

Store and Digital Commerce

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

With store and digital commerce solutions from SAP, retailers can enable customers to buy what they want, where they want, and when they want. Retailers can give customers a great, consistent buying experience and ensure smooth and quick sales transactions. Retailers can also put relevant customer information at the employees' fingertips to help improve customer service.

What do SAP solutions help customers do?

Store commerce



Manage in-store customer experience, increase productivity, and ensure a secure and fast checkout.

Digital commerce



Create a personalized digital shopping experience, and make buying online secure and easy.

Mobile commerce



Engage customers on mobile devices with mobile shopping, cross-channel loyalty, and a mobile wallet.

Customer returns



Lower customer service and support costs by reducing unnecessary returns and streamlining returns.

Key facts

18% Of retailers

Have unified cross-channel inventory management that is updated in real time*

17% Of organizations

Optimize interactions by applying a 360-degree view of consumers in marketing tactics*

What are the benefits?

SAP provides store and digital commerce solutions to help retailers strengthen customer loyalty and increase sales through:

- Better customer service and faster checkout in stores
- Personalized customer shopping experiences in digital channels
- Empowered store associates who can better serve modern customers
- More-efficient execution of in-store employee tasks

Why SAP?

SAP solutions connect processes for a variety of industry value chains by integrating horizontal lines of business with industry-specific solutions on premise, in the cloud, and through mobile devices.

Customers

- ▶ [HSE24](#)
- ▶ [Zooplus AG](#)

Learn more

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

*SAP Performance Benchmarking

