Gain a Competitive Edge with Custom and Prebuilt Solutions for Retail

SAP

The Best-Run Businesses Run SAP™

Stay ahead of customer expectations

Expectations have never been higher for retailers to deliver consistent, engaging, and relevant shopping experiences. How do you respond to these increased expectations while maintaining a competitive position? Call on the SAP® Custom Development organization to enhance your retail strategy with custom solutions, prebuilt applications, and world-class support.

Retailers today must think about and enhance the total customer experience across all touch points. Your software impacts your ability to accomplish this goal. It needs to support your unique business requirements while enabling ongoing innovation – two requirements legacy systems and standard software may not be able to meet.

That's where SAP Custom Development can help. For more than 20 years, we have served as a trusted business partner to retailers worldwide, providing consumer-grade,

tailored solutions to help you connect with customers and redefine the shopping experience. We offer proven methodology, a high level of project quality, and extensive development expertise that minimize disruption and risk.

Our custom and prebuilt solutions can help you engage customers across traditional and digital channels. Plus, we can help you extend your existing solutions to accommodate new business processes. Work with us to create experiences that not only drive sales but foster customer loyalty.

Transform your business with custom retail solutions

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Jump-start the process with prebuilt custom solutions

Reinvent the customer experience

Modernize the supply chain

Rethink operations to enable growth

Realize the benefits of working with us

Reinventing the consumer experience is not the only imperative driving retailers. You must also modernize the supply chain for maximum efficiency, assortment, and responsiveness. And you need to rethink your operations to enable innovation and growth.

By working with SAP Custom Development, you can make use of decades of experience in the creation of mission-critical solutions that integrate tightly with existing technology landscapes. Our experts have experience in all key areas of retail operations and apply the latest innovation for on premise, cloud, and mobile deployments and the SAP HANA platform to help you reinvent your business.

We use the same global delivery model that's used for all SAP solutions to develop custom solutions that are on time and within budget.

We mitigate business and technical risks inherent in building new solutions in several ways. We adhere to strict quality and functionality standards. We synchronize the key features of your custom solution with the overall solution strategy adopted by SAP. We also provide continuous maintenance and support to safeguard your customized retail solutions, protect their upgrade path, and drive down maintenance costs.

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SAP Custom Development offers prebuilt retail solutions, solution concepts, and themes that you can use as is or as a starting point to address your business challenges. Field proven in retail businesses like yours, these previously developed solutions can be extended to meet your specific needs. This way, you get to market faster, with a comprehensive solution that has been tailored to your unique business needs.
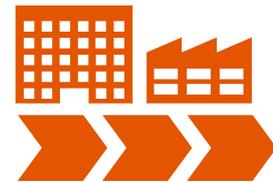
By leveraging prebuilt solutions, you can be up and running quickly with ready-made functionality that we can configure to enable new capabilities.

Speed your time to value with a prebuilt solution that you can use as is or extend to meet specific needs.

You can integrate mobile apps with your base software and synchronize them to future SAP software releases. And you can protect your investment with a full array of support services.

Previously developed solutions provide a way for you to cost-effectively address key business priorities, including reinventing the customer experience, modernizing the supply chain, and rethinking operations to enable growth (see table on the next page).

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SUPPORT RETAIL INNOVATION WITH PREBUILT SOLUTIONS

REINVENT THE CUSTOMER EXPERIENCE	MODERNIZE THE SUPPLY CHAIN	RETHINK OPERATIONS TO ENABLE GROWTH
• SAP Affinity Insight analytic application • Store clustering	• SAP Cross-Channel Order Management for Retail solution • SAP Extended Warehouse Management for Fashion application • Stock balancing management application • Sales order allocation and rescheduling application • Automated store allocation application • Store allocation planning	• Transportation discount application • Pricing application

Reinvent the customer experience

Retailers need to keep up with changing customer preferences. Beyond predicting what shoppers want in their baskets, you also need to understand how they want to shop. And you need to deliver it. SAP Custom Development can tailor the following prebuilt solutions to help you do just that.

SAP Affinity Insight analytic application
Understand the relationship between products at a market-basket level. Use a dashboard-based front end, Web services business logic, and the SAP HANA® platform to analyze your point-of-sale data. Run ad hoc queries to analyze the root cause of important insights. Determine why revenue is lagging in certain categories. Evaluate the effect of promotions. Assess which product flavor has the best potential to succeed. Use existing data to test your hypotheses and reveal insight that would otherwise be hidden.

Store clustering
Streamline your planning and allocation pro-cesses using a key performance indicator–based store measuring and clustering tool. Group your stores both at brand and assort-ment level to gain higher transparency and increased customer satisfaction and profitability.

