SYNTAX

Syntax Fashion Retail Solutions for SAP

Achieve Seamless Customer Interactions, Smarter Operations, and AI-Driven Growth

Fashion moves quickly—and the pressure on brands has never been higher. Trends shift overnight, costs keep climbing, and shoppers expect flawless experiences everywhere they shop. **Syntax Fashion Retail Solutions for SAP** blend deep industry expertise with end-to-end services that connect your operations, speed up product lifecycles, and bring AI-powered insights into everyday decisions. From design and sourcing to distribution, e-commerce, and stores, we help fashion brands improve efficiency, manage complexity, and build loyalty.

SAP Platinum Partner

Challenges

Fashion Retail Is Evolving Fast. Are You Ready?

Today's fashion retail landscape is more dynamic than ever. The rise of multi-channel marketplaces requires seamless integration across retail, wholesale, and e-commerce platforms. Seasonal demand swings and shifting trends challenge inventory decisions, while globally distributed production cycles require efficient, coordinated operations. To stay competitive, fashion brands must connect their value chain end to end, respond quickly to trends, and deliver frictionless shopping experiences—without reducing profitability.

Fragmented Customer Experiences

Disconnected systems create inconsistent cross-channel experiences, lead to lost sales, and weaken the overall brand.

Operational Inefficiencies

Manual processes and outdated tools slow decisions, raise costs, and limit business agility.

Weak Inventory Management

Difficulty managing inventory across channels leads to stockouts, overstocking, and poor logistics decisions.

Lifecycle Pressure

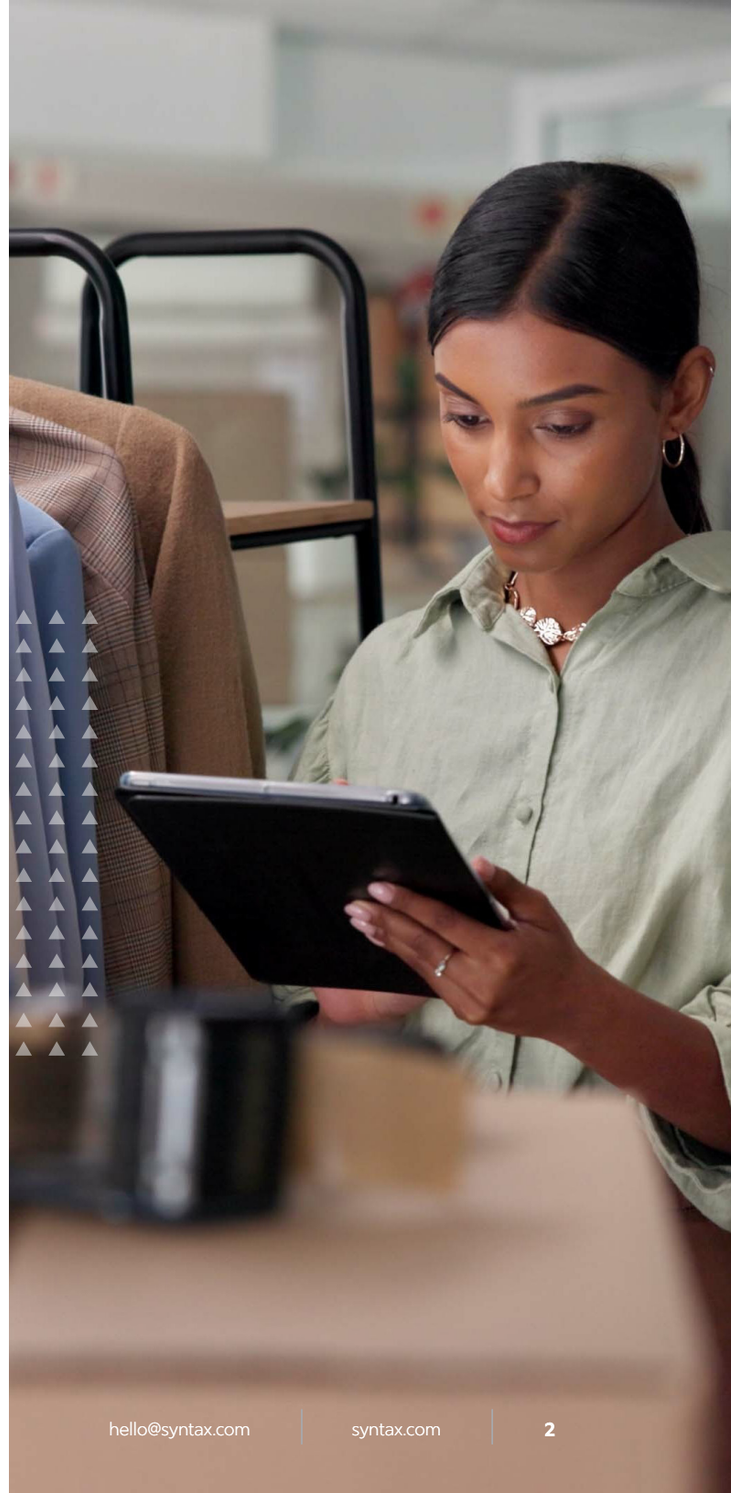
Shorter product lifecycles and rapidly shifting consumer trends make it difficult to manage costs and resources.

