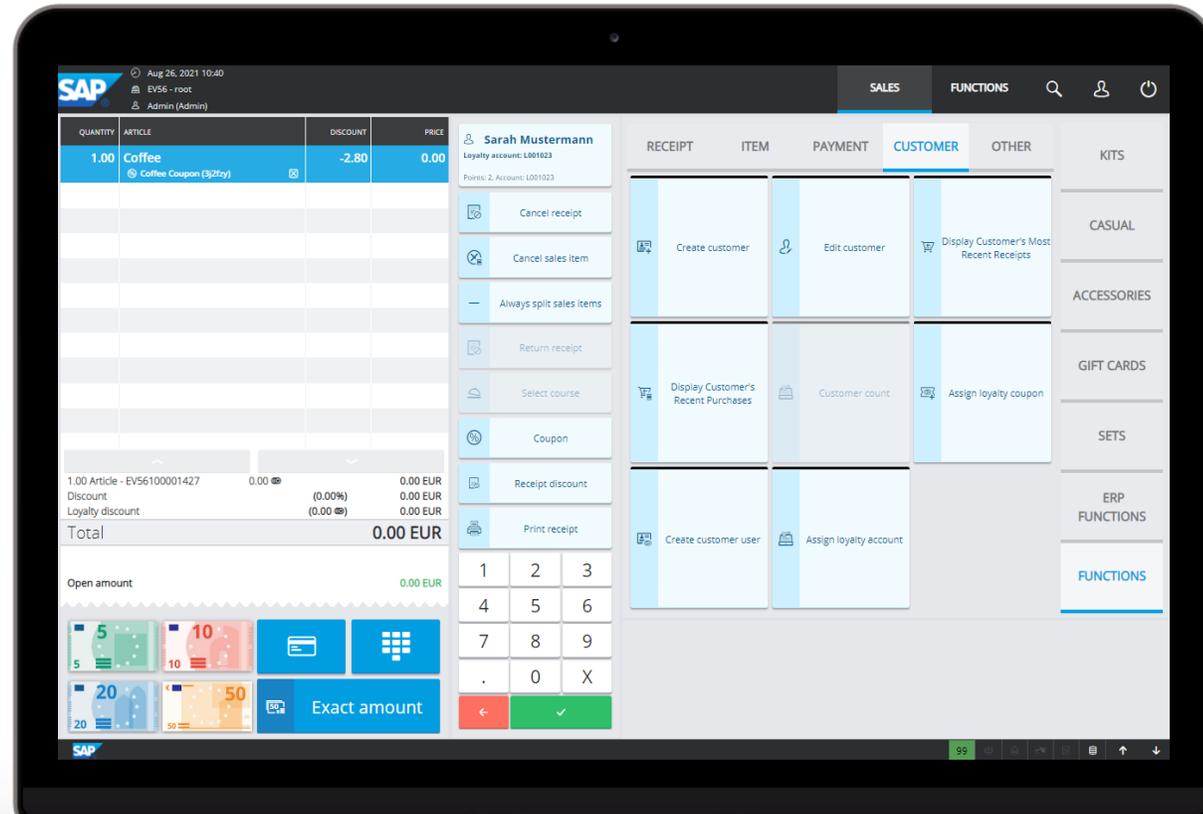
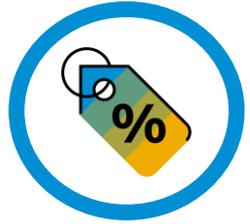
SAP Customer Checkout *Influencer Coupons*



Capabilities and Key Features

- Increase customer loyalty by discount codes promoted by influencers on Social Media
- Let your customers benefit from **famous influencers advertising products or brands** and getting discounts, e.g. 20% off
- **Use influencer coupons overall your business**
– various POS systems and locations

SAP Customer Checkout *Stamp Card*



Capabilities and Key Features

- Reward loyal customers with stamp cards
- Buy 10 coffee, get 1 for free
- Customers collect stamps for each purchase or specific item (e.g. coffee); if the stamp card has reached 10 stamps, the customer gets the 11th coffee for free
- Define personalized discount rules to be applied on items and receipts

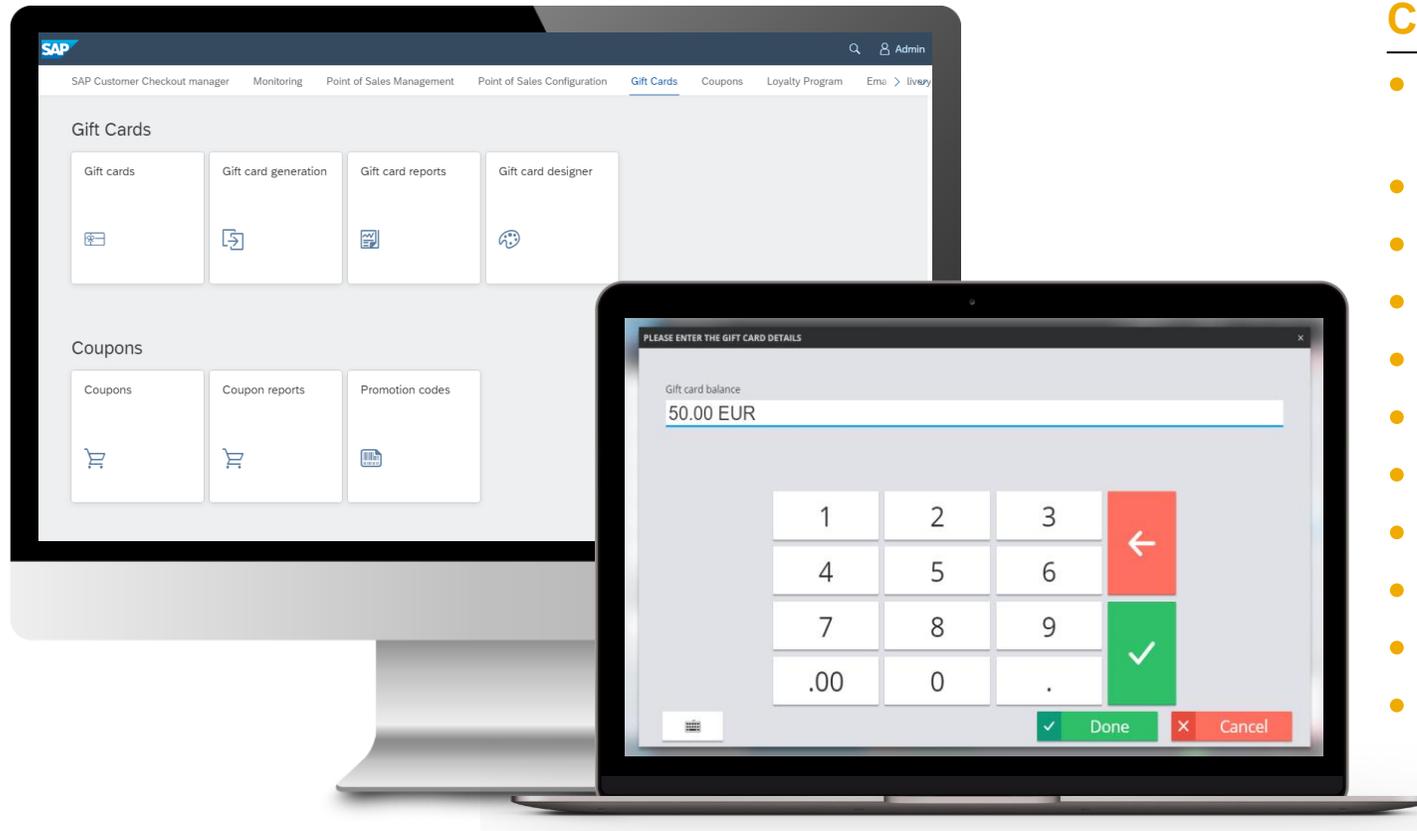
A young woman with long brown hair is smiling and looking at her smartphone. She is holding a red coffee cup in her left hand and a white smartphone in her right hand. She has several shopping bags, including a red one and a white one, hanging from her arms. She is wearing a light blue cardigan over a white patterned shirt. The background shows a clothing store with mannequins and other people in the distance.

SAP Customer Checkout Gift Cards

SAP Customer Checkout *Gift Cards*



SAP Customer Checkout provides you with central gift card functionality. Include gift cards into your business to attract new customers and keep existing ones engaged.



