

## **SAP® SOFTWARE TAILORED FOR RETAILERS**

### ACHIEVE SUSTAINABLE, PROFITABLE GROWTH

Like most midsize retailers today, your organization faces many challenges that characterize a volatile and maturing market. These include new competitors, increasing service demands by customers, and changing demand patterns with shorter windows of opportunity to retain customers who have increasing options. While you search for practical and affordable ways to meet these challenges, you are constantly looking for new ways to improve your operations and profitability.

To succeed, you must build the best industry practices into your core business with the flexibility to change them as required. You must connect current processes to improve speed, profitability, and quality. And you must satisfy customer demands for timely delivery, reduced stock-outs, competitive pricing, and innovative products.

The SAP® Business All-in-One for Retail solution is based on SAP's decades of experience working with retailers. This comprehensive and flexible enterprise resource planning (ERP) solution includes support for industry best practices. With this SAP Business All-in-One solution, you get:

- Comprehensive, integrated, business functionality to help you gain visibility across your business and streamline your core business processes – from marketing, sales, and service to procurement, planning, production, financial management, and business analytics
- A flexible and scalable foundation for your business processes, built on the

proven SAP NetWeaver® technology platform

- An ERP solution that can be extended with preintegrated customer relationship management and business intelligence functionality
- An intuitive interface and role-based navigation to improve user productivity and adoption

#### **Leverage SAP Best Practices Packages**

Each SAP Business All-in-One solution is built on SAP Best Practices packages that deliver a proven implementation methodology, documentation, and pre-configuration. SAP Best Practices packages reflect SAP's years of business expertise and the best business practices of more than 6,000 customers worldwide in more than 20 industries. Each best practice supports integration of your process flows when you use your SAP Business All-in-One solution.

SAP Best Practices packages provide a solid foundation for your SAP Business All-in-One solution, enabling you to implement a sophisticated solution in a fraction of the time typically required and at a predictable, affordable cost. SAP Best Practices packages give you methods and tools to implement best business practices in key functional areas for your industry, such as those that support accounting, sales, inventory management, and warehousing. Whether you leverage all supported best practices during initial implementation or start with what you need and add more later on,

Midsize retailers seeking to thrive while competition intensifies, products rapidly evolve, and consumer behavior is dynamic can choose an affordable, integrated business solution. The SAP® Business All-in-One for Retail solution is designed for rapid implementation, adaptability, and fast return on investment.



you'll avoid some complex and resource-intensive steps in implementing your SAP Business All-in-One solution. With these best practices, your partner and your project teams can help accelerate implementation by focusing on tailoring the software to your specific company requirements, rather than starting from scratch.

This SAP Business All-in-One solution gives you:

- Complete preconfiguration settings that let you run your software with minimal installation effort
- Extensive reusable documentation that you can use for self-study, evaluation, and project team and end-user training
- A clear implementation methodology based on a logical step-by-step process

### Support Your Process Needs

Functionality in SAP Business All-in-One for Retail supports key processes for your operations, from purchasing through finance, and from warehousing and stocking to sales and shopper experience (see the figure).

#### Monitor Customer Behavior

Demand intelligence enables the retailer to determine the right product mix and quantities for stores and the optimal shelf requirements for each product, as well as prices and promotions. As a result of cooperation and coordination in development, implementation, and monitoring of business plans, each category plan is built to achieve optimal results in a highly competitive retail environment and is based on market, demand, and consumer behavior in-

telligence that crosses channels and categories of business.

#### Streamline Procurement and Decision Making

Supply chain management includes the complete purchasing and delivery process. It provides precise availability information based on real-time inventory from across the supply chain. The solution supports direct-store delivery management, warehouse management, inventory management, and transportation processes. It enables optimized picking strategies with picking waves, cross-docking, palette tracking with handling units with barcode EAN 128, and efficient shipment and delivery through route scheduling. It helps the retailer to keep up a high service level and optimize labor and resources at the same time.

