



CASE STUDY

Unifying multi-channel retail promotions for a consistent customer experience

Discover how Syntax enabled centralized pricing and promotions management for a fast-growing, multi-channel children's apparel retail brand.

About the client

Originally founded in the late 1960s, this well-known children's apparel retailer grew over the years to now include more than 1,000 brick-and-mortar locations globally and a large-scale online marketplace. As is often the case, the retail chain's success, major growth, and global expansion brought on certain technology challenges.

Most recently, the brand was faced with the growing dilemma of managing many simultaneous promotions across their broad network of channels, including delays in the planning stages, and ensuring that promotional pricing remained consistent both online and in-store.

Company info

- Global specialty retailer of children's apparel
- 1,000+ worldwide locations
- More than 13,000 employees
- Global e-commerce marketplace

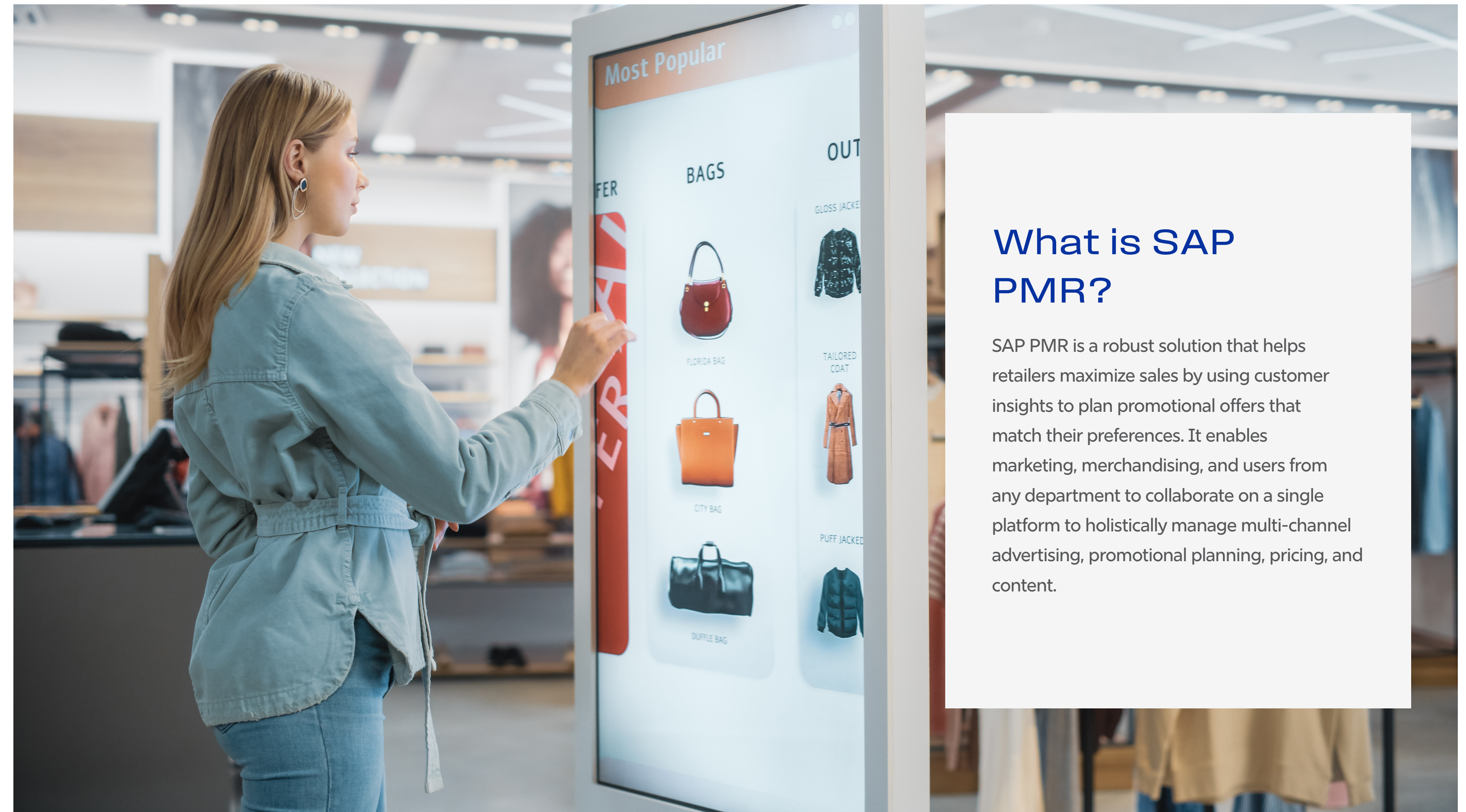
Key challenges and goals

Already an SAP ERP customer, the chain needed a solution that could not only simplify management of their promotional lifecycle, but also one that would integrate seamlessly with their existing ERP landscape. While searching for a solution, they were introduced to Syntax as the go-to retail solutions specialist.

After initial discussions, the Syntax team conducted a thorough assessment and determined that SAP Promotional Management for Retail (PMR) would not only simplify promotion management for the retailer, but also bring the customer experience to the next level.

Solutions snapshot:

- SAP Promotion Management for Retail (PMR)
- Integration with: SAP ECC, SAP CAR
- Syntax's Retail Accelerator



What is SAP PMR?

SAP PMR is a robust solution that helps retailers maximize sales by using customer insights to plan promotional offers that match their preferences. It enables marketing, merchandising, and users from any department to collaborate on a single platform to holistically manage multi-channel advertising, promotional planning, pricing, and content.

The business outcomes of a unified promotional lifecycle

After a successful deployment, the client was immediately able to reap the benefits of SAP PMR, a valuable addition to their end-to-end ERP solution. Users from different teams, and in different locations can now quickly and easily collaborate on a single platform at any phase of their promotional lifecycle, from planning to execution. This unified approach brings several more benefits to the retail chain and its customers, including:

- **Minimized planning time:** With real-time promotional viewing capabilities, the company no longer needs to manually send promotional spreadsheets or advertising proofs for review during the planning process, saving time and advertising-related costs.
- **Unified promotions:** A singular overview of promotions delivers an enhanced omnichannel shopping experience for customers, ensuring that the same promotional pricing applies online and in-store.
- **Smart pricing and promotion management:** PMR's demand driven forecasting and optimization capabilities allow the organization to create new promotional offers with a financial forecast that's in line with its merchandising strategies. With enhanced reporting, the company can now combine promotion planning with price and markdown optimization to highlight promotional opportunities by geographical region and category based on different demand patterns.



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.

Learn more about Syntax at:
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