Capabilities and Key Features

- **Out-of-the-box gift card management** for front- and backend
- **Create and manage all gift cards** for customers
- **Track all gift card transactions**
- **Generate several gift cards** with one click
- **Generate gift card reports** to track all interactions
- Design your **individual gift card patterns**
- **Pay and redeem gift cards** at point-of-sale
- **Top-up gift cards** at point-of-sale
- **Pre-printed gift card** scenario
- **Digital gift card** for customers to download
- Download and **export gift card as Mobile Pass**, e.g. Apple Wallet

SAP Customer Checkout *Gift Cards*



GIFT CARD

BASIC SEARCH ADVANCED SEARCH

Full-text search Search

| Gift card ID | Free gift Gift card status | Description | Original amount | Remaining amount | Valid to |
|--------------|----------------------------|-------------|-----------------|------------------|--------------|
| V00001 | Not redeemed | | 1.00 | 1.00 | Jul 1, 2025 |
| V00002 | Not redeemed | | 5.00 | 5.00 | Jul 1, 2025 |
| V00003 | Not redeemed | | 10.00 | 10.00 | Jul 1, 2025 |
| V00004 | Not redeemed | | 15.00 | 15.00 | Jul 1, 2025 |
| V00005 | Not redeemed | | 20.00 | 20.00 | Jul 1, 2025 |
| V00006 | Not redeemed | | 25.00 | 25.00 | Jul 1, 2025 |
| V00007 | Not redeemed | | 30.00 | 30.00 | Jul 1, 2025 |
| V00008 | Not redeemed | | 50.00 | 50.00 | Jul 1, 2025 |
| qv5u39za6wzv | Not redeemed | Gutschein | 100.00 | 100.00 | Dec 31, 2099 |
| V00010 | In use | | 250.00 | 190.00 | Jul 1, 2025 |

Page 1 of 2 (17 results)

« »

Print Close

Capabilities and Key Features

- **Create gift cards** at point-of-sale
- **Pay with gift cards** at point-of-sale
- Buy gift card in shop A, and use it in shop B
- **Check all gift cards**, and amounts
- **Top-up gift cards**
- **Perform a pay-out by gift card** when returning items or receipts
- **Print gift cards** at point-of-sale

SAP Customer Checkout *Gift Cards*



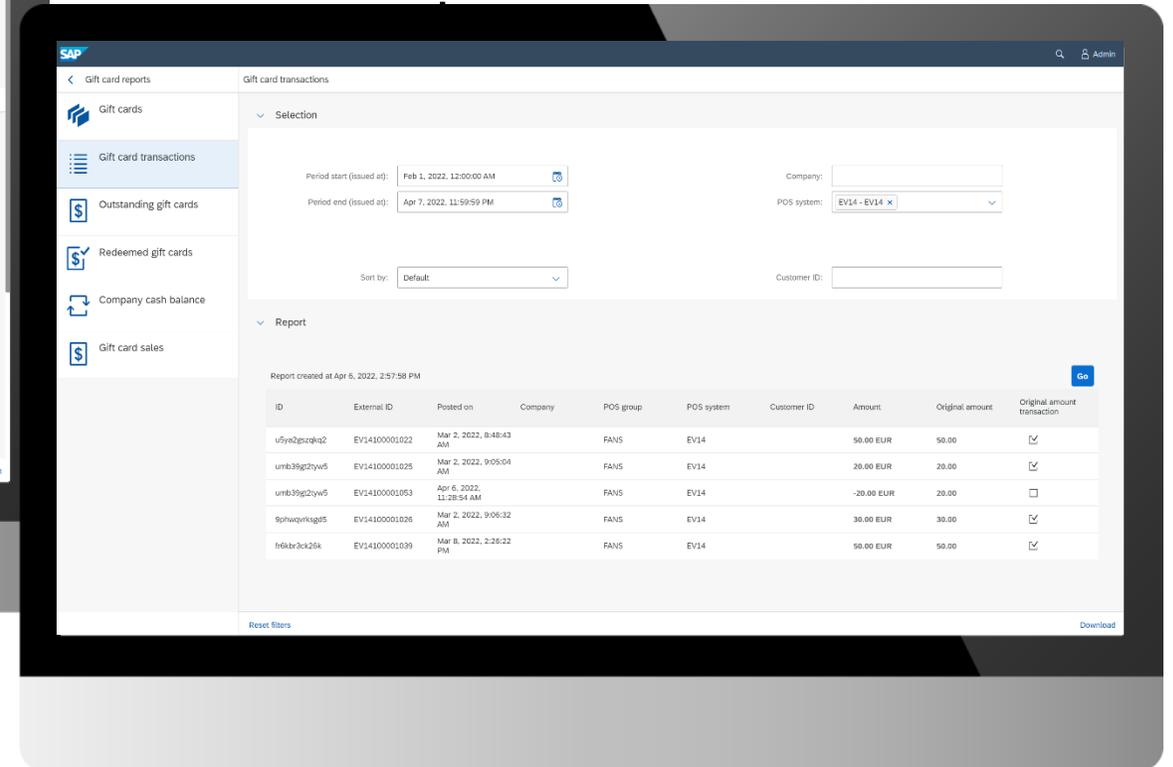
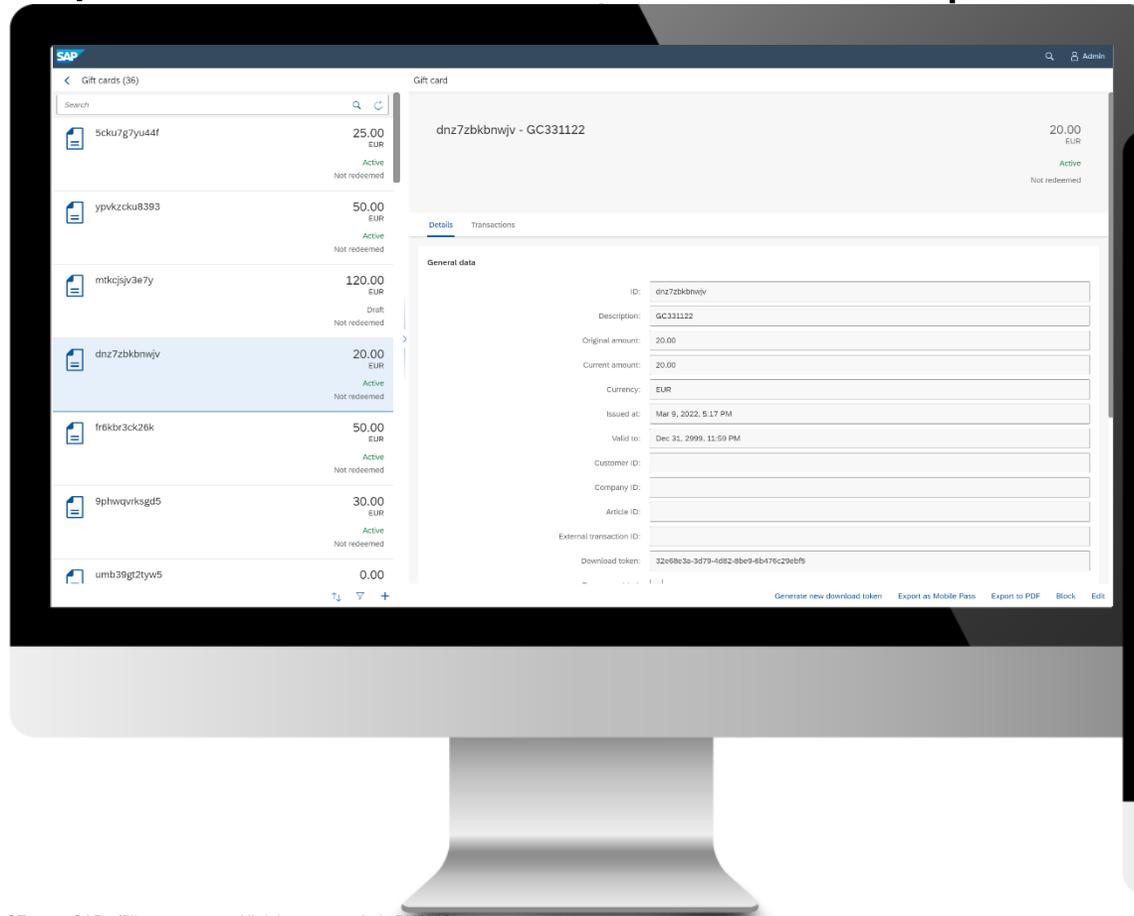
Manage all the gift cards used in POS systems centrally

