

Project Apollo: Consumer Mobile Solution



Applies to:

Mobile Technology, On-Demand, SAP Retail. For more information, visit the [Mobile homepage](#).

Summary

The Global Business Incubator team at SAP demonstrated Apollo, a new mobile solution, during the opening super session of the annual conference of the US National Retailer Federation in New York on January 9, 2011. The Apollo initiative has generated interest from a wide array of retailers and consumer product companies, and has secured market pilots with some of industry's leading retailers. The team is now preparing for flawless execution of these market pilots and rapid productization of this leading-edge retail solution from SAP.

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Author Bio



Herve Pluche, Vice President, CP/Retail Consumer Mobile Solutions. Apollo Initiative Lead. An entrepreneur with record of success in On-Demand Software, Mobile Services, and Telecommunications. Co-founder of StoreXperience Inc, a consumer mobile solution designed to meet the needs of traditional retailers. Launched solution at the NRF BigShow in January 2008. President and CEO of Neocase Software Inc, an on-demand software firm delivering collaborative customer service. Launched company in the US and grew revenues to \$2M in less than 18 months. Led investment activities in Silicon Valley for Telecom Italia Ventures, and served telecommunications companies like AT&T and Pacific Bell through Bain & Company. MBA degree from Stanford Business School ('95) & Engineering Degree in Aerospace Engineering ('87)



Francois Silvain, Vice President, Technology. Apollo Technology Lead. A CTO with demonstrated experience in in CRM, Mobile Services and On-Demand enterprise applications. Co-founder and CTO of StoreXperience Inc, a consumer mobile solution designed to meet the needs of traditional retailers. CTO of Neocase Software SAS. Grew organization from a small Paris based start-up to a global Independent Software Vendor by developing a rich SaaS offering sold to over 130 corporate customers. Launched Sevina Technologies a software start-up focused on customer service – European benchmark for .NET. BS in Computer Science - Ecole Supérieur d'Informatique et de Gestion ('88)

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Inform and Influence Consumers at the Point of Decision

The past few weeks have been extremely rewarding for the SAP Apollo team, with an opportunity to demonstrate the new solution during the opening supersession of the annual conference of the US National Retail Federation (NRF) in New York of January 9, 2011.

Stéphane Bout, CIO of the Casino Group presented his vision of “Precision Retailing” powered by Apollo to a crowded room of over 2,300 professionals at the crossroads of retail and technology, generating enthusiastic reviews from the press and the analyst community. Margaret Case Little, Communications Manager for the National Retail Federation went as far as writing: “As you’ve probably read in our coverage of NRF’s 100th Annual Convention, there are a handful of technologies changing the game for the retail future, like Precision Retailing and Augmented Reality.”

[In this demo](#), you can see how Apollo completely changes the shopping experience for consumers, and also how retailers and consumer product (CP) companies can use it to influence customers.

Apollo Background

The **SAP Consumer Mobile Solution** is a new offer tailored to the needs of retail and consumer products companies to create interactivity with consumers at the point of decision.

- **To the consumer**, Apollo is a personal shopping assistant that delivers rich product information and special offers in real time through mobile phones.
- **To the retailer and CP**, Apollo is a marketing tool that enables real time interaction with the consumer at the point of decision to inform and influence consumer behavior, drive traffic and increase average spend. Retailers and CPs are able to interact with consumers in the field, one-to-one, with a very high level of personalization.

The solution has two components: a **consumer mobile application** connected to a retail/CP marketing **content management platform** (on-demand application with role-based dashboards). It delivers customer context-specific information and special offers to the consumer both inside and outside the store, and enables the creation of a real-time information-based service covering the entire retail/CP value chain. The areas of focus include social communities, personal shopping assistant and closed loop couponing/special offers.

Unlike other companies that merely broadcast generic information to users, the SAP consumer centric solution ties consumer location and interests, to loyalty programs/buyer history and inventory information to create a personalized shopping experience, thereby maximizing value for consumers and merchants – it delivers true real-time, one-to-one content to the consumer to empower consumers at the point of decision.

Project Apollo leverages existing SAP products such as SAP Real Time Offer Management or SAP Business Object enabling SAP’s customers to interact with their consumers, in “real real-time”, with the right information depending on the shopping context.

Related Content

For more information, visit the [Mobile homepage](#)

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