SAP Solution Brief
SAP for Retail

Mobility Solutions to Empower Store Associates and Enhance Retail Performance

Quick Facts

Summary

Mobility solutions from SAP provide retailers with new opportunities to enhance service and accelerate retail performance. Use mobile applications to gain better inventory visibility and improve the execution of retail strategies. Build and deploy your own apps on a proven and secure mobile application development platform. Make faster, smarter decisions with in-memory computing and real-time analytics so you can better engage and serve shoppers to drive sales and secure customer loyalty.

Business Challenges

- Meet shopper demand for instant access to merchandise and information
- Differentiate the shopping experience
- Build and deploy mobile apps on a stable, secure platform
- Quickly assess and adjust sales, pricing, and promotional strategies

Key Features

- **Mobile merchandise and inventory management** – Equip associates with real-time inventory updates and tools to manage and monitor inventory
- **Promotion and campaign execution** – Provide mobile access to relevant information and functionality to help ensure correct execution of retail strategies
- **In-memory computing and analytics** – Analyze massive amounts of data instantly to assess inventory requirements, promotional campaigns, and store operations
- **Mobile application development** – Mobilize SAP® applications and other software and extend actionable information to mobile devices

Business Benefits

- **Increase shopper loyalty and traffic** by meeting price and assortment expectations
- **Improve store performance** by mobilizing tools and information to maximize sales and prevent lost opportunities
- **Boost customer and employee satisfaction** by empowering store associates to provide more personalized service
- **Future-proof your mobile strategy** with a proven platform that supports enterprise-class security and long-term agility

For More Information

Call your SAP representative, or visit us at www.sap.com/solutions/mobility.

Mobile technology has changed how your shoppers shop and what they expect from the experience. They want instant gratification – to find what they're looking for with a tap of a smartphone. To be competitive, you need to stay one step ahead. By empowering your store associates with the benefits of mobile technology, you can do just that. SAP can help with a range of solutions so you can differentiate the shopping experience, win sales, and garner customer loyalty.

BRING MOBILE TECHNOLOGY TO STORE ASSOCIATES

More and more shoppers are using mobile technology to research competitive pricing and selection while shopping. If you don't have what they want, it's much easier to look elsewhere. And when that happens, you risk losing a sale not only of their item of interest but also of additional items they might have purchased had they stayed in your store. Multiply this impact over the lifetime of potential visits to your store, and you risk significant customer erosion issues.

Mobility solutions from SAP give you new opportunities to engage and serve. You can leverage mobile apps that are ready to use or create your own on a proven and secure mobile application development platform. You can also gain better and faster insight into your customers' preferences and buying patterns through in-memory computing and analytics. With these tools and insight, you can create shopping experiences that exceed expectations to win customer loyalty and drive sales.

MOBILE INVENTORY AND MERCHANDISE MANAGEMENT

By equipping sales associates with mobile devices that provide access to detailed, interactive product data, you can make the sales process more consultative and personalized. Your sales associates can get a better understanding of cross-sell and up-sell opportunities and learn which products are frequently purchased together. The SAP® In-Store Merchandise and Inventory Management application provides this access through real-time inventory updates and tools to manage and monitor inventory.

Inventory Lookup

Enable store associates to see real-time, accurate availability of inventory. The inventory lookup feature allows associates to use both handheld devices and point-of-sale interfaces to determine the quantities of inventory that are available at any location in your operational franchise, including your retail stores, warehouse locations, and sources of supply. The application consolidates sales transactions from a point-of-sale data mart with back-end inventory data, so inventory information is always current.

Inventory Adjustment

Empower store associates to adjust inventory levels to meet demand and avoid stock-outs. The inventory adjustment feature gives associates and managers the proper authorization to use the application to research available inventory and make adjustments for specific items to help ensure accurate inventory and replenishment. For retailers in multistore chains, this feature provides better visibility and control of store-to-store transfers to meet customer demand and prevent lost sales.

Inventory Counting

Perform cycle counts and receive items into inventory with greater ease. The inventory counting feature makes it easier for store associates to conduct planned and unplanned cycle counts. From a handheld device, associates can scan items into inventory and post to back-end software. You can make inventory quantity adjustments quickly, at any time, to help ensure inventory accuracy. SAP In-Store Merchandise and Inventory Management is designed to perform receiving with reference to documents such as purchase orders or deliveries, or without reference documents, while still maintaining inventory accuracy.

PROMOTION AND CAMPAIGN EXECUTION

When your sales merchandise is consistently in stock and attractively presented, your overall store environment makes for a better shopping experience. The SAP Retail Execution mobile app can help. It is designed to let you execute your store promotions and marketing campaigns as specified across your retail chain.

Planogram Support

When store associates assemble an in-store display to encourage sales, this execution of your visual merchandising strategy is essential to maximize interest in the item and increase the overall market basket size. It's key to ensure the correct execution of retailer and brand manufacturer planograms – your diagrams or models that indicate the placement of products – across your retail chain. For retailers with hundreds of stores, this can be a challenge.