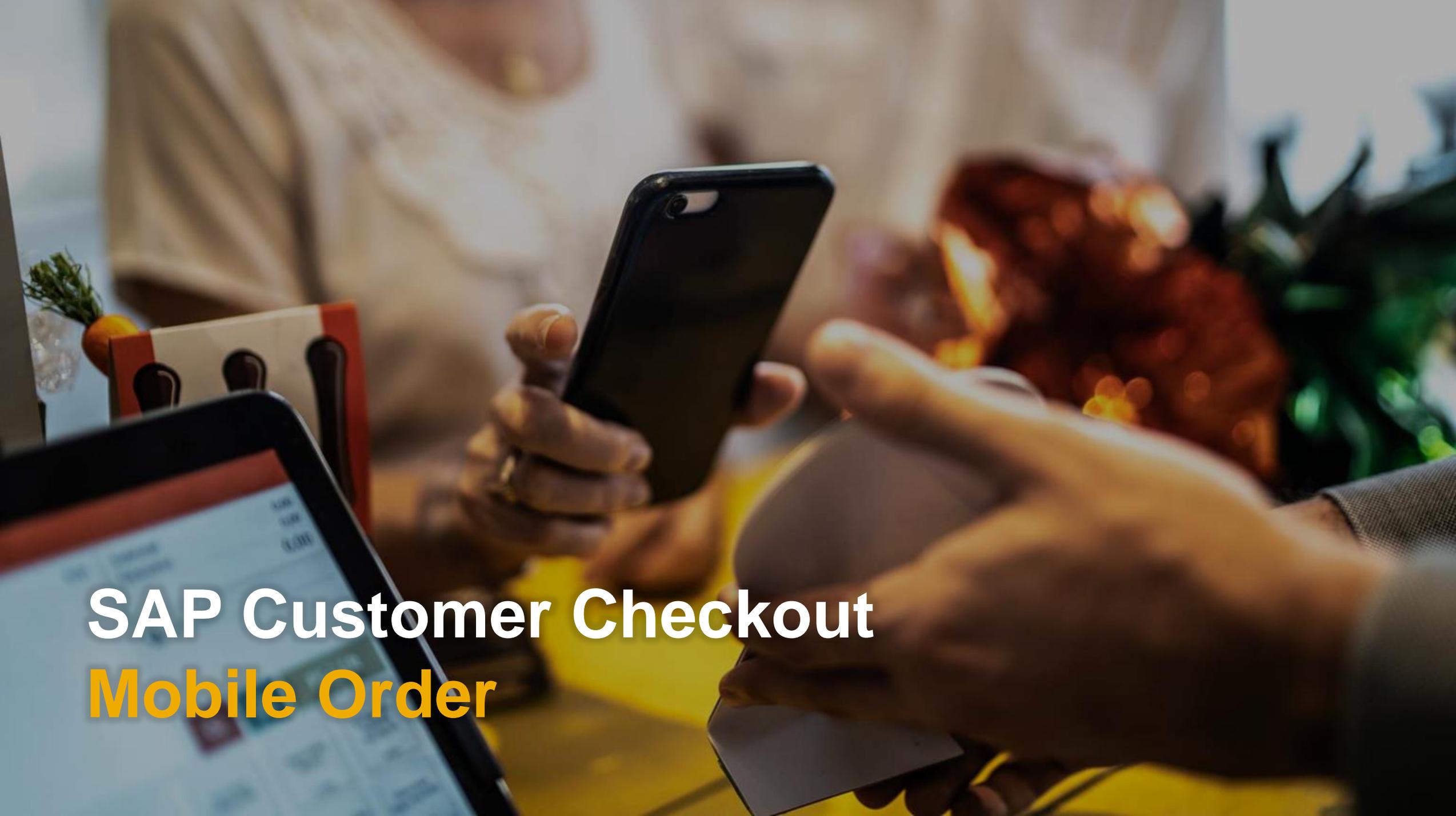
Create, edit, and top-up gift cards

Search or block gift cards

Generate gift card reports to get further details

Track gift card status, outstanding and redeemed gift cards



A close-up photograph of a person's hands holding a black smartphone. In the foreground, a tablet displays a shopping list with items like 'Lemon', 'Lime', and 'Lemonade'. The background is blurred, showing a person in a white shirt and some festive decorations. The text 'SAP Customer Checkout Mobile Order' is overlaid on the bottom left of the image.

SAP Customer Checkout
Mobile Order

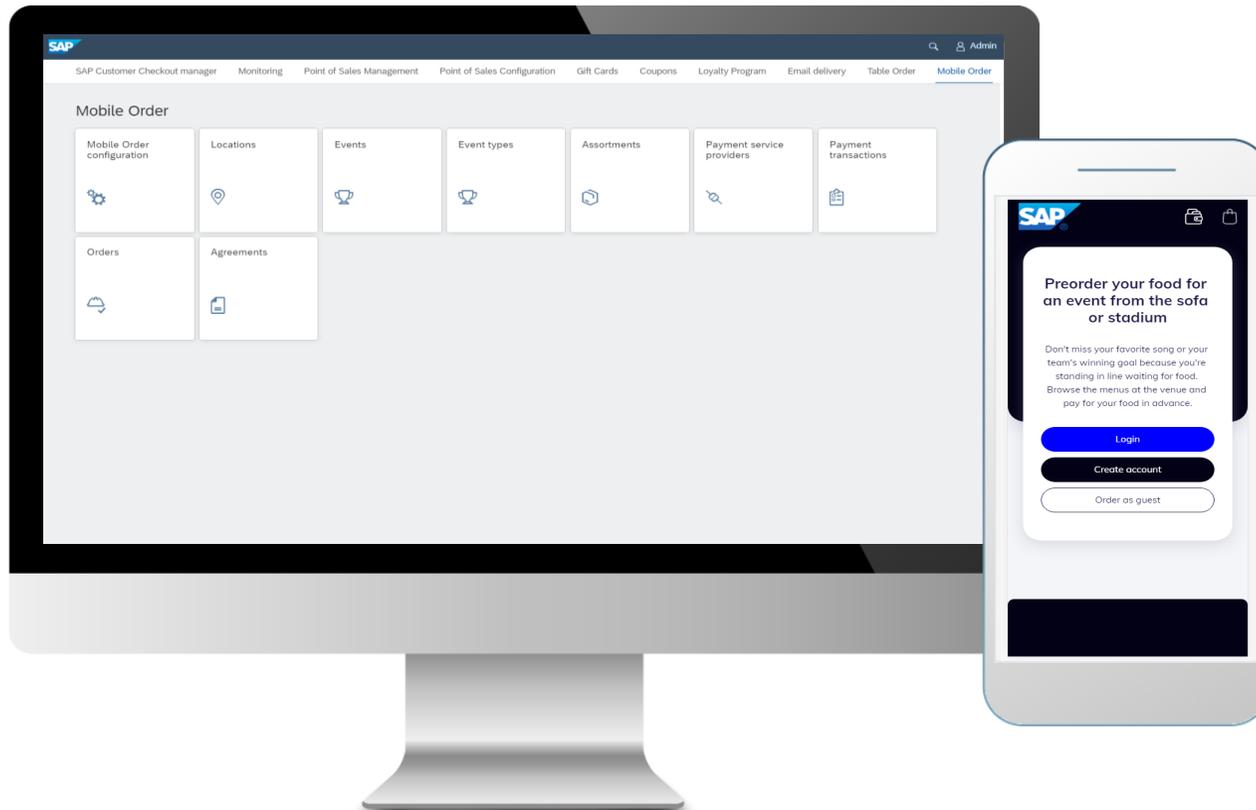


For Stadiums, Venues and more...

SAP Customer Checkout *Mobile Order*



SAP Customer Checkout provides you with Mobile Order functionality. Let your customers place and pay orders online while receiving a pick-up code to present at point-of-sale.



