

**SAP Information Sheet**

SAP Custom Development

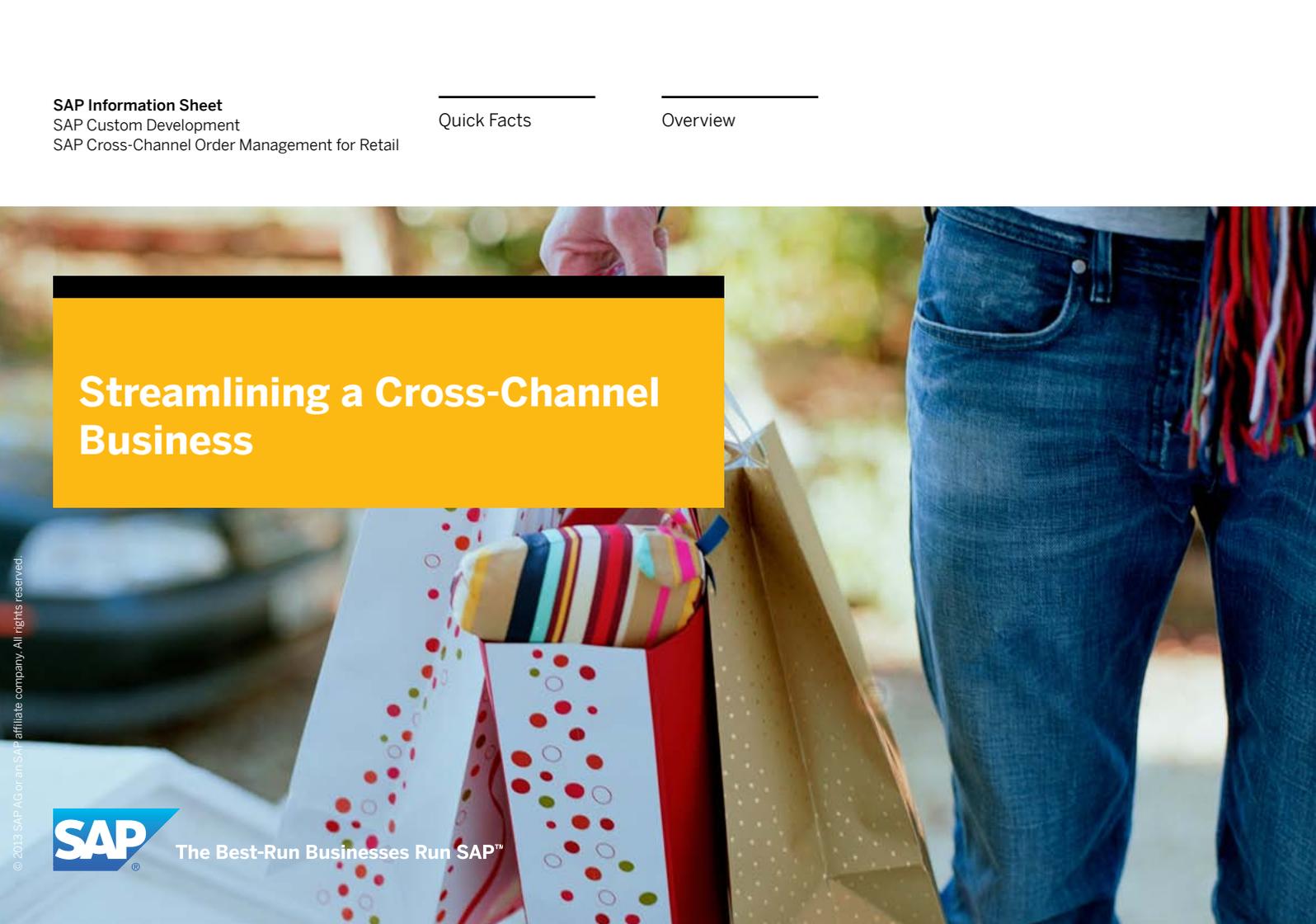
SAP Cross-Channel Order Management for Retail

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Quick Facts

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Overview

A photograph of a person's lower body wearing blue jeans, holding a brown paper shopping bag. Inside the bag, a gift wrapped in white paper with colorful polka dots is visible, tied with a colorful striped ribbon. The background is blurred, suggesting an outdoor setting.

