Foundation for networked omnichannel

S.OLIVER GROUP
SETS THE COURSE FOR THE FUTURE

The s.Oliver Group is one of the leading companies in the European fashion market. In addition to the umbrella brand s.Oliver, the portfolio includes 8 other brands, such as Q/S designed by, TRIANGLE, ACTIVE, BLACK LABEL, comma/casual identity, and Liebeskind Berlin. The different requirements of the individual brands and the vertical processes from the design of the collections to sourcing, manufacturing and logistics to customer-facing processes pushed the existing, heterogeneous and predominantly self-developed systems to their limits. Increasing omnichannel requirements also increased the complexity of the processes and required a stable platform that allows for continuous agile innovation management.

Initial situation > Procedure > Customer > Result > Benefits > Technologies

KPS

Image courtesy of s.Oliver group

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INTEGRATED FLOW OF GOODS AND VALUES

s.Oliver launched the S4 Excellence Programme with the aim of establishing lean and efficient processes and building a high-performance, sustainable system landscape.

The implementation of the SAP Fashion Management Solution (FMS) merged financial accounting, merchandise management and logistics onto a central platform. The digital flow of goods and values for all brands and company units was harmonised and standardised.

The central master data management now provides a "single source of truth" for all processes and applications involved.

![s.Oliver GROUP logo]

With the go live of the s.Oliver merchandise management system, we have established the central foundation for the digital transformation of the s.Oliver Group. Integrated processes and a central database provide transparency and help us to act faster and in a more customer-oriented way. We are taking our business to a whole new level.

Dirk Schneider
Chief Digital & Operating Officer S.OLIVER GROUP

KPS

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ORCHESTRATING THE CUSTOMER EXPERIENCE

The project created the prerequisites to be able to act quickly and agilely to market changes and to drive innovations faster. The required process harmonisation for all business areas was largely achieved and at the same time a state-of-the-art technological infrastructure was built. Modern apps with SAP Fiori interfaces on mobile devices enable employees at 9,200 points of sale worldwide to address a wide range of customer requirements quickly and efficiently. In addition, omnichannel scenarios such as reservation, order processing, picking and delivery can now be managed directly in the retail store alongside classic sales processes.

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IMMEDIATE EFFECTIVENESS
TANGIBLE RESULTS

⇒ **Scheduled dispatching** with a high degree of automation

⇒ **Automated** merchandise control with replenishment

⇒ **Real-time** cross-channel demand overview

⇒ **Optimised** assortment range overview at all touchpoints
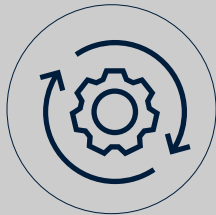
⇒ **Reduced** costs for stock transfers and markdowns
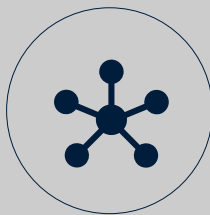
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IMPLEMENTED TECHNOLOGIES

| SAP Fashion Management Solution | S/4HANA Finance | SAP Customer Activity Rep. (CAR) | SAP Assortment Planning | SAP Allocation Run | SAP BI/BO & IP based Merchandise Mgmt. | SAP eWM |

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