CASE STUDY

Grocery chain delivers enhanced shopping experience with unified in-store solutions

Discover how a fast-growing US grocery chain improved their in-store operations with SAP CAR and SAP Omnichannel POS by GK.

From door-to-door operations to a household name

As a perfect example of humble origins, this grocery retailer, now a national US chain, began in the mid 1950s as a door-to-door vitamin sales operation. After opening their first store in early 1963, the chain quickly grew their offering from just vitamins and dietary supplements. Today, their extensive list of products includes natural and organic foods, local organic produce, natural body care products, and even pet care supplies. In recent years, they've also become known for their wide range of products associated with special diets, including vegetarian, gluten-free, and non-dairy.

Company info

- US-based grocery chain

- 160 locations across 20 states

- 3,000+ employees

Key challenges and goals

Today, with 160 locations spanned across 20 states, the company needed a solution that could help manage their in-store operations seamlessly with their existing SAP ECC system. With plans to open new locations and a consistently growing number of SKUs on offer, store operations grew increasingly complex and their legacy POS solution wasn't able to keep up.

After becoming a well-recognized name in the natural foods industry, this grocer was looking to boost their end-to-end processes to provide a remarkable customer experience to match their well-recognized brand. When considering a new POS system, they needed:

▪ A solution that would manage in-store operations more efficiently by reducing the steps necessary to complete transactions, and reduce checkout times to improve the customer experience

▪ A user-friendly POS solution with a simplified interface

▪ A solution that would integrate smoothly and work seamlessly with their central SAP ERP system

▪ A cost-effective large-scale deployment across their 160 locations

▪ Since replacing their legacy POS would be one of the biggest technology upgrades the company had undergone in years, they chose who they'd partner with very carefully.

Why Syntax and SAP?

After shopping around on the market for POS solutions, the chain was then introduced to Syntax as SAP's go-to partner for fast and effective endto-end deployments. Syntax provided the chain with a few customer references, one of which was another grocery retailer who had successfully deployed end-to-end solutions across several of their stores. Not only did this demonstrate Syntax's capabilities for rapid implementation, but also a deep understanding of the grocery industry's specific needs: exactly what the chain was looking for in a partner.

Solutions snapshot:

▪ SAP Omnichannel POS by GK

▪ SAP Customer Activity Repository (CAR)

▪ Syntax's GK and CAR retail accelerators

Integration with:

▪ SAP ECC v6

▪ Non-SAP cloud customer loyalty solutions and other legacy systems

Accelerating in-store management

What started as a pilot launch at one of their locations soon became the standard for what's to come for the brand's digital transformation. The grocery chain was immediately able to experience the benefits of a fully integrated endto-end solution with SAP CAR and SAP Omnichannel POS deployed.

Having a centralized overview of the entire business gave store associates an easy snapshot of stock at all times, improving inventory control and enabling them to look up items and find online orders quickly to better serve customers.

At the registers, staff saw an increase in checkout speed as well as the level of personalized service they were able to offer thanks to a simplified POS interface, more payment options (e.g., from customer's mobile devices), and personalized promotions and offers.

A now seamlessly connected solutions environment gave the grocer better insight into their business processes and more control over their day-to-day operations, allowing them to truly deliver the next-level customer experience.

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, 900+ customers, and 2,700 employees 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®, Oracle, AWS, Microsoft, and other global technology leaders to ensure customers' applications are seamless, secure, and at the forefront of enterprise technology innovation.

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