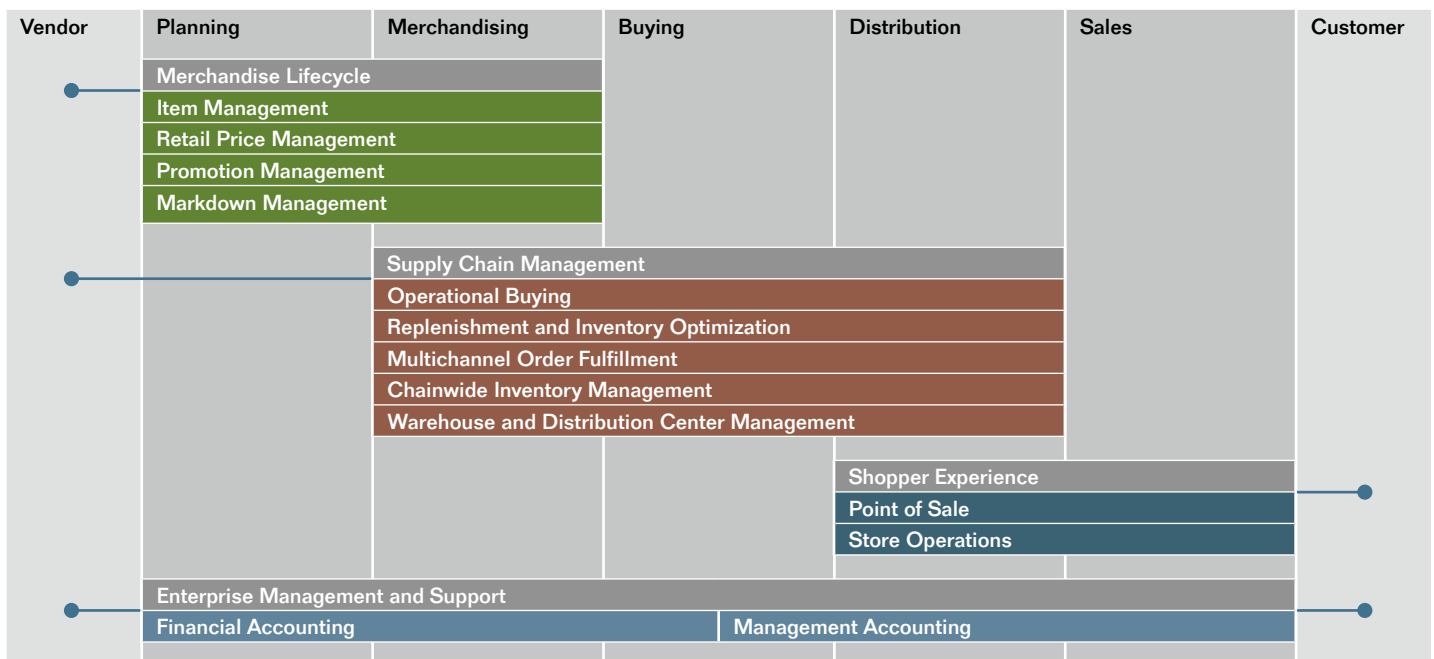


Figure: Key Business Process Support for Retailers

### Synchronize Demand and Supply

With this solution, you can integrate processes relating to sales, operations, and finance, to help ensure consolidated, synchronized supply and demand planning. Optimized retail item management enables better insight into product, supplier, store, and customer profitability, which enhances decision making.

### Enhance Inventory Management

Managing inventory levels while avoiding out-of-stock situations is a high priority. Inventory management enables retailers and wholesale distributors to manage and monitor stocks in order to keep inventory as low as possible while avoiding out-of-stock situations. Inventory is updated in real time and is tightly integrated to financials so that both are in sync.

### Establish and Manage Product Master Data

Item management functionality results in the creation of master data for retail merchandise and gives detailed information on different article categories. This covers the creation of single and generic articles, including structured articles like prepacks, sales sets, and displays. The solution supports mass data by reference handling and working with maintenance groups, enabling you to manage characteristic values via value grouping and characteristic profiles. This makes it easier to manage and update large volumes of article data.

