

Private Label

How can SAP® solutions enable you to change the game?

To compete in today's global market, retailers must offer innovative, compliant products at competitive prices. SAP software helps retailers meet these challenges with robust business software that manages complex product structures while also providing visibility and control of compliance, purchasing, manufacturing, and service processes.

What do SAP solutions help customers do?

Product design and development collaboration



Integrate and align product design activities with key processes, such as product portfolio management, concept development, and project management.

Private label management



Integrate and align processes for the private label business, such as production planning and execution, efficient manufacturing operations, and outsourced manufacturing.

What are the benefits?

SAP solutions help retailers strengthen brands and support higher margins through:

- A better view of high-quality data that spans design, sourcing, compliance, quality, and production
- An established process to get private-label products to market faster
- More effective methods to reduce the time to profit
- Increased ability to produce higher quality products

Why SAP?

SAP provides a highly flexible and scalable platform that meets the needs of all users in the product development process. SAP Business Suite software and SAP for Manufacturing solutions provide a comprehensive portfolio of closed-loop processes across planning, execution, and asset management.

Key facts

-27% Time to market

When organizations share prototype and ramp-up progress with all stakeholders*

+24% Revenue

For new products when companies capture new product ideas through multiple channels*

Learn more

- ▶ [Visit us online](#)
- ▶ [Benchmark your performance](#)
- ▶ [SAP Solution Explorer](#)