SYNTAX

Driving Retail Excellence

Helping retailers leverage digital technologies to become more agile, responsive, and efficient.

Supply chain disruptions. Rising input costs. Shifting customer demands. Uncertain inventory. The threats facing companies across the retail sector are only growing—intensifying existing concerns about revenue growth and profit margins.

Retail Overview

solutions
beyond
technologies
A SYNTAX COMPANY

SAP Platinum Partner

The new world of retail

In the dynamic landscape of the retail industry, customer demands have shifted significantly in recent years. Today's consumers crave convenience, value, and memorable experiences that transcend the mere act of purchasing goods. This paradigm shift underscores the crucial need for retailers to stay attuned to evolving consumer expectations. As supply chain advancements, digital technologies, and other innovations continue to converge, businesses must navigate this ever-changing terrain to meet the demands of modern shoppers.

Priorities for today's retail companies

Keeping the Human Touch

Customer expectations for retail products are constantly growing. Know your customers and offer a unique and highly personalized shopping experience across all channels.

Focus on the Client

With so many offerings on the market and new trends arriving daily, retailers must build customer trust and loyalty to foster long-term client relationships with their brand.

Balance Online and In-Store Experiences

While physical stores will remain an integral part of the buying experience, consumers are turning towards the online space more and more – and expecting the same customized experience.

Go Beyond Products

Deepen your understanding of your customer's needs to offer new products, services, engagement models and payment options.

Entirely Digital Supply Chain

Ensure full visibility on your entire supply chain, from raw materials to product marketing, to improve planning across all channels and optimize your inventory.

SAP and Syntax at your service

To respond and thrive, retailers need to be agile in this ever-changing environment, embracing new technologies that enable them to cut costs, offer greater value, and live up to higher customer expectations than ever before. We can help. Our team at Beyond Technologies, a Syntax company has over 20 years of experience serving retailers around the world.

Omnichannel Marketing
▪ Single Customer View
▪ Consent-Based Marketing
▪ Marketing Execution

Digital Supply Chain
▪ Forecasting, Allocation, and Replenishment
▪ Omnichannel Inventory and Order Response
▪ Warehouse Management
▪ Yard Logistics
▪ Transportation Management
▪ Track and Trace and Logistics Networks

Customer-Centric Merchandising
▪ Merchandising Intelligence
▪ Product Design and Development
▪ Master Data Management for Merchandising
▪ Merchandise and Assortment Planning
▪ Pricing and Promotions

Procurement Excellence
▪ Source and Contract
▪ Supplier and Risk Management
▪ Merchandise Buying
▪ Indirect Buying
▪ Invoice and Pay

Omnichannel Customer Experience
▪ Commerce Management and Personalization
▪ Retail Store Management
▪ Omnichannel Sales Order Management
▪ Customer Service
▪ Customer Experience Management

30+ Years
SAP experience at your service

Platinum
SAP Platinum Partner

2600+ Employees
In all areas of practice

250+ Happy Retail Clients
In almost all areas of retail

Proven Track Record
Cost effective and rapid deployments with global retailers

Our Retail Accelerator
Over 7000 days of R&D

Global Reach
15+ offices on 3 continents

Our tailored retail accelerator

Our team at Beyond Technologies, a Syntax company, has combined their many years of experience and vast expertise with several world-renowned clients to create our Beyond Accelerator, a proprietary solution designed for a wide range of retail market segments, including health & beauty, fashion, apparel and footwear, groceries, and many more. Our Accelerator is an extensible and future-proof solution that provides optimal support for retailers of all sizes.
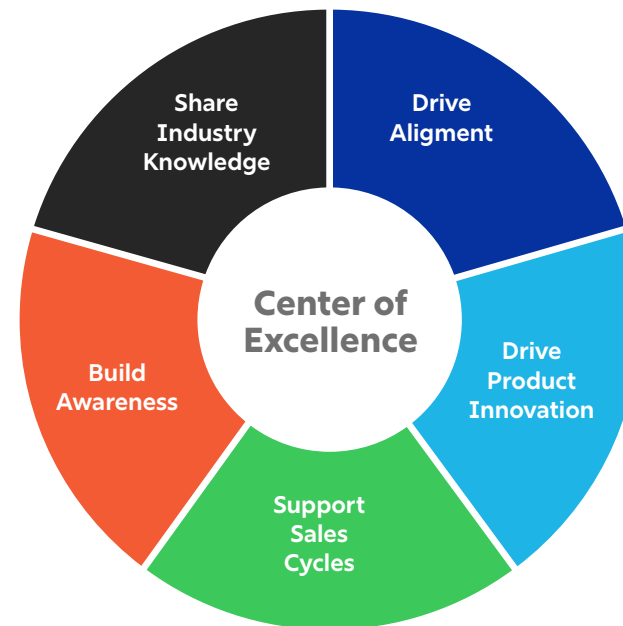
1 | **Proprietary solution for multiple industry segments**

2 | **Industry Best Practices configuration template**

3 | **Results from over 7,000 days of R&D - continuously enhanced**

4 | **Detailed documentation for each process (management activity, master data repository, configuration documents, etc.)**

5 | **Enriched end-to-end with additional configuration, developments and documentation**

6 | **Hundreds of preconfigured industry-specific end-to-end processes for master data, planning, pricing, procurement, merchandise supply, store operations, finance, analysis and reporting**

Our global retail and consumer products centre of excellence

As part of our commitment to the retail sector, we've established a Global Retail and Consumer Products Centre of Excellence.

Our Centre of Excellence allows us to:

- Proactively share knowledge and best practices
- Drive innovation with real, measurable outcomes
- Ensure exceptional performance and delivery to our clients
- Improve and streamline processes so we can provide value quickly

Share Industry Knowledge · Drive Alignment · Drive Product Innovation · Support Sales Cycles · Build Awareness — **Center of Excellence**

Get the facts

80% | of the retailers in the Forbes Global 2000 are SAP customers - Forbes

91% | year-over-year increase in retention rates among retailers with an omnichannel customer engagement management strategy. - Aberdeen Group

Take the first step

You can be a strategic enabler in increasing your business value.

Learn how we can help you.

Contact us
For more information about our team and how we can help your organization, please contact:

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Why Syntax

Syntax provides comprehensive technology solutions and trusted professional, advisory and application management services to power retailers' mission-critical applications in the cloud. In 2023, Syntax joined forces with Beyond Technologies, a leading retail solution provider. Together, our team has over 50 years of experience, 700+ customers, and 2600 employees around the world, offering 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.

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