SAP Retail Execution takes the guesswork out of planogram execution. The mobile app gives your store-level associates the proper guidance from their mobile device. It's a streamlined way to communicate all the aspects that need to be synchronized as part of your visual merchandising strategies.

Visual Reference
Instead of just reading about how a display should look and hoping it turns out correctly, store associates can see a visual reference for all aspects of the promotion that must be recreated in-store. Then, when the display is complete, the store can report back to corporate or the manufacturer by sending a photo.

Workforce Management
Retailers can use SAP Retail Execution to increase store associate productivity. Associates can log in from their mobile devices and see specific tasks that need to be completed each day. As they check off each completed task, a new one appears at the bottom of the list. This can be used to instruct and verify proper operational procedures, but you can also remind associates about new marketing campaigns or sales promotions to help ensure proper execution across your retail chain.

IN-MEMORY COMPUTING AND ANALYTICS

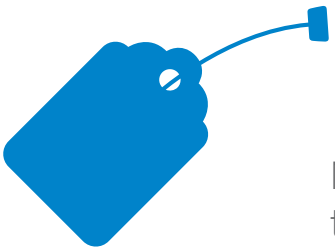
Oftentimes, store associates are presented with situations they don't know how to address. Customers often ask a question or request a discount that requires a manager's input. Depending on how long it takes to resolve the problem, you run the risk of customers losing patience and walking out the door. With mobile technology, retailers can empower associates to consult corporate-defined rules communicated on the device and make decisions on the spot.

Mobile-empowered associates will have guidelines about how far they can go to make a special deal to keep a loyal customer happy. They can even see when the customer is a certain number of loyalty points away from earning the next level of reward, like free shipping, and be able to tell the customer.

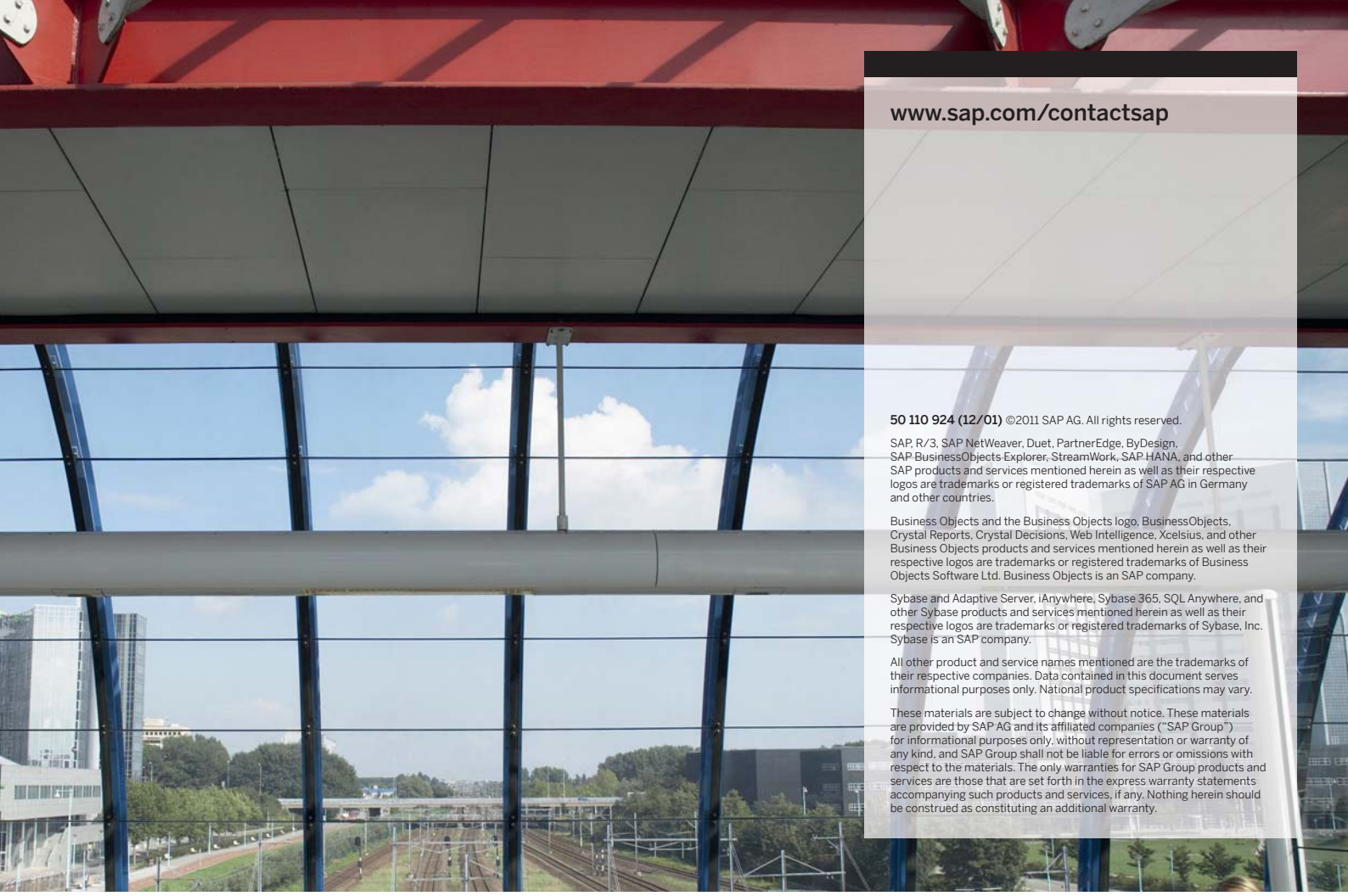
Customer Insight
Retailers with customer relationship management (CRM) solutions can fine-tune these customer service decisions based on the shopper's overall value to the retailer. By leveraging technology like the SAP HANA™ platform, which enables in-memory computing, and the SAP BusinessObjects™ portfolio of solutions, you can put insight into the hands of your store associate to enable decisions on the fly.

