

pearl

PEREGRIN



RIGA



OSLO



STOCKHOLM



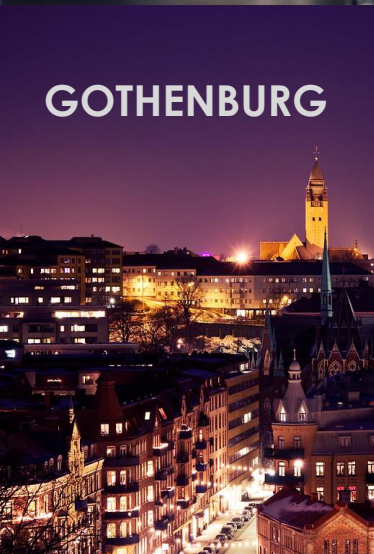
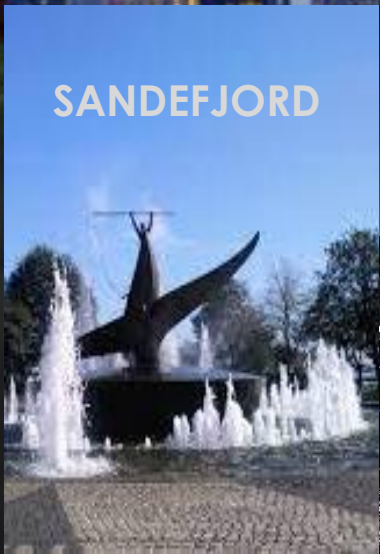
SINGAPORE



