

Predict and deliver personalized shopper experiences

HPE Superdome Flex Solutions for SAP HANA for Retail customers



The challenges of data across the retail landscape

For the retail sector to thrive, it must quickly adapt to seasonal trends, consumer shopping habits, and world events. How do you keep up with the ever-changing demand of your customers? Retailers must predict and deliver personalized experiences for savvy customers. They need to analyze consumer needs and shopping histories for better up-sell and cross-sale capabilities. They also need to analyze store performance in a timely manner to ensure the demand/supply matching and on-time product delivery by working with suppliers.

As the amount of data continues to grow exponentially across the retail environment, addressing, collecting, and analyzing this data appropriately is becoming increasingly more important for retailers and distributors. They need to generate timely insights from this data to respond quickly to customer demands

while remaining competitive. Retailers also need to ensure business continuity because downtime means loss of revenue and profits not to mention customer satisfaction.

Turn your data into actionable insights

HPE Superdome Flex Solutions for SAP HANA®—built with the Intel® Xeon® Scalable platform architecture—lets you process and analyze millions of retail transactions and customer shopping records in real time, so you can turn these systems of records into actionable, business-fueling insights. They feature large-scale in-memory computing, architected to grow seamlessly up to 32-socket and 48 TB memory capacity¹ to host your most demanding SAP® workloads.

The groundbreaking modular design of HPE Superdome Flex Solutions for SAP HANA allows your IT infrastructure to keep pace with your business demands. You can start

¹ Configurations larger than 20 sockets, up to 32 sockets and 48 TB of memory are available based on a joint HPE and SAP engagement.



Solution brief

Dansk Supermarked: Harnessing in-store retail analytics for increased revenue and reduced waste

Dansk Supermarked Group (DSG), Denmark's largest retailer, runs several e-commerce businesses and four retail chains with 1467 stores in four European countries. Handling nine million shopping trips per week for groceries and non-food items, DSG employs 51,000 workers.

To thrive in a challenging business environment of narrow profit margins, changing customer preferences, and stiff competition, DSG needed to harness data more effectively. HPE solutions for SAP HANA has enabled DSG's systems to take in massive amounts of transactional data 24x7 from point-of-sale systems in all its stores across Europe, analyze it quickly, and deliver timely, information-rich reports to decision makers. It improved its business agility and in-store inventory analysis—resulting in increased revenues and profitability, and reduced product spoilage and waste.

small and grow seamlessly, and you can easily reconfigure to scale up or out in the SAP HANA environment while reducing total cost of ownership (TCO). HPE Superdome Flex Solutions for SAP HANA offer the highest levels of mission-critical availability to ensure the continuity of your retail business operations.

Addressing retail companies' needs

HPE is the number-one SAP HANA infrastructure leader. We have successfully deployed 12,000+ SAP HANA platforms for more than 2500 customers globally, including many world-leading retailers, wholesalers, and consumer goods companies across the world. Some of our many customers include Dansk Supermarked, NTUC Fair Price, RI-Solution, and Maxima.

HPE Pointnext is your trusted advisor for your SAP S/4HANA® journey with quick time to value. In addition, HPE Flexible Capacity for SAP HANA offers a flexible consumption model catering to companies of all sizes. HPE Serviceguard offers business continuity and helps keep your business running without interruption.

Helping retailers increase efficiencies and leverage real-time insights

HPE solutions for SAP HANA have helped worldwide retailers of all sizes enhance the shopping experience and increase efficiencies with real-time insights. For instance, thanks to HPE and SAP HANA:

- Maxima—The largest Lithuanian-based company in the Baltic states—accelerated nightly SAP batch processes dramatically, enhanced retail operation efficiency with 3X faster backups and restores, and reduced cycle times to replenish merchandise at stores.

- NTUC Fair Price—Singapore's largest grocery retailer—built an ideal shopping experience around actionable business insights and improved efficiency of stock, merchandising, and payments, allowing it to react faster to new consumer trends.
- RI-Solution—The in-house service provider of BayWa Group (based in Munich, Germany), which provides products and services to the agriculture, building materials, and energy sectors—modernized its business transaction system with real-time insights, improving new system deployment times by 30%.

Why HPE and SAP

HPE and SAP together, with 28 years of co-innovation across all industries, offer proven solutions for your industry-specific needs. HPE is the number-one SAP solution provider, delivering comprehensive, end-to-end solutions for your digital transformation—broadly embracing the SAP ecosystem by partnering with SI partners, solution providers, and service providers.

In addition, HPE provides:

- An extensive product portfolio and broad range of SAP HANA certification for your various workloads
- Choice of consumption models and deployment flexibility
- Best-of-breed and market-leading scale-up and scale-out systems
- Co-innovation engineering labs and global SAP competency centers
- HPE Pointnext as your trusted advisor with Advisory and Transformation, Professional, and Operational services

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