



Digitally Transform Your Retail Business

with Future Ready SAP Retail Solution From Dell and Groupsoft



The Evolving World of Retail

The explosion of data has had the biggest impact on retail, as an industry. Consumers can engage retailers through multiple channels – online, from their phones, and in their stores. Consumer data is constantly generated across channels at every customer touch-point, offering new levels of customer understanding. At the same time digital era customers increasingly expect personalized engagement based on this understanding.

It is no longer just about selling products, retailers must also provide customers a shopping experience that presents their brand values in a contextualized and personal manner. They must remain consistent at every touch point across channels. To do this, retailers must operate in real-time with up-to-date insights about every aspect of the business and their customers.

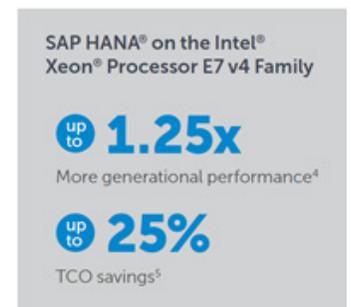
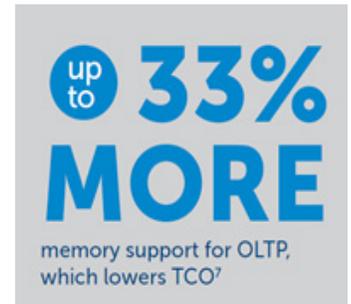
In-memory platforms like SAP HANA unleash the power of big data to empower retail companies to engage customers across every channel on a real-time basis.

Introducing the Dell-Groupsoft Platform for Digital & Omni-Channel Transformation, powered by SAP Customer Activity Repository

Real-time retailing requires accurate, in-the-moment data of every aspect of the business ranging from merchandising, marketing, supply chain, and multi channels.

Dell and Groupsoft have partnered to develop a comprehensive turn-key solution to meet these needs. The solution combines Dell's SAP HANA in-memory computing appliance and SAP's Customer Activity Repository tool, with Groupsoft's retail domain knowledge and mobile applications. Retailers can run their business and engage their customers with the full power of advanced insights and real-time decision making and action.

Dell and Groupsoft help retailers understand the value of a digital transformation through a measured process that generates value at each step. Groupsoft performs an assessment and develops a specific road map, implementing the modules based on the retailers unique requirements. At each implementation phase, Dell and Groupsoft perform a proof-of-concept using Customer Activity Repository (CAR) and other existing applications, hosted in Dell's secure proof-of-concept environment.



The Dell-Groupsoft platform provides value to retailers by:

- Enabling a personalized brand experience for every customer– consistent across channels and business models.
- Analyzing, understanding and anticipating customer needs and behavior, leveraging insights to optimize business processes and decisions.
- Simplifying business and customer management- eliminate application silos with a single consistent platform.
- Speeding time to value with a pre-integrated solution, ROI prioritized delivery road map, and optional “pay as you grow” financing services.

The Dell And Groupsoft Advantage

Dell and Groupsoft have partnered to offer the retail industry a comprehensive retail solution based on SAP HANA and SAP CAR technologies. The solution is capable of integrating with most existing systems and scope for upgrades and expansions. Dell and Groupsoft together, having already pre-designed and pre-configured hardware and software requirements for this innovative solution, make the shift a simpler, more economical process for the retailer.

Groupsoft's Retail Success:

Groupsoft has deep roots in the retail domain with extensive knowledge of retail business processes across verticals like grocery, luxury and fashion. The blend of business knowledge and deep technology expertise has driven unique innovations to meet challenges of digital retail era in the most effective manner.

Groupsoft's comprehensive retail solution based on SAP CAR and SAP HANA technology is designed to be a single "go-to" solution that enables retailers to collect real-time data of customer activity across channels. The data can then be analyzed, and decisions can be made on assortment planning, forecasting and replenishment, pricing and promotions. All of this is accessible through Groupsoft's mobile apps, designed for easy configuration and integration with the retailer's existing systems, to support the real-time needs of digital retail.

Groupsoft's SAP retail competency, global experience and innovative customer offerings help retailer's accelerate their digital business transformation.



GROUPSOFT

Broad Customer Base more than 60 retail solutions in production

SAP Retail End to End Delivery Competency

Hana, Analytics & **Mobile Offerings**

Global Support Model

Dell's Powerful Technology:



Designed for growth with Modular Scalability allowing system expansion without rip & replace

Single source for solution design, delivery & support results in high customer satisfaction

Quicker time to productivity: From **box to productivity in hours**, not days

Dell's SAP HANA platform provides retailers a cost-effective, optimized in-memory computing solution that can reduce risk/cost and increase ROI. Using Dell's SAP HANA platform retailers can analyze real-time data to identify trends and patterns to improve planning, forecasting and price optimization.