KIEV



SANDEFJORD



GOTHENBURG



PEREGRIN

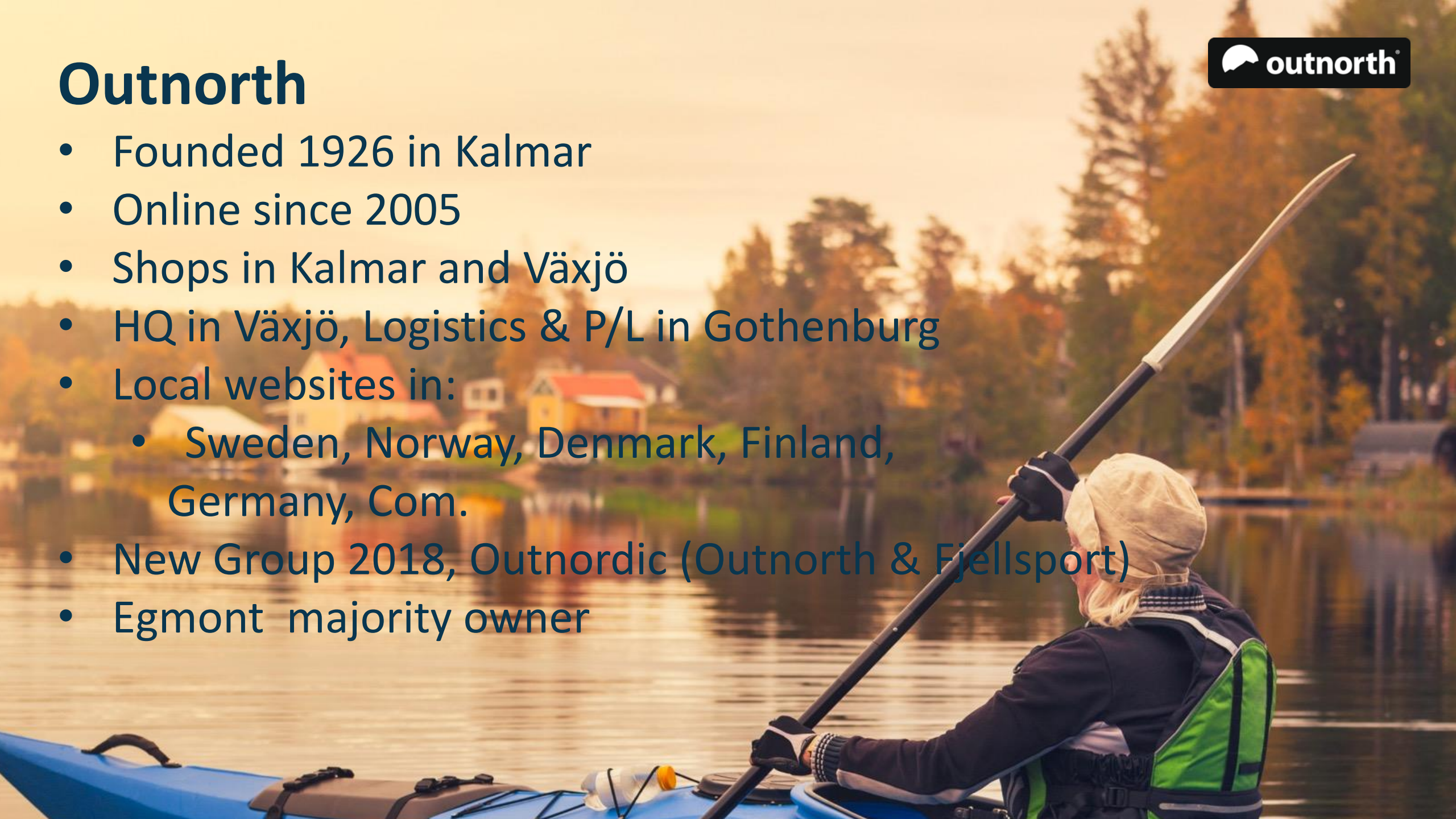
Dagens agenda

- About the customer
- Business challenge and business drivers
- About Pearl
- The implementation project
- AWS as platform
- Summary



Outnorth

- Founded 1926 in Kalmar
- Online since 2005
- Shops in Kalmar and Växjö
- HQ in Växjö, Logistics & P/L in Gothenburg
- Local websites in:
 - Sweden, Norway, Denmark, Finland, Germany, Com.
- New Group 2018, Outnordic (Outnorth & Fjellsport)
- Egmont majority owner



Outnorth in numbers (2020)