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Gain competitive advantage with innovative solutions that support decisions based on data-driven insight.

Modernize the supply chain

Many retailers' supply chains are still designed to serve only one channel – the store. But consumers are increasingly taking an omnichannel approach to shopping – combining traditional and digital methods seamlessly. To keep up with customer prefer-ences, retailers must modernize their supply chains to enable full visibility and faster inventory turns. These prebuilt retail solutions can help.

SAP Cross-Channel Order Management for Retail solution
Streamline order management process steps from order entry through outbound delivery. Access a single point of entry for all informa-tion that appears during the order lifecycle, allocate and deallocate sales orders, stock transfer orders and contracts, and visualize allocation results and exceptions.

SAP Extended Warehouse Management for Fashion application
Increase overall warehouse efficiency and inventory accuracy by enhancing customer service. This solution enables you to manage and track logistic-execution processes including flexible, automated support for processing goods and managing warehouse inventory. It also supports labor management, slotting, and advanced optimization and integrates with the SAP Apparel and Footwear Solution for Consumer Products package.

To fulfill customer demands, retailers must reinvent their supply chains into flexible infrastructures with inventory visibility and intelligence.

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Stock balancing management application
Stock balancing management offers you a user-friendly application for planning and executing stock transfers based on current analysis data in order to optimize sales.

Sales order allocation and rescheduling application
Increase inventory turns and profitability by running critical processes daily instead of weekly or monthly. The application helps you allocate stock and future receipts in minutes, not hours, and enables the rescheduling of available-to-promise sales orders on a daily basis.

Automated store allocation application
Automatically generate allocation tables for any of your distribution centers. You can plan store stock transfer scenarios based on a sophisticated control panel tool and a flexible constraint network.

Store allocation planning
Leverage real-time inventory and sales analysis data, sophisticated forecasting tools, and in-memory technology to get the right inventory mix to stores at the right time. Use an intuitive interface, run simulations, and integrate with related software to execute effective allocation strategies.

With the right analytics, retailers better predict consumer demand and inventory turn while gaining visibility into supply chain processes.

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As business and market dynamics change, you have to be able to continuously evaluate your business direction and adjust your business processes to pursue new and unique business opportunities. These prebuilt solutions can help.

Transportation discount application
Transportation comprises a considerable portion of the costs that manufacturers incur, and those costs are typically passed on to retailers. Both could benefit by optimizing truckload volume. This solution enables retailers to set up discount rules depending on the calculated volume.

Pricing application
Pricing is an essential aspect of the retail business model, and no two retailers are alike in their approach. SAP Custom Development is especially attuned to help retailers develop solutions that enable individualized pricing strategies. For example, we helped a retailer implement an intuitive way to maintain the pricing calculation of an article after mass selection. We helped another retailer establish automated pricing conditions for sales that originate from a reference sales channel.

Speed time to market by leveraging our expertise and our prebuilt solutions that can be tailored to your unique business needs.

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SAP Custom Development provides you with the tailored solutions you need to help make your retail business more adaptive to customer expectations and better able to face the competition. Our broad, flexible range of services can help you gain competitive advantage by incorporating your unique processes into an innovative solution that integrates with your current SAP software landscape.

We're able to execute projects of all sizes and deliver immediate value. Our development architects, project managers, and developers represent a well-balanced mix of project team members who work both on-site and as remote resources. This helps ensure service flexibility, reduce delivery costs, and speed time to market.

Our team includes over 1,500 dedicated employees as well as access to over 12,000 developers around the world, giving you the technical and business know-how to meet your challenges. We leverage our broad range of expertise through numerous customer engagement centers and development centers to deliver cost-effective software development services that are second to none.

Enable your mission-critical business processes, boost competitive differentiation, and increase your success with our help.

Summary

The SAP® Custom Development organization enables innovative retail strategies with custom solutions, prebuilt applications, and world-class support. Proven methodology, a high level of project quality, and extensive development expertise minimize risk and allow us to deliver top-quality solutions quickly, flexibly, and cost-effectively.

Objectives

- Engage customers across traditional and digital touch points
- Adapt to changing customer demands and fierce competition
- Consolidate your technology landscape to support better integration, lower operating costs, and improve business agility

Solution

- Custom solutions to extend, enhance, or create agile business processes
- Previously developed solutions to speed time to value
- Supportive options that protect your investment

Benefits

- Better customer engagement by enhancing the shopping experience
- Increased return on investment by getting more value out of your current IT investment
- Faster time to market with prebuilt solutions
- Lower business risks by drawing on our expertise and synchronizing your custom solution with our product release strategy

Learn more

To find out more, call your SAP representative today or visit us online.

11 / 11

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