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adidas Group: Staying Ahead of Consumer Demand with SAP® Fashion Management

A love of sports and the drive to push performance to the next level is what makes the adidas Group a global leader in the sporting goods industry. To bring the best products to market each and every season, the company has to know what consumers want and when. With the SAP® Fashion Management application and the SAP HANA® platform, the adidas Group will have the unified IT systems and the real-time data analysis it needs to stay ahead of consumer demand and on top of its game.

A smooth flow from factory to warehouse to shelf

adidas Group gives consumers what they want, when they want it

Objectives

- Drive growth in the e-commerce market
- Unify e-commerce, wholesale, and retail business units with simpler, standardized IT
- Stay ahead of consumer demand
- Become a true omnichannel business

Why SAP

- SAP® Fashion Management application, meeting industry-specific and unique business needs
- SAP solutions as the backbone of the group's global supply chain system
- Real-time data access, reporting, and analysis with SAP for Retail solutions and SAP Business Warehouse powered by SAP HANA®

Benefits

- Complete visibility from the factory to the shop floor and e-commerce channels
- Point-of-sale data analysis that provides a better understanding of consumers, helping replenish shelves with the best-selling products and increase cross- and up-sell opportunities
- Significantly faster nightly replenishment and allocation runs

Future plans

- Accelerate the delivery of customized merchandise
- Move from near-real-time to true real-time and vertical business processes
- Improve forecasting to better anticipate what consumers will want tomorrow, in a week, and a month down the road
- Move toward cloud deployment models to save time and money on new implementations

"With SAP Fashion Management and SAP HANA, we will be able to greatly improve our consumers' experience. The solutions will help us become a truly omnichannel organization and provide us with insights to better anticipate consumer demand both today and in the future."

Kai Bienmueller, IT Director for Wholesale ERP Solutions, adidas Group



Company

adidas Group

Headquarters

Herzogenaurach, Germany

Industry

Consumer products

Products and Services

Sporting apparel, footwear, and equipment

Employees

>50,000

Revenue

€14.5 billion

Web Site

www.adidas-group.com
www.adidas.com

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