140 employees

1 053 MSEK turnover

700.000 articles in stock

900.000 delivered orders

+450 brands

400.000 active customers



Customer offering focused on five areas as a category expert



The customers

Travelling



Travel



Backpacking



Outdoor training



Running



Cycling



Swimming



Skiing



Alpine



Freeride



Cross country



Touring



Hiking



Hiking and trekking



Camping



Hunting & fishing



Fishing



Hunting



Mountaineering



Summit



Climbing

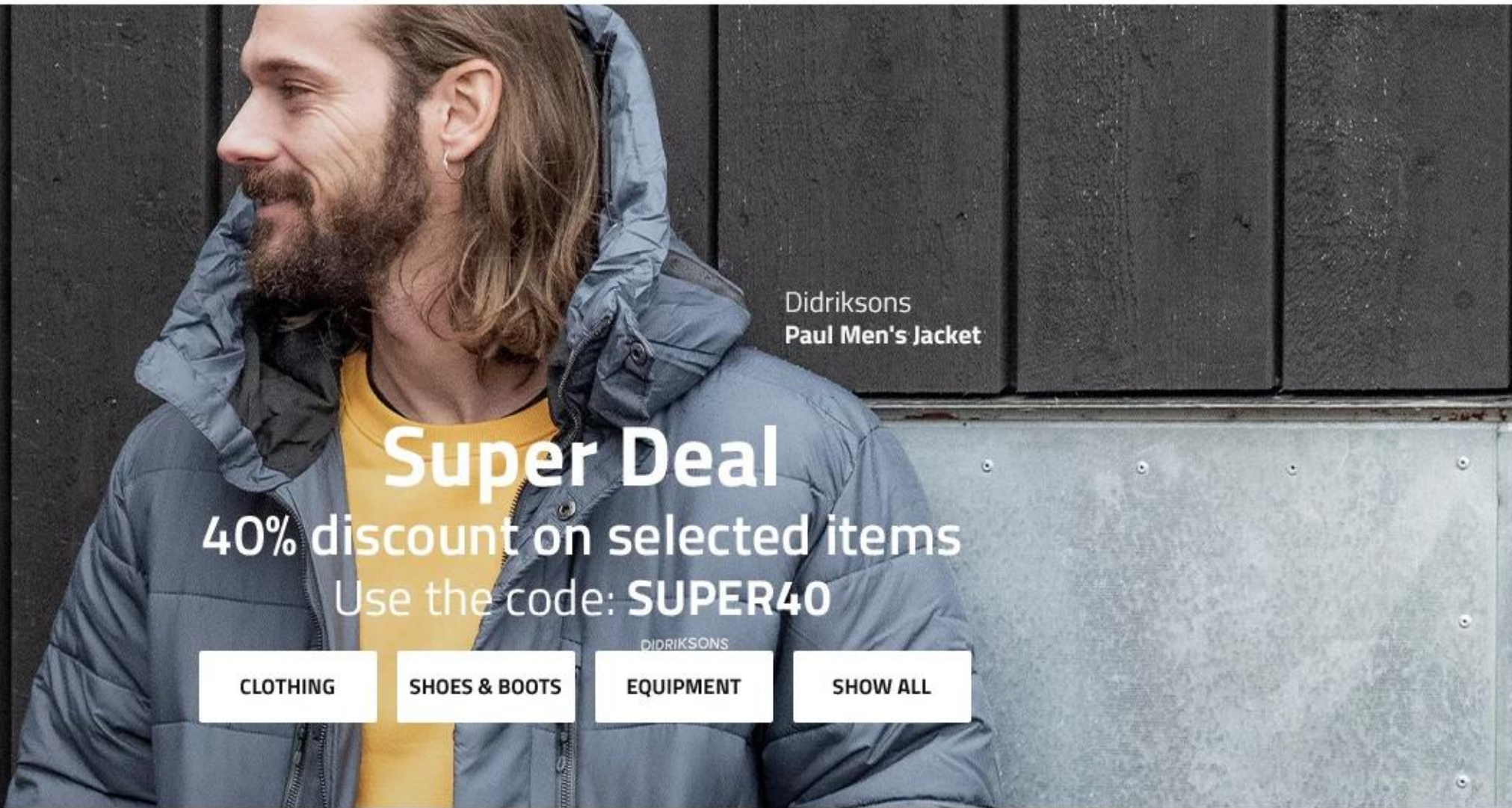


Expedition



Super Deal - 40% discount on selected items [Shop here!](#)

40%



Didriksons
Paul Men's Jacket

Super Deal
40% discount on selected items
Use the code: **SUPER40**

- [CLOTHING](#)
- [SHOES & BOOTS](#)
- [EQUIPMENT](#)
- [SHOW ALL](#)

About Pearl



Pearl Group Snapshot



Founded in 2006

(Self owned + PE fund)

Lysaker, Oslo

Headquarter

260 +

Employees Globally

(Q3, 2021)

supporting 60+
clients

In business since 2006

Nordic & Norway SAP partner of
the year every 2nd year

500+ MNOK

Revenues for 2021

TRY Pearl

Our Martech partner
CX, Design &
customer journeys

Offices

Oslo, Sandefjord
Stockholm, Malmö,
Gothenburg
Riga, Kiev
Singapore

8

Development &
Delivery Centers

>85%

Business with
existing clients

10

of the Top Nordic
retailers

14

SAP on AWS
customers in the
Nordics & Baltics

13+6

S/4HANA
Projects in the
Nordics & Baltics

Business Areas

SAP S/4HANA portfolio
Commerce solutions (SAP
and non-SAP)
PearlCare
Operations & Infrastructure
Insighth
Marketing (Mar-tech)

