



Syntax Retail Solutions for SAP

Achieve seamless customer interactions, smarter operations, and AI-driven growth

Rising costs, demanding shoppers, and fierce competition are reshaping retail. **Syntax Retail Solutions for SAP** combine deep retail expertise with end-to-end services that connect operations, elevate every customer interaction, and put AI-powered insights to work. From storefront to supply chain, we help you overcome challenges, boost efficiency, and build the loyalty that keeps you ahead in a changing market.



Challenges

Retail is evolving fast. Are you ready?

Today’s retail landscape is more complex and competitive than ever. Shoppers expect seamless experiences across every interaction, while rising costs, supply chain pressures, and market shifts strain operations. To stay ahead, retailers must modernize, connect their business end-to-end, and anticipate customer needs—without eroding profitability.

Fragmented Customer Experiences	Operational Inefficiencies	Limited Visibility
Disconnected systems cause inconsistent service, lost sales, and weaken the unified brand experience.	Manual processes and outdated tools slow decisions, raise costs, and limit business agility.	Siloed data hinders forecasting, inventory accuracy, and timely response to market changes.
Rising Expectations	Pressure on Margins	Technology Gaps
Shoppers demand convenience, personalization, and speed while retailers manage costs and resources.	Inflation, supply chain disruptions, and pricing pressure reduce profitability and competitiveness.	Legacy systems lack flexibility, scalability, and integration to support modern retail strategies.



The Syntax Approach

Your partner for intelligent retail transformation.

We guide retailers from vision to value with end-to-end services: strategic advisory, tailored solutions, seamless implementation, and ongoing optimization and managed support. Our approach is powered by deep retail expertise, SAP best practices, and AI-driven innovation for measurable business impact.

Discover and Strategize

Assess your retail landscape, define priorities, and align transformation goals with business objectives—focusing on opportunities to personalize experiences, strengthen loyalty, and build operational resilience.

Support and Evolve

Provide ongoing managed services and supply chain visibility tools to optimize inventory, improve planning, and ensure smooth operations from sourcing to delivery.



Design Tailored Solutions

Configure SAP Retail capabilities to meet your unique operational and customer engagement needs, from CRM and loyalty management to omnichannel commerce integration and advanced analytics.

Implement and Integrate

Seamlessly connect core retail systems, supply chains, and customer touchpoints across online and instore experiences, ensuring a consistent, customized shopping journey wherever customers choose to shop.

Optimize and Innovate

Leverage cloud, AI, and machine learning to anticipate customer needs, accelerate product and service innovation, and introduce new engagement models and payment options faster.

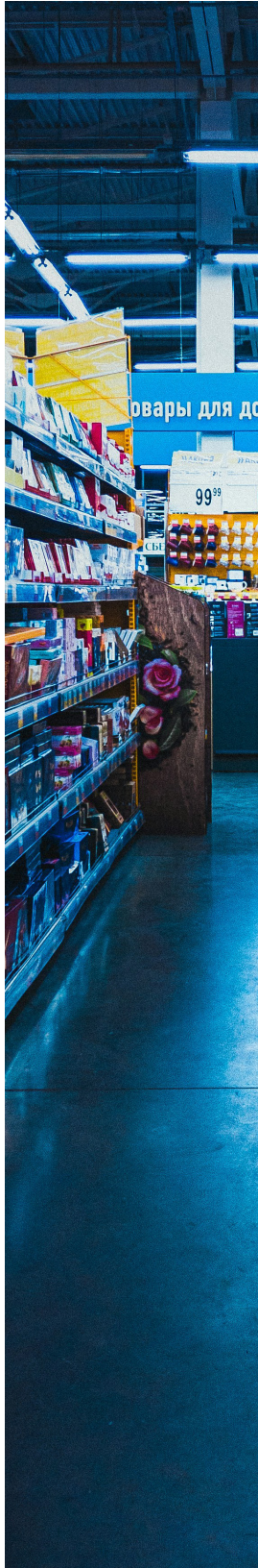


Tailored Solutions for Retail

Comprehensive capabilities for every retail function.

