

Global Sportswear Brand Accelerates Business Transformation with SAP S/4HANA® and Rizing

Highlights

Global Template

- Developed a global template using Rizing's proven-practice SAP S/4HANA® Fashion Accelerator

End-to-End Implementation

- Successfully rolled-out SAP S/4HANA for Fashion across retail and wholesale operations with e-commerce integration (CAR, POS DTA).
- The implementation spans across Europe, Eastern Europe, Middle East and Africa, South-East Asia, North America and Latin America,

Post Go-live Support

- Currently provides managed services to locations that are live on SAP S/4HANA®

SAP Solutions

- SAP S/4HANA® for Fashion and Vertical Business
- SAP Customer Activity Repository
- SAP POS DTA
- SAP Fiori Apps
- SAP BW

In its relentless pursuit to be the **“Fastest Sports Brand in the World,”** this global sportswear brand required a robust and scalable foundation to help the business run faster than ever before.

The Challenge

Headquartered in Germany, the company's core mission is to advance global sports through performance and sport-inspired lifestyle product innovation. Staying true to this strategy, the company has undergone an impressive global expansion – currently operating in more than 120 countries.

While this global portfolio is central to the company's growth goals, the multitude of processes unique to each regional presence posed a significant challenge. **Legacy, on-premises applications - which had served as a base for growth for years - were no longer adequate for its expanding footprint.**

- **Disparate systems:** Multiple legacy systems across geographies and business channels hindered the company to drive a cohesive omni-channel strategy
- **Lack of scalability:** Multitude of customized and disparate systems could not sustain the company's growth across multiple regions
- **Time-consuming processes:** Basic functions took significant resources, and time, increasing the total cost of ownership

The Solution

The company approached the project as a complete transformation initiative. This meant moving to a single and harmonized platform that streamlined processes across countries and languages, and scaled easily as the company grew.

At the heart of this transformation is **SAP S/4HANA® Fashion**. For this global sportswear brand, SAP S/4HANA provides the core platform for growth; delivering the agility and scalability needed to drive continuous innovation and ensure seamless integration with external applications.

The project included the development of a **global template across retail, wholesale and eCommerce** operations focusing on harmonizing key processes across countries and business units.

The implementation began with a pilot program in Europe, covering **retail, e-commerce, finance and logistics**.

The implementation included **SAP BW for operational reporting, leveraging real-time sales data** from **SAP Customer Activity Repository (CAR) /POS-DTA** and data from SAP S/4HANA for sales, inventory, and procurement.

The Outcome

SAP S/4HANA® allows this Global Sportswear Brand to stay **agile as it grows and diversifies globally.**

Implementing SAP S/4HANA® globally will allow the company to standardize business processes, from inventory management to finance. This allowed the company to replace outdated multiple legacy systems.

The solution puts the global sportswear brand in a position to seamlessly grow wherever the market takes it, operating as one unified group.

The Solution Covers:

160+

Stores with digitized operations including full-price and outlet stores

27+

Countries with integrated e-commerce fulfilment including e-comm Site and 5 marketplaces

Global template with harmonized processes:

Successfully built global design of harmonized processes for retail, wholesale, and e-commerce fulfillment with minimum adjustments across EMEA, North America, LATAM and Southeast Asia.

Enhanced order management via supply assignment and planning processes that will ensure most valuable channels are being prioritized.

Unified Inventory Management: A single pool of inventory for both e-commerce and retail across Europe, with fulfillment and shipments to 26 countries, all managed from a centralized distribution center in Germany.

Enhanced Store Operations: Utilized SAP Fiori apps to provide store associates with crucial insights into finance and logistics, improving store operations.

Scope of the implementation

Rizing is the **prime SI partner** across all completed and ongoing roll-outs.

North America

LATAM
(6+ Countries)

Europe, EEMEA
(20+ Countries)

SEA
(6+ Countries)

Talk to us

The go-to SAP co-innovation and collaboration partner for retail and fashion, Rizing helps companies transform to intelligent enterprises, leveraging proven accelerators and 20+ years expertise in end-to-end implementations.

rizing.com
info@rizing.com