Capabilities and Key Features

- **Out-of-the-box Mobile Order configuration**
- **Configure and set-up the web application for ordering and paying**
- **Manage your assortments, events, and locations**
- **Track all your orders from customers**
- **Integrate external SMTP server for emails**
- **Manage all payment providers**
- **Offer your customers new possibilities to take orders and pay online**
- **Let customers choose between Pick-up or Delivery of orders**
- **Pay online** with mobile device (ApplePay, GooglePay, Credit Card, Bluecode)

SAP Customer Checkout *Mobile Order*



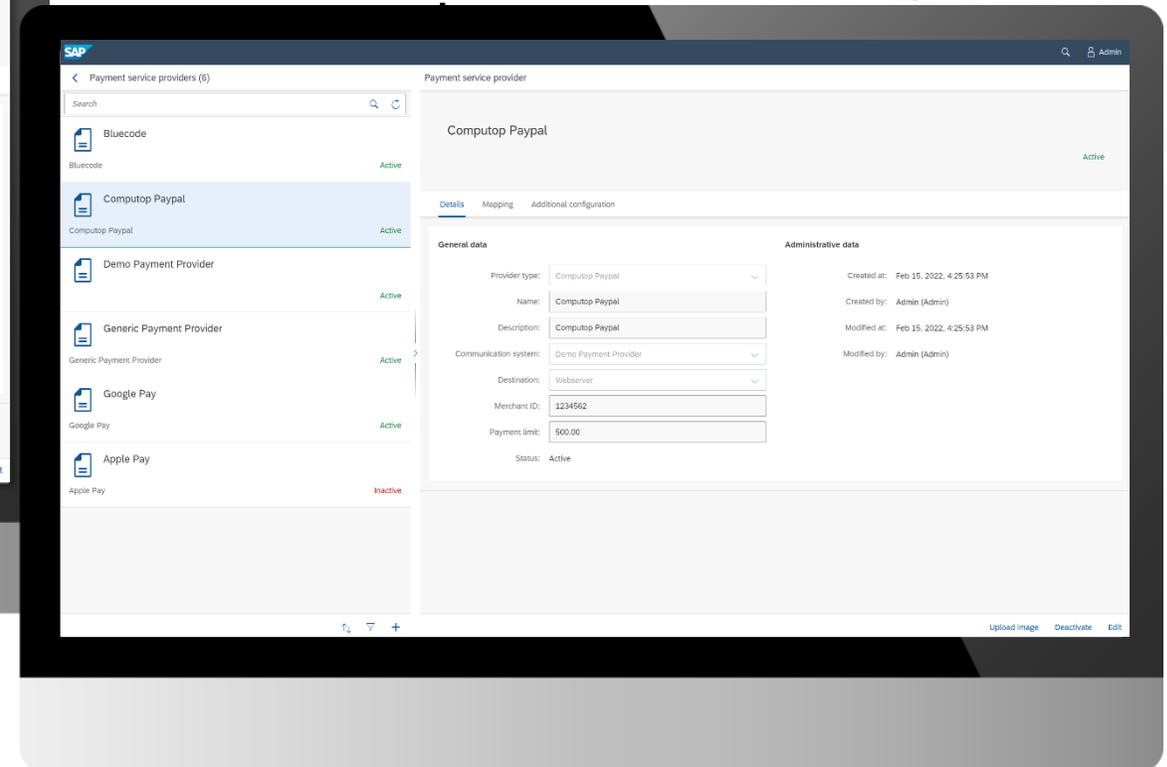
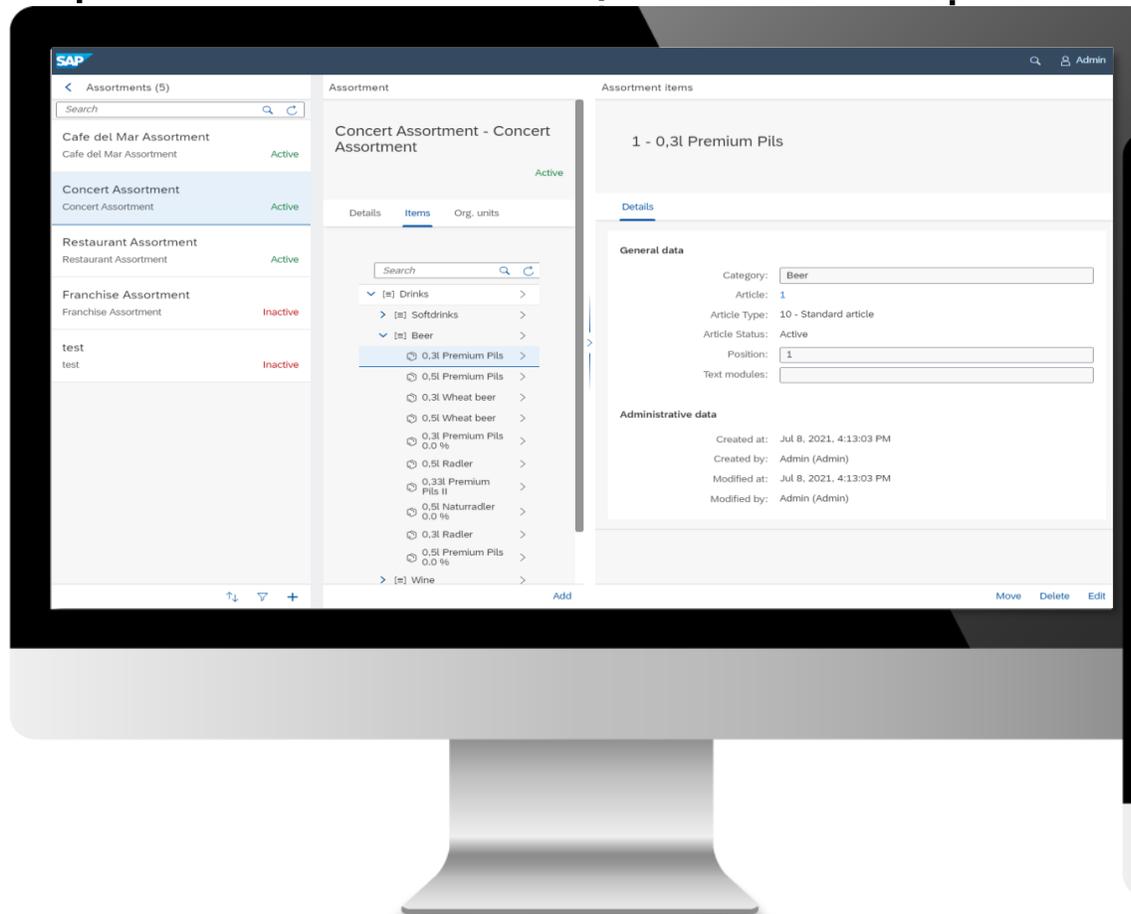
Manage all assortments and categories to be displayed via Mobile Order

Create individual Mobile Order configurations for each event

Assign different assortments to individual POS systems

Manage and configure all your payment providers and payment methods

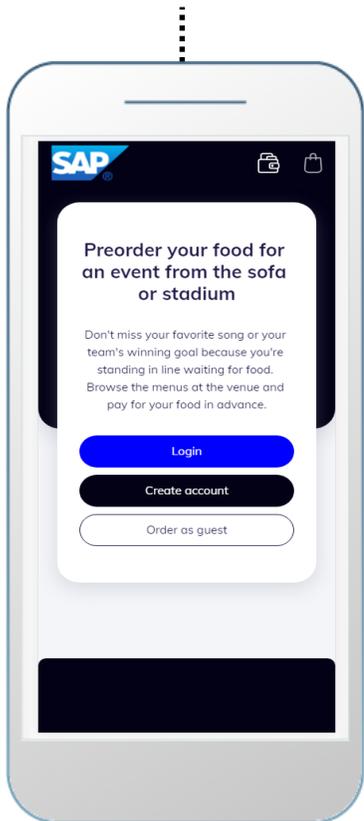
Track all performed payment transactions



