

# 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.

## 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.

## 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](#)

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\*SAP Performance Benchmarking