

Retail

How can SAP® solutions enable you to change the game?

The empowered consumer has fundamentally changed retail. SAP solutions help retailers establish a digital foundation to simplify their business with a detailed understanding of their customers' needs and the ability to serve them individually and seamlessly across all channels.

What do SAP solutions help customers do?

Marketing and merchandising



Analyze, plan, and optimize assortments, prices, and promotions based on your customer needs.

Procurement and private label



Buy and manufacture your private label with a global network of business partners.

Supply chain



Fulfill demand flexibly across channels, and optimize inventory, warehouses, and transportation.

Omnicommerce customer experience



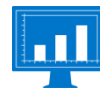
Deliver a relevant customer experience anywhere, anytime.

Human resources



Simplify HR processes, support talent development, and maximize employee engagement.

Finance



Take advantage of financial best practices, and gain real-time insight into profitability.

Key facts

-15% Customer attrition
With customer insights to measure and improve customer engagement*

-30% Stock-outs
With real-time inventory visibility*

Customers

- ▶ [adidas Group](#)
- ▶ [Discount Tire](#)
- ▶ [dm-drogerie markt](#)
- ▶ [Grupo Ramos](#)
- ▶ [SPAR Austria](#)

What are the benefits?

SAP solutions help retail companies increase revenue, profitability, and market share through:

- More-targeted assortments, relevant promotions, and seamless shopping experiences
- More-efficient supply chains and supplier networks that help ensure flexible supply at optimum cost

Why SAP?

Retail solutions from SAP, based on the SAP HANA® platform and available in the cloud, deliver unified and simplified software on a real-time platform that helps you understand your customers and then plan, execute, and monitor your business in real time.

Learn more

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*SAP Performance Benchmarking