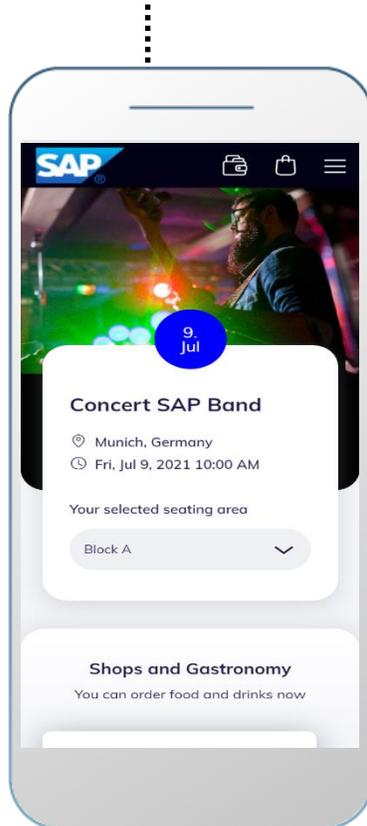
SAP Customer Checkout *Mobile Order*



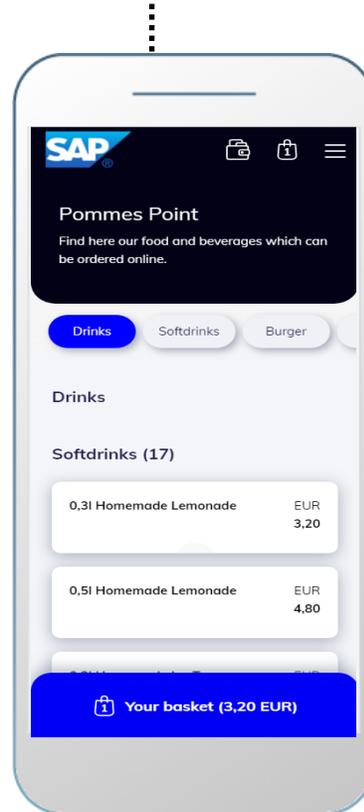
Registration or
Ordering as guest



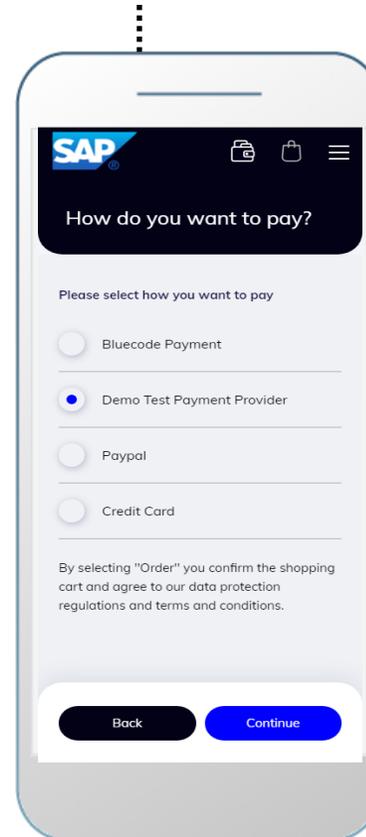
Choose location



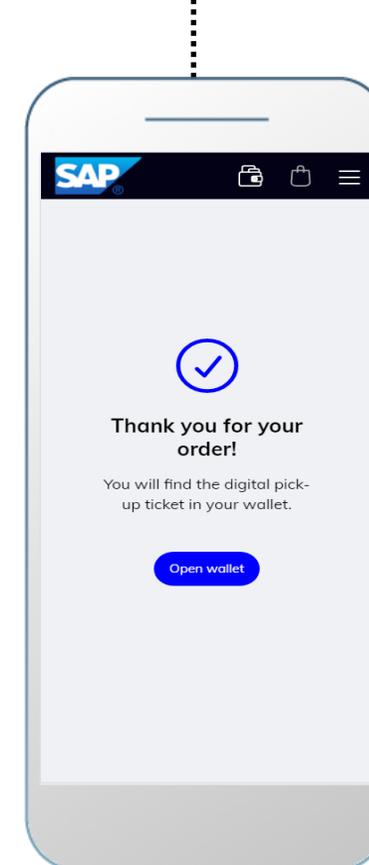
See assortment
and add items to
the basket



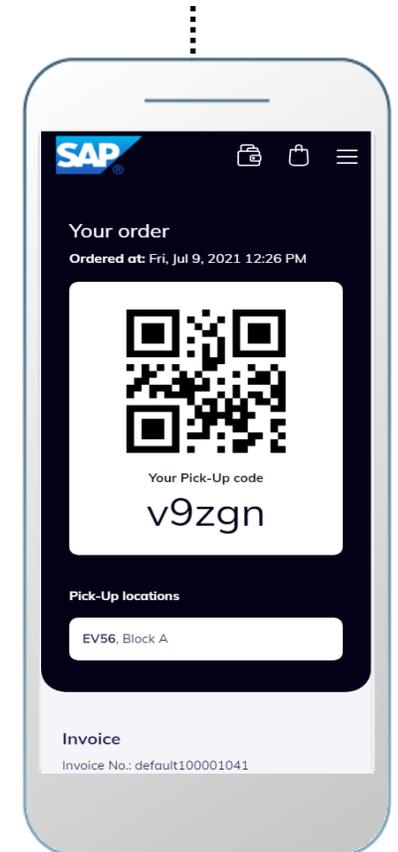
Choose between
various payment
methods



Get order
confirmation



Pick-up code
to show at POS



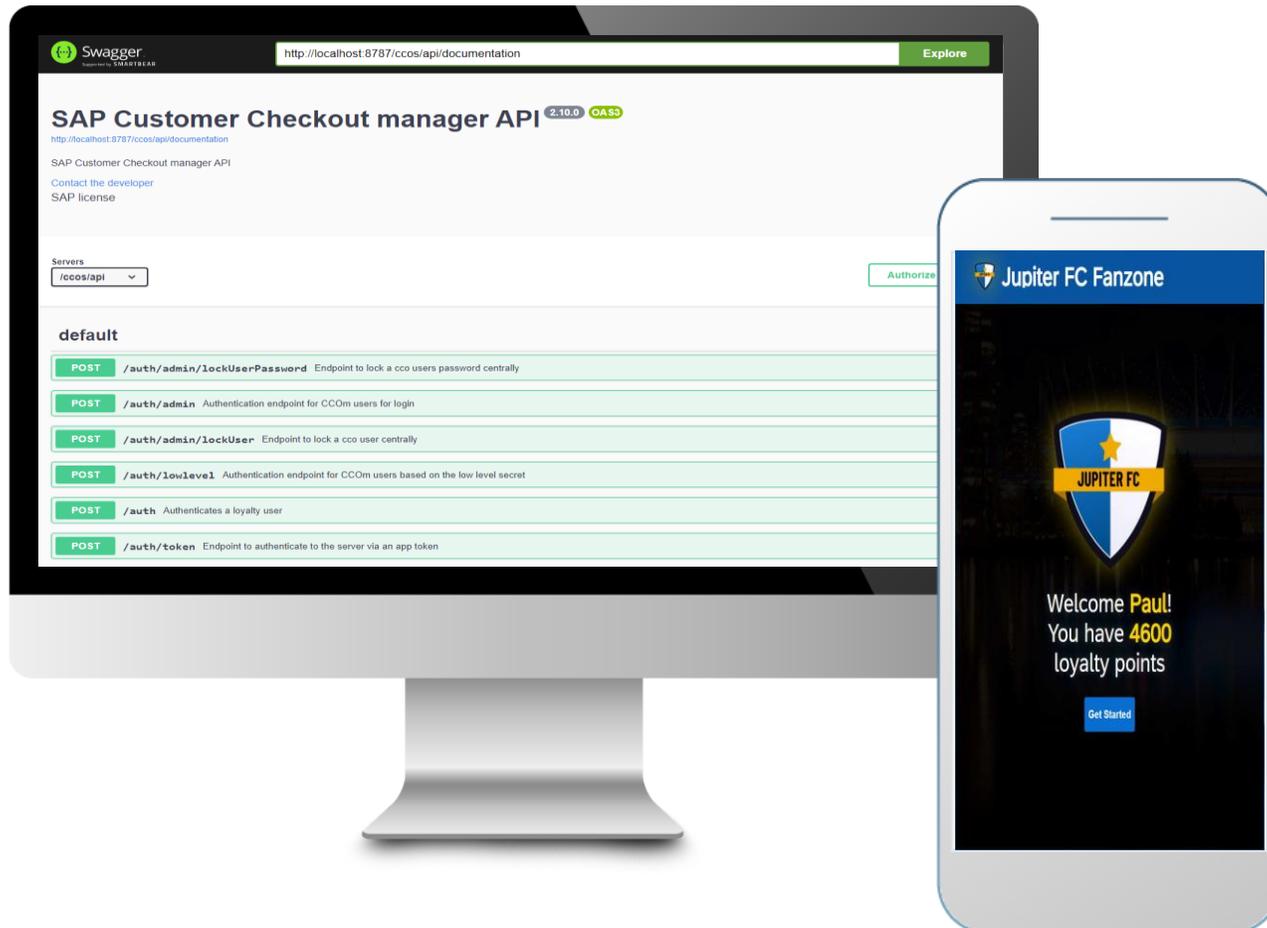
A vibrant, high-angle shot of a crowd of people at a sports event. In the center, a young woman with blonde hair, wearing a red headband and a white sweater, is shouting with her mouth wide open and her arms raised. To her left, a man in a dark hoodie is also shouting. To her right, a woman in a blue beanie is smiling. The background is filled with other people, some wearing blue and white clothing, suggesting a team or school spirit. The lighting is bright and warm, creating a sense of excitement and energy.

SAP Customer Checkout Mobile Loyalty

SAP Customer Checkout *Mobile Loyalty*



SAP Customer Checkout provides you the possibility to integrate a custom mobile app.



Capabilities and Key Features

- **Loyalty API which offers the possibility to integrate an existing custom mobile app** into SAP Customer Checkout manager via Swagger
- **Extend loyalty capabilities**
- **Customer users to be created via external systems** (e.g. SAP Event Ticketing)
- Integrate a mobile app allowing customers to **collect loyalty points via mobile phone**

A close-up photograph of a person's hand hovering just above a black point-of-sale terminal. The terminal is mounted on a wooden counter. The person is wearing a dark sleeve and a ring on their finger. The background is softly blurred, showing a white cup on the counter. The overall lighting is warm and focused on the interaction with the device.