### Manage Promotions Successfully

You can position your merchandise in a competitive, aggressively priced environment. The solution describes how to manage promotions and allows for several types of temporary discounts

or promotional offers. You can plan promotions at the headquarters level and then send them to participating stores when the promotion is announced. And you can take into account critical factors such as time periods, article quantities and prices, expected sales, and logistical units of measure, as well as data from previous promotions.

Highly flexible, the software lets you differentiate between general promotions that target anonymous consumers and individualized promotions that offer special prices to known customers for whom customer master data already exists.

### Improve Warehouse and Distribution Center Management

Enabling the processing of retail goods in a distribution center using a warehouse management system with inventory management at storage-bin level, this solution allows for multiple locations for an article in the warehouse. It offers process support for the movement of the merchandise through the distribution center, including goods receipt, put-away with different strategies for different types of goods, picking, outbound processes, and the automated replenishment of picking bins from reserve storage. It also provides support for periodic processes such as conducting physical inventory in the warehouse.

### Enhance Accounting Processes for Business Management

With this SAP Business All-in-One solution, you can control profit drivers, tightly link strategic plans to operational performance, and enable a single analytical platform for your business. Analytical tools enable you to define and execute

critical cost, revenue, and valuation targets and develop realistic business plans to meet them. From a single source, you can also identify which products, technologies, customers, and processes will drive top-line growth and bottom-line earnings. Support for the internal cooperation of departments using traditionally separated data allows for streamlining and flexibility in financial and accounting functions.

### Benefit from Industry-Specific Functionality

The SAP® Business All-in-One for Retail solution supports business processes specific to your industry, and it can be implemented in phases. It offers a safe approach to help you realize fast time to value, and it scales to support your business as it grows. You can implement this solution now and work with one of our partners to extend the functionality to address any additional requirements.

### Find Out More

To find out more about how SAP Business All-in-One for Retail can help your company operate more efficiently and profitably, call your SAP representative or visit us online at [www.sap.com/sme/solutions/businessmanagement/businessallinone/retail.epx](http://www.sap.com/sme/solutions/businessmanagement/businessallinone/retail.epx).

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## Summary

The SAP® Business All-in-One for Retail solution is a comprehensive enterprise resource planning (ERP) solution based on proven best practices aggregated from thousands of industry implementations. Designed for rapid implementation at a predefined price, the software can help you realize a fast ROI to support increased sales and decreased costs.

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## Business Challenges

- Ensure profitability in a highly competitive marketplace
- Satisfy dynamic consumer buying patterns
- Gain visibility across complex supply chains
- Deliver innovative, high-quality service at low cost

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## Key Features

- **Consumer behavior monitoring** – Determine the right product mix and quantities for stores with demand intelligence
- **Master data management** – Use flexible product-coding processes
- **Supplier collaboration** – Automate and streamline procurement processes
- **Supply chain planning and execution** – Help ensure consolidated, synchronized supply and demand planning, maintain low inventory levels, and avoid out-of-stock situations
- **Promotion management** – Support processes to set up strategic merchandise budget plans and then implement the promotion program
- **Inventory management** – Automate and integrate sales reporting with other key processes, while efficiently managing the customer complaints and material returns process
- **Warehouse and distribution center management** – Help ensure high-quality products and processes
- **Enterprise and accounting management** – Support necessary cost, revenue, and inventory-related reporting

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## Business Benefits

- **Improve efficiency and achieve rapid implementation** so you can accelerate time to value and reduce costs
- **Minimize total cost of ownership** with a flexible and scalable solution for implementing enterprise-wide changes and optimizing global deployment
- **Confidently manage your business** with the help of proven ERP software from SAP
- **Implement industry-specific functionality** to help solve your business challenges with a solution tailored to retailers

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## For More Information

Call your SAP representative, or visit us online at

[www.sap.com/sme/solutions/businessmanagement/businessallinone/retail.epx](http://www.sap.com/sme/solutions/businessmanagement/businessallinone/retail.epx).

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