Our partners

AWS
Salesforce
Open Text
Sinch
Cognizant
Sopra Steria

SAP

The Norrsken project

The solution is based upon Pearls' Retail template
Which is also used by Fjellsport and others

Fjellsport AS

Fjellsport.no

Internal



Outnorth AB

Outnorth.se

Outnorth.no

Outnorth.dk

Outnorth.de

Outnorth.at

Outnorth.fi

Outnorth.com

Internal

Project started and scope as well as complexity grew.....we built more.....some examples:

Finance



- 5 x Chart of accounts
- Multiple languages
- Country specific dunning
- Different reporting
- New profic center reporting
- Intercompany sales
- Complex payments
- Intrastat reporting

Sales



- Different returns process
- Giftcard solution
- New web integration
- 2 Physical stores
- Neptune apps for returns

MM Purchase



- Changed forms
- Stock integration changes
- PO Confirmation changes
- New invoice scanning

Logistics



- New warehouse
- Autostore
- New material flow system
- 95% new outbound process
- Store replenishment
- Unifaun integration
- Intercompany stock transfers

The project reached out to the whole organization....some key points:

Internal tool for purchase, pricing and masterdata needed to be extended for a new organization

The new Outnordic Group have two different frontend web platforms to support.

Huge inventory moved from Växsjö to Gothenborg, and into SAP

Huge number of data from old system to be replicated or synchronized to SAP

Common practices implemented across companies

New people onboarded as a consequence of the move

Two business cultures growing to one

Major changes for the Yoda frontend platform to adapt to SAP

Experiences from the project:

- Good knowledge about Fjellspport, their business processes, routines and solution, reduced impact an risk
- All resources involved from Fjellspport, Outnorth and Pearl worked extremely well together across all parts of the business.
- All business process owners at Outnorth had high technical competence allowing the project to make rapid decisions affecting the setup of the system.
- Resources involved from Pearl have proper and relevant user experience from similar businesses

Experiences from the project:

- The pre-project identified more gaps not identified or known before starting the implementation project
- Changes to the scope and processes was handled effectively with a few strong decisionmakers
- Lots of good discussions, and lots of new solutions and innovation
- Lots of fun in the project



