

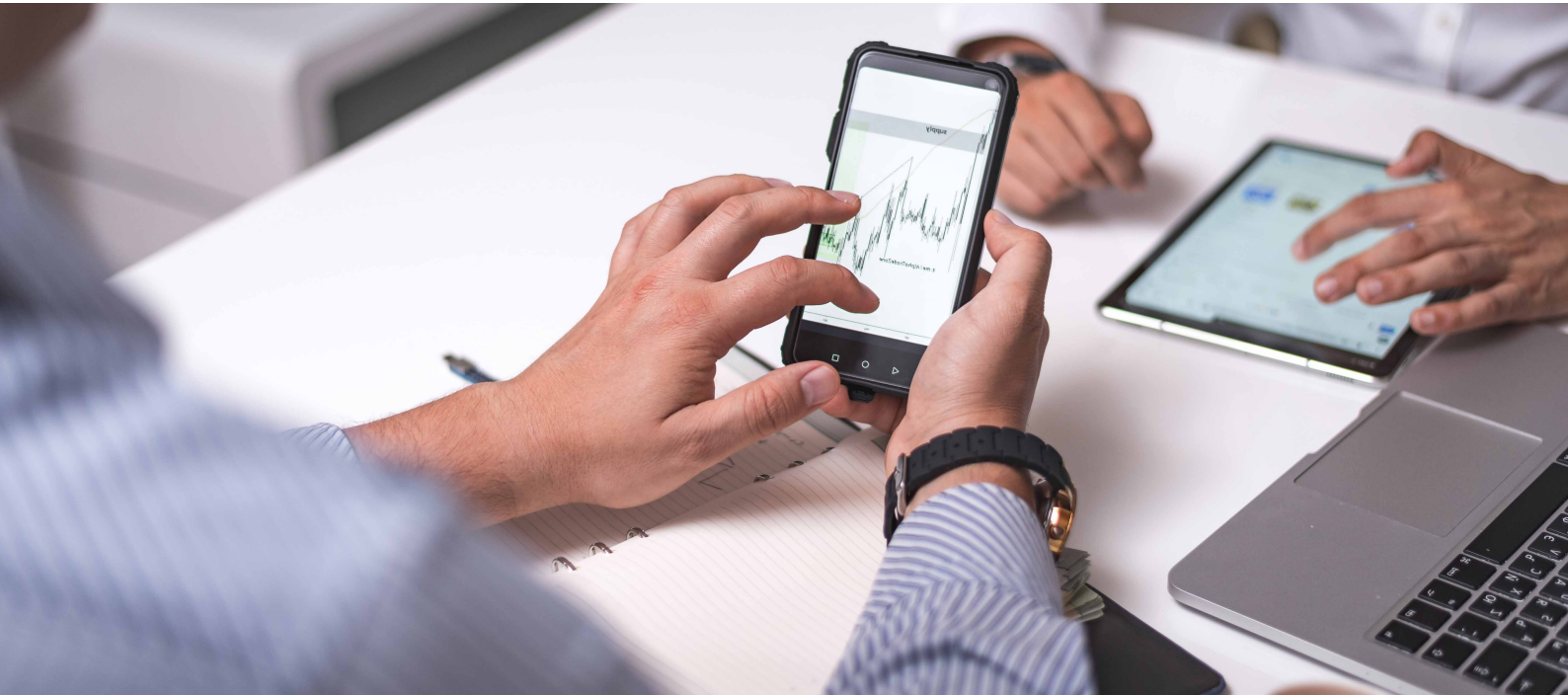
A woman with short brown hair, wearing glasses and a white sweater, is seated at a desk. She is holding a pen in her right hand and looking at a computer monitor. The monitor displays architectural drawings. On the desk, there is a keyboard, a mouse, and some papers. The background is blurred, showing a bright, indoor setting.