Margin Erosion

Volatile demand, markdown cycles, return rates, and rising production costs directly affect profitability.

Sustainability Requirements

Need to adapt new technologies to meet sustainability goals without compromising profitability.



The Syntax Approach

Your partner for intelligent fashion retail transformation

We guide fashion brands 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 fashion retail expertise, SAP best practices, and AI-driven innovation for measurable business impact.

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

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

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

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

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

Tailored Solutions for Retail

Comprehensive capabilities for every retail function

From product design 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 & Product Lifecycle

Plan, price, and present products with precision

- Style/Color/Size Product Management
- Assortment & Range Planning
- Lifecycle Pricing & Promotions
- PLM & Product Development
- Master Data Management for Fashion

Digital Supply Chain for Fashion

Ensure the right products, in the right place, at the right time

- Intelligent Demand/Supply Matching and Segmentation
- Omnichannel Inventory & Order Response
- Warehouse & Yard Logistics
- Transportation Management
- Track & Trace / Logistics Networks

Omnichannel Marketing

Engage shoppers with trending, 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
- Fashion Retail Store Management
- Omnichannel Sales Order Management
- Customer Service
- Customer Experience Management

Procurement

Streamline sourcing, purchasing, and supplier relationships

- Source & Contract
- Supplier & Risk Management
- Direct & Indirect Buying
- Invoice & Pay Automation

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 Fashion Retail Success in the Cloud

Get there faster, with less risk, and proven results

Syntax Solutions and Accelerators give you a head start, delivering preconfigured solutions to help you adopt **SAP Cloud ERP for Fashion** and **SAP Commerce Cloud** faster and with less risk. Our expertise allows you to seamlessly migrate from **SAP ECC Apparel and Footwear Solution (AFS) to SAP Cloud ERP for Fashion**, minimizing your technical debt and preserving key business differentiators by leveraging the latest technologies and innovations. 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 Solutions for SAP ECC AFS Migration

- Predefined methodology, tools, and templates designed specifically for SAP ECC AFS data and workflows migration to SAP Cloud ERP for Fashion
- End-to-end mapping of AFS processes to SAP Cloud ERP capabilities
- Ready-to-deploy fashion best practices for industry-specific processes
- Comprehensive advisory and support for fashion lifecycle

Syntax Accelerator for SAP Cloud ERP for Fashion

A modern, retail-specific ERP in the cloud

- Streamlines omnichannel integration and automates core processes
- Includes hundreds of preconfigured fashion retail processes for finance, planning, procurement, merchandising, store operations, and more
- Available in tailored packages — Foundational, Enhanced, Differentiated
- Enriched with added configuration, development, and documentation

Syntax Accelerator for SAP Commerce Cloud

Unified omnichannel from front to back

- Seamless integration with 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

Fashion 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 15 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

Industry Accelerators for sectors from health and beauty to apparel, footwear, 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 Fashion Retailers | Syntax ▶

SYNTAX

About Syntax

Syntax is a leading global technology solutions provider driving enterprise transformation in the cloud. We help organizations modernize mission-critical applications through AI-enabled innovation, industry-tailored outcomes, and end-to-end solutions across strategic advisory, implementation, and managed services. Through our Boutique @ Scale approach, we tailor every engagement to our customers' priorities, blending boutique-level agility and care with the reach and resilience of a global enterprise. Supported by strategic partnerships with SAP and other technology leaders, we empower customers to scale faster, work smarter, and build for what's next.

SAP Platinum Partner

Discover more at:

- syntax.com
- hello@syntax.com

©2026 Syntax Systems Ltd. All rights reserved.