El Titán: Improving Business Processes with SAP for Retail Solutions

El Titán is a Panama retailer that specializes in clothing for men and women of all ages. To support recent growth in sales and inventory, El Titán implemented SAP for Retail solutions. By using integrated operations and reporting processes for buying and selling, El Titán now has the **visibility and timely information** needed to enhance decision making.

Titan
Yo Soy Titan

Executive overview

Company
El Titán
(part of Grupo Shalom S.A.)

Location
Panama

Industry
Retail – fashion retailers and department stores

Products and Services
Clothing for men and women of all ages

Employees
1,200

Partner
LatCapital Solutions

BUSINESS TRANSFORMATION

The company's top objectives:
- Simultaneously develop the business and reorganize operations in finance, procurement, and commercial areas
- Improve the quality of information available for decision making
- Enhance performance in procurement

The resolution:
- Technology partner with global experience in retail to support company´s projected growth
- Comprehensive, robust, and scalable functionality of SAP® solutions
- Modification of business processes as needed

The key benefits:
- Improved manager efficiency with timely information for decision making based on facts, not on assumptions
- Aligned procurement planning with sales strategy, giving greater control over what is purchased and sold
- Increased visibility and control over operating margin

TOP BENEFITS ACHIEVED

58%
Reduction in 240-day inventory

66%
Less time needed for financial close

40%
Executives who receive analytical reports

"The benefits are huge. You can control what is being purchased, what is being sold, and what is available in the inventory."

Avi Bendayan, General Manager, El Titán

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