How one retailer used Navigate for their
data-driven transformation

Introduction

Globant helped a leading retailer achieve transparency in their business processes and accelerate their decision making with data science, advanced analytics, and artificial intelligence (AI). Navigate is Globant's AI decision platform that allows companies to alert, simulate, and predict the impact of

processes in their organization. The retailer used Navigate to streamline key business decisions, analyze billions of records in real-time, and conduct a continuous audit with complete visibility and data transparency to allow for quick decision making. Visible results were seen in 4 weeks.



The challenge

The retailer's business is highly complex, with over 500 stores and highly successful online operations. They generate over \$10 billion in revenue each year. With data from several different business units and millions of customers and transactions, they needed an agile solution that allowed them to analyze information, control processes in real time, and make quick data-based decisions.

They were also going through a transition process after the recent implementation of SAP S4/HANA ERP system at the corporate level.

While the roll out expanded to several business units, the business faced a new challenge: it was impossible to guarantee visibility and transparency of processes and all related activities, prohibiting them from completing an agile and reliable internal audit.

One of the key goals therefore was to give visibility and transparency about all the processes they were executing in the current SAP system while simultaneously analyzing the purchasing process through process mining techniques and algorithms.

How **we** helped

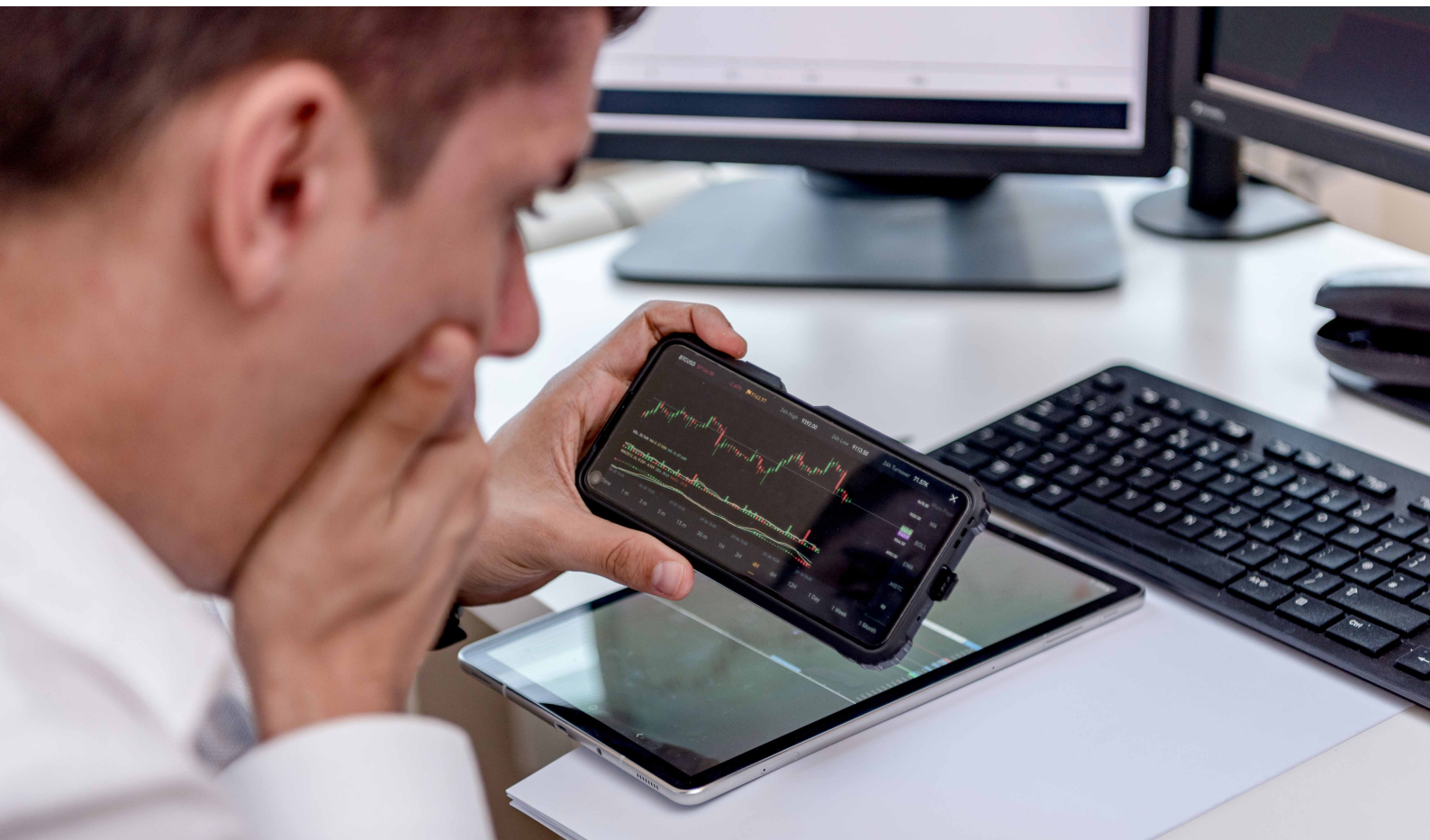
Globant began the project by taking a deep dive into the key impacted business areas, ranging from provider management, purchasing, to accounting. With this we defined the key risk indicators (KRIs). We then began work on implementing Navigate, Globant's digital platform that combines advanced analytics, artificial intelligence, and process mining. The project required advanced cloud integration, as we developed Navigate on the SAP Cloud Platform while extracting data from HANA, defining the architecture together with the SAP architecture team.