AWS – The platform of choice and innovation for SAP
customers





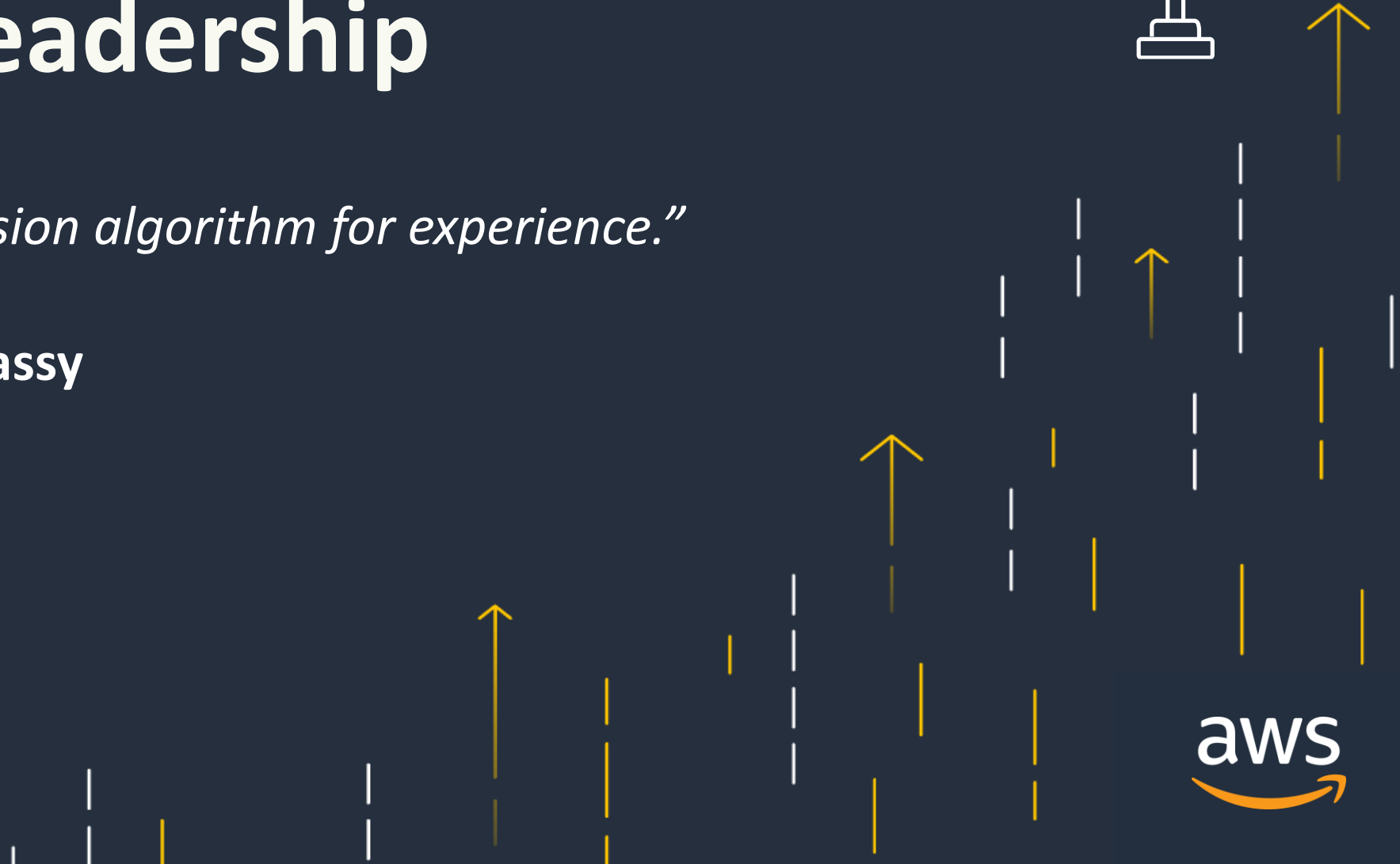
SAP on AWS

The platform of **choice and innovation** for SAP customers

