MOPAŞ, Istanbul, Turkey

TRANSFORMATION FROM CONVENTIONAL TO DIGITAL IN THE FOOD RETAIL CHAIN

" We decided on SAP® Hybris Commerce Platform to take our 22 years of retail chain store experience to e-commerce, and strengthen our position in the market to provide world-class service for our customers. We moved our distribution and sales operations, including fresh food to SAP Hybris E-Commerce Platform, which includes en to end e-commerce functionality. Thanks to the global expertise of itelligence* Turkey, such a large-scale project was implemented successfully in a short period of 6 months.

Reşat Narman, MOPAŞ General Manager

Challenges

- Effective management of store based pricing, discounts and promotion policies
- Improving the decreasing website performance due to insufficient UI/UX and increasing customer complaint rates
- Accelerating and enhancing the process of meeting real time orders
- Effective management of product diversity

Solutions

- SAP Hybris Commerce Platform

Benefits

- Covering and enhancing end-to-end e-commerce functionality across the entire distribution and sales operations
- Accurate analysis of customer expectations
- Responding to requests at the right time via the right channel
- Offering a consistent customer experience
- Minimizing complaint rate and maximizing satisfaction rate
- Delivering an ensuring excellent, integrated and consistent shopping experience
- Effective management of promotions and voucher use
- Enhancing advanced delivery performance

Why NTT DATA Business Solutions?

- Innovative and industry specific references
- Providing guidance through implementation and onboarding
- 24/7 support through the project
- Bringing global competence and know how to local market

MOPAŞ®

Company: MOPAŞ
Industry: Retail
Employees: 300
Head Office: Istanbul, Turkey
Website http://www.mopas.com.tr/

* Since April 1, 2021 itelligence is operating as NTT DATA Business Solutions

NTT DATA Business Solutions

SAP Platinum Partner

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Trusted Global Innovator

With the age of digitalization and Industry 4.0, MOPAŞ already making investments to succeed in the future, has taken its place among the leading companies. MOPAŞ took important steps for digital transformation with SAP Hybris solution focused mainly to win happy customers with people oriented values. Growing from its first store opened in 1996 in Moda, Istanbul, MOPAŞ today operates with 105 stores across Turkey with 3,000 employees and 22 years of experience as one of the leading retails chains. Mopaş's digital transformation journey called "From Conventional to Digital: E-commerce " took 14 months in total to implement, with 6 months spent for planning and 8 months for development. This project is also important and is a milestone for the ecosystem, as it is the first e-commerce project launched with a technology partner.

Digital transformation to take its place in the rapidly evolving and growing e-commerce world, and providing customers world-class service

With the confidence of having a dedicated strong team of 50 pax solely focused on SAP Hybris projects, NTT DATA Business Solutions Turkey designed the project planning process in four stages; Technological Analysis, Planning, Building and finally Going Live. By applying various analyses and checks within each process, risks were minimized before going live. With the SAP Hybris Commerce solution, MOPAŞ aimed at taking its place in the rapidly evolving and growing e-commerce world, becoming one of Turkey's leading e-commerce platforms, and strengthening its position in the market. The flexible and evolutionary structure of SAP Hybris, along with company-specific works, aimed to increase efficiency, conversion rates and performance of the e-commerce site. Key goals included analyzing customer demand accurately, responding to requests at the right time through the right channel, and offering a consistent customer experience both online and offline.

MOPAŞ will catch the high speed of e-commerce in the world with digital transformation!

MOPAŞ, being a player at the heart of the retail industry that is both dynamic and open to innovation, carried the vision of being ready and steady by anticipating the changing needs and demands of new generation consumers, creating a real-time multi-channel shopping experience that defines new purchasing behaviors of the digitalized consumers. NTT DATA Business Solutions Turkey's global expertise and industry knowhow was one of the key factors that facilitated this process. Built on simplicity, agility and proven methodologies, the project scope included 20 different promotional system infrastructures. In addition to perfecting the customer experience, processes such as shipments, deliveries and planning were also integrated into the SAP system.

The other critical role that this project played in the digitalization journey of MOPAŞ is the e-transformation enabled by collection/delivery processes. Thanks to the MOPAŞ collection/delivery application, which works in integration with SAP Hybris, online orders are communicated to ERP and E-archiving process is initiated as soon as they are delivered at the customer's door. This is a rare integration in Turkey and of utmost importance in terms of digitalizing financial processes.

> With the affordable licensing and financing structure of the SAP Hybris Commerce Platform, we can respond to all the needs of our e-commerce customers while access_x0002_ing the solutions for all the e-commerce functionality we require for digital retail. We also have privileges such as focusing more on productivity and getting imme_x0002_diate response when we need additional capabilities.

Mahmut Ülkü MOPAŞ Chief Information Officer

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