

A TRADE COUNTER THAT NEVER CLOSES

Lays OS is built, deployed and ready for the reps to pick up. The next step is letting our trade customers order directly, on account, from their phones, with a live link into SAP. This page sets out the roadmap, what that capability costs on the open market, and a role structure where Lays only pays the full number once the ordering platform is live.

ALREADY BUILT AND RUNNING

Over the past weeks I designed and built **Lays OS** on my own time: a complete sales portal, deployed and working, ready to roll out to the rep team. What is in it today:

8,921

stocked codes with tier pricing

835

client accounts imported

35,438

invoices of sales history

5

price tiers from SAP

3

branches with stock views

~\$0

monthly hosting and licensing

QUOTE & ORDER BUILDER

Look up a customer, add lines at their tier, and build a quote or order on the spot. One tap prints a branded A4 quote with our GST number and 30-day validity, or saves it as a PDF to text the builder before we leave the site. Ready to push into SAP the day Service Layer access lands.

PRODUCT LOOKUP

The full stocked range with tier pricing and per-branch stock. Search understands how the trade talks: "m12 galv bolt" or "3 × 6 ss button" finds the right code.

TEAM CHAT

Five channels: Team, Orders, Stock Transfer, Wanaka, Queenstown. Mentions buzz the rep's phone even with the app closed, and client-tagged messages show on that client's page.

CLIENT BOOK PER REP

Each rep sees only their own customers: spend this month, all time, last order, who has gone quiet, and every invoice with tap-to-open line detail.

TRENDS & TARGETS

Charts from the real invoice lines: each rep sees their own monthly sales, top products and item groups; management gets the branch split and target attainment per rep.

RESIDENTIAL BUILD PLAYBOOK

The sales playbook as a working tool: 15 build stages, 6 wrap systems and 6 job types, every one linked to the products we sell for it.

ADMIN & SECURITY

Login management, rep-to-client assignments, pricing, targets, and a one-command SAP data refresh. Reps never see another rep's book. Installs on any phone like an app.

It already runs on our real SAP data, refreshed with a one-command import; rolling it out to the reps is a switch we flick, not a project.

The platform was built outside my job and today sits outside the business. On appointment to this role, Lays receives a **perpetual, royalty-free licence** to the platform: full use, full source access, no annual fees, and the licence survives any change in my role, so the business is never dependent on me to keep running it. I retain ownership of the underlying platform I built. On appointment, the **deployment and all business data move onto Lays-owned accounts**, so the company holds its own systems and customer information from day one.

THE ROADMAP

The end goal is the whole business on one platform: reps, customers, drivers and management. Each phase is independently valuable and de-risks the next, and Phase 1 needs nothing from SAP's side, so it proves customer demand before we spend anything on integration. The SAP side has no cold start either: I know our SAP partner's team and have already lodged the Service Layer access request with them, read-only first, with write access and the licensing question flagged for when we get there. And the phases are a starting line, not a ceiling: the platform already knows our products, prices, stock and clients, so almost anything can be built on top of it (driver run sheets, barcode scanning, stocktakes, automated quote follow-ups, margin reporting), in days rather than a vendor's financial year.

PHASE 1

Customer ordering, on account

NO SAP DEPENDENCY

Customers log in, see their own pricing only, place orders 24/7.

Orders queue for the branch to key into SAP like a phoned-in order.

No payments handling needed.

PHASE 2

Live SAP reads

ACCESS REQUEST LODGED

Stock and pricing sync automatically from the SAP Service

Layer, replacing manual exports.

PHASE 3

Orders write into SAP

FLAGGED WITH PARTNER

Customer orders land in SAP as draft sales orders for staff confirmation, then straight through.

PHASE 4

Delivery driver app

NO SAP DEPENDENCY

Run sheets built from the day's orders, drop-offs ticked off with photo proof of delivery, and the branch and customer see delivery status live.

WHY NOW

PlaceMakers, Mitre 10 Trade and Bunnings all give their account customers an app and online ordering. Every year we make customers ring or drive in, the convenience gap pulls them toward the big boxes one order at a time. An ordering platform at their tier pricing, on account, is how an independent keeps its best customers locked in.