Unmatched Experience and Industry Leadership

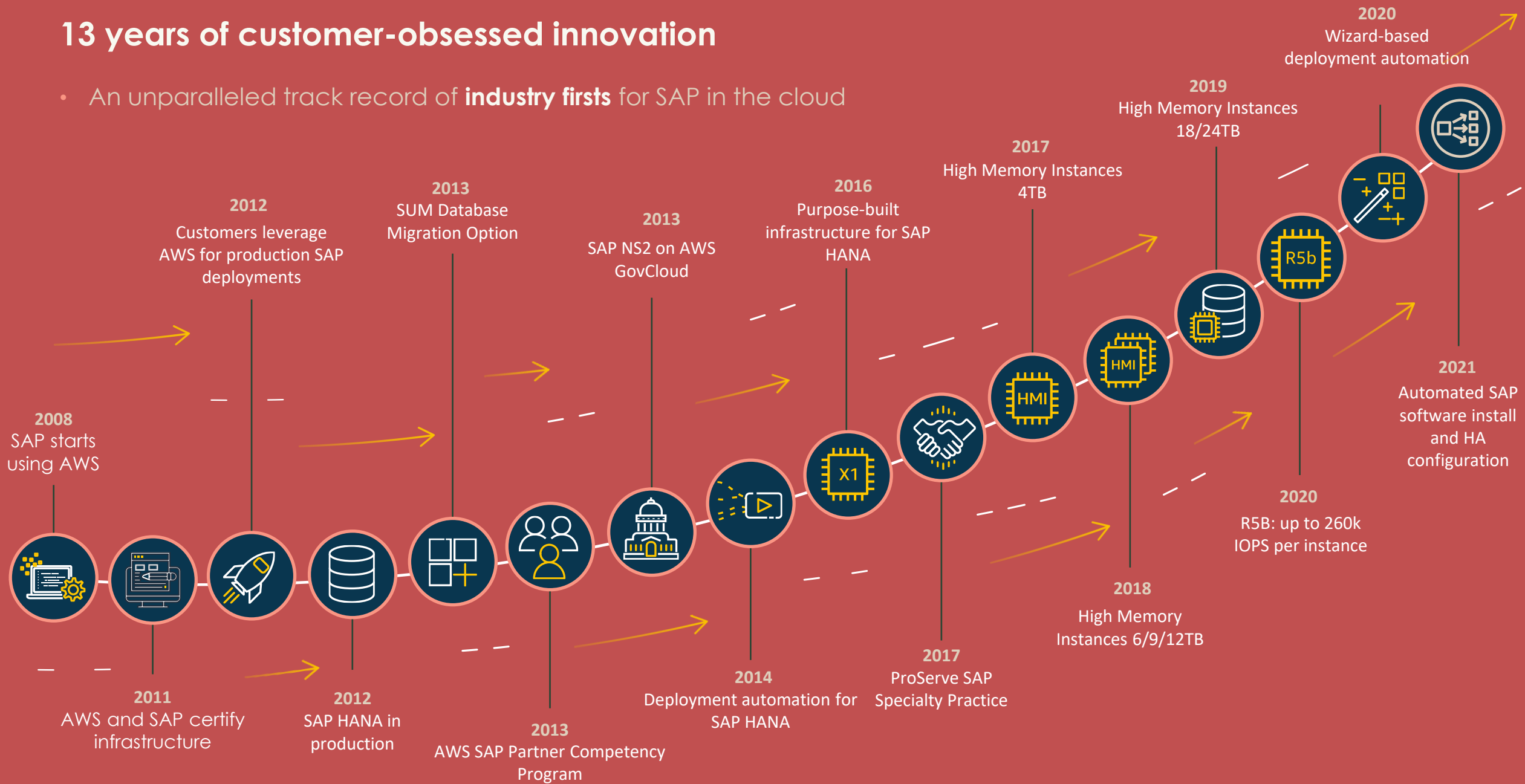
“There is no compression algorithm for experience.”

