



> ANNOUNCEMENT

ABEO UPDATES

> CONNECT

"FUTURE ENTERPRISE FOR RETAILER 2017"

> AWARD

SAP PARTNER OF THE YEAR 2015 AND 2016

# RETAIL IN THE INDUSTRY 4.0 ERA

## Revolutionizing Retail and Consumer Goods

# HEAT

An Abeo International Publication January 2018

### CHAIRMAN'S MESSAGE

During 2017, we have seen many organizations relooking at their current business applications and are putting in place strategies for either deploying new-leading edge solutions or planning for a technology refresh. We are expecting to see, similar activities in 2018, and beyond, where the need to "keep ahead of the curve" will continue the drive the need for these transformation discussions.

The Abeo Group have been collaborating with many of these organizations in these discussions and deploying solutions to meet with their challenges of tomorrow. We are pleased to announce that Abeo International has been acquired and a new Corporate Entity, Abeo Holdings, have been incorporated.

With this acquisition, Abeo Holdings and its subsidiaries will continue to provide best in class Business Solution Deployment and Consulting for existing client

base and will have continued focus to develop new business in the region. I have put in place a new team of talented and experienced individuals to drive our growth strategy at the group and country level.

At this juncture, I would like to congratulate our Malaysian entity Abeo International Sdn Bhd on being awarded the status of MSC company by the Government of Malaysia.

Against very stiff competition, our Singapore Entity, Abeo International Pte Ltd, won and successfully delivered their very first Public Sector project with the Singapore Health Promotion Board. Well done Team Singapore!

As 2017 draws to a close and 2018 is just around the corner, I would like to take this opportunity to wish our Clients, Business Partners and Abeo colleagues a Very Happy and Fruitful 2018.

Group Chairman

Tan Sri Dato' Sri Dr. Mohd Sabri Abdullah

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> NEWS

## 1 ABEO UPDATES

### 2017 Wrap Up

2017 has seen the realignment of the Abeo organization to address the evolving needs of the companies in the region that we operate. As with any agile company, we need to continually evolve to serve the needs of our valued clientele.

2017 saw Abeo successfully deploying SAP into the following: Fashion Retail, Private Hospital, Private Education institution, Argi business and a Real Estate company. We also signed up one of the largest F&B Retailer in Vietnam. The solution is currently being deployed and will go live in Q1 2018.

Our Singapore operations signed our first Public Sector project with the Singapore Health Promotion Board. This system is now live and providing Singapore residents to live a healthier lifestyle.

Towards the middle of Q3, Abeo Indonesia signed with a local private Healthcare provider to deploy the SAP Healthcare solution.

**New Organization**  
2017 saw the start of activities in the acquisition of Abeo Group by Abeo Holdings.

Apart from the retention of the Abeo Brand, key aspects of the organization have been restructured to address the opportunities ahead.

### Intellectual Property

With our primary focus being in Retail and associated industries, Abeo Holdings has introduced its own Point of Sales Solution, GPOS, to the market.

### Partnership

Abeo will continue to invest in partnerships which can add value to our portfolio. For us, partnership matters, and we continue to be open to focused partnerships which can meet our client's requirements.

### MSC Status

We are proud to announce that Abeo International Sdn Bhd has been awarded Malaysia MSC status in August 2017

### Our Focus Market

Vietnam and Malaysia have been our growth drivers. We are expecting that these markets will continue to have a significant contribution to our growth strategy

### Contact Us

With the restructuring of the

business, the [www.abeo-electra.com](http://www.abeo-electra.com) website has been reworked. We can now be found at [www.abeoinc.com](http://www.abeoinc.com). We are also transitioning our e-mail domain from: [xxxx@abeo-electra.com](mailto:xxxx@abeo-electra.com) to [xxxx@abeoinc.com](mailto:xxxx@abeoinc.com). This transition should be completed by 31/01/2018. With immediate effect, please address all e-mails to [xxxx@abeoinc.com](mailto:xxxx@abeoinc.com).

