Retail companies are at the forefront of digital transformation and can serve their customers better by reimagining business models and business processes.

1. They recognize the ongoing disruption to the classic retail model driven by ever-changing consumer expectations and adoption of smart technologies.

2. They are ready to take charge of their destiny by building digital capabilities and quickly identifying and acting on new growth opportunities.

**Marketing and Merchandising**

- Identify unique customers across all channels and use advanced analytics to segment them.
- Enable real-time customer loyalty and incentive programs.
- Render contextualized digital content for mobile and empowered sales teams and consumers.

**Procurement and Private Label**

- Address immediate customer needs with responsive procurement and manufacturing strategies.
- Use consumer feedback and social signals when making pricing and product decisions.
- Track and trace product batches down to the individual level.

**Supply Chain**

- Process orders and offer delivery options based on customer priorities.
- Establish highly agile and responsive supply chain networks to deliver to customer satisfaction.
- Track and trace product batches and batches to end-to-end supply chain transparency.

**Omnichannel Customer Experience**

- Establish a consistent view of digital information across devices and customer touchpoints.
- Provide 360-degree insight into the customer life cycle.
- Gain real-time access to stock availability and product information to store associates and customers.

**Human Resources**

- Attract and retain top sales and marketing talent where associates interact effectively with customers before, during, and after purchases.
- Enable social collaboration among sales reps.

**Finance**

- Simulate and analyze scenarios to evaluate business strategy and financial implications.
- Scale a 360-degree view of customer financial data and profitability.

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*Benefits are based on early adopters of SAP S/4HANA or conservative outside-in benefits due to moving from a traditional enterprise resource planning system to enhanced capabilities of SAP S/4HANA, as well as line-of-business and cloud solutions.*