CEO Amazon, Andy Jassy



13 years of customer-obsessed innovation

- An unparalleled track record of **industry firsts** for SAP in the cloud



5000+ SAP customers across industries and geos trust AWS

HEALTHCARE & LIFE SCIENCES



ENERGY & NATURAL RESOURCES



RETAIL & CONSUMER GOODS



MEDIA & ENTERTAINMENT



PUBLIC SECTOR & DEFENSE



AUTOMOTIVE & TRANSPORTATION



MANUFACTURING & INDUSTRIAL



AGRICULTURE, CPG, & FOOD/BEV



PROFESSIONAL/ FINANCIAL SERVICES

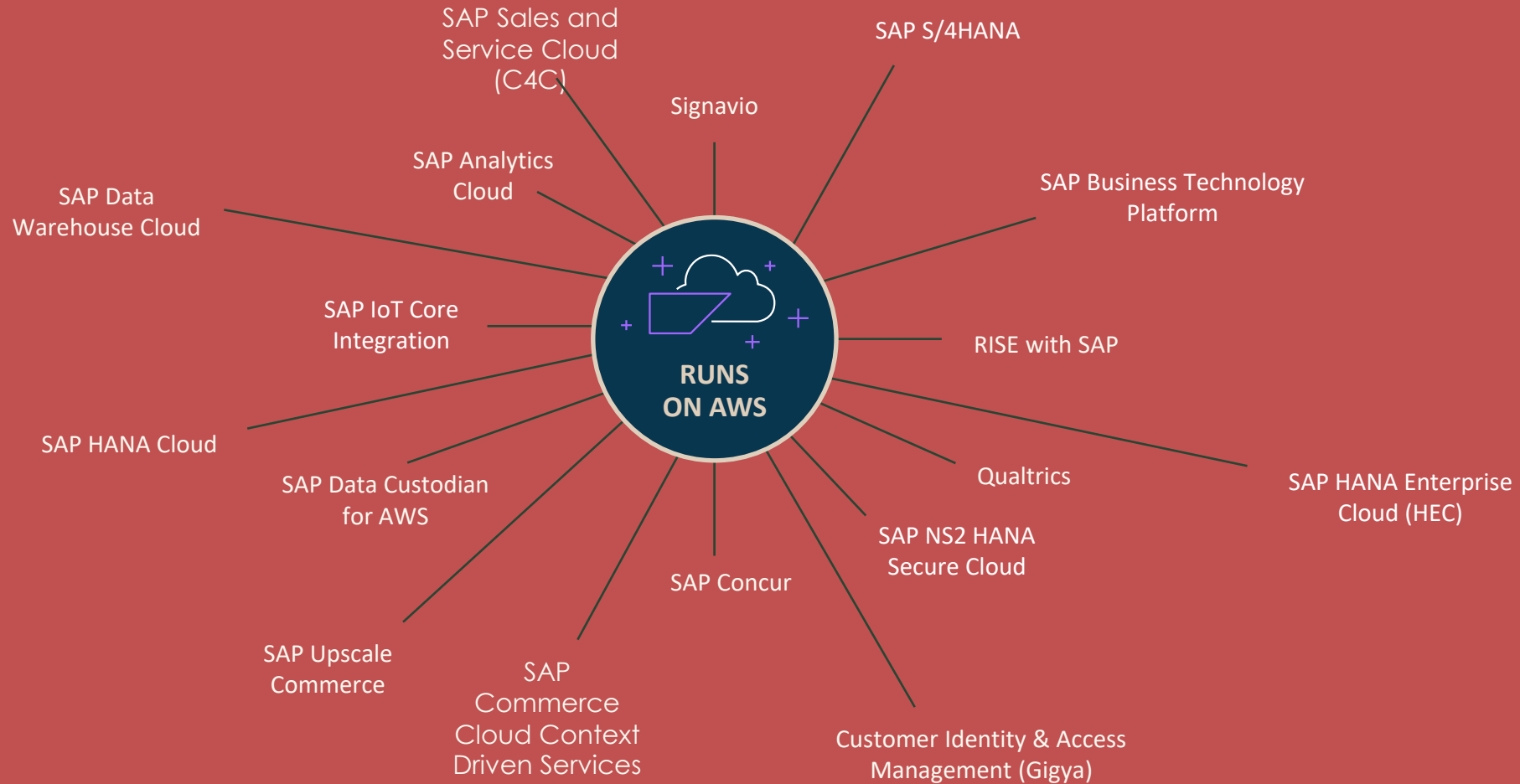


TECHNOLOGY



SAP's innovation platform of choice

SAP has been using AWS since 2008 and runs most of its customer facing offerings on AWS today:

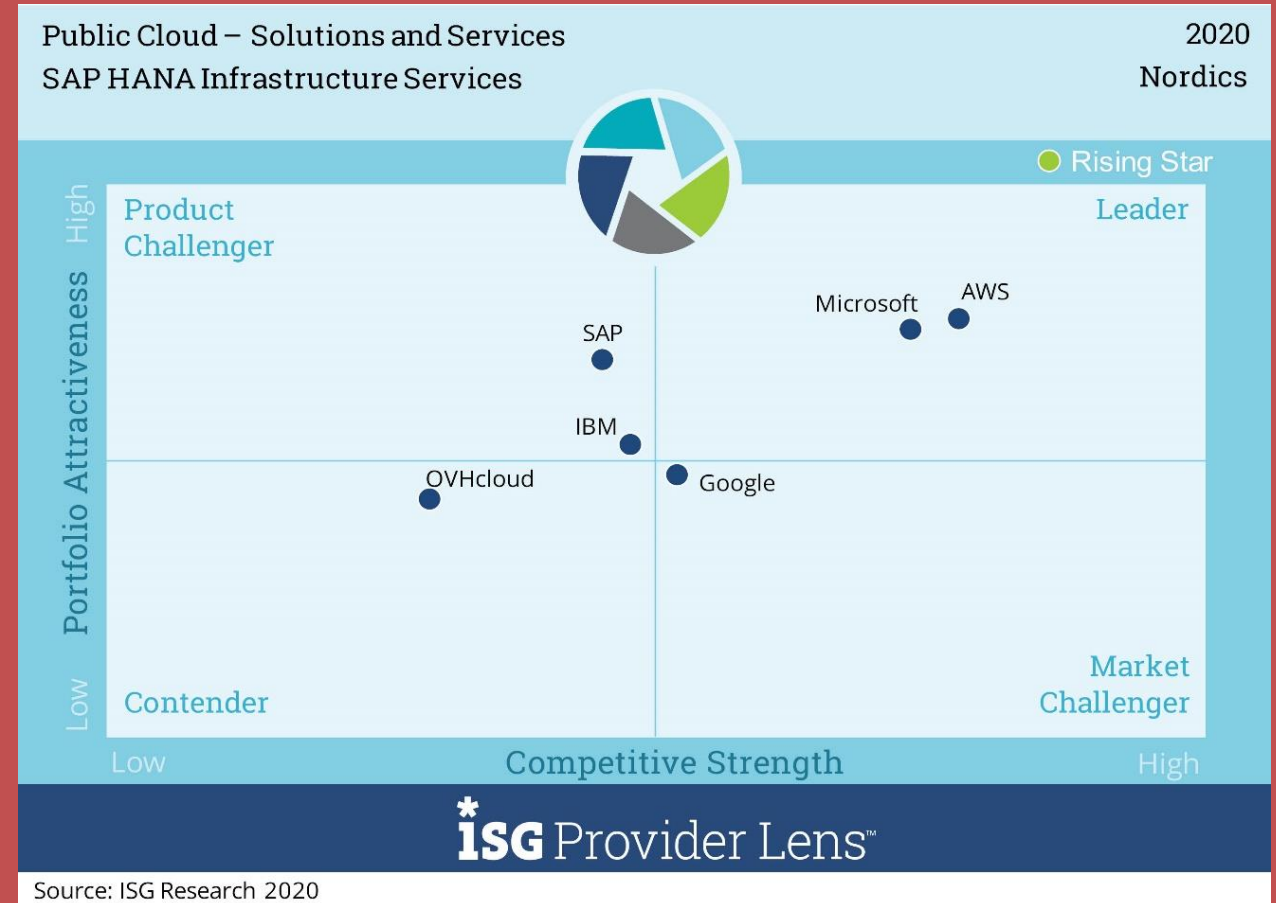


AWS leads HANA Infrastructure Services

AWS Recognized as a Leader in SAP HANA Infrastructure Services

“AWS has transformed its SAP HANA infrastructure services portfolio

. The firm has onboarded large clients across verticals in the region.”



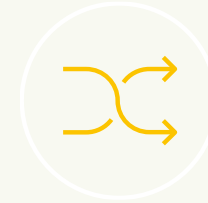
Why SAP customers choose AWS



Unmatched experience and industry leadership



Comprehensive, industry-leading security and compliance



Customer Choice and Flexibility



Proven Cost Savings



200+ cloud services to innovate, modernize, and transform



Most Reliable and Extensive Cloud infrastructure

Summary Q&A





Your business.

Next Level.



pearl

Thank you
for your time