Please follow us on Facebook at <https://www.facebook.com/AbeoInternational/>

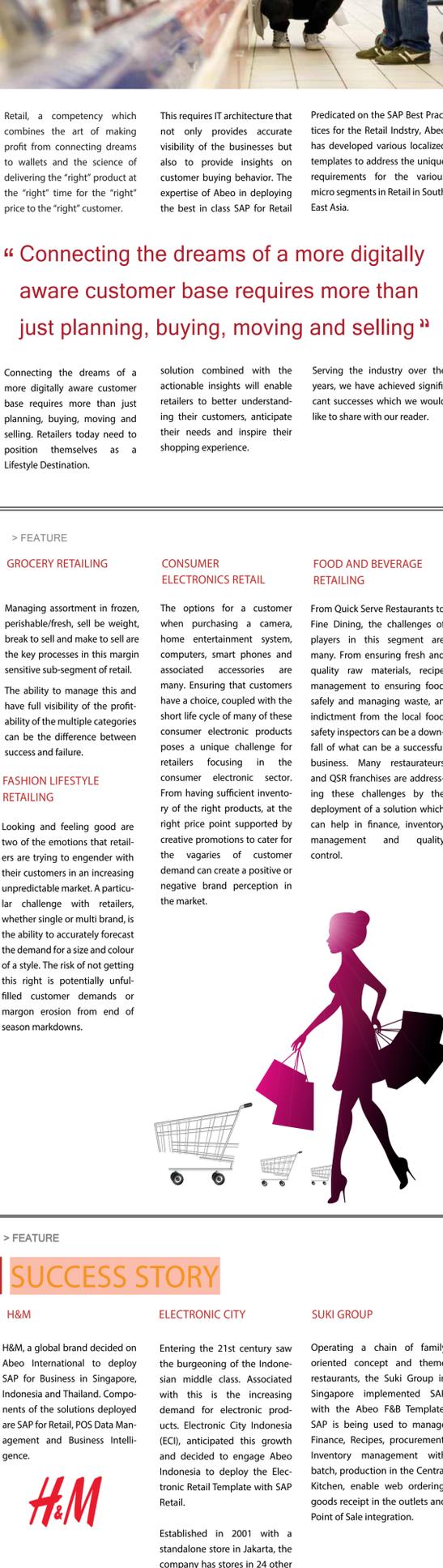
### We Commit With Integrity We Deliver With Passion

We, in the Abeo Group, will continue to focus on our core business and develop new initiatives to better support our existing and new clientele. As always, when we make a commitment, it is always with the utmost integrity and the delivery of our promises will always be executed with passion.

Finally, the management team and staff at Abeo Holdings would like to thank all our existing clients, partners for their continued trust and patronage and we look forward to developing this relationship for the mutual benefit for our respective organizations.

> FEATURE

## 2 Abeo International Retail Enterprise Solutions



Retail, a competency which combines the art of making profit from connecting dreams to wallets and the science of delivering the "right" product at the "right" time for the "right" price to the "right" customer.

This requires IT architecture that not only provides accurate visibility of the businesses but also to provide insights on customer buying behavior. The expertise of Abeo in deploying the best in class SAP for Retail

Predicated on the SAP Best Practices for the Retail Industry, Abeo has developed various localized templates to address the unique requirements for the various micro segments in Retail in South East Asia.

## "Connecting the dreams of a more digitally aware customer base requires more than just planning, buying, moving and selling"

Connecting the dreams of a more digitally aware customer base requires more than just planning, buying, moving and selling. Retailers today need to position themselves as a Lifestyle Destination.

solution combined with the actionable insights will enable retailers to better understand their customers, anticipate their needs and inspire their shopping experience.

Serving the industry over the years, we have achieved significant successes which we would like to share with our reader.

