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HR GROUP: Staying a Step Ahead of Demand and Suspicious Activity with Point-of-Sale Applications and SAP HANA®

From high heels to hiking boots, HR GROUP knows the latest footwear trends. It also knows that, as one of the largest shoe distributors in Europe, cutting-edge technology is a must. To better utilize Big Data from sales transactions in real time, the group deployed the SAP® POS Data Management and SAP Loss Prevention Analytics for Retail applications together with the SAP HANA® platform. Now HR GROUP can better predict demand and detect fraud, protecting the top and the bottom line in style.

Demand-based retail planning with SAP HANA®
HR GROUP wins with automatic, real-time analytics at the POS

Objectives
- Improve planning, including budgets, assortment, and outlet and mark-down handling
- Optimize logistics and replenishment processes, such as stock-level monitoring, stock transfers, and replenishment automation
- Immediately detect data from suspicious point-of-sale (POS) transactions
- Conduct better-targeted marketing campaigns based on a better understanding of demand

Implementation
- Worked with the SAP® Services organization to deploy the SAP POS Data Management and SAP Loss Prevention Analytics for Retail applications with the SAP Business Warehouse (SAP BW) application powered by SAP HANA®
- Replaced a POS inbound infrastructure with POS data management that is noninvasive for the target system

Why SAP Services
- Very best in SAP solution and industry expertise
- Proven track record for successfully deploying SAP solutions that are new to the market
- SAP engineered services available for both SAP POS Data Management and SAP Loss Prevention Analytics for Retail

Benefits
- Foundation for comprehensive, real-time analytic and predictive capabilities to better understand and react to demand, optimize associated replenishment processes, and detect anomalous POS activities
- Analysis capabilities beyond transactional sales data, including zip codes and reasons for returns
- Increase in reporting performance despite higher data volumes
- Simpler IT landscape and operations, due to less data redundancy and better SAP BW data models

Company
HR GROUP GmbH & Co. KG

Headquarters
Osnabrück, Germany

Industry
Retail

Products and Services
Footwear

Employees
Approximately 6,000

Revenue
>€650 million

Web Site
www.hr-group.de/en

Partner
SAP Services organization

"SAP POS Data Management and SAP Loss Prevention Analytics for Retail running on SAP HANA provide us deeper insight into transaction data in real time. For example, we now benefit from a more agile retail planning process and can immediately detect suspicious patterns."

Matthias Schäfer, Head of Application Development, HR GROUP GmbH & Co. KG

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The Best-Run Business Run SAP™