# Expo 2020 Dubai: Delivering a Seamless Shopping Experience to Millions of Visitors

This year's Expo 2020 Dubai will be the first World Expo – among the largest and most famous mega-events in the world – hosted in the Middle East, Africa, and South Asia regions.

Through its theme of "Connecting Minds, Creating the Future," Expo 2020 Dubai aims to host a World Expo that inspires people by showcasing the best examples of collaboration, innovation, and cooperation from around the world. Expecting millions of visitors, Expo 2020 Dubai wanted to provide a **unique, smooth, and personalized experience for all its visitors**. It needed software that could meet complex infrastructure requirements and connect more than 1,200 point-of-sale locations across 550 locations. To help achieve this goal, Expo 2020 Dubai turned to experts for guidance and support.

THE BEST RUN **SAP**
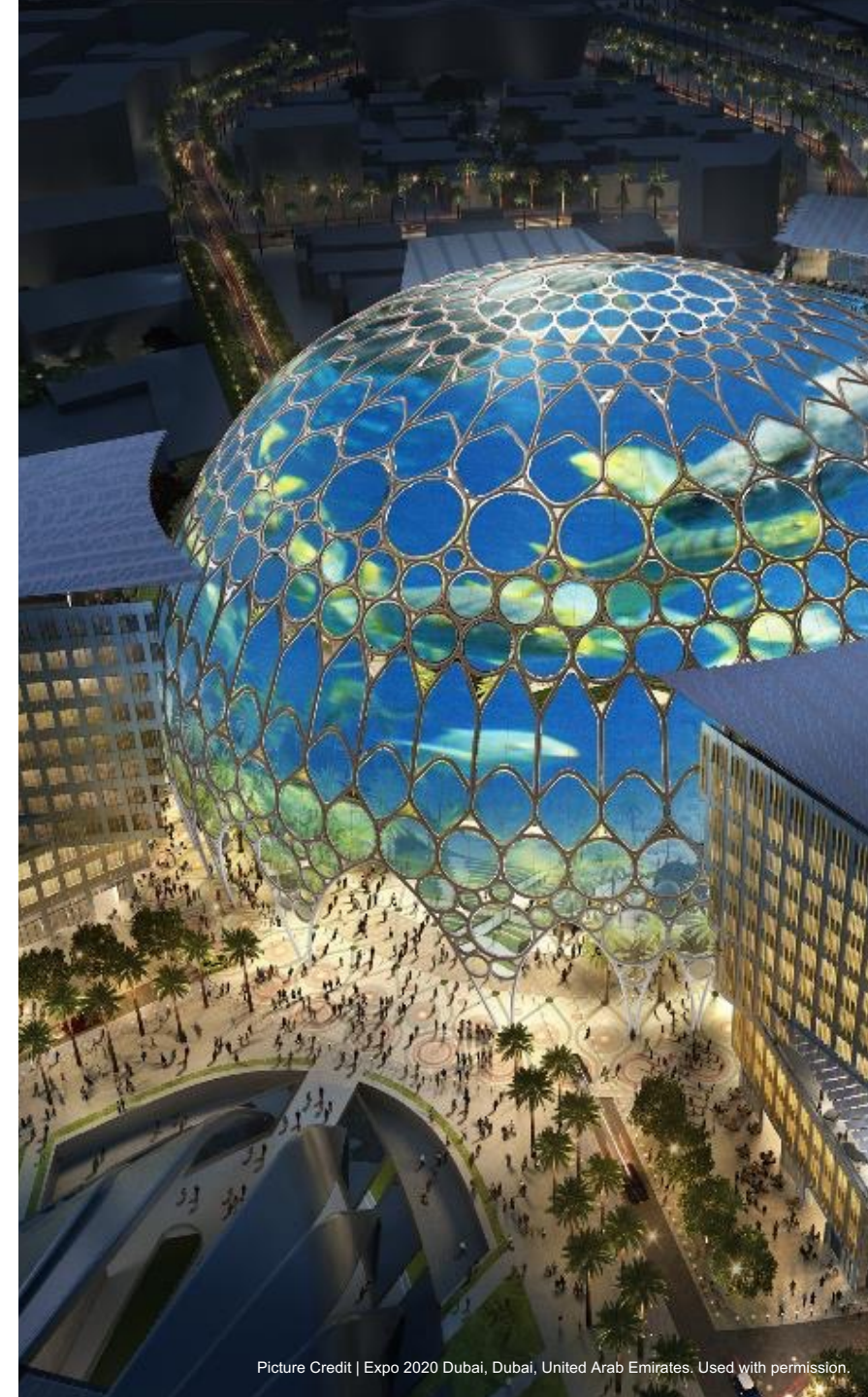
Enabling Smooth Shopping Experiences with the
SAP® Customer Checkout Application

Before: Challenges and Opportunities

- Simplify the complex infrastructure of more than 350 vendors maintaining master data for merchandise, food and beverage (F&B), and other consumer goods
- Integrate a point-of-sale (POS) system with SAP S/4HANA® for real-time visibility into sales data, analytics, and reporting – creating a single source of real-time sales data connected to multiple business systems
- Enable centralized merchandise, retail, and catering operations and equip participants to leverage a seamless shopping experience

Why SAP

- Advanced, integrated POS software, allowing Expo 2020 Dubai and vendors to manage sales processes and master data in merchandise, retail, and catering
- Ability to adapt the software with multitenancy functionality to meet Expo 2020 Dubai's complex infrastructure requirements

After: Value-Driven Results

- Enhanced efficiency by integrating the POS software with SAP S/4HANA, streamlining operational processes across all vendors, and sending receipts from each POS to SAP S/4HANA in real time
- Enabled a smooth shopping experience thanks to a faster checkout process and integration with all common electronic payment providers
- Achieved 100% transparency into sales and financial data in real time
- Heightened control by monitoring POS systems centrally from the SAP Customer Checkout manager application
- Centralized coupon management, redeeming coupons across different channels and POS locations

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"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

>1,000

POS systems across 350 retailers in 550 locations and throughout the 192 pavilions

~350

Different vendors and tenants selling merchandise, F&B, and other goods across 550 locations

Millions

Of POS transactions per day

Real-time

Reporting, thanks to integrated data points

Expo 2020 Dubai
Dubai, United Arab Emirates
www.expo2020dubai.com

Industry
Sports and entertainment

Products and Services
Merchandising, food and beverages, and consumer products

Featured Solutions
SAP Customer Checkout and SAP S/4HANA

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