



Entry Pitch Deck

Serving Slovenia with a fully automated shopping experience

Telekom Slovenije / Avtenta

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Telecommunications

PUBLIC



avtenta.



Company Information

COMPANY NAME:

Telekom Slovenije, d.d.

HEADQUARTERS:

Ljubljana, Slovenia

INDUSTRY:

Telecommunications, ICT Services

WEBSITE:

telekom.si/, telekom.si/en
telekom.si/e-trgovina

NUMBER OF EMPLOYEES:

2,000+ Employees

Telekom Slovenije is the first and leading provider of comprehensive communication services in Slovenia, with more than 30 years of experience. It connects users, simplifies their lives, and ensures security through a range of the most advanced Information and Communication Technologies (ICT) services and solutions.

Telekom Slovenije is renowned for connecting new generations of mobile and fixed communications, system integration, cloud services, multimedia content, an advanced ICT services.

To evolve their business model, Telekom Slovenije has made a strategic decision to broaden their scope of services beyond the usual telecommunications offerings by providing both subscribers and non-subscribers with an exceptional online shopping experience for a wide range of technical goods. Telekom Slovenije's e-shop unifies over 70 suppliers providing a seamless, digitized, and automated shopping experience powered by SAP Commerce Cloud. The users can discover a variety of items, purchase through the online system and receive their goods within one to two business days.

Full Service online e-shop expands to support businesses and consumers



Telekom Slovenije / Avtenta

CHALLENGE:

Telekom Slovenije wanted to support its growing business by expanding its online shop to sell goods in addition to their telecommunications services and subscriptions to businesses and consumers. They recognized that expanding their business model to include an e-shop that would address a wider range of customers would increase their market share.

Telekom Slovenije aimed to provide their end users with a single commerce platform available 24/7 for convenience and accessibility to their end users.

SOLUTION:

After years of using SAP Commerce on premise for their online e-shop, Telekom Slovenije implemented SAP Commerce Cloud to continue to target Slovenije's two million inhabitants and provide their customers with an upgraded and seamless user experience.

The flexibility of **SAP Commerce Cloud** allowed customers to develop extensions expanding functionality and meeting their needs.

OUTCOME:

Telekom Slovenije delivered a single online shop with an elevated end-user experience to all business and consumer customers.

They expanded goods available to end users offering an automated shopping experience from exploration, purchasing, and receiving goods.

Telekom Slovenije was able to build a full-service online shop that connected a wide range of customers to over 70 vendors from all devices.

20% faster

Improved customer shopping journey by reducing image load times on Azure CDN.

Talent Redistribution

Moving to the cloud enabled Telekom Slovenije to reallocate Developers and Human Resources to focus on strategic initiatives continuing to support the market.

-20%

Decrease in operational costs shifting from on-premise to cloud.

“

The transparency of the store is unique, the same ease of shopping, and we like to return again and again also because of the affordable prices.

Thank you very much for this purchase, which went easy and smoothly.

”

Boštjan, Jesenice, Current Customer



Participating Partner Information

Avtenta, a subsidiary of Telekom Slovenije was founded in 1995 and is the leading partner for managing and implementing SAP solutions and paperless business in Slovenia. They are a specialized and renowned provider of information communication services for companies, with 26 certified advisers.

In the field of e-business solutions, Avtenta has successfully introduced document systems in various business environments, with more than 5,000 users using the Business Connector platform.

Avtenta provides its clients with all the necessary commercial infrastructure and quality consulting services in IT and document solutions based on their experience, knowledge, and good practices.

COMPANY NAME:

Avtenta, d.o.o.

“

Telekom Slovenije and its Avtenta team worked hard to quickly transition to the production environment despite challenging deadlines. The project was completed in seven months. Avtenta proved to be a very reliable, professional, and responsive partner who supported Telekom Slovenije with launching a new multi-channel online store for businesses and consumers.