From merchandising and supply chain to marketing, finance, and HR, Syntax provides tailored solutions for SAP retail software—with the tools, processes, and insights you need to optimize operations, delight customers, and drive growth across your enterprise.

Merchandising Plan, price, and present products with precision. - Merchandising Intelligence - Product Design & Development - Master Data Management for Merchandising - Merchandise & Assortment Planning - Pricing & Promotions	Digital Supply Chain Ensure the right products, in the right place, at the right time. - Forecasting, Allocation & Replenishment - Omnichannel Inventory & Order Response - Warehouse Management - Yard Logistics - Transportation Management - Track & Trace / Logistics Network	Omnichannel Marketing Engage customers with relevant, personalized campaigns across every channel. - Omnichannel Marketing - Single Customer View - Consent-Based Marketing - Marketing Execution
Customer Experience Deliver seamless, personalized shopping experiences online and in store. - Unified Commerce Management & Personalization - Retail Store Management - Omnichannel Sales Order Management - Customer Service - Customer Experience Management	Procurement Streamline sourcing, purchasing, and supplier relationships. - Source & Contract - Supplier & Risk Management - Merchandise Buying - Indirect Buying - Invoice & Pay	Finance & HR Control costs, empower teams, and manage resources effectively. - Real-Time Financial Analysis - Spend Control - Travel, Expense & Invoice Management - Workforce Management - Human Capital Management



Accelerate Retail Success in the Cloud

Get there faster, with less risk, and proven results.

Syntax Accelerators give you a head start, delivering preconfigured solutions to help you adopt SAP Cloud ERP and SAP Commerce Cloud faster and with less risk. Each accelerator includes ready-to-use applications, proven business processes, and industry best practices to simplify implementation and deliver real-time visibility from day one. We work with you to design, implement, and optimize systems that streamline operations, unify data, and fuel innovation across every channel.

Syntax Accelerator for SAP Cloud ERP	Syntax Accelerator for SAP Commerce Cloud
A modern, retail-specific ERP in the cloud	Unified omnichannel from front to back
▪ Streamlines omnichannel integration and automates core processes. ▪ Includes hundreds of preconfigured retail processes for finance, planning, procurement, merchandising, store operations, and more. ▪ Available in tailored packages — <i>Foundational, Enhanced, Differentiated</i>. ▪ Enriched with added configuration, development, and documentation.	▪ Seamless integration with SAP S/4HANA Cloud (SAP Cloud ERP) for unified front-end and back-end operations. ▪ Rapid deployment with preconfigured business processes, extensions, and predefined storefront and assistant service modules. ▪ Centralized management of products, inventory, pricing, promotions, and orders for smooth flow from sale to fulfillment. ▪ Personalized, flexible commerce with context-driven experiences and modular, open architecture.



Retail Transformation, Powered by Syntax

Delivering the edge you need to lead.

► Boutique @ Scale

Personalized service combined with enterprise grade capabilities, backed by 2,600+ experts in 26 countries to modernize and scale with confidence.

► Deep Retail Expertise

Decades of SAP, e-commerce, and in-store experience, supporting 250+ retailers worldwide.

► Innovation Built-In

GenAI, predictive analytics, and sustainability focused solutions embedded in every layer to drive intelligence and continuous improvement.

► Faster Time-to-Value

Retail Accelerators for sectors from health and beauty to fashion, grocery, and more—reducing costs and accelerating timelines with industry-specific, end-to-end processes and workflows.

► End-to-End Partnership

Strategic advisory through managed services, delivering measurable results and long-term success.

Let's turn your retail vision into reality.



Ready to get started?

For more information,
visit syntax.com/industries/retail



About Syntax

Syntax provides comprehensive technology solutions and trusted professional, advisory, and application management services to power businesses' mission-critical applications in the cloud. With 50+ years of experience and 900+ customers around the world, Syntax has deep expertise in implementing and managing multi-ERP deployments in secure private, public, or hybrid environments.

Syntax partners with SAP and other global technology leaders to ensure customers' applications are seamless, secure, and at the forefront of enterprise technology innovation.

Discover more at:

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