



>> GLOBAL COSMETICS MANUFACTURER AND RETAILER LEVERAGE AUTOMATION SOFTWARE
FROM INTELLICORP TO REDUCE COSTS AND RESOURCES

The Body Shop International (BSI) had reached a cross-road with their disparate legacy systems and needed to consolidate to a single ERP platform so they could deliver new processes, integrate future markets and streamline customer loyalty programs. The original systems at BSI did not provide a suitable platform from which to deliver the new processes and benefit areas identified by the target operating model. The systems landscape was complex and encompassed both manual and automated interfacing techniques that were costly, time consuming and difficult to maintain. New customer loyalty programs couldn't be integrated in the legacy systems without tremendous manual effort and large teams required to manage it.

The global implementation of SAP® at BSI would push the creation of key drivers in many areas. The SAP for Retail application utilizing SAP's POS Data Management, helps BSI's retailers better understand and fulfill consumer needs, enables swifter processing and analysis of POS data from The Body Shop's retail outlets around the world. The POS application feeds information such as sales events and promotions, prices and margins, and analytical reason codes for returns to a system at each of the company's regional offices and then centrally to the global headquarters. This solution provides users at all levels of BSI's global organization easy access to timely, reliable information on these key business drivers. The application then enables strategic and responsive decision-making to optimize promotional and sales activities for individual geographies or specific product categories.

"Basically, it has given us the chance to have franchise and company-owned information in a single repository, where the information is accurate, consistent and timely," said John Granville, The Body Shop International.

Such a strategy was imperative on delivering immediate business benefits, allowing focus on performance improvement, thereby, helping to maximize 'quick-wins' while reducing risk. It reduced the need for 'non-core' legacy systems, while the SAP global design enables the integration of future markets e.g. China, Canada into the business when appropriate. SAP was both a strategic business and technical solution for BSI.

When BSI began their SAP implementation, the POSDM (Point Of Sale Data Management) system was offered by SAP as a trial product. It offered the ability to process and analyse the POS information within the organization. It provided comprehensive and rich data via the BW reporting systems along the whole supply chain from cash register to the stock systems, to the financial ledger. This also included activities like transactional-level reporting, store control, order tracking, loss prevention, promotional analysis, and data reconciliation.

"Basically, it has given us the chance to have franchise- and company-owned information in a single repository, where the information is accurate, consistent and timely," said John Granville, The Body Shop International

Summary:

- Implement Sales Auditing system which allows the capture, hold and report on transactional-level sales data
- BSI needed:
 - o Fast, quality interfaces
 - o Flexible development tool that will work with any SAP products, i.e. POSDM on ramp-up

Key Benefits:

- Accelerated testing and development of interfaces
- Accelerated data migration
- Enhance monitoring
- Faster interface development
- Specification writing
- central repository for the technical documentation
- BSI's system architecture diagrams, based on LiveModel's SAP reference model, for whole business are:
 - o All in one place
 - o Easily accessible
 - o Easily maintainable
- IT and Business liaison
- Getting business buy-in
- Data movement discussions
- Populate the SAP® hierarchy in Solution Manager with up-to-date business process content

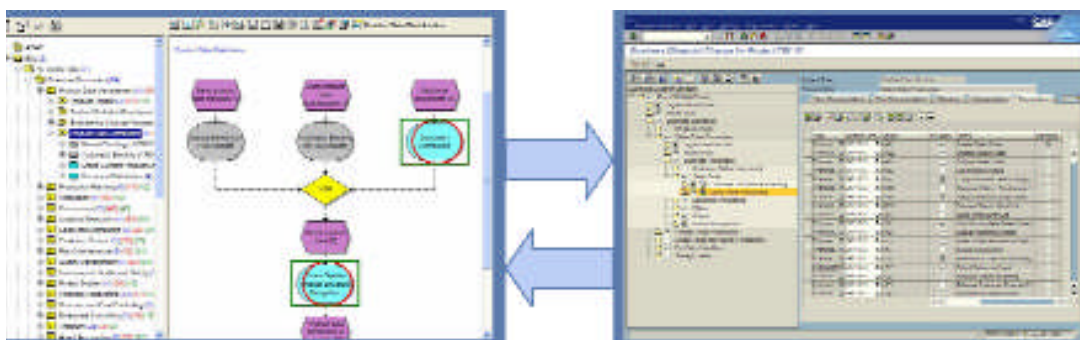
Before The Body Shop could implement SAP POSDM, a massive consolidation of the numerous data formats would need to take place. Additionally they needed a central repository for the technical documentation and system architecture diagrams for the entire business.

