Capgemini

Transforming the
Digital Core for **Retail**

Want to maximize your business value by adopting SAP S/4HANA?

Transforming the Digital Core for Retail enables retailers to achieve a fast and smooth implementation of SAP S/4HANA, while simultaneously leveraging the promise of 'The Renewable Enterprise'. The outcome is an agile digital core that can flex and adapt as your organization grows and evolves.

By combining our RetailPath solution for SAP S/4HANA with the promise of 'The Renewable Enterprise', **Transforming the Digital Core for Retail** empowers you to nurture a business that's constantly able to grow, adapt, and renew. You'll constantly evolve towards exceeding customer expectations, unlocking business value and outpacing the competition.

Our offer confirms Capgemini as the ultimate guide to digital core transformation for retailers, able to share unique, purpose-built skills to help you navigate unprecedented market shifts and tech-triggered trends.

Our team of retail experts works with you to create a digital vision and a tailored transformation road map, equipping you to start projects today that ladder up to long-term strategic goals tomorrow.

Transformation isn't optional. The retail world is undergoing a period of unprecedented change. Customers expect high levels of personalization and real proof that brands share their values.

Essentials and convenience

Accelerated appetite for online shopping and convenience, with only **40%** of consumers expect to frequent physical stores in the foreseeable future.

Health and Safety

77% of consumers are more cautious about cleanliness, health and safety, and **62%** of consumers prefer brands with higher level of product safety.

Responsible consumerism

Increased demand for companies that embody a sense of purpose and give back to community and society, with **50%**+ of consumers also expecting detailed product origin information.

The Renewable Enterprise

The Renewable Enterprise is our promise that, when we migrate or upgrade the platform, we'll design it to enable your business to evolve continually, as customers demand different types of engagement, products, and services.

This reflects the fact that, to become truly renewable, retailers must design a new IT systems logic to evolve at the pace of business change, unlock business value, and outpace the competition.

We understand that individual challenges are complex, so we help enable the transformation to achieve your vision, supported by innovative technology.

We manage the technology in layers called the Digital Core and the Intelligent Enterprise. The Digital Core is the foundational layer that runs the entire company, and we help you keep it clean and simple. The Intelligent Enterprise is the innovation layer and, having established a stable core, we use the Internet of Things (IoT), Artificial Intelligence (AI), machine learning, blockchain, and Robotic Process Automation (RPA) to transform your business for the future.

Capgemini's unique approach to architect the Renewable Enterprise

Simplify the core ERP and build the differentiation with **surrounding intelligent technologies**. The **right way** to become an **Intelligent Enterprise**.
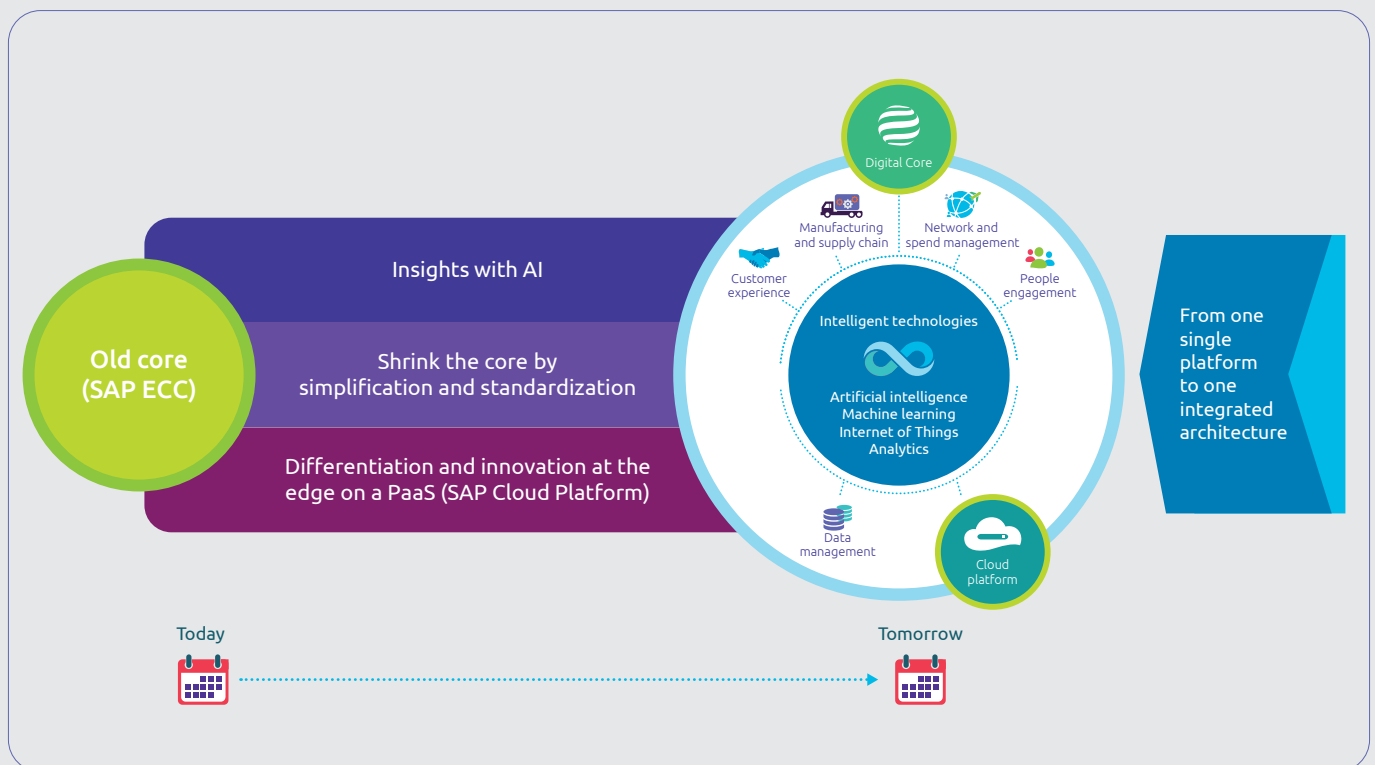
Enable and exceed the aspirations of your customers