We took advantage of Smart Data Integration (SDI), in order to integrate the data from SAP into the Navigate cloud data-lake. We used SAP Cloud Connector, which is an integration agent that allows for a highly secure and reliable way to connect to the existing components in the SAP Cloud Platform, in this case HANA.

As the main KRIs were established and the implementation was on-going, we started to analyze and discover the real purchasing process and its degree of compliance according to internal regulations. With this, we established new policies and conducted risk assessments with the following elements:

- **KRIs:** To visualize customer-defined business indicators
- **Process monitoring:** To monitor compliance with operational processes
- **Process mining:** To enhance control capacity and reduce risks through analysis based on data from key systems

The team worked through the start of the COVID-19 global pandemic, pivoting to a remote working environment to successfully push the project live.



The results

Our client successfully accomplished a continuous audit on business processes, with complete visibility and transparency into their data, analyzing processes and having real-time risk indicators. With Navigate, the retailer is able to define and control more than 30 KRIs, and analyze more than 5 billion records in real-time. Today, they have compliance and transparency over their audit process.

The use of advanced technologies ranged

from machine learning to intelligent data management. Machine learning algorithms enable the retailer to predict future scenarios and make recommendations. Data stored in S/4 HANA provides both the historical and new data for those algorithms. The multi-cloud environment enabled the retrieval, processing, and displaying of data in Navigate. Advanced analytics ranged from real-time and streaming analytics to predictive analytics, helping the company calculate core KPIs.



"With billions of data from several business units and millions of customers, and transactions taking place every minute, our client needed a fast and powerful solution that allowed them to leverage the information they had. They needed a solution that allowed them to operate in a safe way and without interruptions, all while reducing costs."

Martin Szenig, Process Optimization Studio Leader, Globant



Conclusion

This project demonstrates the power of Navigate, a tool to help organizations understand, optimize, and predict their business processes through

the use of AI. Navigate allowed our client to quickly gain control over complex processes in a sustainable and reliable way.

SAP technologies used

- SAP Cloud Platform (SCP)
- SAP S/4HANA
- SAP Smart Data Integration (SDI)
- SAP Cloud Connector
- Data Provisioning Agent SAP



About **Globant**

We are a digitally native company that helps organizations reinvent themselves to create a way forward and unleash their potential. We are the place where innovation, design and engineering meet scale.

- We have more than 17,250 employees and we are present in 18 countries working for companies like Google, Rockwell Automation, Electronic Arts and Santander, among others.
- We were named a Worldwide Leader in CX Improvement Services by IDC MarketScope report.
- We were also featured as a business case study at Harvard, MIT, and Stanford.
- We are a member of the Cybersecurity Tech Accord.

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