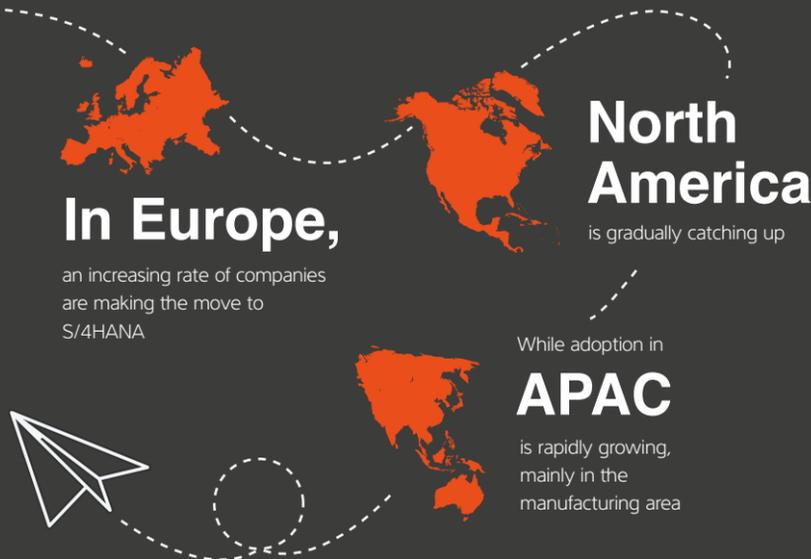


# Early Adopters of S/4HANA for Fashion: Trends and Market Insights

We've been working with a number of fashion customers across the globe, each representing a broad spectrum of use cases from Large Enterprises and SMEs to existing SAP clients and net new accounts.

This report sheds light on the trends in the marketplace, especially on how early adopters are handling their S/4HANA for Fashion transformation projects.

## Adoption of S/4HANA for Fashion and Vertical Business



## Industry Coverage of Current S/4HANA for Fashion Implementations

- Accessories
- Footwear
- Sportswear
- Apparel

## Top Reasons for Making the Move to S/4HANA cited by Early Adopters



Need for a unified platform to facilitate fast growth and potential acquisitions



Need for a robust digital platform to adopt best practices across geographies and meet increasing consumer demands



Need for a modern, digital-core for omni-channel visibility and better inventory management.

## Business Coverage of Current S/4HANA for Fashion Implementations



## Common Approaches to Migrating to S/4HANA

### For Large Enterprises

Building a Reference Solution - a best practice-driven global template for blueprint planning

#### ✓ How does this approach help companies?

- Helps validate new processes prior to implementation
- Minimizes risk by accelerating resumption of daily operations and reducing business interruptions
- Helps plan, prepare and conduct the blueprint, improving delivery quality and expediting the timeline

### For Small-to-Medium Enterprises

Leveraging a proven and tested S/4HANA accelerator - which delivers all the benefits of SAP S/4HANA Fashion with pre-configured functionality

#### ✓ How does this approach help companies?

- Minimizes internal resource requirements and effort by integrating leading practices already preconfigured for rapid deployment
- Delivers a subscription-based model, allowing fashion retailers to take advantage of a full enterprise solution while saving on upfront cost