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SOLUTION BRIEF

SAP S/4HANA Cloud Public Edition for Retail, Fashion and Consumer Industries

A guide for companies ready to grow beyond their current systems

Co-development Partner

SAP S/4HANA Cloud Public Edition for Retail, Fashion and Consumer Industries



MOVING BEYOND SYSTEMS THAT NO LONGER FIT

When your business outgrows its ERP



As your business grows, operations become more interdependent and complexity becomes harder to manage.

New stores, channels, markets and business models increase the number of decisions and dependencies across inventory, pricing, sourcing, fulfilment, finance and reporting.

Over time, systems, integrations and workarounds can accumulate across the ERP landscape, making the operating model harder to manage as the business grows.

As complexity builds, the impact is felt across the business.

Margin pressure: Limited visibility across pricing, promotions, inventory, procurement and finance creates commercial blind spots.

Lower productivity: Manual processing, reconciliation and exception handling consume time that could support customers, growth and innovation.

Inventory imbalance: Disconnected planning, replenishment, allocation and fulfilment make it harder to align merchandise with demand.

Slower expansion: Every new store, entity, market or brand adds integration and operational coordination requirements.

Delayed innovation: Technical debt and complex upgrades slow the adoption of automation, AI and new capabilities.

40% of retail respondents reported limited or partially integrated ERP across business functions

39% cited legacy-system integration as a barrier to cloud ERP and advanced technology adoption

32% rank AI initiatives as a top investment area, yet most retail ERP environments remain fragmented.

Source: Rizing, Retail Cloud ERP: Trends, Challenges & Opportunities in 2025, research conducted with SAP and Canam Research.

Growth is not the only pressure on the core.

Today, many businesses want to embed AI and automation into everyday operations. But fragmented data, inconsistent processes and limited visibility make both growth and innovation harder to scale.

Many businesses find themselves caught between an ERP environment they have outgrown and a transformation that can feel costly, disruptive and difficult to justify.

MODERNIZING THE CORE

SAP S/4HANA Cloud Public Edition for Retail, Fashion and Consumer Industries

A ready-to-run cloud ERP, delivered as SaaS and built to scale with your business.

SAP S/4HANA Cloud Public Edition for Retail, Fashion and Consumer Industries brings core processes together on a standardized cloud ERP foundation, from merchandising and inventory to stores, supply chain and finance.

By connecting data and processes across your business, it creates a stronger operating foundation to support growth, simplify operations and enable continued innovation.

Core Capabilities built into the ERP

End-to-end Value Chain
Manage products, assortments, pricing, promotions and inventory across operations.

Connected Store Operations
Support inventory, purchasing, sales and omnichannel fulfilment with real-time information.

Advanced Supply Chain
Manage replenishment, allocation, distribution and inventory movement across stores and distribution centers.

Expand as your business, markets and ambitions evolve

Industry best practices
Begin with preconfigured processes rather than rebuilding standard capabilities from scratch.

Scale across markets
Standardize core processes while supporting local regulatory, tax, and reporting requirements.

Keep the core clean
Add differentiation through extensibility while keeping the ERP core standardized and easier to evolve.

Connect the wider SAP ecosystem
Connect adjacent capabilities across omnichannel order management and the wider SAP landscape as needed.

AI-ready foundation
Bring data, processes and business context together to support embedded intelligence and future AI adoption.

Continuous cloud innovation
Adopt new capabilities through the cloud lifecycle rather than treating innovation as a separate transformation program.

Keep costs predictable | **Reduce implementation risk** | **Innovate without major upgrades**

BUILT-IN CORE PROCESSES

Connected Processes Across the Value Chain

Connected data and processes create a more consistent operating foundation across functions, helping the business manage growth without adding unnecessary complexity.

Master Data Management	Maintain consistent master data across products, sites, business partners, taxonomies and assortments.	**OUTCOME** A common foundation for processes as the business expands.
Pricing & Promotion	Manage pricing and promotions across products, locations and sales processes.	**OUTCOME** A more consistent approach to pricing and promotion execution.
Demand & Supply Planning	Use demand and inventory information to support replenishment and merchandise allocation.	**OUTCOME** Better alignment between inventory and demand.
Procurement	Connect purchasing, invoice verification, supplier returns and store ordering within the procurement process.	**OUTCOME** More coordinated purchasing and supplier processes.
Supply Chain Management	Manage inventory, valuation and merchandise movement across distribution centers, stores and logistics.	**OUTCOME** Better coordination of inventory across the retail network.
Store Commerce & Connectivity	Connect store inventory, merchandise, purchasing, customer orders and POS activity with wider processes.	**OUTCOME** Empower store teams to serve customers better.
Sales	Connect order capture, fulfilment, store pickup and billing across channels.	**OUTCOME** Deliver a more consistent experience across channels.

