



The Intelligent Consumer Products Enterprise

Creating Long-term Sustainable Value for Skullcandy, Inc.

Linking Skullcandy, Inc.'s Vision to the Value of SAP



Skullcandy, Inc. Vision & Strategic Priorities

Skullcandy, Inc.'s vision is to position the company as a *leading consumer product company by providing best-in-class products and services with innovative consumption options.*

To achieve its vision **Skullcandy, Inc.** is focusing on:

- *360-degree view of customer and streamlined, fast business processes*
- *Collaborative product development with personalization*
- *Enabling new business models*

How can SAP Help

By partnering with SAP, **Skullcandy, Inc.** can streamline the following processes and accelerate its journey towards achieving its vision:

- **Finance**
- **Sales**
- **Supply Chain**

SAP can help **Skullcandy, Inc.** in accelerating the journey to the intelligent enterprise.

Business Benefits

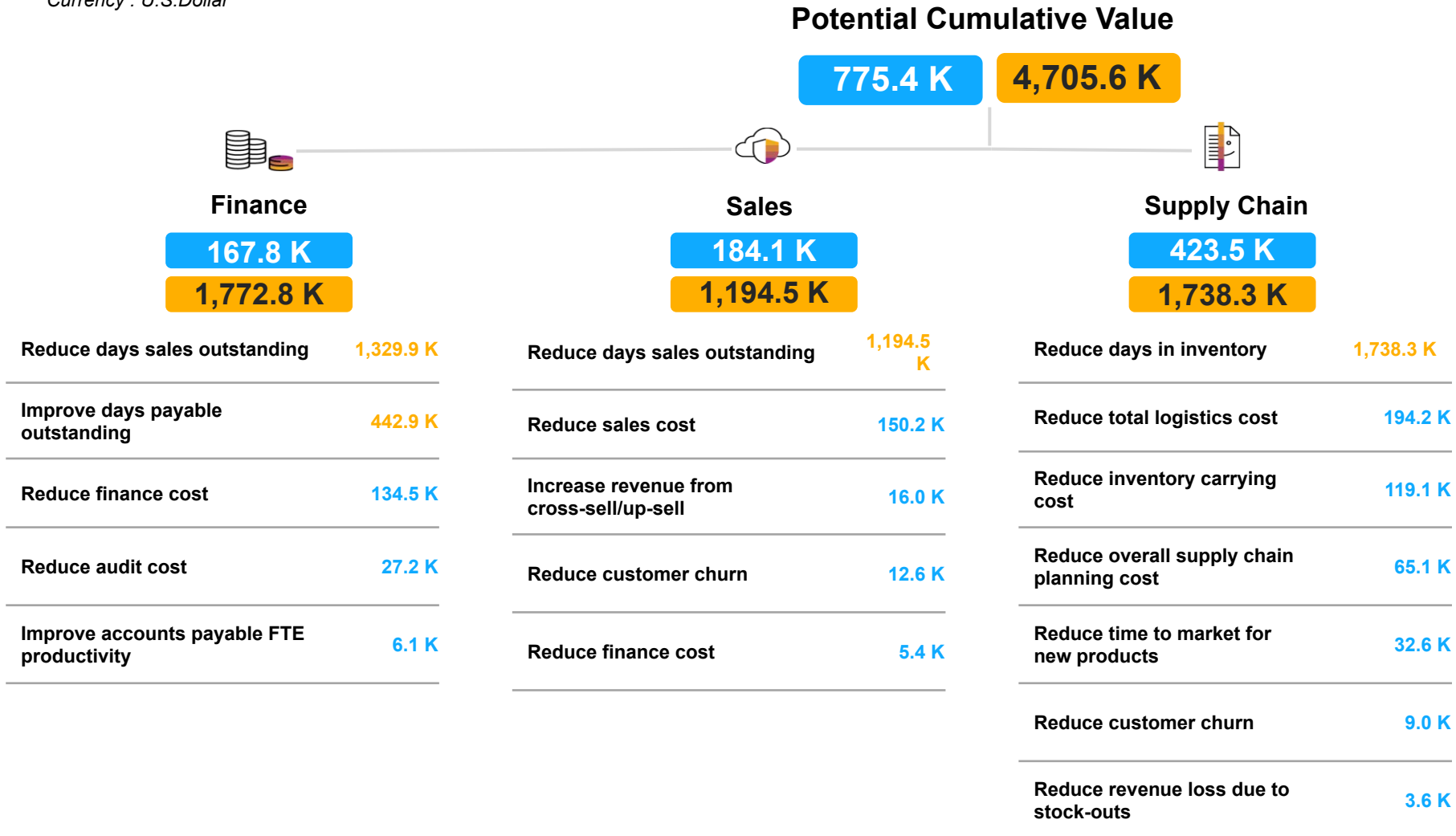
Skullcandy, Inc. can realize significant benefits through process improvements:

- **\$775,400** in annual recurring benefits
- **\$4,705,600** in one-time benefits

This analysis elaborates on the potential benefits that SAP solutions can enable for Skullcandy, Inc..

Skullcandy, Inc. Can Realize Significant Benefits

Currency : U.S.Dollar



Note: The steady state benefit represents the potential benefit that can be gained in an year by considering 100% realization for the value driver

SAP is committed to Innovation in Consumer Products Industry



Consumer Products Cloud Consortium

- ✓ Incorporates innovative technologies delivering real-time insights, greater visibility, and better decision-making
- ✓ Delivers preconfigured integrated processes that are user ready
- ✓ Reduces complexity and the cost of adopting and running new capabilities and technologies



Comprehensive Industry Coverage

- ✓ More than 14,100 consumer products companies in 134 countries are innovating with SAP solutions.
- ✓ SAP customers produce more than 79% of the world's chocolate.
- ✓ All lines of business are supported on a single platform.



Proven Services Offering

- ✓ Use proven methodologies to drive innovation, from reimagining customer experiences to enhancing operations
- ✓ Fuel your innovation through a managed innovation ecosystem from SAP
- ✓ Build your own innovation capability and culture

SAP supports Consumer Products companies in becoming intelligent enterprises providing integrated business applications that use intelligent technologies and can be extended to deliver breakthrough business value.

SAP Vision to Value Approach



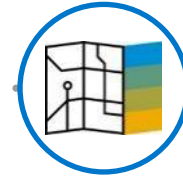
Align & Mobilize

- Articulate business strategy and outcomes
- Set engagement direction and expected results
- Align on scope, resource, and timeline



Discover & Build Case for Change

- Conduct stakeholder experience discovery
- Uncover pain points and opportunity areas through experience and process discovery
- Learn the technology landscape
- Identify key initiatives and develop case for change



Show the Path Forward

- Build roadmap based on identified initiatives
- Demonstrate the solution with a focus on top value areas
- Validate business case with stakeholder and sponsors
- Arrive at Go / No Go decision



Deliver on the Promise

- Customer success scorecard creation
- Value realization and optimization
- Measure actual value from investments in SAP

Disclaimer: Benefits are based on conservative outside-in estimates. As each enterprise is at a different level of maturity, our recommendation is that you work with SAP to determine the value proposition for your enterprise.