The creation of affirming customer experiences is the prime focus as retailers fight to survive in a highly disrupted environment. You know it's critical you enable the aspirations of your customers. You know it's essential that you exceed their expectations. And you know you must build genuine, long term loyalty. But you still face significant challenges.

Emerging technologies are enabling new, agile market entrants, new business models, real-time insights and personalization at scale. In this disrupted environment, you have to contend with omnichannel commerce, reduced foot traffic in physical stores, inventory management challenges, and ubiquitous channels of social media shortening trend cycles. And you also need to satisfy increasingly conscious shoppers who are sensitive to ethical and sustainability issues, demanding local produce options and waste management solutions.

Therefore, retailers must address key business priorities. You must rethink and adapt your business models and operate at speed-to-value. You must maintain continuous innovation. And you must make decisions based on data-driven insights.

Meanwhile, many retailers have legacy infrastructures with inefficient, manual processes for products-data maintenance. They must contend with an ever-increasing number of products and retail locations that puts pressure on supply chain planning and omnichannel fulfillment processes. And they endure limited insight into stock levels, preventing real-time reactions to stockouts or changes in customer demand.

Therefore, the sooner they implement a flexible digital core, the faster they'll be able to respond and capitalize on the challenges of the disrupted environment.

Exceed your customers' ever-evolving expectations

Transforming the Digital Core for Retail transforms our clients' businesses, reinventing legacy infrastructures. It enables speed to market and delivers previously unimaginable business benefits, including the ability to deliver true customer intimacy.

Our methodology evaluates what currently populates your Enterprise Resource Planning (ERP) and then re-architects it to create a modern digital core. Achieving simplicity at the center - and enabling enhancements on the edge of the SAP cloud - results in a scalable enterprise solution that drives your business forward.

An irresistible spectrum of new opportunity

Here's how it works. The architecture delivers the speed and agility required to enable the technical change, at a pace that's appropriate to your business. It's built to embrace DevOps and modern delivery initiatives. It allows the seamless implementation of crucial changes, while protecting mission-critical applications that power the business.

The architecture leverages Application Programming Interface (API) / Microservices and innovations built on the cloud platform. It's scalable, flexible, inclusive, and adaptable to emerging business models, as well as new technologies beyond S/4HANA. It has a business consulting focus, underpinned by industrialized tools that reduce the risk effort, which brings data and processes to enable informed decisions.

Our solution prioritizes the user experience, enabling personalization at scale. It has the intuitive ability to adapt to meet the changing needs of your business and its customers.

Create a bespoke, flexible, scalable roadmap for your transformation journey

Transforming the Digital Core for Retail brings together our proven solutions and latest innovations, including Highway to S/4HANA, SAP Marketing Cloud, SAP Commerce Cloud, all enhanced by our promise of The Renewable Enterprise

End-to-end opportunities

Highway to S/4HANA is our one of our key strategic initiatives and we have invested significantly to make it a foundational customer offer. We can deliver end-to-end SAP full lifecycle services, starting with a business case; creating a viable, quick-to-value road map; delivering an architecture that sustains; and offering a complete service, a competitive price, and an unending commitment to innovation.

Our global reach positions us as a strategic partner for complex global deployments of SAP, confirming us as one of the few partners able to support truly global companies on the S/4HANA journey.

A swift and smooth migration path

Highway to S/4HANA is our industrialized approach, engineered so there's no need for you to build strategies from scratch. We leverage it as a platform, empowering you to embrace technology that enables you to adopt rapidly evolving business models and achieve ongoing business transformation. Rather than being a technical upgrade, Highway to S/4HANA is a fast and smooth migration path towards the promise of The Renewable Enterprise.

www.capgemini.com/2019/11/how-we-industrialize-the-renewable-enterprise-and-bring-it-to-life/

Benefit from business advantages like never before

Our solutions seamlessly integrate the ERP world, new cloud solutions and new, innovative tech to give you ultimate flexibility. We can help your business adapt to changes at a pace determined by business needs and the arrival of new innovative technology

Get to market faster

RetailPath is a platform of premium assets and accelerators that improve performance, drive accelerated deployment, and mitigate risk to your transformation program. Our solution and approach typically deliver an 80% out-of-the-box fit, with our most recent customers exceeding 90%.