”

avtenta.

Challenges and Objectives 1 of 2

GLOBAL CHALLENGES

Telekom Slovenije faced tough competition in the accelerated market transformation in Slovenia. They also had to meet increasing customer demands for 24/7 service, especially during peak hours. It was important for them to provide live inventory updates that were accessible across all devices.

To meet this demand, they required a system that could be implemented quickly and was flexible enough to allow third-party extensions to cater to the needs of both the business and consumers.

Telekom Slovenije also wanted to reduce their administrative tasks so that they could focus on recruiting and retaining talented employees in order to have the best workforce and stay ahead of the competition.

BUSINESS CHALLENGES

Telekom Slovenije recognized the importance of providing a seamless online shopping experience to meet increasing demands of their customers and generate new streams of revenue.

In addition, they were operating their business on a legacy system that was rigid and costly to modify and manage, failing to allow them to maintain an advantage in a fierce competitive landscape.

The customer lifecycle relied on inconsistent manual processes and lacked self-service functionality.

As an online business, Telekom Slovenije put an extra effort to minimize cyber threats and sought to find a solution that could enhance and protect their customers' data.

They also aimed to implement a platform that would allow them to scale seamlessly to accommodate increase in traffic volume, transactions and volume.

Challenges and Objectives 2 of 2



PROJECT OBJECTIVES

- Establish new revenue streams by expanding their business model to include an online retail component.
- Implement a streamlined system reducing administration tasks and simplifying implementation of new solutions.
- Shift the focus of the operations team from manual tasks to addressing customer needs and implementing new functionality.
- Enable faster upgrades by reducing the number of systems required for testing and operation.



WHY SAP

- Telekom Slovenije has been a loyal customer of SAP since 1998, initially utilizing their ERP system. As their business evolved, they looked to SAP Commerce Cloud which was the only system that provided commercial data about products. This made SAP Commerce Cloud an ideal choice for Telekom Slovenije.
- Over the decades, SAP has proven to be a reliable partner, and recognizing this value, Telekom Slovenije chose to implement SAP Commerce Cloud in 2022. This implementation not only allows the company to deliver an improved shopping experience for their customers but also enables the consolidation of over 70 suppliers in one automated e-shop experience.
- Furthermore, SAP Commerce Cloud was the perfect solution due to its ability to smoothly integrate with third-party solutions.

Project or Use Case

Telekom Slovenije aimed to retain its existing content for users while introducing new functionality to offer real-time inventory to consumer and business customers, thus improving the shopping experience and expanding their market share in Slovenia.

They needed to implement a system that was highly customizable, ensuring that the environment remained unchanged for individuals inputting new product information into SAP Commerce Cloud. Additionally, the information about products in SAP Commerce Cloud is utilized by other company systems through a central interface.

The project was successfully completed within a span of seven months, involving migration to the cloud and upgrading to the latest version of SAP Commerce Cloud.

↩ PROCESS BEFORE

- Excess of manual work to support the growing demands of the customers.
- Multiple systems limited the team's ability to provide a streamlined shopping experience.
- Deployment times were lengthy and cumbersome.

➡ PROCESS AFTER

- Automated process
- Less failed orders
- Less systems to maintain
- Faster deployment process
- Faster Front End (FE) response for the customer and improved user experience

Benefits and Outcomes 1 of 2

BUSINESS OR SOCIAL

- Established improved revenue stream with an automated retail and loyalty program.
- The move to the cloud drastically reduced their carbon footprint.
- Improved customer experience and discoverability of goods available.
- Eliminated operational cost of on-premise infrastructure.

IT*

- Telekom Slovenije was able to redistribute the operational team from managing the day-to-day manual tasks on premise to focus on strategic initiatives to continue to serve their customers and suppliers.
- Upgrading time reduced dramatically allowing Telekom Slovenije to be more agile and responsive to changing needs with a future-proof solution.
- Moving to the cloud enabled Telekom Slovenije to have a solution that scales seamlessly, offers robust cybersecurity measures and to enjoy regular updates.