> FEATURE

## 4 GROCERY RETAILING CONSUMER ELECTRONICS RETAIL FOOD AND BEVERAGE RETAILING

Managing assortment in frozen, perishable/fresh, sell by weight, break to sell and make to sell are the key processes in this margin sensitive sub-segment of retail.

The ability to manage this and have full visibility of the profitability of the multiple categories can be the difference between success and failure.

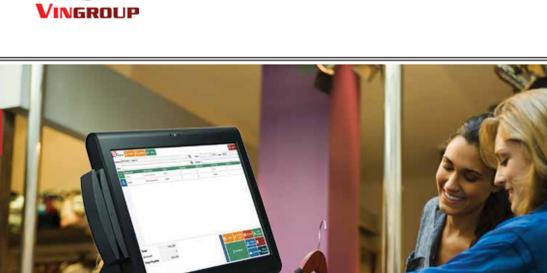
### FASHION LIFESTYLE RETAILING

Looking and feeling good are two of the emotions that retailers are trying to engender with their customers in an increasing unpredictable market. A particular challenge with retailers, whether single or multi brand, is the ability to accurately forecast the demand for a size and colour of a style. The risk of not getting this right is potentially unfulfilled customer demands or margin erosion from end of season markdowns.

The options for a customer when purchasing a camera, home entertainment system, computers, smart phones and associated accessories are many. Ensuring that customers have a choice, coupled with the short life cycle of many of these consumer electronic products poses a unique challenge for retailers focusing in the consumer electronic sector.

From having sufficient inventory of the right products, at the right price point supported by creative promotions to cater for the vagaries of customer demand can create a positive or negative brand perception in the market.

Operating a chain of family oriented concept and theme restaurants, the Suki Group in Singapore implemented SAP with the Abeo F&B Template. SAP is being used to manage Finance, Recipes, procurement, Inventory management with batch, production in the Central Kitchen, enable web ordering, goods receipt in the outlets and Point of Sale integration.



> FEATURE

## 5 SUCCESS STORY H&M ELECTRONIC CITY SUKI GROUP

H&M, a global brand decided on Abeo International to deploy SAP for Business in Singapore, Indonesia and Thailand. Components of the solutions deployed are SAP for Retail, POS Data Management and Business Intelligence.



**MAISON**  
By deploying SAP Retail with Abeo International, Maison - the game changer in multi brand Retail and Distribution has successfully implemented SAP Best Practices for Fashion Retail. Apart from the enabling a fact-based relationship with their brand principles, they are also able to deploy actionable business insights to their executives on a mobile platform.



Entering the 21st century saw the burgeoning of the Indonesian middle class. Associated with this is the increasing demand for electronic products. Electronic City Indonesia (ECI), anticipated this growth and decided to engage Abeo Indonesia to deploy the Electronic Retail Template with SAP Retail.

Established in 2001 with a standalone store in Jakarta, the company has stores in 24 other cities across Indonesia. With the business process support and business insights provided by the SAP solution, ECI has been able to support this aggressive growth and have expanded into a dual brand store format strategy



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> SUCCESS STORY

## 6 VIN GROUP RANCH MARKET LUXASIA

VinMarket and VinMart+, the Supermarket and Convenience Store brands of VinCommerce, is the largest grocery retail brand in Vietnam. With 1,000 outlets spread across both North and South Vietnam, the company implemented SAP Retail Best Practices with Abeo's Elocity template to address the business visibility challenges posed by their legacy applications.

Guided by the philosophy that it must do well in order to do good for the community, VinGroup now has real-time visibility into all data to ensure all its customers' needs are being met at one of its 1000+ supermarkets, hypermarkets, convenient stores and other sectors.

With the grounded platform, VinGroup is becoming a pioneer and a leader in customer trends in each of its business introducing Vietnamese consumers to a brand new, modern life-style with international standard products and services.



With the largest population in South East Asia, Indonesia, is attractive to foreign and local players in the retail sector. Focusing on providing a "Balanced Life", PT Supra Boga Lestari Tbk, trading as Ranch Market and Farmers Market, decided to implement SAP Retail with the Elocity template to equip themselves to meet with the challenges posed by the foreign multinationals.

