



SAP for Retail

INTELLIGENT WORKFORCE MANAGEMENT

SAP'S AUTOMATED WORKFORCE MANAGEMENT SOLUTIONS OFFER RETAILERS MORE CHOICES.

As a retailer, you know it's paramount to continuously identify and implement effective methods for streamlining operations. Clearly, workforce management represents an area where there is much room for improvement – especially if your business is still dependent on manual scheduling processes. SAP offers the industry's most comprehensive workforce management solutions with two premier product lines developed to accommodate your specific operational and IT demands: SAP® StaffWorks and its Web-based sibling, SAP Multisite Workforce Deployment, enable your organization to reduce overhead, payroll, and turnover by automating workforce management and associated tasks.

LABOR CONTROLS FOR CONTROLLING COSTS

When relying strictly on manual workforce management processes, retailers put productivity at risk. Scheduling inevitably calls for some degree of guesswork, which is bound to result in having too many or too few employees on duty. You wind up compromising either profits or sales.

SAP has made it easier than ever to take control of your labor management and curb many of the associated costs. While our intelligent workforce management solutions directly address pressing economic challenges, they make adhering to corporate policy a much simpler proposition, and help you clear the hurdles of labor law compliance.

The good news gets even better because SAP now has an expanded set of workforce deployment solutions to accommodate the way you want to run your shop. If you want a distributed solution designed to simplify every area of workforce management, you want SAP® StaffWorks. If you prefer a solution where the Web becomes your real-time central control, SAP Multisite Workforce Deployment is your answer. Either way, you get a robust solution that turns workforce management into a competitive advantage, and you gain a software partner that is forever dedicated to improving the effectiveness of retail enterprises.

GETTING IT RIGHT IN RETAIL

Without advanced automation techniques, aligning workers' schedules to perfectly satisfy the demands of the business is no easy task. Typically, the best management can do with manual scheduling is to consider employee requirements (such as minimum hours) while making general assessments of store activity patterns.

By analyzing actual metrics, SAP's workforce management solutions remove the mysteries to help eliminate the miscalculations that mar the operation's bottom line. Our automated solutions provide an intelligent, comprehensive, and integrated approach to sales, scheduling, timekeeping, and business intelligence that delivers tremendous value at the store level and across the entire chain. The extensive value proposition includes:

- Improved productivity through enhanced allocation of labor resources
- Lower costs attributed to substantial reductions in overstaffing
- Improved customer service due to reductions in understaffing
- Payroll reductions that factor into a fast, measurable return on investment (ROI)

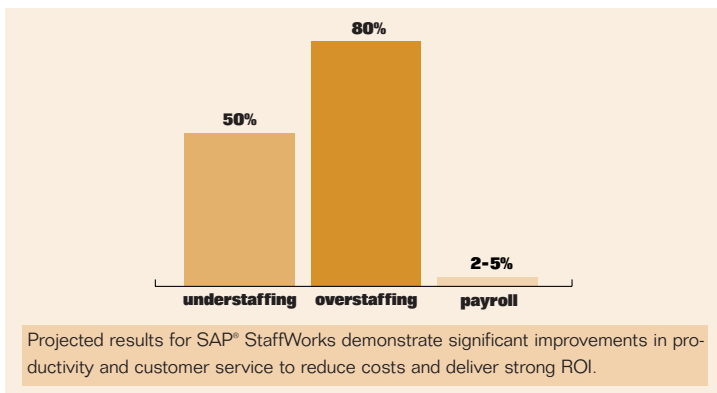


Figure 1: Proven ROI, Measurable Savings

MEETING SCHEDULING OBJECTIVES

Most decisions regarding labor lack objectivity and structure. Limited information restricts the manager's ability to achieve the ultimate objective: putting the right people in the right place at the right time. With SAP's intelligent workforce management solutions, information becomes central to the solution.

The software systems leverage information from point-of-sale (POS) systems to generate sales forecasts and determine workload pattern and needs. Optimized schedules are the product of the data. They're objective. They can be generated in quarter-hour units, making them more precise and efficient. And they provide a critical advantage that retailers use to determine the most effective coverage and thereby deliver the responsive customer service it takes to maximize sales.

COMPLIANCE MADE EASY

In the past, those that managed to comply with labor laws still had a difficult time validating compliance. With manual scheduling processes, even adhering to corporate policies may pose some challenges. By executing on the specific parameters fed into the applications, SAP's workforce management solutions make it easy to ensure state and local labor laws are met and corporate policies are consistently carried out.

FOCUS ON PERFORMANCE

To deliver effective decision support, a workforce management solution must give corporate- and field-level executives visibility into operations across the enterprise. SAP workforce management solutions serve as an invaluable source of reliable labor metrics. Managers can compile and analyze forecasts, schedules, time and attendance, and key performance indicators to gain a powerful level of business intelligence.