*IT benefits are required if you are using SAP Business Technology Platform products

Benefits and Outcomes 2 of 2



PEOPLE RELATED – PERSONAL PERSPECTIVE

- Immense improved customer experience for both B2B and B2C customers.
- The operation of the e-commerce platform is more stable, and the loading of pages has been dramatically improved.
- The purchasing process is much faster and has ensured a better user experience validated with NPS and Certified Shop data.
- The editorial process was optimized to streamline the management of goods and their descriptions.
- Customers can explore, discover and receive a variety of goods within 2 business days.



Every time I order something, I get it faster than expected. – Dejan, Postojna

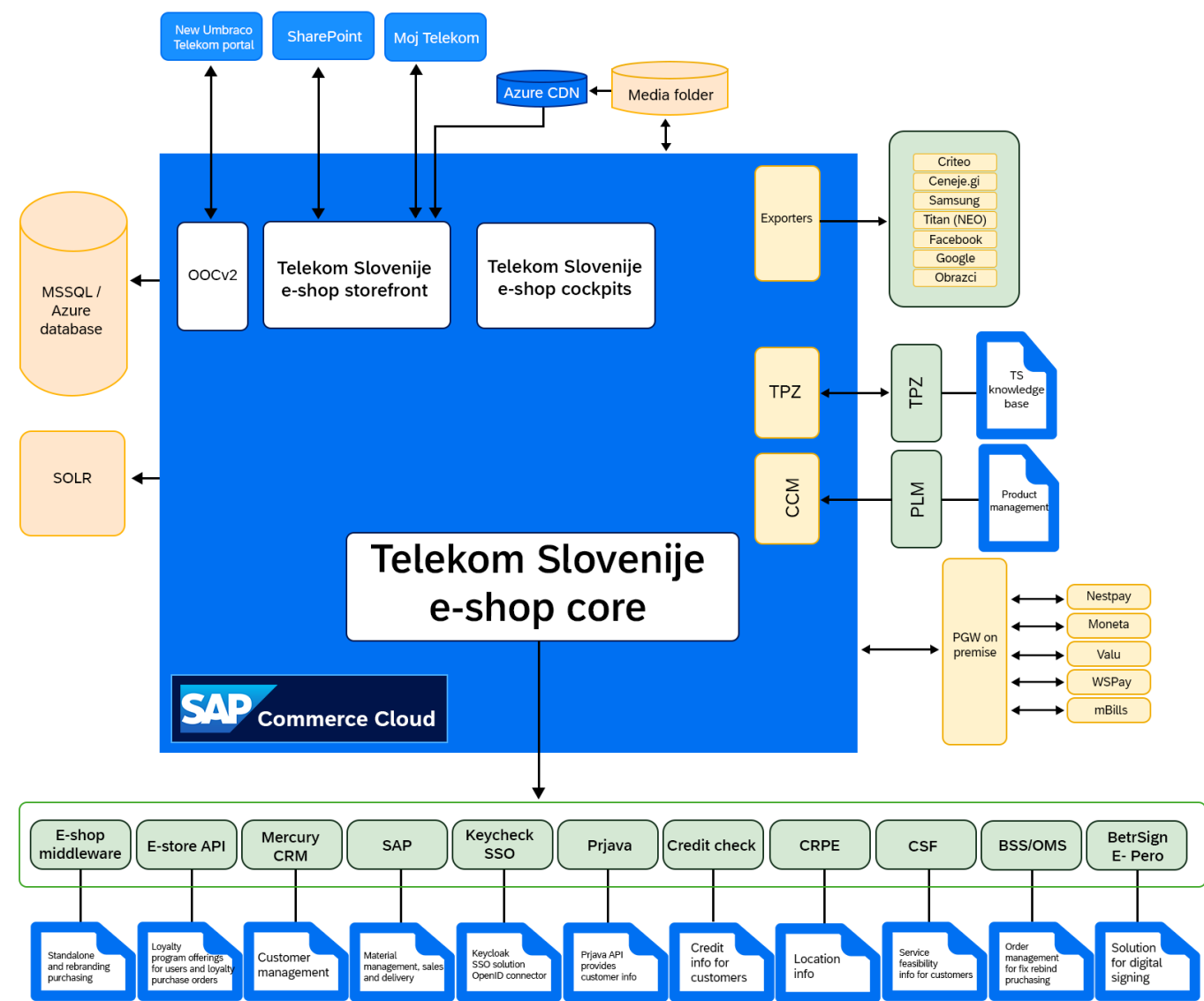
The simplest purchase. – Jure, Maribor

Telekom Slovenije has done an excellent job. – Romana, Kranj

Transparent and fast user experience when ordering in the online store. – Silva, Trbovlje



Architecture



Deployment Details 1 of 3

SAP® TECHNOLOGIES USED

	SAP PRODUCT	DEPLOYMENT STATUS LIVE/POC	SAP AI SCENARIO (if applicable)	CONTRIBUTION TO PROJECT
1	SAP Commerce Cloud	Live	No	The primary component of the project allowed Telekom Slovenije to serve both consumers and businesses with a robust ecommerce platform managed completely in the cloud.
2	SAP ERP Central Component (ECC)	Live	No	Financial core (ERP and RMCA/FICA) system for SAP Commerce Cloud
3	SAP Analytics Cloud	Live	No	No
4	SAP SuccessFactors	Live	No	No
5	SAP BTP	Live	No	No

DEPLOYMENT STATUS:

Live

DATE:

6/20/2023

NUMBER OF END USERS:

300.000

TRANSACTION VOLUME:

40.000+ orders per year

Deployment Details 2 of 3

The following SAP Business Technology Platform (BTP) Solutions are part of the project:

	TECHNOLOGY	SAP BTP SOLUTION	CONTRIBUTION TO PROJECT