Our RetailPath solution is built specifically for retailers. Because it's pre-configured, your business sees the solution in action from the start of the program. RetailPath can be leveraged as your starting solution, as a reference model to share our accumulated retail experience, or as a source of selected imports to expedite the improvement of your existing system.

Agile solutions for a thriving business

iCaptivate is the market leading Agile for SAP methodology. Capgemini completed extensive Critical Path Modelling of S/4HANA dependencies and pre-requisites to create a documented backlog of user stories that have been scheduled over a series of sprints to deliver an end to end S/4HANA solution (digital core) based on industry best practices.

90%+

adoption of S/4HANA best practice standard processes*
*By our most recent clients

As a result, agile has driven tremendous benefits into our SAP deployments. There has been a significant increase in understanding of S/4HANA and the

enterprise solution by business resources. This has resulted in a remarkable 90%+ adoption of S/4HANA best practice standard processes by business resources.

SAP Marketing Cloud

SAP Marketing Cloud allows you to target and engage customers with relevant campaigns. It's a truly intelligent enterprise marketing solution that gives marketers data-driven customer profiles. It helps them create focus, targeting and engaging customers with relevant experiences.

SAP Commerce Cloud

SAP Commerce Cloud offers personalized seamless commerce and order management. For B2B business, it helps simplify and enhance your online customers' experience with personalized recommendations. This portfolio provides the capabilities your organization needs to drive your omnichannel business

SAP Customer Activity Repository

SAP Customer Activity Repository is a retail industry specific solution that brings several prior planning, analytics and data management solutions that used to be part of SAP BW. Powered by HANA DB and through replication of data with S4, this solution handles POS data transfer and audit, omnichannel article availability, omnichannel pricing and promotion, promotion management for retail, assortment planning and unified demand forecast.

Agile, flexible and scalable architectures

The Renewable Enterprise is our promise that, when we migrate or upgrade the platform, we'll design it to enable businesses to evolve continually as customers demand different types of engagement, products and services. When your business adopts The Renewable Enterprise you can rely on agile, flexible and scalable architectures to simplify the digital S/4HANA core, with a 'cloud first' strategy, agile / DevOps delivery and an API-based cloud development approach at their core, to build innovations and drive business transformation.

Will you harness the opportunity of a generation?

Partner with Capgemini to benefit from our significant, proven experience in optimizing the operations of retailers across the whole value chain

Our deep understanding of the unique challenges facing the world of retailing reflects our proven experience of working with the world's largest, most successful retailers. We are uniquely positioned with in-house talent to enable your vision.

As a leading global player in the SAP implementation services market, we have more certified consultants than any competitor. More than 5000 S/4HANA certified Capgemini consultants work with more than 700 clients annually on SAP delivery projects. We have a mature methodology used consistently across the globe and enhanced through our continuous improvement process.

Capgemini is driven by the conviction that the business value of technology comes from and through people. We are proud of a unique working culture that's collaborative yet very prescriptive. A style that promotes we 'do it with you' not 'to you' or 'for you'.

We have the relevant, industrialized assets to accelerate design and build, promote a quality implementation, and optimize a track record of successfully delivering business transformation programs using SAP.

With **Transforming the Digital Core for Retail**, we employ proven methodologies and our latest innovations, to orchestrate the levers of platforms, applications, processes, change, leadership, talent, and culture.

Transforming the Digital Core for Retail offers us the opportunity of a generation. The opportunity to get digital transformation right. The opportunity to realize the promise of The Renewable Enterprise. The opportunity to deliver experiences that achieve the intimacy your customers increasingly demand.

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Case study: A long term relationship in luxury fashion

We have been working with a luxury fashion brand for more than ten years in the areas of SAP, digital customer experience, and insights and data. Though the company has been an early adopter of SAP Retail, for years they had been held back by a complex heavily customized SAP ECC retail system. Starting in November 2018, we partnered them in a major IT program. We upgraded SAP ECC Retail to SAP S4 1709, as well migrating it from SAP HEC to AWS Cloud. Hosting over 35 workshops in design phase, we handled 230 interfaces and 20+ third party applications. Once in S4, by August 2019, we had completed the transition to a platform which will allow our customer to unlock the potential for future innovation, reduce time-to-market, and implement new target operating model. Capgemini accelerators CCAT and CFAT were used for the S/4HANA discovery and migration, giving a 10-15% reduction in timelines.

Case study: A global solution for a global player

We have collaborated with this global retailer since 2016, on a multi-year SAP transformation program. The retailer chose SAP S4 as its core merchandising platform along with SAP ARIBA, SAP Commerce and SAP CAR. iCaptivate methodology and its agile principles have driven the program in build print, testing and data migration phases. We delivered many firsts, such as implementing an omnichannel article availability solution with SAP CAR and SAP Commerce. Several retail industry specific problems were addressed, such as managing demand units and order units for mixed case pack in stores. Through 2019, we are engaged in the rollout of the solution to various countries.

About
Capgemini

Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of €17billion.

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People matter, results count.

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