

SAP S/4HANA® Fashion and Retail Success Stories

3 Fashion Companies share
their Digital Transformation
Journey on SAP S/4HANA®



Executive Summary

As we celebrate a milestone of reaching 20+ global SAP S/4HANA® Fashion projects, we wanted to share a few of our success stories from customers who've successfully transformed their operations with SAP S/4HANA®.

These stories span across different verticals – wholesale, retail, and manufacturing, different sizes - ranging from mid-to-large scale companies and are from varying industries – from streetwear to luxury accessories.

However, these fast-growing companies share one thing in common: a growth mindset rooted in leveraging digital technology to strengthen the customer experience and drive revenue growth.

By utilizing a digital core made possible by SAP S/4HANA® Fashion, we'll showcase stories of three major fashion companies that underwent digital transformation and its impact on the business.



▶ CASE STUDY #01

Workwear Apparel and Footwear Company Implements Digital ERP To Support Customer Demand

Company Overview

A family-owned premium workwear manufacturer, this company offers clothing, jackets and footwear specially made for high-performance durability, comfort and high-quality construction.

Challenges

- The company was operating multiple legacy systems, which was hampering the company's effort to drive their omni-channel strategy. The existing system was fast approaching its end-of-life and proved cumbersome.
- Multitude of customized and disparate systems could not sustain the company's growth
- The company was facing difficulties in managing its pools of cross-channel inventory due to lack of visibility.
- The company realized that changes were needed in the processes that the technology was enabling.

Solution

- The first phase of the project focused on digitizing retail operations on SAP S/4HANA®
- The company utilized our pre-configured solution for SAP S/4HANA® Fashion – attune Fashion Suite™ to build out a Future Reference Solution (FRS) that would assist the detailed design
- The attune Fashion Suite™ was subsequently utilized to accelerate the build process
- The solution was implemented across 30+ retail stores
- Mobile enablement of retail operations done utilizing SAP Fiori Apps
- Integration testing and project cutover was carried out completely virtually
- Next phase of the project includes wholesale and manufacturing operations as well as integration of ecommerce



Benefits and Value Delivered



Digitization of Retail Operations

Successfully established retail operations on SAP S/4HANA® for improved merchandise management and drove the digitization of store operations with mobile-enabled apps; eliminating manual tasks with automated processes.



Real-time Inventory Management

Single view of inventory to optimize stock, sourcing and allocation to reduce stock-outs, lost sales and excess stock.



End-to-end Transparency

A global view of process ownership helps the company to unlock savings, increase performance, lower costs, and gain more meaningful business insight.



IT Simplification

Simpler landscape and simplified business processes helps manage and execute all core processes in a common IT footprint - lowering TCO.



End-to-end Process Improvement

Standardized and integrated processes, where all transactions are captured in one SAP system.



Single Solution For Wholesale & Retail

Single vertically integrated platform across wholesale and retail enables omni-channel business processes and services.

► CASE STUDY #02

Multinational Luxury Group Gears for Growth with a Single, Global Multi-brand SAP S/4HANA® Instance

Company Overview

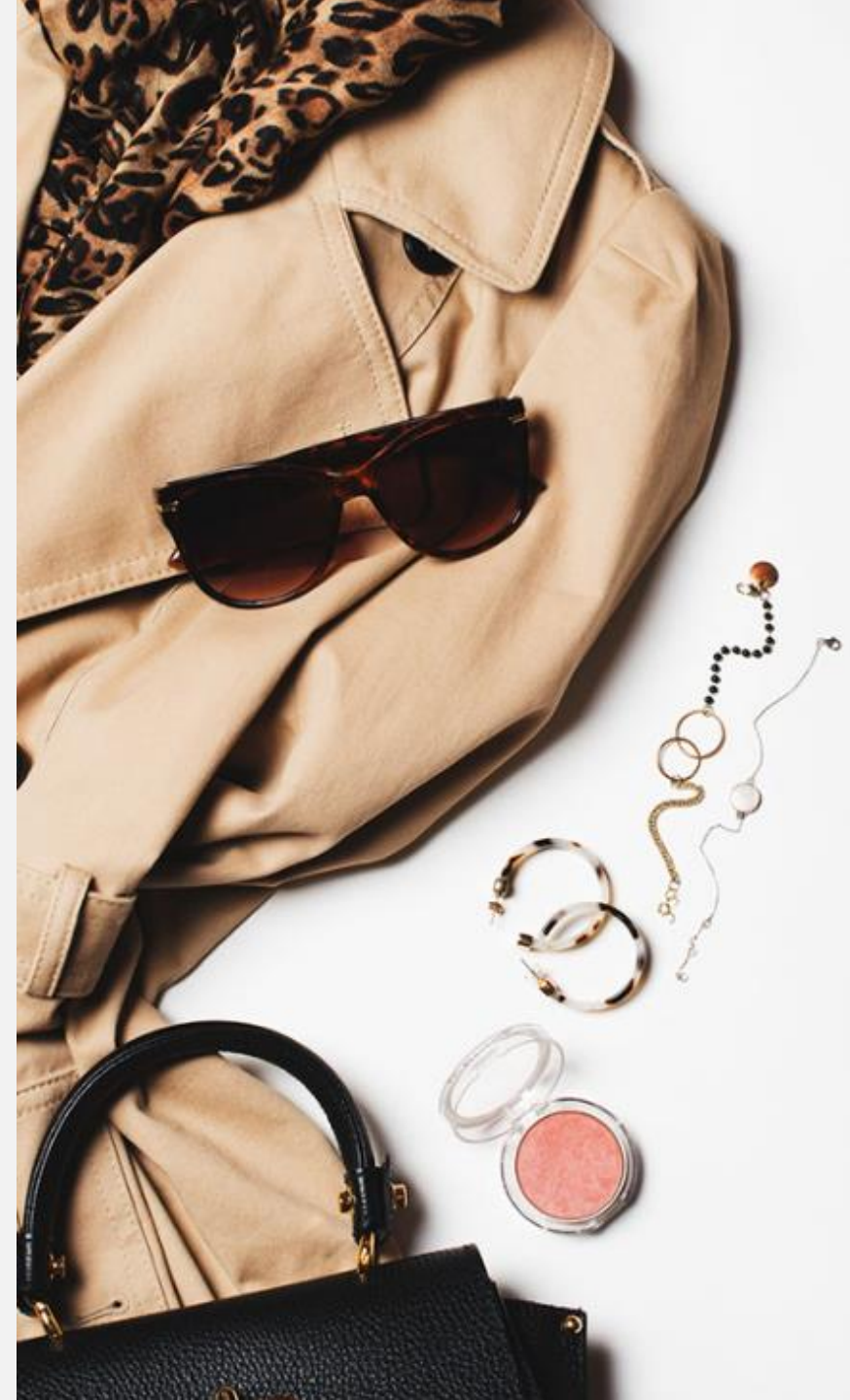
This is a multinational luxury fashion holding company based in NY, with global presence across 55+ countries, 5 continents, over 1500 stores with over 20,000 employees in Europe, Asia and North America.