SOURCES OF SATISFACTION

Keeping employees satisfied is a win-win proposition. SAP workforce management solutions make it easy for managers to schedule promptly, accurately, and appropriately. Employees are apt to understand their schedules, appreciate the efficiencies, and respond by delivering improved productivity and sales. Retailers are better able to retain employees and reduce costs that come from ongoing hiring and training activities. In fact, you can take advantage of SAP's learning solution with customized programs designed to improve the efficiency, consistency, and speed of user training.

TOOLED TO SAVE TIME

Effective managers will embrace valuable time-saving tools. SAP workforce management solutions optimize managers' time by equipping them with scheduling tools that are easy to understand and use.

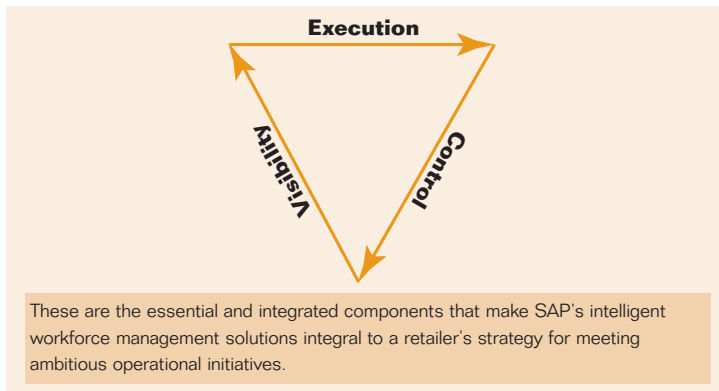


Figure 2: Execution, Control, and Visibility

TWO INTELLIGENT CHOICES

Your challenge is to control labor across the enterprise while standardizing operations, improving customer service, and increasing profits. SAP is ideally equipped to help you accomplish these objectives with two robust, intelligent workforce management solutions designed to meet a slightly different set of operational and IT needs.

SAP StaffWorks

This SAP distributed solution has a proven set of workforce management tools suited for decentralized architectures. The solution demands minimal hardware requirements and features a small footprint to help lower total cost of ownership and deliver ROI within the first year. Key components are tightly integrated to deliver benefits on four primary fronts, which are:

- Scheduling – Numerous variables are factored into creating the optimum schedule for each location to reduce costs and improve coverage.
- Timekeeping – A time-and-attendance mechanism simplifies the management of employee time data and provides in-store control of time accounting and payroll procedures.

- Parameter management – Corporate-level managers can easily control an extensive range of labor parameters and variables at all store locations.
- Business intelligence – Integrated feature sets allow enterprise-wide visibility into all key store-level labor metrics and sales data for more informed decision making.

SAP Multisite Workforce Deployment

Many retail enterprises now seek to lower IT costs by deploying a centralized approach to location-level operations. SAP has responded to this initiative with the powerful SAP Multisite Workforce Deployment solution. This solution delivers forecasting, scheduling, and reporting functionality much like SAP StaffWorks, but satisfies the demands of standardized Web-based architectures with some highly centralized and integrated features, including:

- Centralized scheduling – Intelligent scheduling is performed across multiple locations to utilize personnel more effectively and reduce the manager's scheduling burden.
- Centralized configuration – Management of many locations is facilitated because the system centrally accesses configuration settings, thereby delivering real-time parameter management.
- Streamlined business processes – Through a friendly portal-based interface, corporate can control forecasting and scheduling processes and enjoy a great degree of flexibility.
- Scalability – The solution is built on SAP's robust technology and features a J2EE-based open architecture that scales without sacrificing performance.
- Interoperability – An open interface works with third-party timekeeping systems to reduce spend.
- Business intelligence – Built-in features deliver enterprise-wide visibility through multiple levels of location categorization for robust decision support.

SAP WORKFORCE SOLUTIONS AT WORK

More than 40 leading retailers across North America have already put SAP intelligent workforce solutions to work, and the list is growing fast. Here are just a few:

- American Eagle Outfitters, Inc.
- Best Buy Co., Inc.
- Friendly's Ice Cream Corporation
- Footlocker, Inc.
- Gap, Inc.
- IKEA
- Jamba Juice Company
- J.Crew
- Lowe's Companies, Inc.
- Nike, Inc.
- Office Max, Inc.
- Starbucks Coffee Company
- Rite Aid Corporation
- Ross Stores, Inc.
- Staples, Inc.
- The Children's Place Retail Stores, Inc.

A GLOBAL FORCE IN WORKFORCE MANAGEMENT

To take better control of labor expenses is to seize a critical advantage in today's immensely competitive retail markets. As a leader in retail solutions and an innovator in workforce management, SAP is the retailers' strategic choice for realizing fast ROI and continued long-term success. SAP StaffWorks and SAP Multisite Workforce Deployment solutions deliver pragmatic implementation choices while offering a similar set of features that help you schedule more effectively, enforce labor law compliance, and improve visibility across the enterprise. SAP's workforce management solutions deliver the intelligence retailers now need to improve productivity, improve customer service, and reduce labor costs.