Two extra orders a day at our average invoice of \$340 is \$248,000 a year in sales.

That \$340 is our real average invoice across the \$12.15M of sales history loaded in the platform, so the only assumption here is two orders a day. The yearly cost of this proposal over my current package is less than a fifth of that figure.

WHAT THIS COSTS EVERYONE ELSE

Market rates for the same capability, for context; these are typical NZ ranges. Every route needs the SAP partner to switch on system access for phases 2 and 3, but the difference is how much of them you buy: an agency or platform buys the whole integration in partner hours, while under this proposal I build the integration in house and the partner is only needed for the one-off access setup, a request I have already lodged with their team.

ROUTE	TYPICAL COST	ONGOING
Agency custom build Portal, ordering and integration from scratch	\$50k-\$150k	\$2k+/mo retainer
SAP-certified B2B commerce platform e.g. Sana Commerce, plus implementation. I spent six months inside this exact platform's SAP integration at our last company	\$15k-\$40k setup	\$25k-\$60k/yr licence
SAP partner integration work The full integration billed hourly, on top of either option above	\$150-\$250/hr	per change
In house (this proposal) Platform already half built, licensed to Lays for good; SAP partner needed only for one-off access setup	one salary	~\$0 hosting

THE PROPOSAL

Formalise a hybrid **Digital & Commercial** role: I keep operational involvement in the business and own the digital platform end to end, from the rep portal to customer ordering to the SAP link.

ROLE STRUCTURE

On appointment

\$105,000 + ute

Hybrid Digital & Commercial role, company ute. Lays receives a perpetual, royalty-free Lays OS licence.

On launch of customer ordering

\$120,000

Phase 1 built, live and first pilot customers invited. Targeted within six months of appointment; SAP phases are not a condition of this step.

At 12 months

review

Review against platform adoption and order volume

The risk sits with me, not with Lays. The step to the full number only happens once the ordering platform is live. If it does not ship, it is never paid.

All of the above is formalised in a new written employment agreement covering the role, remuneration steps, vehicle use, the Lays OS licence terms, and my existing outside studio commitments.

WHAT LAYS GETS

- ◆ **A 24/7 order channel** that locks trade customers in against the big-box competitors, at their tier pricing, on account.
- ◆ **The platform secured for good:** a perpetual, royalty-free licence with full source access that survives any change in my role. No annual fees, no agency dependency.
- ◆ **One person who knows both sides:** the trade counter, the reps and the customers, and the code and SAP data underneath.
- ◆ **Continuous improvement** instead of quoted change requests: fixes and features ship in days, not procurement cycles.
- ◆ **Continuity, guaranteed:** the platform runs on Lays' own accounts, is fully documented, and if I ever move on I provide a paid handover at agreed rates so the business is never left stranded.

THE FIRST 90 DAYS

WEEK 1	Reps live on Lays OS Logins issued, client books loaded, reps quoting from their phones. Platform and data move onto Lays' own accounts.	IMMEDIATE VALUE
WEEKS 2-8	Customer ordering built Customer logins, their tier pricing only, cart and order queue to the branch. Real pricing loaded from SAP exports as we go.	PHASE 1 BUILD
WEEK 8+	Pilot customers ordering Five friendly account customers invited first. We watch, fix, then open it to the rest of the book.	\$120K STEP TRIGGERS
DAY 90	Review with real numbers Orders through the platform, after-hours orders captured, rep hours saved. Then we decide the SAP phases together.	DECISION POINT

WHAT I NEED FROM YOU

- 1 A yes on the role, so the reps can be live on it next week.
- 2 Five pilot customers we pick together for the first ordering invites.
- 3 Your go-ahead on the Service Layer access request already sitting with our SAP partner, when we choose to do phases 2 and 3.



SEE IT YOURSELF

Scan with your phone camera to open Lays OS. Sign in with the login I sent you.

I built this on my own evenings because I can see what this business is capable of, and I want to be the one who builds it here. This proposal is me asking to do that properly.