

# Retail innovation with SAP



**Loblaw  
DIGITAL**

With Google  
Cloud Platform  
and SAP  
C/4HANA,  
Loblaw's online  
grocery site  
has seen a 4x  
improvement in  
performance,  
leading to higher  
conversion rates  
and increased  
revenue.

The retail industry is in a state of upheaval. Bankruptcies are at near-record levels and strategic closures are increasing. Personalized products and services delivered when, how and where the customer chooses are becoming table stakes, not differentiators. Now, retailers need to be able to swiftly combine and transform multiple types of data into smart insights to keep up with an ever-evolving marketplace. Competing in the digital economy demands a high-performing IT landscape that is faster, more flexible, more scalable and more secure than ever before.

This is why retailers around the world are turning to Google Cloud and SAP for leading-edge, cloud-based retail solutions. These solutions securely integrate with mission-critical applications such as SAP HANA, SAP BW/4HANA, SAP ECC, SAP C/4HANA, SAP CAR and others. With Google Cloud Platform, retailers can accelerate their digital transformation without large upfront investments in specialized new hardware or in-house skills. They can shorten time to value and leverage the real-time insights from SAP's business applications to better serve their customers.

Together, Google and SAP are actively engaging with leading retailers to co-develop strategic use cases that redefine the customer experience and enable them to compete, innovate and thrive, now and in the future.

## Innovation use cases for the modern retailer



### Reinvent the customer experience cross-channel

Identify and offer the most relevant products and services to your customers by combining customer insights from past transactions with external online interactions. Infuse digital into your stores and deliver a personalized in-store experience that incorporates real-time analytics, sensor technologies, machine learning and digital signage to emulate the online experience. Results: Interactive and personalized in-store experience with greater relevance leading to increased sales and higher brand loyalty.



### Engage with conversational commerce

Create new revenue streams with seamless conversational commerce that enables customers to shop using a voice interface. Based on past purchase insights, the conversation can be tailored to the individual shopper to help turn interest into sales. Results: Increase basket size and shopping frequency of loyal customers, avoid revenue erosion to rival retailers, enhance the customer relationship in the home and capture sales at time of impulse.



### Supercharge your merchandising and assortment planning

Avoid out-of-stocks and overstocks with the optimal assortment at the store level. Predict spikes in demand for your products and promote an intelligent enterprise by analyzing consumer search behavior and shopping trends. Drive a balanced supply chain with an end-to-end plan that considers inventory, sales and margins. Results: Increase revenue, enhance the shopping experience, boost profitability and reduce waste.

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### Elastic scalability

Spikes in traffic are great for business — if your infrastructure and operations can keep up. Scale instantly to meet the demand of both pre-planned sale days and unexpected surges in traffic. During slower sales cycles, GCP can easily scale down, and you only pay for the time you use.

### Omnichannel experiences

Retailers are leveraging AI and machine learning to transform all parts of their businesses. Together, Google and SAP can help you implement innovative solutions to help you deliver personalized, omnichannel experiences and all at lower cost.

### Retail-ready security

Leverage the most advanced cloud security and automation capabilities through the same secure-by-design infrastructure, built-in protection and innovation that Google uses to protect the information, identities, applications and devices of over 1 billion people around the world.