1	Application Development and Automation	No	Not Applicable
2	Extended Planning and Analysis	No	
3	Data and Analytics	No	
4	Integration	No	
5	Artificial Intelligence	No	

LICENSED VIA THE SAP BUILD/TECH ADOPTION PROGRAM:

No

LISTED ON SAP STORE:

No

MONETIZED (SOLD TO YOUR CUSTOMERS):

No

CO-INNOVATION WITH SAP:

No

NUMBER OF CUSTOMERS USING THE SOLUTION/APP:

N/A

Deployment Details 3 of 3

The following offerings from SAP Services, Support or application packages were utilized during the implementation or deployment phase

	SAP SERVICE or APPLICATION PACKAGE	CONTRIBUTION TO THE PROJECT
1	SAP CQC (Continuous Quality Check) Deployment Readiness Check	In-depth analysis of the SAP Commerce Cloud tenant to identify potential risks to ensure a smooth go-live.
2		
3		
4		
5		

Other Packages

☐ SAP DISCOVERY CENTER MISSION:

Additional Information

In Slovenia, Telekom Slovenije's e-shop is the most advanced among operators and one of the most powerful among e-retailers. It enables an automated purchase from subscriptions and over-the-counter sales from all devices. The competitive landscape is fierce, and Telekom Slovenije is competing for a small target market of only 2 million inhabitants.

A fully digitized, automated and optimized e-commerce platform is a prerequisite for market success. Telekom Slovenije unites more than 70 suppliers through a completely digitized and automated experience eliminating manual work from order to issue.

Telekom Slovenije's e-shop has achieved exceptional responsiveness in their online shopping experience. Most orders are processed and shipped by the system on the same working day, allowing customers to receive their purchased products as soon as the following day. This quick turnaround time is definitely a great advantage for their customers.