An Intelligent Point-of-Sale System
with **Flexibility to Extend and Scale**

Flexible, Extensible, and Scalable



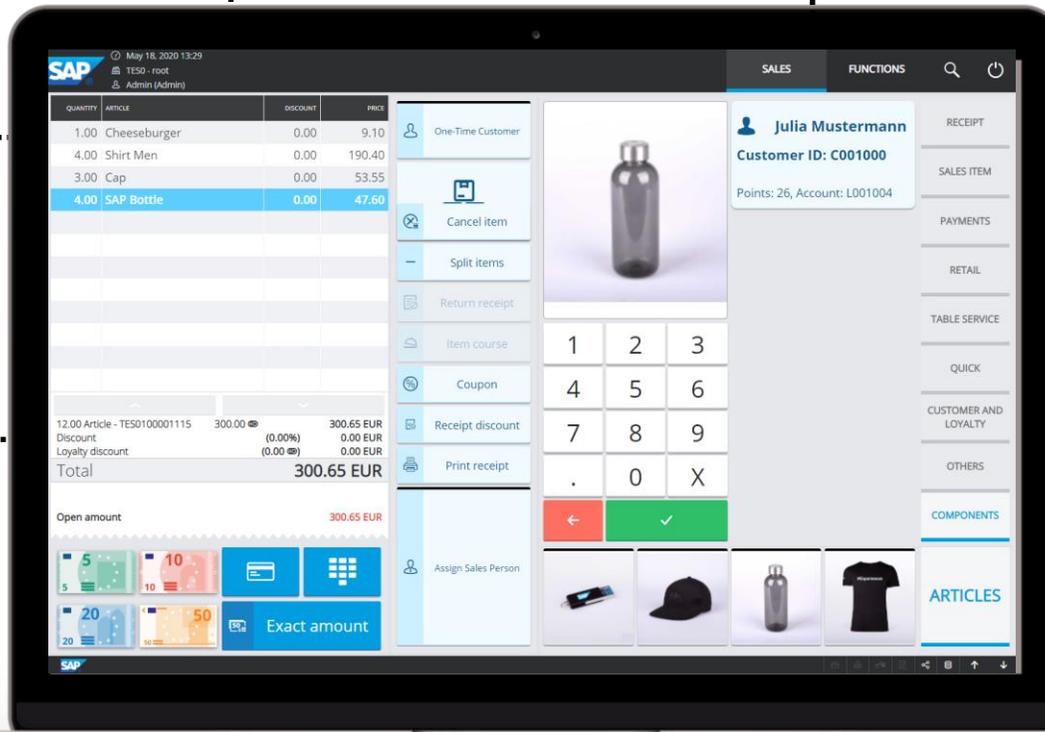
Benefit from the **hardware device independency**, and **integrate payment terminals, printers, line displays** and many more

Scalable to a wide variety of business scenarios – no matter if you have 5 or 2,000 POS systems in your business

