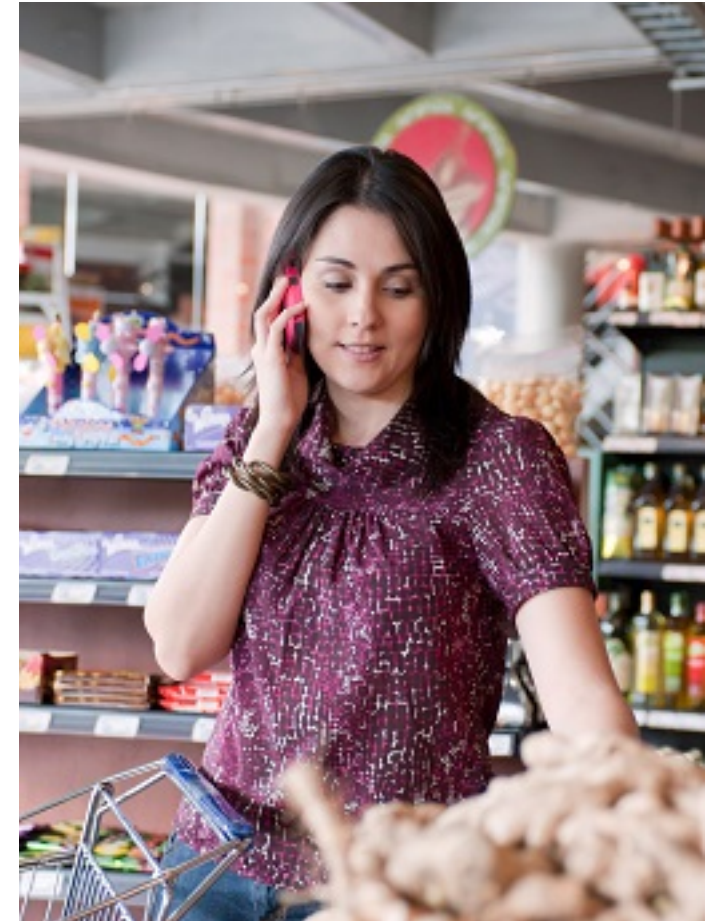




MegaFon: Evolving with the Digital Economy Using SAP® Innovation Control Center

Russia may be a vast country, but people far and wide can feel close to loved ones thanks to mobile communication services from PJSC MegaFon. As a provider of mobile and fixed-line networks with about 2,000 of its own retail stores, MegaFon knew that evolving with the digital economy was the secret to success. To this end, it embarked on a massive business-process reengineering project, which includes simplification and automation as well as optimization of retail processes, with a focus on improving and balancing stock and service levels for customers.

A longtime user of SAP® solutions, MegaFon was ready to bring its IT landscape to the next level of innovation. It also wanted to take advantage of the SAP Customer Activity Repository, SAP Forecasting and Replenishment for Retail, and SAP Promotion Management for Retail applications, as well as SAP Business Suite powered by SAP HANA®. As part of its SAP MaxAttention™ services engagement, MegaFon established its SAP Innovation Control Center – giving it direct contact with SAP software experts before, during, and after the deployment. The result was lower costs and a successful big-bang implementation across all stores and products in just one year, putting MegaFon and its customers on track for even greater communication possibilities.



Big-bang launch across about 2,000 stores

Company

PJSC MegaFon

Headquarters

Moscow

Industries

Telecommunications
and retail

Products and Services

Mobile networks; fixed-line
telephony; retail stores
selling mobile devices,
accessories, and SIM cards

Employees

31,805 (December 2016)

Revenue

R 316.3 billion
(US\$5.37 billion)
(December 2016)

Web Site

corp.megafon.com

Objectives

Massive business-process reengineering project, which includes simplification and automation plus optimization of retail processes, with a focus on improving and balancing stock and service levels for customers

Why SAP

- Desire to enhance the SAP® software landscape as part of a large-scale digital business transformation program
- Support of SAP MaxAttention™ for a smooth deployment and launch

Resolution

- SAP Innovation Control Center established on-site to safeguard the project
- Big-bang launch covering about 2,000 stores and all products
- First deployment of the Customer Activity Repository application at a telecommunications retailer in Europe, the Middle East, and Africa
- First deployment of the SAP Forecasting and Replenishment for Retail application for a telecommunications retailer
- First deployment of the SAP Promotion Management for Retail application in the region
- SAP Solution Manager, supporting a dual six-system landscape, retail project delivery, core ERP system maintenance, and change management

Benefits

- Most advanced retail IT system in the region for planning and managing sales and analytics, promotions, and point-of-sale data
- Continuous, end-to-end after-sales support, including architectural, functional, and business support; technical safeguarding; launch and postlaunch support; and solution advisory road maps

“The team at our SAP Innovation Control Center provided necessary guidance, expertise, and support to create an efficient and stable solution based on new technologies with minimum disruption for business users. The new system is helping us meet our business transformation goals.”

Vladislav Sarnatsky, Corporate Systems Director, PJSC MegaFon

1 year

to implement and launch

Lower

implementation costs

Direct

access to SAP solution
experts

Less

risk throughout the
project and postlaunch

Lower

total cost of ownership
going forward, through
optimized architecture
and reduced custom
code

Transparent

forecasting that is
optimized and efficient

Complete

visibility and tracking of
retail business key
performance indicators

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