

Transform SAP from a transactional system into a strategic platform for retail growth

SAP for Retail



More than a system upgrade: Getting the most out of your SAP investment



The retail environment is a complex one. Customer expectations are high, demand changes constantly and omnichannel commerce is expanding at a rapid rate. Without a clear view of all areas of your business and supply chain, you run the risk of falling behind quickly.

Many organizations are turning to SAP as their digital backbone to unify fragmented systems, integrate diverse applications and deliver the real-time insights needed for today's retail operations — and there's no question that it's a solid foundation for modernizing technology foundations and streamlining operations. But with a strategic partner who can architect, implement and optimize the broader ecosystem around it, SAP can be so much more.

NTT DATA helps retailers bring these pieces together. With a deep understanding of retail operations and one of the world's largest SAP practices, we design and build the SAP environments that support business transformation.

NTT DATA can help you maximize the role of SAP as the underlying platform that supports critical systems such as point of sale (POS), mobile apps and social commerce. You'll be able to improve efficiency, deliver next-generation customer experiences, increase margins for all operations and services, and expand your market share.

Unlock new sales opportunities, maximize conversion and drive revenue growth

There are plenty of new revenue opportunities from connecting SAP across your full commerce ecosystem. With integrated data and real-time analytics, you gain a clearer view of demand patterns, customer behavior and pricing effectiveness across channels, so you can seize those opportunities quickly.

By integrating SAP with your broader retail architecture and enabling AI-driven analytics, dynamic pricing and advanced inventory insights, we help you respond faster to market signals, increase conversion and drive sustained revenue growth.

Derisk SAP and wider operations, eliminate inefficiencies and optimize cost control

We help you modernize your SAP environments, simplify complex technology landscapes and remove inefficiencies that drive unnecessary operational costs. By consolidating legacy environments and standardizing processes across stores, supply chains and corporate operations, you have a reliable and efficient foundation for retail operations.

Through a structured SAP migration, optimized cloud infrastructure and automation across critical workflows, we create a resilient technology environment that reduces maintenance overhead, streamlines operations and supports stable performance, even in high-volume retail environments.

Outpace the competition and deliver consistent, superior value to consumers

Retail success increasingly depends on being able to deliver consistent and differentiated customer experiences across every channel. It's vital to respond quickly to changing consumer expectations while maintaining operational excellence in merchandising, pricing, fulfillment and customer engagement.

By combining SAP modernization with advanced analytics, AI and automation, we enable faster innovation, more personalized customer engagement and reliable service delivery across your value chain — helping you strengthen loyalty and stay ahead of the competition.



End-to-end SAP transformation for modern retail operations

As a partner for risk-mitigated retail SAP optimization, we design and build solutions to help global retailers like you realize the full business value of their SAP implementation. Our approach is grounded in a deep understanding of your unique challenges and opportunities. We have a proven ability to deliver stable and scalable SAP environments, and are committed to continuous innovation and partnership.

Helping you set the pace of retail innovation

Global centers of excellence

Identifying where SAP transformation can deliver the greatest business value

Our retail experts will build practical roadmaps founded on proven industry best practices in areas such as unified commerce, omnichannel integration, pricing and promotions management, and real-time POS analytics.

Comprehensive SAP modernization and migration

Supporting migration from legacy SAP ECC systems or homegrown platforms to SAP S/4HANA Cloud

Using greenfield, brownfield or hybrid approaches, we help you modernize your SAP landscape while minimizing disruptive custom code to ensure a smooth transition to cloud-based SAP environments.

Full-stack SAP integration and infrastructure services

Ensuring all services come together in the right way

Our expertise covers every layer of the SAP ecosystem, from infrastructure and cloud hosting to application implementation and integration. Our data centers also support SAP RISE infrastructure, enabling secure cloud deployments.

AI, automation and advanced analytics enablement

Delivering results across the value chain

Through SAP Business Technology Platform and related tools, we'll help you embed advanced analytics, AI and automation across the value chain — improving demand forecasting, pricing strategies, inventory management and customer engagement.

Governance, compliance and managed services

Maintaining the long-term stability and compliance of your SAP environment

Strong governance frameworks, master data management tools and ongoing managed services support keep your SAP environment resilient, scalable and aligned with evolving retail business priorities.



Navigating your SAP transformation to deliver business and consumer outcomes

NTT DATA brings a unique combination of retail-specific SAP expertise, knowledge and modes of delivery to help you maximize the efficiency and effectiveness of your SAP deployment. With us, you can modernize core systems, unlock real-time data insights and create connected omnichannel experiences that meet the expectations of today's consumers.



Business-led SAP modernization across the full lifecycle

Because we understand how SAP transformation can support real retail outcomes, we're able to align technology decisions with your operational priorities in merchandising, supply chain, finance and customer engagement. And with our unmatched full-stack capabilities, we're also a technical implementation partner that can help you achieve measurable improvements across your entire retail value chain.

Proven expertise in end-to-end SAP for Retail transformation

NTT DATA has deep SAP expertise and substantial experience in delivering retail-focused modernization programs for global organizations. This is supported by offshore S/4HANA migration factories, centers of excellence, extensive testing capabilities, and prebuilt assets that will maximize your SAP implementation.

Innovation in AI and automation for retail SAP environments

We bring continuous innovation through dedicated R&D investment, innovation labs and close collaboration with technology partners. From inventory management and pricing to supply chain analytics and customer insight, we integrate AI and automation into SAP environments, transforming SAP from an operational backbone into a platform for ongoing retail innovation.

Global scale, local expertise and a powerful partner ecosystem

We have both global delivery strength and deep regional expertise. Our SAP centers of excellence operate across EMEA, the US and APAC, supported by local teams who understand the regulatory, operational and market realities of each region. This means you can deploy standardized solutions where appropriate while tailoring delivery to local markets so your SAP transformation succeeds wherever you operate.

Enabling the next generation of retail transformation

With NTT DATA as your partner for risk-mitigated retail SAP optimization, SAP becomes more than an enterprise platform — it becomes the foundation for the next era of retail excellence.

Let's explore how we can help you realize the full potential of your SAP deployment by designing, building and optimizing the right SAP environment for your organization.

Visit nttdata.com to learn more.

NTT DATA is a \$30+ billion business and technology services leader in AI and digital infrastructure. We accelerate client success and positively impact society through responsible innovation. As a Global Top Employer, we have experts in more than 70 countries. NTT DATA is part of NTT Group.