Extend core functionalities with an **easy plug-in concept**

Easy and intuitive user interface

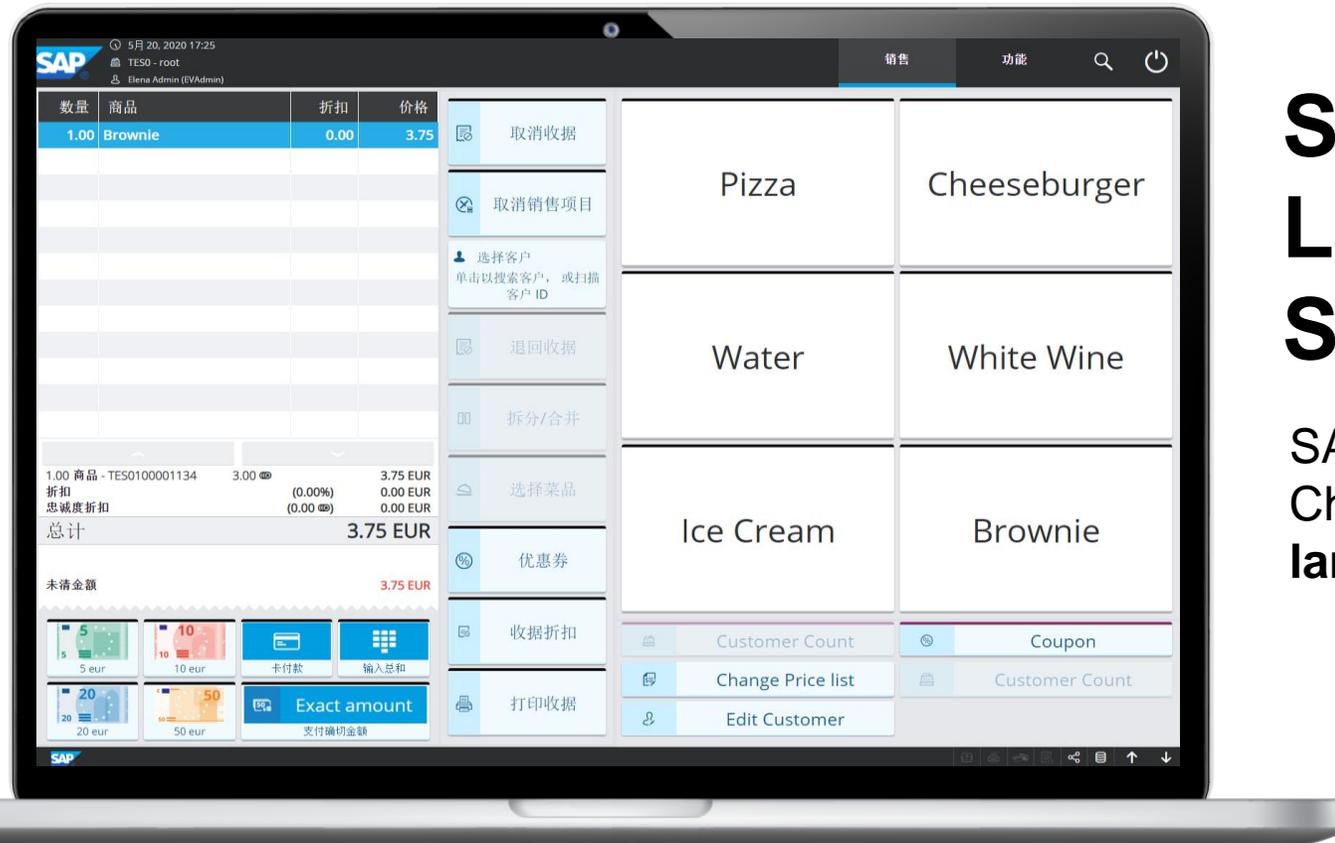
Offline and mobile capability



Configurable SALES Screen

Integration of other **SAP and 3rd party systems**

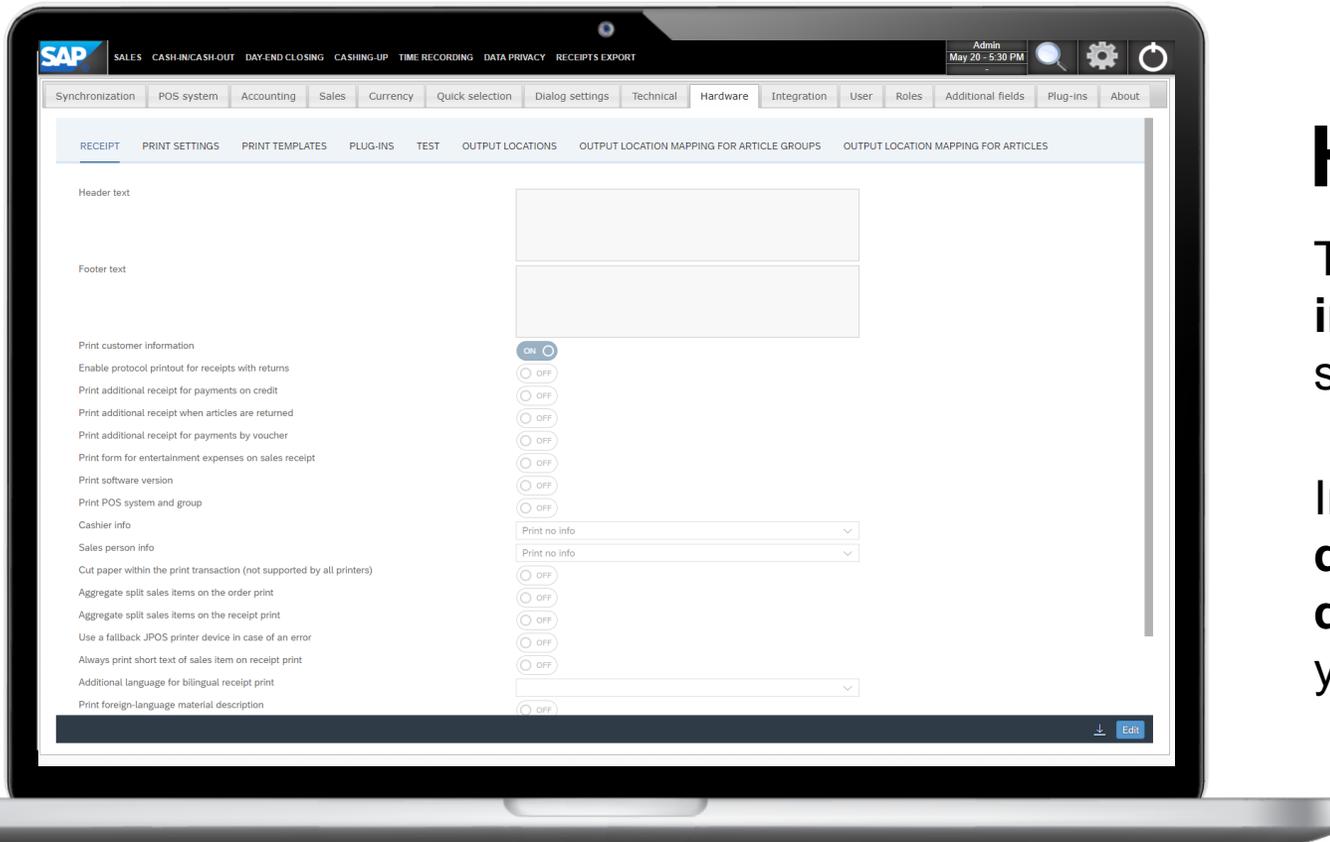
Flexible, Extensible, and Scalable



Select Your Own Language for the SALES Screen

SAP Customer Checkout and SAP Customer Checkout manager are delivered in **15 different languages.**

Flexible, Extensible, and Scalable

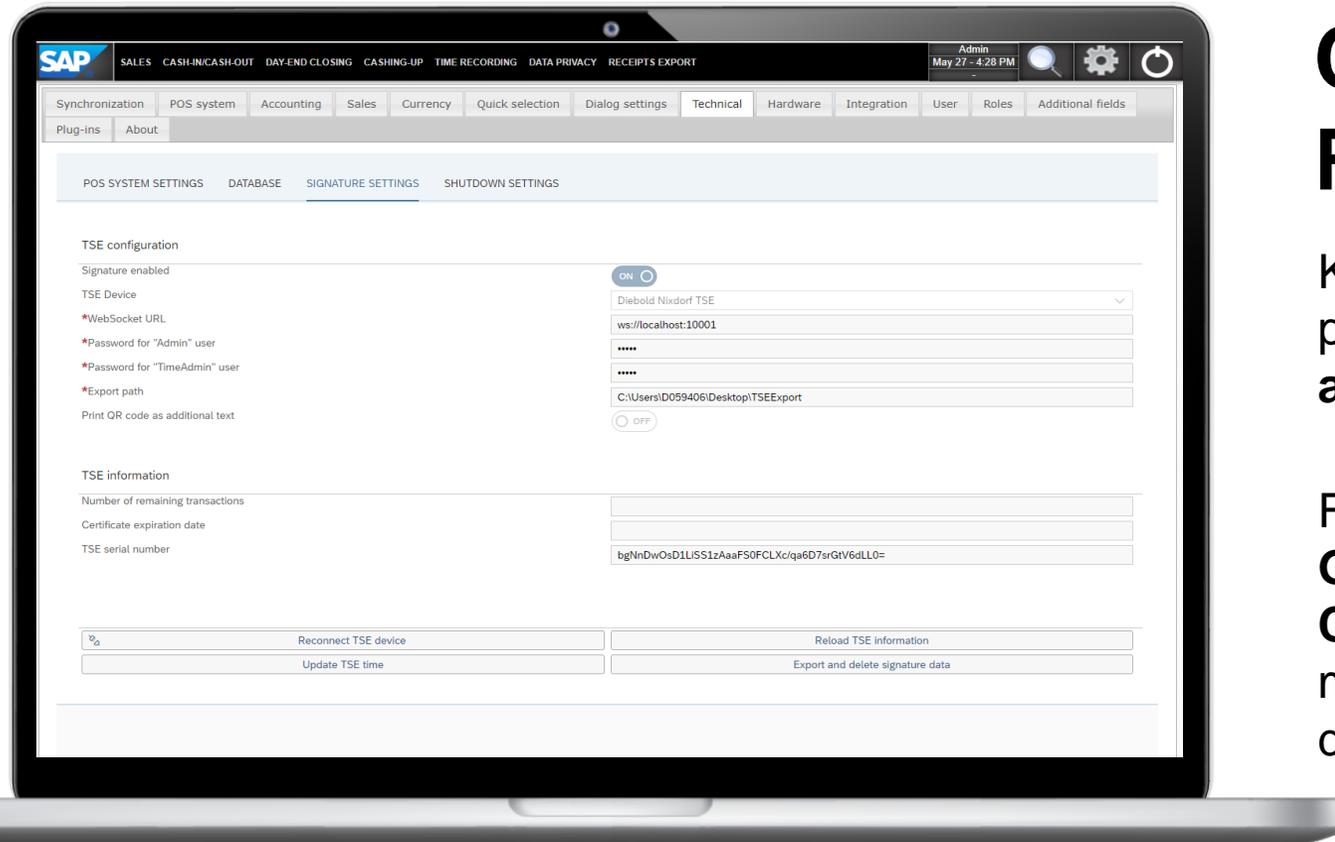


Hardware Agnostic

Take advantage of the **hardware device independency** that enables you to run the POS system on any device needed.

Integrate further devices such as **printers, drawers, payment terminals, customer displays scanners, and many more**, to run your business efficiently.

Flexible, Extensible, and Scalable



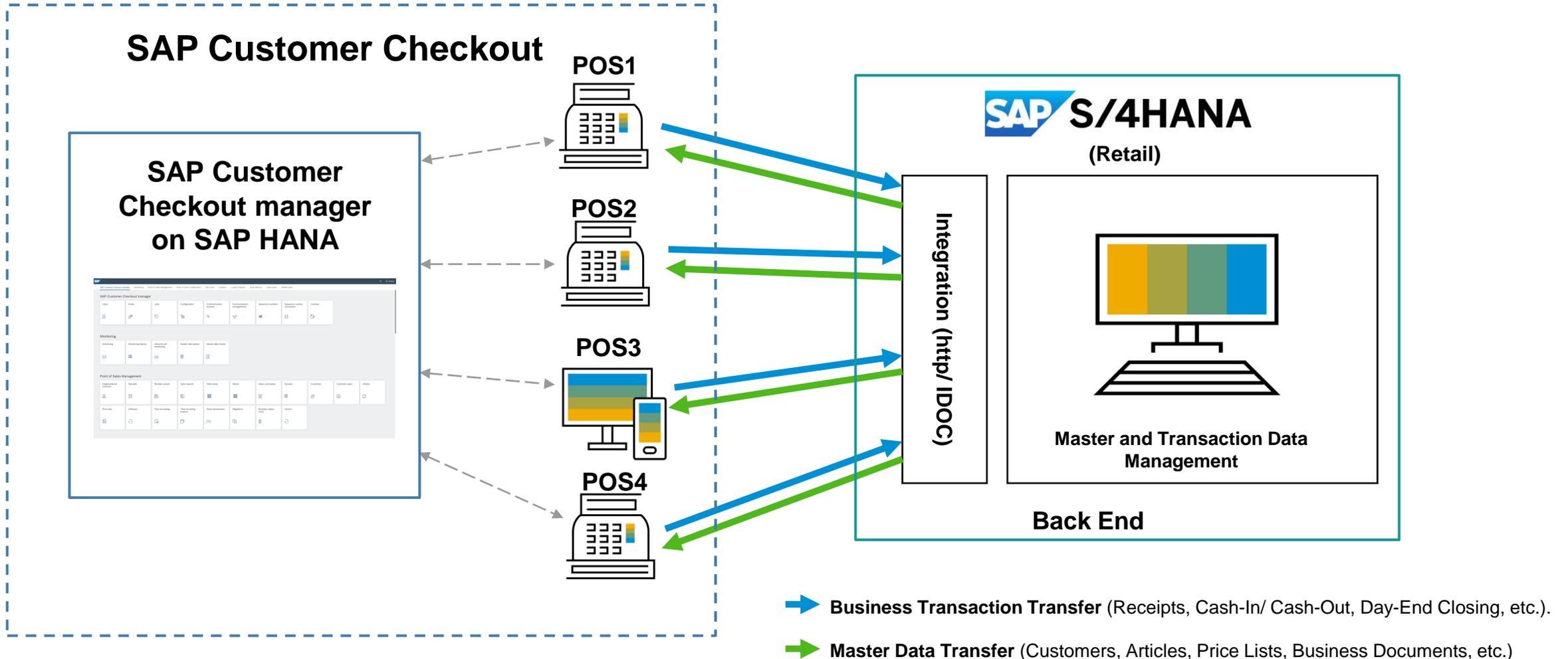
Stay Compliant with Country-Specific Legal Requirements

Keep your point-of-sale operations running at peak performance by **following the latest standards, and legal changes.**

From **Kassensicherungsverordnung 2020 in Germany, RKSv in Austria, to NF525 Certification for France**, SAP Customer Checkout meets a wide range of legal requirements in different countries.