Ranch Market with 13 outlets trading under Ranch Market Brand and 17 outlets under the Farmers Market Brand, the company have carved themselves a niche in the very competitive Indonesian grocery retail by providing a unique shopping experience, quality products and customer service that is second to none.



Currently headquartered in Singapore but starting with business in Singapore and Malaysia in 1986, today, Luxasia have business operations in South East Asia, Taiwan, Hong Kong, China and India.

Representing brands like Beiersdorf, Burberry, Clarins, Ferragamo and Shiseido Group, Luxasia have also forged joint ventures with the Coty Group, the LVMH Group, the PUIG Group and Elizabeth Arden.

The game changer for the multi luxury brand retailer and distributor was the implementation of SAP Retail Best Practices for Fashion retail. Together with SAP Business Intelligence, SAP has enabled Luxasia to have a fact-based relationship with their brand principles. Added to this, executives can have timely actionable business insights on a mobile platform.



> CONNECT

## 8 RECENT EVENTS IN 2017 FUTURE ENTERPRISE FOR RETAILER SAP FOR EC&O

**Viet Nam**  
On 10th May 2017, the event "Future Enterprise for Retailer" organized by Abeo Vietnam in HCMC was a success. Workshop introduced Big Retailers in Viet Nam to a deeper understanding about Retail Trend and the Technology for Retail Industry. For the first time in Vietnam, four Retail and Technology specialists in the Retail industry, AC Nielson, SAP, ABEO and DELL EMC associated to provide a comprehensive solution for businesses.

In the Q&A session, Mr. Nguyen Ngoc Tuan, IT Director, Big C Vietnam says: "It is the most practical workshop I have participated in; giving me brief yet comprehensive info from the Retail Expert"

The EC&O session on 24th November 2017 was attended by participants interested to learn how SAP can help address their challenges in keeping track and managing project cost. The second event was specifically targeted to Fashion retailers. During the session, experts from SAP and Abeo shared about the SAP Fashion Management Solution.

### Malaysia

On 23rd October, Abeo Malaysia, together with Dell EMC hosted a Retail event. Whilst Dell shared how they can best optimize hardware investments, Abeo shared with the audience about Retail Best Practices and our deployment template, Elocity.

The Retail Event held in the Grand Hyatt Jakarta in July 2017, was sponsored by Dell EMC and their Partner, PT.Virtus Technology Indonesia. Mr. Alejandro de la Pena, Country Manager for Abeo Indonesia, share with the audience on the development and trends of the retail market in Indonesia whilst Mr. Colin Lian, Vice President - Services from Abeo International shared with the audience on his thoughts on what retailers should consider when selecting business solutions and deployments partners to support their strategic initiatives.



(10th May, 2017 in Pullman SaiGon Hotel - Viet Nam)

> AWARD

## 9 AWARD OF THE YEAR SAP PARTNER OF THE YEAR SAP BUSINESS ONE CHAMPION OF THE YEAR

Abeo International was proud to be nominated prestigious awards from SAP: Partner of the Year 2015 Asia Pacific and Japan, SAP Business One Champion of the Year, SAP Partner of the Year 2015 and 2016.

This awards are particularly important as it recognizes that as a regional company operating in this industry, our commitment to promoting and implementing industry leading enterprise solutions has been acknowledged not only within the industry, but among the many clients that we work with. Our award-winning team takes tremendous pride in this achievement and are committed

to build on this success through our core values of dedication and accountability. With a 100% project delivery success rate, the Abeo team will continue to deliver SAP Projects on time and on budget. The Selection process involved a thorough evaluation of all SAP Vietnam partners, by a team consisting of SAP management both locally and regionally with customer feedback being the determination of success.

This achievement recognizes and further establishes Abeo as the leading SAP Service Provider in the region.



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