



System Integrator:
SAP Experience Team

SAP

WALLDORF, GERMANY

SAP, the Fortune 500 technology leader, has reimagined the future of retail with the launch of The S.Mart Store by SAP & Aramark. It is a fully automated, 24/7 self-service retail outlet located at SAP's Global Headquarters in Walldorf, Germany. The store was officially unveiled on April 1, 2025, with an interactive grand opening that included keynote addresses by C-suite executives from SAP. Designed to offer a frictionless, secure, and fully unattended shopping experience, the store reflects SAP's push toward intelligent, sustainable innovation. For this flagship initiative, SAP required a trusted global partner capable of delivering a customized access control solution while meeting aggressive execution deadlines.

Frictionless Access for an Unattended Retail Experience

To bring its vision of a fully automated store to life, SAP needed a secure, touchless, and modern access control solution. A core requirement was the deployment of Dynamic QR code authentication in real-time, seamlessly integrated with SAP's digital ecosystem. Their biggest priority was finding a partner who could strike the perfect balance of security, speed, and convenience with the added ability to customize the solution to their exact needs and deliver it within a tight development timeline.



Customized, Touchless Access with IXM TITAN – Delivered in Record Time

For a modern, seamless retail experience, SAP turned to Invixium for IXM TITAN, a cutting-edge access control solution. TITAN was selected for its ability to deliver a fast, seamless, and touchless entry experience through dynamic QR code authentication. After placing an order on the S.Mart app, shoppers receive a unique QR code that can be scanned at the TITAN device at the entrance for instant access. A key component of the deployment was the selection of a Dynamic QR code capability, which enhances security while ensuring a touchless entry experience. The specific requirement of SAP was a customization that allowed TITAN to decode and authenticate SAP-specific QR codes generated when a visitor requests access to the store. Despite the complexity, this fully customized solution was delivered in less than a month, meeting SAP's aggressive project deadlines without compromise. TITAN's secure, contactless interface and effortless integration with SAP's ecosystem made it the ideal fit for this first-of-its-kind store.



BENEFITS

- **Fast and Secure Access Control:** TITAN delivered a touchless access experience that perfectly matched SAP's "Grab, tap, and go" vision for the store. Using dynamic QR codes generated via the S.Mart app, IXM TITAN enabled secure and fast entry.
- **Customizations:** One of the key customizations involved decoding and authenticating SAP-specific dynamic QR codes, generated when a visitor requests access. This level of flexibility and responsiveness made TITAN a tailored fit for SAP's vision.
- **Integration with the SAP Ecosystem:** Invixium allowed for seamless integration with SAP's existing digital infrastructure. This ensured a real-time authentication process and smooth data flow between systems, which was essential for the overall user journey.
- **Timely Execution and End-to-End Support:** This fully customized solution was delivered in less than a month as per SAP's strict timelines. Throughout the process, full technical and deployment support was provided, ensuring flawless execution at every step.
- **Scalable for Future Retail Vision:** The success of The S.Mart Store sets the foundation for future rollouts. The solution is built to scale across additional SAP locations, offering the flexibility needed to expand this retail model globally.

"Our vision for the S.Mart Store demanded a technology partner who could keep pace with our timeline and match our emphasis on convenience, security, and exceptional user experience. Invixium's quick turnaround, readiness to customize, and consistent support throughout the deployment played a valuable role in helping bring this innovative concept to life."

Andre Bechtold, President of SAP Industries & Experiences

"We are proud to be a part of SAP's journey into the future of retail. This collaboration reflects Invixium's ethos: to deeply understand real-world needs, build transformative technology, and deliver with precision, speed, and reliability."

Shiraz Kapadia, CEO & President at Invixium

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