Associates can visualize information from back-end CRM software and point-of-sale data through SAP BusinessObjects Explorer™ software displayed on a mobile device. They can analyze the data in an instant with SAP HANA to provide on-the-spot insight into customer analytics to support a loyalty program. By gaining this insight at the point of purchase, your store associates can better meet customer needs and up-sell or cross-sell in the moment with real-time data.

Campaign Insight
Retailers can apply in-memory computing and analytics to assess the effectiveness of marketing campaigns and promotions in a timelier manner. By analyzing real-time point-of-sale information, store executives can get a better idea of exactly how the campaign is progressing – and if something goes wrong, they will know about that quickly too, while there's still time to make a change that can have an impact. When implemented, this use of mobility can greatly enhance the effectiveness of marketing efforts.



Mobility solutions from SAP give you new opportunities to engage and serve. With these tools and insight, you can create shopping experiences that exceed expectations to win customer loyalty and drive sales.



www.sap.com/contactsap

50 110 924 (12/01) ©2011 SAP AG. All rights reserved.

SAP, R/3, SAP NetWeaver, Duet, PartnerEdge, ByDesign, SAP BusinessObjects Explorer, StreamWork, SAP HANA, and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP AG in Germany and other countries.

Business Objects and the Business Objects logo, BusinessObjects, Crystal Reports, Crystal Decisions, Web Intelligence, Xcelsius, and other Business Objects products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Business Objects Software Ltd. Business Objects is an SAP company.

Sybase and Adaptive Server, iAnywhere, Sybase 365, SQL Anywhere, and other Sybase products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of Sybase, Inc. Sybase is an SAP company.

All other product and service names mentioned are the trademarks of their respective companies. Data contained in this document serves informational purposes only. National product specifications may vary.

These materials are subject to change without notice. These materials are provided by SAP AG and its affiliated companies ("SAP Group") for informational purposes only, without representation or warranty of any kind, and SAP Group shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP Group products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

MOBILE APPLICATION DEVELOPMENT

Sybase® Unwired Platform is an industry-leading mobile enterprise application platform that can help you to extend and manage mobility across your enterprise. It enables developers to leverage existing tools and expertise to build mobile apps that your people will want to use for activities like store associate scheduling, training, or inventory management. The platform supports a wide variety of mobile devices, including iOS, BlackBerry, Android, and Windows-based laptops and tablets.

Data Security

You can be sure of data security in the mobile apps you create or consume that are developed on Sybase Unwired Platform. The platform features an administration console that your IT team can use to centrally manage, secure, and deploy devices and data. You can remotely lock a device, wipe out data, and update and patch devices. Because encryption is built into the transport layer, all in-transit data is secure, eliminating the need for a separate virtual private network (VPN) or single sign-on security.

MAXIMIZE THE BENEFITS OF MOBILE TECHNOLOGY

Mobility solutions from SAP can help you be competitive in today's dynamic retail market. You can give your store associates and managers better inventory insight and control so they can answer the perennial question, "Do you have any more of these?" You can help ensure the proper execution of visual merchandising strategies to maximize interest in featured items and increase the effectiveness of sales promotions and marketing campaigns.

By empowering store associates with decision-making insight and authority, you can provide the best possible service to boost customer and employee satisfaction. This insight can also help you to build shopper loyalty by quickly and consistently meeting price and assortment expectations.

Ultimately, mobility solutions from SAP can help you improve store performance by extending to your frontline personnel the functionality and insight needed to personalize the shopping experience. Using mobile apps that are built on Sybase Unwired Platform, you can be sure you are future-proofing your mobile strategy with a proven platform that adheres to enterprise-class security and enables long-term agility.

FIND OUT MORE

Call your SAP representative, or visit us online at www.sap.com/solutions/mobility.