

SAP® CUSTOM DEVELOPMENT SERVICES FOR RETAIL

CUSTOM SOLUTIONS MEETING YOUR UNIQUE BUSINESS NEEDS

Are your unique business processes unsupported by today's technology and dulling your competitive edge? The SAP® Custom Development organization offers retailers a comprehensive, flexible range of custom development services that transform your unique challenges into innovative solutions and retail success.

In today's retail environment, customers want more for less. As competitive pressure and economic uncertainty increase, customers demand higher-quality products and services at much lower prices. For your retail business, it means that profits are not only thin – they're razor thin.

That's why the choices you make in technology are so critical. You need solutions that are innovative, allow you to take advantage of new market opportunities, and address ever-changing business requirements. It's also critical that your solutions minimize your business risk, fully leverage your existing technology investment, and reduce your operating costs.

If you already have custom-developed legacy systems that meet the critical needs of your business today, those systems may still lack the upgrade and integration path that makes them a cost-effective solution for the future. And 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.

This is where the SAP® Custom Development organization can help. For over 20 years, we have served as the trusted business partner to retail customers around the globe, delivering unique mission-critical solutions quickly, efficiently, and cost-effectively. We collaborate closely with the product development teams behind the SAP for Retail

solution portfolio and closely align our custom-built solutions with the overall release strategy for SAP products.

As a result, SAP Custom Development 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 solutions.

Flexible Services Delivering Competitive Advantage

To make sure that you get the right services at the right price, SAP Custom Development offers service options to meet every business need and budget. We focus on identifying your unique retail challenges and helping you make the most cost-effective technology decisions to meet them. And by ensuring that we fully leverage your existing infrastructure, you will derive more value from the technology you are now using.

You can use our expertise to extend or enhance existing SAP solutions, build completely new and innovative applications, tailor user interfaces for mobile devices or the Web, or leverage service-oriented architecture (SOA) to create Web services that optimize business performance. We can also provide you with flexible support options that will safeguard your custom solution investment throughout its life cycle and preserve future upgradeability.





Get a Great Head Start with Previously Developed Solutions

SAP Custom Development offers previously developed retail solutions that you can use as a starting point in addressing your business challenges. These solutions are already field-proven in retail businesses like yours, and we can extend them for your specific needs – so you get a comprehensive tailored solution that's up and running quickly.

These previously developed solutions provide for a myriad of retail business needs and include the following:

- **Stock balancing management** – Plan and execute stock transfers based on both real-time analytics and statistical data. The user-friendly application allows you to execute the entire stock transfer process quickly and even generates the stock transfer orders automatically.
- **Multi-resource scheduling** – Reduce cost and increase satisfaction by optimizing resource utilization so you can ensure that customers get the right service, at the right location, and at the right time. Using an intuitive graphical planning board, the application allows you to 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 already preconfigured and built into the solution.

- **Automated store allocation** – Enhance your allocations process with information derived from store clusters and future shipments. The solution lets you increase sales by improving stock availability and delivery time. You can reduce markdowns and also improve gross margins.

Delivery and Support Backed by 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 800 dedicated employees as well as access to over 12,000 developers across the globe, 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 worldwide to make sure that you get software development services that are not only second to none but are also the most cost-effective.

We are able to execute projects of all sizes and deliver immediate value to our customers. Our development architects, project managers, and developers provide a well-balanced mix of on-site and remote project team members. This helps ensure service flexibility, reduced delivery costs, and faster 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 will be delivered on time and within budget and that it adheres to quality and functionality standards. That's why we can offer flexible support options to protect your investment over time and help ensure that your custom-developed solutions continue to evolve with your business.

Proven Development Methodology Helps Ensure Quality, Reduces Risk

By following the proven SAP development methodology, we help ensure a high level of project quality and risk mitigation throughout the entire project life cycle so that the project comes in on time and within budget. We also synchronize the key features of your custom solution with the overall solution strategy adopted by SAP. This goes a long way in further mitigating the business and technical risks inherent in building new solutions, because your custom solution is aligned with the larger SAP solution offerings.

Custom Solutions Powered by SAP NetWeaver

Solutions developed by SAP Custom Development are powered by the SAP NetWeaver technology platform. SAP NetWeaver unifies technology components into a single platform, allowing you to reduce IT complexity and obtain more business value from your IT investments. It provides the best way to integrate all systems running SAP or non-SAP software.

SAP NetWeaver also helps you align your IT strategy with your business goals. With SAP NetWeaver, organizations can compose and enhance business applications rapidly using enterprise services. As the foundation for



service-oriented architecture, SAP NetWeaver enables you to evolve your current IT landscape into a strategic environment that drives business change.

Empowering Retail Success

SAP Custom Development provides you with the tailored solutions you need to make your retail business more successful, even as you face fierce competition for fewer customers. 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 technology landscape
- **Reduce costs** by moving custom solutions from a legacy environment to the SAP NetWeaver technology platform
- **Lower total cost of ownership** by leveraging work previously done by SAP's global network of retail experts and developers
- **Mitigate business risks** by synchronizing your custom solution with the larger SAP product road map and release strategy

Find Out More

To learn more about how SAP Custom Development can help your retail business do more, call your SAP representative today or visit us on the Web at www.sap.com/services/customdevelopment.

Summary

Are your unique business processes unsupported by today's technology and dulling your competitive edge? The SAP® Custom Development organization offers retailers a comprehensive, flexible range of custom development services that transform your unique challenges into innovative solutions and retail success.

Business Challenges

- Deliver higher-quality products and services to your customers for less
- Harness your unique business processes to gain competitive advantage
- Consolidate your technology landscape to support better integration, lower operating costs, and improve business agility

Key Features

- **Development services** – Create customer-specific solutions to address your unique and competitive business needs
- **Previously developed solutions** – Leverage previously developed retail solutions to maximize functionality at minimum cost
- **Flexible support options** – Protect your investment over time and help ensure that your custom-developed solutions continue to evolve with your business

Business Benefits

- **Gain competitive advantage** by incorporating your unique processes into an innovative solution that integrates with your current SAP technology landscape
- **Reduce costs** by moving custom solutions from a legacy environment to the SAP NetWeaver® technology platform
- **Lower total cost of ownership** by leveraging work previously done by SAP's global network of retail experts and developers
- **Mitigate business risks** by synchronizing your custom solution with the larger SAP product road map and release strategy

For More Information

To learn more about how SAP Custom Development can help your retail business do more, call your SAP representative today or visit us on the Web at www.sap.com/services/customdevelopment.

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