SAP® FASHION MANAGEMENT
DEVELOPED WITH FASHION BRANDS
FOR FASHION BRANDS
1 PERCHE’ ABBIAMO SVILUPPATO SAP FASHION MANAGEMENT SOLUTION?

2 PERCHE’ OGGI?

3 QUALI BENEFICI?

4 QUALE ROADMAP?
Più di 500 Fashion brand WW usano soluzioni SAP per gestire il core business

18 delle TOP 20 Fashion company WW usano soluzioni SAP

PERCHE’ ABBIAMO SVILUPPATO SAP FASHION MANAGEMENT SOLUTION?

S A P N E L M E R C A T O F A S H I O N
<table>
<thead>
<tr>
<th>Textile Mills</th>
<th>Factories/ Agents</th>
<th>Luxury Designers</th>
<th>Brand Manufacturers</th>
<th>Sports Marketers/ Retailers</th>
<th>Stores/ eCommerce</th>
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SAP FASHION MANAGEMENT SOLUTION

P R I O R I T A' S T R A T E G I H E

Globalizzazione

Faster fashion

Customer experience

Distribuzione cross canale

SAP FASHION MANAGEMENT SOLUTION

UXOTICA

TOMMY HILFIGER

GIORGIO ARMANI

adidas

Ur forma unica
PERCHE' OGGI?

Semplificazione della piattaforma tecnologica con SAP HANA platform

Applications

Analytics

SAP HANA Platform
1. RIDUZIONE DELLE SCORTE
2. RIDUZIONE LEAD TIME / TIME-TO-MARKET
3. VISIBILITA’ GIACENZA TRASVERSALE A TUTTI I CANALI DI DISTRIBUZIONE
4. AUMENTO EFFICIENZA PIANIFICAZIONE DELLA DOMANDA
5. RIDUZIONE MARK DOWN / AUMENTO REDDITTIVITA’ DELLE PROMOZIONI
6. AUMENTO DELLE SINERGIE NEI PROCESSI COMUNI
### SAP Retail: 16 Years, more than 1000 customers

- **Master data**
  - Generic Article: Style Color Size dimensions
  - Flexible merchandise hierarchy
  - Seasons and Collections

- **Merchandising**
  - Assortment and Listing
  - Retail Pricing
  - Retail Markdown Management
  - Promotion Management
  - Retail Allocation
  - Retail Replenishment

- **Procurement**
  - Seasonal Procurement

- **Merchandise Distribution**
  - Cross-dock and flow-through

- **Store Operations**
  - POS Outbound and Inbound
  - In-Store Merchandise and Inventory Management

- **Finance**
  - Product Cost Controlling and Valuation
  - Costing on SKU level

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### AFS: 16 Years, more than 300 customers

- **Master data**
  - Material Grid: Style Color Size dimensions (freely definable)
  - Country-dependent dimensions
  - Freely definable requirements and stock categories: Quality, Country of Origin, Customer Segment

- **Season/collection**
  - Full Seasonal processing across functional areas
  - Up to 3 level season definition with time ranges
  - Controls deliveries, delivery programs/groups

- **Sales and distribution**
  - Modified customer order entry and usability
  - Multi store orders, pre-order, rush-order, Third party order, consignment/VMI
  - Assortments and Pre-packs, pre-sizing
  - Full Pricing flexibility, Mass Order Management
  - Value Added Services

- **Allocation**
  - Available to Promise, Allocation/de-allocation of stock and future receipts

- **Materials Management**
  - Purchasing processes on SKU level including multi-level contract, blanket orders and call offs, invoice verification and inventory management
  - Source Allocation, Vendor Capacity Planning, Quotas, Political Restrictions
  - Purchase To Order, Purchase Order Split
  - Warehouse Management on SKU level

- **Production Planning**
  - Material Requirement Planning, Make-to-order, Make-to-stock
  - Extended Production Order Processing
  - Combined Production Orders
  - Sub-contracting in a CMT mode
  - Quality Management

- **Finance**
  - Product Cost Controlling and Valuation
  - Costing on SKU level
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