## Streamlining a Cross-Channel Business



The Best-Run Businesses Run SAP™

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## Quick Facts

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## Overview

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### Summary

To protect margins today, retailers are extending their businesses vertically to wholesale and Web channels, and wholesalers are opening their own retail stores. The ability to execute across channels is markedly critical for products with short lifecycles. The SAP® Cross-Channel Order Management for Retail solution helps by raising inventory visibility and tightening stock allocation. Vendors save money and increase sustainability.

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### Objectives

- Integrate wholesale and retail businesses in a single solution
- Find optimal ways to fulfill all orders on time with proper quantities
- Balance the constraints of diverse customer agreements

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### Solution

- Unified overview of all events in the order process
- Flexible business rules to schedule shipments and process stock allocations
- Automated available-to-promise functionality with virtual stock pools
- Delivery program management that accounts for seasonality and style variants

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### Benefits

- Greater profitability through on-time delivery of the right goods
- Higher customer satisfaction through complete order fulfillment
- Lower waste through reduced stock-out and write-off rates
- Cost savings through optimal distribution throughput

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### Learn more

Please call us or visit [www54.sap.com/services-support/svc/custom-app-development/cnsltg/prebuilt/industry/info.html](http://www54.sap.com/services-support/svc/custom-app-development/cnsltg/prebuilt/industry/info.html).



If your business is becoming cross-channel, you're under pressure to respond quickly to a diverse – and huge – volume of customer and consumer demand. Imagine how you could improve profitability through streamlined management of all concurrent purchase and sales orders. What if you could sensibly revamp allocation strategies to support reliable delivery commitments across the board? When you boost visibility and integrate inventory assessment across the enterprise, you can simultaneously lower costs and raise performance.

SAP Cross-Channel Management for Retail helps by integrating all steps, from order entry to outbound delivery, into a single process, as illustrated in the [figure](#) on the next page. The solution helps you fulfill every order in any channel completely and on time. That's how you prevent loss from stock-outs or write-offs while satisfying savvy customers in a highly competitive economy.

Using a high-level view of available-to-promise status for all variants of articles and a workbench for automated allocation, you can manage available inventory for optimal profitability. You can also design virtual stock pools to logically reserve articles for different distribution channels, customers, or countries to set priorities among orders. And you can schedule shipment during order entry according to flexible business rules along dimensions such as order size, fill rate, and number of shipments. For support in this wealth of activities and decisions, you have a single point of access to all information and events recorded in the order lifecycle.



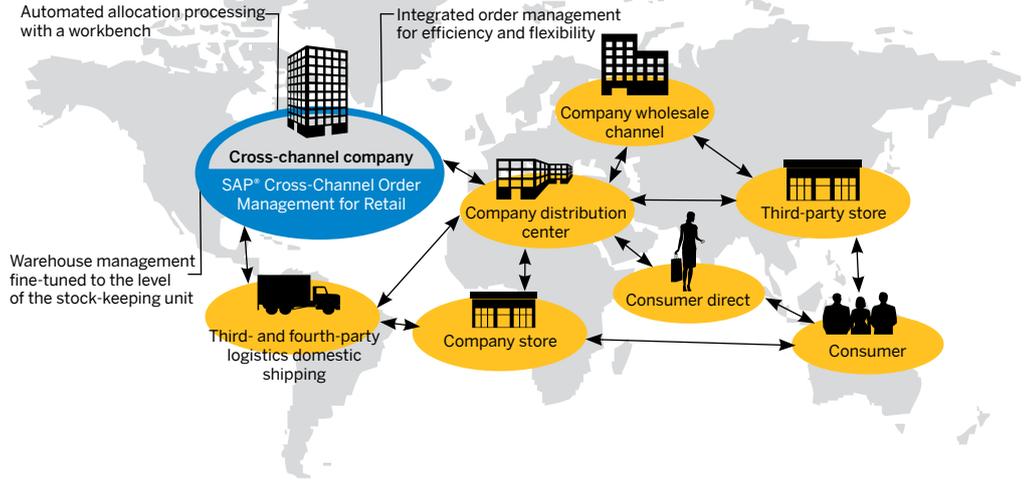


Figure: The optimized order lifecycle



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