**SAP Solution Brief** 

**SAP Services** 

SAP Custom Development

# Meeting Your Unique Retail Needs with SAP® Custom Development Services



### **Quick Facts**

#### Summary

Although uniquely specific, your individual retail business processes can be supported by made-to-order solutions based on state-of-the-art technology that sharpens your competitive edge. The SAP® Custom Development organization offers custom development services that answer your retail business challenges with innovative solutions – including cutting-edge mobile apps – to enable your mission-critical business processes, boost competitive differentiation, and increase your success.

#### **Business Challenges**

- Deliver higher-quality products and services to customers for less
- Harness mobile technology to extend unique business processes to sales reps in the field
- Consolidate your technology landscape to support better integration, lower operating costs, and improve business agility

### **Key Features**

- Development services Extend, enhance, or create cutting-edge, madeto-order solutions, including mobile apps, to empower your entire staff
- Previously developed base solutions

   Leverage previously developed retail solutions to speed time to value at minimum cost
- Support options Protect the investment in your custom solutions and preserve their upgradability while driving down maintenance costs

### **Business Benefits**

- Gain competitive advantage by incorporating your processes into innovative solutions that integrate with your SAP software landscape
- Equip sales reps in the field with mobile apps that enable them to operate as swiftly and as confidently as in-house staff
- Increase return on investment by getting more value out of your current IT investment
- Speed time to market by leveraging one of our previously developed base solutions
- Mitigate business risks by synchronizing your custom solution with the product release strategy from SAP

### For More Information

Call your SAP representative, or visit us on the Web at <a href="https://www.sap.com/services/customdev">www.sap.com/services/customdev</a>.



Although uniquely specific, your individual retail business processes can be supported by made-to-order solutions based on state-of-the-art technology that sharpens your competitive edge. The SAP® Custom Development organization offers custom development services that answer your retail business challenges with innovative solutions — including cutting-edge mobile apps — to enable your mission-critical business processes, boost competitive differentiation, and strengthen your success.

Today's retail customer is demanding more for less: higher-quality products and services at much lower prices. You must rise to the challenge even as competitive pressure increases. And while operating in a business environment characterized by economic uncertainty, you know it's essential to increase the profit margins of your retail business.

You are aware that the choices you make in technology are critical. You want solutions that are innovative, allow you to take advantage of new market opportunities, and address ever-changing business requirements. It's vital that your solutions minimize your business risk, fully leverage your existing technology investment, and reduce your operating costs. You need solutions that support your mobility initiatives undreamed of even last year.

If you already have legacy systems that were developed in-house and that meet the critical needs of your business today, those systems probably lack the upgrade and integration path that makes them a costeffective solution for the future. Although standard solutions may get you most of the way there, your competitive advantage lies in those unique business processes

that standard solutions don't capture, and may not capture any time soon.

### DELIVERING COMPETITIVE ADVANTAGE FOR RETAILERS

This is where the SAP Custom Development organization can help. For over 20 years, we have served as a trusted business partner to retail customers worldwide, delivering unique mission-critical solutions quickly and cost-effectively. We collaborate closely with the product development teams behind the SAP for Retail solution portfolio and leverage the same development standards and methodologies they do. In addition, we closely align our custom-built solutions with the overall release strategy for SAP products, which minimizes risk and allows us to deliver top-quality solutions quickly, flexibly, and cost-effectively. Our experts have experience in all key areas that affect the retail industry, including master data management, forecasting and replenishment, fresh-food management, trade promotion, warehouse management, invoice verification, fashion retailing, assortment planning, and mobile apps. We provide support or

maintenance options that safeguard your retail solutions, protect their upgrade path, and drive down maintenance costs.

#### GAINING MISSION-CRITICAL MOBILITY

You know the importance of sending sales representatives into the field fully equipped to operate as swiftly and as confidently as your in-house staff. To realize this, you must empower them with secure access to the information and processes they need – anytime, anywhere, on any device. To realize this, you must mobilize your core company-specific business processes and extend your mission-critical business processes on the mobile client without running any risk to your back-end enterprise solutions. In addition, your mobile apps must adhere to the highest industry standards and be cost-effective to maintain.