UNDERSTANDING THE DIFFERENCE

SAP Cloud ERP Public vs. Private Edition

Public and private cloud offer different approaches to transformation, depending on your starting point, process complexity and need for standardization.

Public Cloud Edition	VS	Private Cloud Edition
Greenfield Approach Built around standardization, simplicity and speed	Implementation	**Greenfield or Brownfield** Supports a more tailored transformation approach
Fit-to-standard Preconfigured best practices with a clean-core approach	Functional complexity	**Greater Configuration Flexibility** Deep configuration, interdependent settings, on-premise-style functionality
SAP-managed Updates Stay current through ongoing cloud innovation	Innovation & Upgrades	**Customer-managed Updates** Customer determines timing and is responsible for upgrades
Lower TCO and Faster Timeline For comparable greenfield scope, with lower ongoing maintenance costs.	TCO & Timeline	**Lower Initial Brownfield Migration Cost** Higher TCO and longer timeline for comparable greenfield scope.

3 Paths to SAP Public Cloud ERP Transformation

New to SAP

- Start with proven best practices, embedded AI and guided implementation
- Standardize processes around a clean core
- Go live faster with a standardized cloud foundation

Existing SAP Customer

- Use the move as a fresh start for transformation
- Adopt fit-to-standard processes and preserve differentiation through clean-core extensibility
- Run on a true SaaS model with SAP-managed updates and continual innovation

Two-tier Approach

- Standardize subsidiaries with agile deployments outside the primary ERP
- Support acquisitions, divestitures and new business models
- Centralize shared services and extend integrated processes across business partners

NEXT STEP

Build Your Transformation Roadmap

Every transformation starts from a different point. A focused discovery helps you assess where the business is today, identify what should be standardized and where differentiation matters, and translate your priorities into a practical transformation roadmap aligned to your next stage of growth.

Discovery Session

Align on growth objectives, business priorities and transformation drivers.

Current-state Review

Assess the processes, systems, integrations and constraints shaping how the business operates today.

Private vs. Public Cloud Fit Assessment

Determine the right cloud ERP path based on business requirements, process standardization and transformation complexity.

Future-state Operating Model

Define where processes can standardize, where differentiation matters and how end-to-end operations need to work together.

Transformation Roadmap & Business Case Development

Translate priorities into a phased roadmap and business case for change.

LET'S TALK

Explore what SAP Public Cloud ERP could mean for your business

Schedule a discovery session to discuss your priorities, assess the right cloud ERP approach and define the next steps for your transformation.

Schedule Session

ABOUT US

Trusted SAP Partner for Consumer Industries, Fashion and Retail Transformation

For over two decades, Wipro and Rizing have been at the forefront of driving **end-to-end SAP transformations for Consumer Industries**.

- Largest **dedicated Retail & Fashion Partner** in the SAP ecosystem
- Largest number of **referenceable customers on SAP S/4HANA Fashion and Retail globally**
- Close collaborator with SAP on the **co-development of SAP Fashion and Retail solutions**
- Demonstrated **global template build and rollout experience**

20+
Years of SAP Fashion and Retail Implementation Experience

30+
Global SAP S/4HANA Fashion and Retail Transformation Projects

80+
Global SAP Retail and Fashion Success Stories

40+
Countries Covered in Implementation Projects

Long history of supporting customers with SAP solutions

1999
Pioneers in the SAP AFS world, helping global brands with SAP AFS implementations

2013
Co-innovation Partner of SAP FMS and S/4HANA® Fashion; trusted advisor in transitioning to SAP FMS, S/4HANA® Fashion

2017-Present
Continued partnership with SAP; co-development Partner for SAP S/4HANA Cloud Public Ed. Retail, Fashion & Consumer Industries

Supporting Transformation Through RISE with SAP

RISE WITH SAP | Validated Partner — Among the top SAP partners globally recognized as a Validated Partner for RISE with SAP

Fashion Suite — Proven SAP S/4HANA Fashion accelerator used by 20+ global fashion brands to accelerate implementations

Co-development Partner for SAP S/4HANA Cloud Public Edition for Retail, Fashion and Consumer Industries

GROW WITH SAP | Partner — Supporting customers with their GROW with SAP initiatives

End-to-End Services for SAP Transformation

- SAP Advisory and Consulting
- End-to-end SAP S/4HANA Implementation Services
- Industry-specific SAP Accelerators and Tools
- SAP BTP Services
- SAP Application Managed Services

SAP Global Partner

Trusted by Global Companies

tapestry, carhartt, HyVee, adidas, BIRKENSTOCK, SWAROVSKI, Gerber, BURBERRY, PUMA, GANT, G-STAR RAW, ARIAT, crocs, QVC GROUP, Publix, CALERES, SCOTT, Raley's, ACUSHNET HOLDINGS CORP., The Home Depot, DELTA GALIL

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