The Body Shop immediately turned to IntelliCorp®'s LiveModel for the central repository and business process modeling and DataWorks for the timely implementation and low maintenance of SAP interfaces. Using LiveModel enabled cross-functional collaboration between The Body Shop's IT team and business process team. IT leveraged LiveModel's walk throughs to show the entity hierarchy facilitating a dialogue between the groups. It also assisted with populating content into the business process hierarchy within Solution Manager.

DataWorks provides a complimentary solution to SAP's POSDM systems, allowing the many different POS data feed formats from stores worldwide to be easily mapped and presented to the SAP POSDM engine for processing. The LiveInterface product also provides for data transformation, error handling, and full data monitoring capabilities, as well as enabling easy interaction between the SAP systems and any outstanding legacy systems within the landscape.

It was estimated that the master data migration was achieved in around 40% less time (between legacy and SAP, and SAP and SAPBW systems). DataWorks also allows for fully flexible transformation rules, validation of data and error handling, management and monitoring.

DataWorks is a proven benefit to development teams, slashing the time it takes to develop, test, and implement interfaces. For example, DataWorks was used to write a new cashier interface in less than two hours.



The Body Shop International plc is a global manufacturer and retailer of naturally inspired, ethically produced beauty and cosmetics products. Founded in the UK in 1976 by Dame Anita Roddick, they now have over 2,100 stores in 55 countries, with a range of over 1,200 products, all animal cruelty free, and many with fairly traded natural ingredients.

About IntelliCorp Inc
IntelliCorp (IC) provides lifecycle management and system support software for SAP customers and partners. IC's SAP-Certified NetProcess™ tool suite, individual modules and Point-In-Time solutions take an automated diagnostic approach to analyze SAP environments. Increased system knowledge and efficiency reduces the time, costs and risks associated with upgrades, installations, consolidations, compliance, process management/modeling, testing and training. IC customers, such as Bombardier, Harrods, HP, IBM, McKesson, Peugeot and Philip Morris, have decreased the total cost of ownership of SAP and maximized the value of IT investments. Founded in 1980, IC is headquartered in Santa Clara, California, has offices throughout the US and Europe, and maintains partner and distributor relationships worldwide.

© 2005 IntelliCorp. All rights reserved. IntelliCorp is a registered trademark of IntelliCorp Inc. NetProcess, LiveCapture, LiveCompare, LiveModel, LiveMonitor, LiveInterface, Assessor and SOLO are trademarks or service marks of IntelliCorp Inc. in the United States and elsewhere in the world. All other names may be trademarks or registered trademarks of their respective owners.

Silicon Valley Headquarters
2900 Lakeside Drive, Suite 221
Santa Clara, CA 94054
T: 408 454 3500 F: 408 454 3529
Help Desk: 408 454 3555

East Coast Operations
1700 West Park Drive Suite 210
Westborough, MA 01581
T: 508 621 1600 F: 508 621 1618

European Operations
Laurel House
Brotherswood Court
Great Park Road
Bradley Stoke, Bristol
BS32 4QW United Kingdom
T: +44 (0)1454 454 100
F: +44 (0)1454 617 363

www.intellicorp.com

BSI_1_24_07