



CASE STUDY

Building the retail environment of the future

Learn how **Syntax** leveraged agile work processes and cutting-edge **SAP** technology to create the omnichannel, retail environment of the future for a mid-sized, global fashion manufacturer and retailer in just 16 weeks.

Making an honest assessment

Like many companies with operations spread over multiple continents, this fashion retailer had one of everything. This includes different POS systems, non-standard integrations and incompatible applications. Combined, these realities made digital transformation difficult.

But not impossible.

To thrive in today's highly competitive retail marketplace, this Syntax customer recognized that it needed to thoroughly overhaul its technology and its approach to business. It also recognized that in today's world of fast fashion, it needed complete insight into every aspect of manufacturing, supply chain logistics, inventory management, merchandising and more.

Company info

- Global, mid-size manufacturing and retailing fashion and apparel company
- U.S.-based organization with manufacturing and supply chain operations overseas
- Operates more than 200 stores worldwide

Technology solutions implemented

- SAP S/4HANA Retail
- Syntax's Retail Accelerator

Making a full commitment from the start

Providing omnichannel customer experiences requires specific commitments. In this instance, the customer recognized that it needed to put SAP S/4HANA Retail to work. Specifically, it invested in the following:

- Lean Finance and Integration with SAP AFS
- Merchandising
- Purchasing & Store Replenishment
- Pricing and Promotion

- CAR (Customer Activity Repository) & Integration to POS
- Embedded analytics
- In addition, the customer committed to deploying SAP Fiori user experience software, integrating its disparate POS systems and launching new mobile solutions so that it could modernized receipts and inventory capabilities

Mobilizing quickly to seize the opportunity

With just 16 weeks to work with, Syntax persuaded its customer to embrace agile and flexible business processes. Among its recommendations: Simplify and standardize work cycles by adopting Best Practices from SAP. That meant leveraging out of the box processes and limiting enhancements.

Throughout the deployment, Syntax and the customer embraced agile methodologies that prioritized minimum viable products (MVPs) that were tested, renewed and redeployed via continuous iterations.

The company also followed a phased approach that emphasized quick wins and fast deployments. None of this would have been possible without buy-in from

top management and close coordination with project sponsors and different constituents including external software providers.

As a core philosophy of Syntax, the company approaches such engagements with a healthy dose of understanding. To us, time spent in preparation and planning paves the way for success when it comes to implementation.

“There was a huge team effort to reach our milestones,” says Alain Dubois, Chief Marketing & Business Development Officer. “Teams from both companies pulled together to overcome all challenges and ensure a go live in 16 weeks and a rollout in 100 stores at a very fast pace.”





Poised for a bright future

The future of retailing belongs to those who not only understand their customers but who can also anticipate their future needs and wants. To achieve this, retailers and manufacturers will have to develop new capabilities. They will need to mine analytics and follow social media influencers to develop compelling new products in a timely manner. They will then need to quickly mobilize and deliver these products via the channels and experiences individual customers prefer. And they will need to be able to promote, merchandise, adjust prices and accept returns in an efficient,

frictionless way that pleases customers and generates a healthy bottom line.

None of this is easy, of course.

But Syntax is committed to making this happen. For this global retailer, Syntax implemented a technology solution that achieved the following:

- The consolidation of a global application landscape through simplification and standardization of business processes across all channels

- The leverage of real-time data to provide deeper business and customer insights
- The centralization of real-time data collection for a unified customer experience across all channels
- The creation of an open and agile architecture that fosters differentiation and innovation
- The embrace of a strong application ecosystem enables a fully integrated omni-channel strategy

About Syntax

Syntax provides comprehensive technology solutions and trusted professional, advisory, and application management services to power businesses' mission-critical applications in the cloud. With 50 years of experience, 900+ customers, and 2,700 employees around the world, Syntax has deep expertise in implementing and managing multi-ERP deployments in secure private, public, or hybrid environments. Syntax partners with SAP®, Oracle, AWS, Microsoft, and other global technology leaders to ensure customers' applications are seamless, secure, and at the forefront of enterprise technology innovation.

Learn more about Syntax at:
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