AGRAVIS: Cooperating on a Positive Shopping Experience While Meeting New Regulatory Requirements
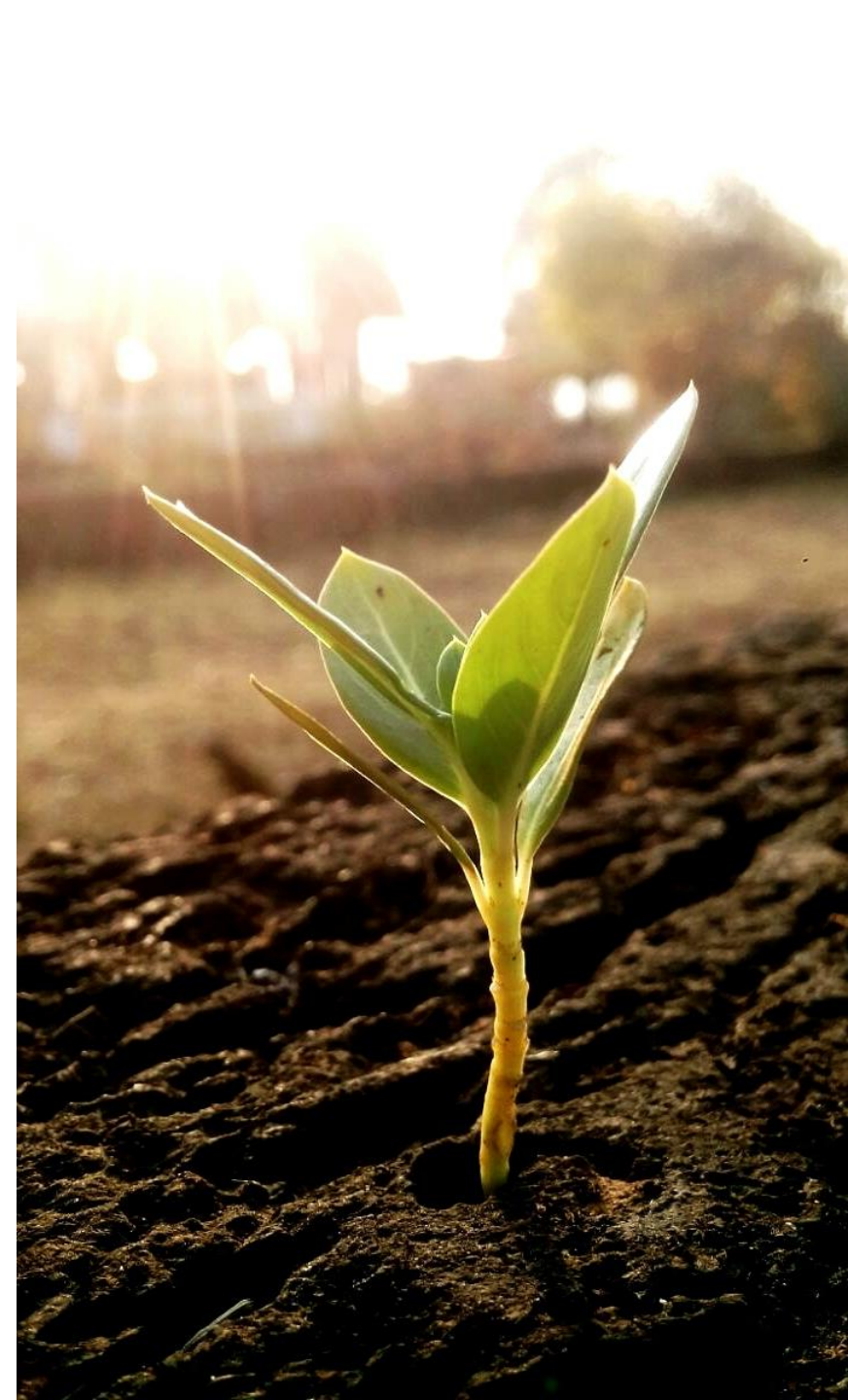
Germany-based AGRAVIS Raiffeisen AG is a modern agricultural trading company in agricultural produce, animal feed, crop farming, and agricultural technology and is also active in the fields of energy, construction services, and Raiffeisen DIY markets. It conducts international business through subsidiaries and affiliated companies in more than 20 countries and exports to more than 100 countries. Helping shape the future of agriculture in close collaboration with cooperative distribution partners and farmers, AGRAVIS is committed to mutual success, providing high-quality products and expert consultancy services.

With an aging point-of-sale (POS) solution unable to meet the requirements of new cash register regulations in Germany, where it has more than 400 locations, AGRAVIS set about looking for new POS software. In addition to complying with legal requirements, AGRAVIS wanted an **advanced and future-oriented solution** to integrate with its existing technology landscape.

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consenso
We Enable Innovations

Transforming the Customer Experience at the Point of Sale with
SAP® Customer Checkout

Before: Challenges and Opportunities
- Overhaul the legacy point-of-sale (POS) system to comply with new cash register regulations in Germany
- Integrate a new POS system with existing software landscape
- Create a single source of real-time sales and inventory data integrated with multiple internal business systems
- Enable future retail operations and ready the business to leverage omnichannel capability, linking online and offline sales, digital receipts, self-checkout scenarios, and central gift card management with the POS system

Why SAP and consenso Consulting GmbH
- Advanced and integrated POS software using the SAP® Customer Checkout application that allows the firm to manage special offers, discounts, and loyalty cards from the POS system
- Native integration with SAP S/4HANA®, legacy warehouse management systems, and the SAP Customer Activity Repository application, allowing the business to transmit transactions directly to its warehouse management and accounting applications
- Partner consenso's proven consulting and implementation experience with innovative SAP solutions
- consenso's highly efficient team taking a fit-to-standard approach, enabling the project to be completed within six months

After: Value-Driven Results
- Increased sales transparency, with real-time reporting and access to all sales and inventory data
- Heightened control through monitoring all POS terminals centrally from the SAP Customer Checkout manager application
- Enhanced efficiency, with the integrated POS solution streamlining operational processes
- Enabled a positive shopping experience with a faster checkout process and shorter wait times

"Working with consenso, we implemented SAP Customer Checkout in just six months. While this helps us meet new cash register regulations in Germany, we are now also delivering a **better experience** for our customers."

Stephan Poos, Project Manager, AGRAVIS Raiffeisen AG

One
Overview of all sales data across the retail business

Real-time
Reporting, thanks to integrated data points

>400
Locations throughout Germany

>20
Countries with international business activities

Featured Partner

AGRAVIS Raiffeisen AG	Industry	Products and Services	Employees	Revenue	Featured Solutions and Services
Muenster, Germany www.agravis.de	Wholesale distribution	Agricultural trading services	6,300	€6.4 billion	SAP Customer Checkout, SAP S/4HANA, and SAP Customer Activity Repository

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