Challenges

- High M&A integration costs / timing and high-cost control model due to inconsistent configuration across the globe
- Inability to centralize and leverage shared services
- Limited ability to re-engineer due to customized solutions
- High degree of manual work
- Rising maintenance IT costs due to multiple systems
- Limited cost visibility across key measures
- Inability to scale for high-growth categories (footwear, outerwear)
- High degree of regional processes and standards - employees across the globe were doing similar tasks using different processes and IT systems

Solution

- One solution for core business processes; we delivered the supply chain stream among a multi-partner approach
- Developed a multi-brand global SAP S/4HANA® Fashion roll-out strategy which included faster implementation by focusing on delivering core capabilities followed by phased deployment of advanced capabilities
- Single SAP S/4HANA® instance with integration to POS and SAP CAR; harmonized Global Processes and Templates
- Accelerated the timeline by leveraging “out of the box” functionality and accelerators; utilizing the attune Fashion Suite™ to implement retail and wholesale processes
- Adopted global industry standards, and a robust foundation for faster integration of acquired brands



Benefits and Value Delivered



Robust foundation for real-time features

Inventory checks, in-store pickup for online purchases, and ability for sales associates to reserve a product for customers



Reduced Costs

Elimination of excess systems and people costs across three brands



Best-practice Processes

Single process on functions such as reporting and auditing



Standardized Operations

Integration of POS helps maintain common back-office operations



Cross Channel Inventory Management

Visibility of channelspecific inventory for cross channel inventory consumption



One Platform

Replacing seven ERP systems with one single global multiband platform helped streamline processes and data across the company



Omnichannel Model

Simplified cross company transactions to support Omni Channel and other distribution processes

► CASE STUDY #03

Streetwear Brand Implements SAP S/4HANA® Fashion to Drive Exponential Growth

Company Overview

As one of the most influential streetwear brands globally, the company prides itself in revolutionizing the market through collaborating with iconic fashion brands.

Challenges

- The company was currently using multiple legacy systems and excel based documents for master data and daily operations. The legacy ERP system was not capable of handling the scale of operations the company had achieved
- Manual processes in the warehouse and business operations offices were consuming immense manpower
- As the company expanded in scale and to various regions, there was an increasing lack of visibility across various functions and regions in the organization
- Inability to process huge volumes of inbound orders and POS to financials
- Data on Available to Sell inventory was manually uploaded to e-commerce systems with no visibility to free stock

Solution

- We served as the prime solutions integrator for the global SAP roll out across US, UK, France and Japan, covering retail, logistics and finance processes
- The company leveraged our preconfigured solution for SAP S/4HANA® Fashion as the proven practice template and project accelerator
- Seamlessly executed ECOM/OMS and WMS integration to manage huge order volumes during weekly launches/drops
- Supported the hosting of all SAP environments on a private cloud with safeguards built-in to handle order volume peaks



Benefits and Value Delivered



Real-time View

Accurate Available to Sell inventory data to effectively optimize e-commerce operations



Inventory Management

Better inventory control and visibility across channels and regions with accurate product costing process



SAP S/4HANA® Fashion Accelerator

Rapid deployment and faster realization through identification of relevant best practices via a pre-configured solution



Real-time Analytics

Higher inventory visibility and accuracy, with better performance measurements



Single Platform

Ability to manage e-commerce, retail and wholesale business processes in one integrated system



Best-Practice Processes

Standardized global procurement and inter-company sourcing process via creation of an automated inter-company buy-sell process



Next Step: Free Assessment

If you are looking to build a business case for SAP S/4HANA® for Fashion Retail, we can help with our Free Assessment. Get in touch to schedule a discussion now.

[Contact Us →](#)



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