This is what SAP Custom Development can deliver. We provide you with a first-mover advantage by co-innovating with you so you get precisely the mobile apps you need now. Our dedicated mobile team has in-depth experience with mobile design, and our mobile apps are developed with a methodology that focuses on the end user. These solutions are aligned with the mobility strategy of SAP and are supported by our maintenance options to minimize any business risk and protect the solution throughout its lifecycle.

## GETTING A HEAD START WITH PREVIOUSLY DEVELOPED BASE SOLUTIONS

SAP Custom Development offers previously developed retail solutions that you can use as is or as a starting point in addressing your

business challenges. Field-proven in retail businesses like yours, these solutions can be extended to meet your specific needs – so you get a comprehensive, tailored solution that can be up and running quickly.

These previously developed solutions support a myriad of retail business needs, allowing you to take advantage of the following:

- Stock balance management Plan and execute stock transfers based on realtime analytics and statistical data. This user-friendly software lets you execute the entire stock transfer process quickly and generates stock transfer orders automatically.
- Multiresource scheduling Reduce cost and increase satisfaction by optimizing resource utilization to make sure customers get the right service, at the right location, at the right time. Using an intuitive graphical planning board, the application helps you plan, monitor, and assign service requests to staff and service resources.
- Store clustering Leverage the rich business intelligence enabled by the SAP ERP application and the SAP NetWeaver® Business Warehouse component for store clustering. Sophisticated key performance indicator logic is preconfigured and built into the solution.

- Automated store allocation Enhance your allocations process with information derived from store clusters and future shipments. With the solution you can increase sales by improving stock availability and delivery time. You can reduce markdowns and improve gross margins.
- Application interface framework Implement and manage software integration in an SAP or heterogeneous software environment. The software runs in SAP applications in combination with SAP NetWeaver Process Integration technology, providing a customizable interface as well as user-friendly error monitoring.

### BOOSTING DELIVERY AND SUPPORT WITH OUR GLOBAL NETWORK

With SAP Custom Development as a partner, you're leveraging decades of experience in the creation of mission-critical business solutions in virtually every industry and solution area. Our team includes over 1,000 dedicated employees as well as access to over 12,000 developers around the world, giving you the technical and business know-how to meet your challenges. We leverage our broad range of expertise and software through 26 customer engagement centers and 10 development centers

to make sure that you get cost-effective software development services that are second to none.

We are able to execute projects of all sizes and deliver immediate value to our customers. Our development architects, project managers, and developers represent a well-balanced mix of project team members who work both on-site and as remote resources. This helps ensure service flexibility, reduce delivery costs, and speed time to market.

By using the same global delivery model for your custom solution that's used for all SAP solutions, we help ensure that the solution is delivered on time and within budget. You can also be confident that the solution adheres to strict quality and functionality standards.

### REDUCING RISK WITH PROVEN DEVELOPMENT METHODOLOGY

By following a proven development methodology, we achieve a high level of project quality while mitigating risk throughout the project lifecycle. We synchronize the key features of your custom solution with the overall solution strategy adopted by SAP to further mitigate the business and technical risks inherent in building new solutions.

SAP Custom Development offers previously developed retail solutions you can use as is or as a starting point in addressing your business needs. Field-proven in retail businesses like yours, these solutions can be extended to meet your requirements.





### **EMPOWERING RETAIL SUCCESS**

SAP Custom Development provides you with the tailored solutions you need to make your retail business more successful, even as you stand up to fierce competition. Our broad, flexible range of services can help you:

- Gain competitive advantage by incorporating your unique processes into an innovative solution that integrates with your current SAP software landscape
- Reduce costs by moving custom solutions from a legacy environment to the SAP NetWeaver technology platform
- Speed time to market by leveraging our previously developed base solutions
- Mitigate business risks by synchronizing your custom solution with the larger SAP solution road map and release strategy
- Equip your sales reps in the field with mobile apps that empower them to operate as swiftly and as confidently as your in-house staff

### FIND OUT MORE

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