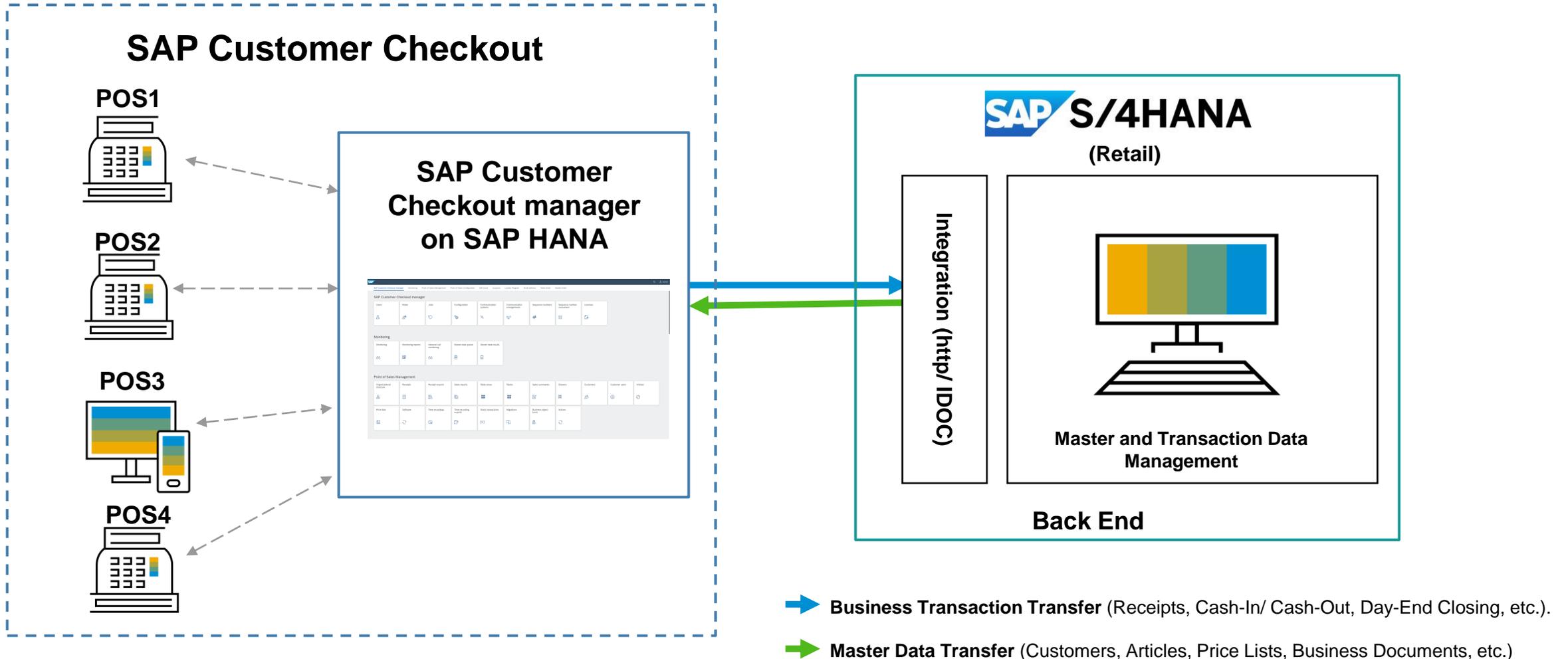
Flexible, Extensible, and Scalable - System Landscape

Option 1



Flexible, Extensible, and Scalable - System Landscape

Option 2





SAP Customer Checkout Success Stories

SAP Customer Checkout Customers



~620

SAP Customer Checkout Customers



50

Countries



100+

New Customers in 2021

What our customers are saying...

“With SAP Customer Checkout, we were able to implement a **comprehensive and integrated POS system that meets all our requirements** to provide a unique and smooth experience to our millions of visitors.”

Mohammed Al Hashmi, CTO, Expo 2020 Dubai

“Working with consenso, we implemented SAP Customer Checkout in just six months. While this helps us meet new cash register regulations in Germany, we are now also delivering a **better experience** for our customers.”

Stephan Poos, Project Manager, AGRAVIS Raiffeisen AG

“With access to **real-time stock monitoring and user-friendly touch screens** for order entry, we can deliver optimal service at each kiosk. And because SAP Customer Checkout is hardware agnostic, we have unlimited options for further innovation at Allianz Arena.”

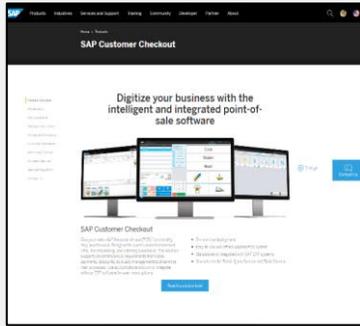
Michael Fichtner, CIO, FC Bayern München AG



Learn More

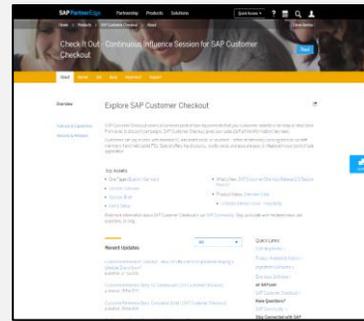
[sap.com](https://www.sap.com)

Find solution briefs, customer references, and many more



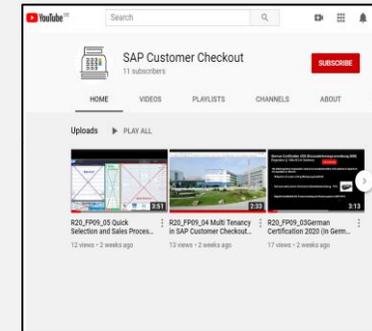
[PartnerEdge](https://www.partneredge.com)

Find enablement and how-to-guides for partners.



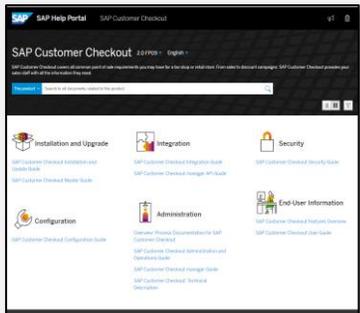
[YouTube](https://www.youtube.com/channel/UC...)

Find product videos, step-by-step-guides and many more.



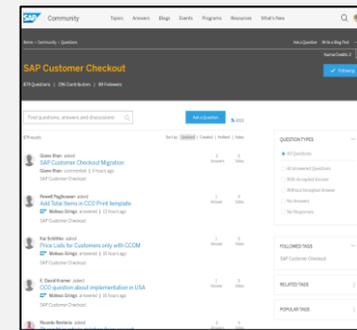
[SAP Help](https://help.sap.com)

Official Product Documentation of SAP Customer Checkout



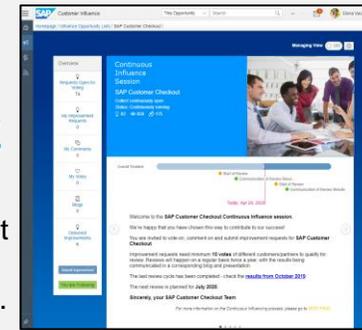
[SAP Community](https://community.sap.com)

Ask questions, interact with others, and find blogs.



[SAP Customer Influence](https://community.sap.com)

Submit improvement ideas for SAP Customer Checkout.



 Follow us on [@SAPCheckout](https://twitter.com/SAPCheckout)

Thank You.