The award winning Dell PowerEdge R930 server is the ideal platform for the rapidly growing retailer.

It supports the smallest to largest configurations, providing a stable base for system upgrades and changes as the business needs grow. Furthermore, it holds the #1 SAP BW-AML HANA performance benchmark, and boasts a greater than 20% lower total cost of ownership than comparable platforms from other vendors.

Find Out More

- Dell and SAP partnership: <http://www.dell.com/SAP>
- SAP Customer Activity Repository: <https://help.sap.com/car>
- Groupsoft: <http://www.groupsoftus.com/>
- Dell and SAP HANA solution: <http://www.dell.com/HANA>
- Dell PowerEdge R930 rack servers: <http://www.dell.com/us/business/p/poweredge-r930/pd>
- Enterprise infrastructure solutions powered by Intel and SAP: <http://www.intel.com/sap>
- SAP benchmark results: <http://global.sap.com/solutions/benchmark/bwaml-results.htm>

Legal

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP SE or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP SE or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing here in should be construed as constituting an additional warranty.

SAP, the SAP logo, SAP HANA, SAP NetWeaver, and other SAP products and services mentioned herein, as well as their respective logos, are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. Please see <http://global12.sap.com/corporate-en/legal/copyright/index.epx> for additional trademark information and notices.

Dell, the Dell logo, OpenManage, and PowerEdge are trademarks of Dell Inc. Copyright © 2016 Dell Inc.

* Other names and brands may be claimed as the property of others.

Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, SUCH as SYSmark* and MobileMark*, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the result to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products.

"Up to 25-percent lower TCO (3 years) and up to 55-percent system-power savings on the Intel® Xeon® processor E7 v4 family versus IBM POWER8*" claim based on pricing of comparable four-processor rack server using the Intel® Xeon® processor E7-8890 v4 product family(24 cores) again a four-processor IBM Power System E870* using IBM POWER8 (4.19 GHz, 10 cores) as of February 2016.

Estimated power:

IBM Power System E870/IBM POWER8: Using <http://www-912.ibm.com/see/EnergyEstimator> for four IBM POWER8 processors (4.19 GHz). Four chips. 10 cores/chip, and 1 TB memory at 2,664 watts max power.

Intel estimate for 8x Intel Xeon processor E7-8890 v4 product family, 1 TB memory, and 2x 146G 15K SAS drives at 1,090 watts max power.

Estimated pricing:

Four-chip Intel Xeon processor E7-8890 v4 platform: Intel estimated price of \$60,000 with 4x Intel Xeon processors E7-8890 v3, 1 TB memory, and 2 HDDs.

Four-chip IBM Power System E870: \$575,984; IBM Power System E870, four IBM POWER8 processors (4.19 GHz), four chips, 10 cores/chip, and 1 TB memory. Source:

"Up to 25-percent better three-year TCO" claim based on Intel internal TCO tool comparing the two above-referenced options running an internal business-warehouse database. Calculations include analysis based on performance, power, cooling, electricity rates, operating system and annual support/license costs on Red Hat* Enterprise Linux for IBM Power Systems. SAP HANA® a software license cost at. http://www.sap.com/bin/sap-com/en_us/downloadasset.2014-04-apr-14-22.projected-cost-analysis-of-the-sap-hana-platform-cost-savings-enabled-by-transitioning-to-hana-pdf.bypassReg.html and Red Hat Enterprise Linux for Virtual Datacenters at <https://www.redhat.com/apps/store/server/> plus estimated server costs.

Assumptions include 42U racks, \$0.10 per kwh, cooling costs 2x average server power consumption costs, Alinean* assumptions of \$2,399 per server maintenance and \$30 per server networking costs, average real-estate cost per year from VMware* planning tool at \$310 per sq. Foot x 10 sq. Feet per rack divided by the number of servers per rack, 60-percent CPU utilization, and PUE of 2.0.

7 33-percent gain based on memory support of up to 8 TB on systems powered by Intel® Xeon® processor E7 v4 family compared to 6 TB on systems powered by the Intel® Xeon® processor E7 v3 family. For more information: SAP. "Find Certified Appliances." June 2016. <https://global.sap.com/community/ebook/2014-09-02-hana-hardware/enEN/appliances.html>