Increase your knowledge about SAP for Retail and share it with others!

Expand your SAP for Retail knowledge with our SAP for Retail Wiki Pages. Delivered right to your desktop, these pages start from business process design, to the solution implementation and operations, including integration and runtime optimization aspects. As a single point of entry, the pages also provide links to SAP Help Portal documentation, release-dependent information from the SAP Service Marketplace, articles, blogs or how-to guides.

The SAP for Retail Wiki provides both an ideal starting point for SAP for Retail newbies and an elaborated knowledge base for business and technical experts at customers and consulting agencies. In addition to the Wiki, you can get in touch with Retail experts directly and join in on discussions on the Retail Discussion Forum as well as Blogs and Documents.

Don’t forget to visit the SAP for Retail community homepage.

What’s New in the SAP for Retail Wiki

- Wiki Page Feature - SAP Forecasting and Replenishment: Boost Productivity and In-Stock Position
- Featured Retail Content
- Recent Retail Webcasts
- NEW! Worldwide Training Curriculum

SMP: SAP Service Marketplace credentials required

SAP for Retail

SAP’s offering for retail companies can take on different forms depending on the needs of that company. The ability to respond rapidly to market demands is vital in the dynamic world of retail. After all, there is nothing more constant in this industry than change.

Customers today are savvy, fickle, and demanding. How do retailers grow profitably in these challenging times? By transforming the business to deliver unified, personalized customer experiences that engage and drive loyalty.

Connected customers are redefining the shopping experience. A vast majority of all purchases begin on a PC. Furthermore, most consumers want to be digitally engaged in their future shopping experiences. Expectations have never been higher for retailers to deliver shopping experiences through online channels, mobile technology, and social networks.

Yet, this change is taking place where the brick-and-mortar store still accounts for most of the transactions. And even though some of these transactions start elsewhere, they’re still completed in the physical store. Innovative retailers are taking the lead to turn these storefronts to an integration hub of mobile, social, and digital retailing trends.

To remain relevant, retailers need to provide localized and personalized interactions with compelling choices. Furthermore, the store experience must
evolve to attract and keep customers. A fresh view of connected customer engagement is necessary to create differentiated value.

Leading retailers are utilizing SAP technology and software to deliver personalized customer experiences, as well as increasing operating efficiencies to reduce costs and run better.

Retail Value Map:

Customer-Centric Marketing and Merchandising
Build personalized shopping experiences with your customers. Develop targeted promotions and pricing strategies that give a high return on investment, while lowering inventory costs

Sourcing, Buying and Private Label
Efficiently source, buy, or produce products by collaborating with a global network of business partners

Supply Chain
Optimize customer service and profitability by balancing supply and inventory to meet dynamic demand at optimum cost

Omnicommerce Customer Experience
Truly understand customer needs to increase brand awareness, improve interaction, and utilize customer interaction channels that are consistent, personalized, and enjoyable

Please click on the boxes below to explore more Details
Sourcing, Buying, and Private Label

Sourcing, Vendor Management, and Insight
Buying
Private Label
Collaborative Retail

Supply Chain

Supply Chain Insight
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- Run SAP for Retail - Best Practices for Solution Operations
- SAP Retail Technology Facts and Retail Switch
- Consequences of Activating the BF Set SAP Retail

SAP for Retail Community Contributions

Whether they are best practices, lessons learned or success stories, share your experience with us. If you don’t know where to start, please have a look at existing SAP for Retail Community page contributions (see the box SAP for Retail Community Contributions on the right side) to see what has been created by members of our Retail on SCN community.

Also, before you begin, read our page on how you can contribute so you can begin positioning yourself with your knowledge. Remember, it’s you who makes the BPX community thrive! We welcome your input.
The Retail on SCN Wiki content is continuously updated and enhanced. For automatic updates, please watch this page and other pages of special interest by clicking on the envelope symbol in the upper right corner.