CASE STUDY

Penti, İstanbul, Turkey

MEETING THE CHANGING NEEDS OF CUSTOMERS WITH SAP S/4HANA®

" As the business landscape continues to become more complex, retailers need real-time insight into stock levels, merchandise changes, supply chains, and more. With SAP S/4HANA, we have central access to all of such data. Thus, we can accelerate new business models, drive new revenue-generating opportunities, and deliver the experiences customers expect from us.

Sami Kariyo, Chairman, Penti

Challenges

- Meeting the rapidly changing needs of customers
- Improving stock efficiency
- Accelerating time-to-market for innovative products
- Strengthening the position in the domestic market and continuing strong global growth

Solution

- SAP S/4HANA®

Benefits

- Improving data quality by increasing the transparency of financial processes
- Gaining the ability of real-time access to and consolidation of online sales data
- Managing processes via a more systematic and controlled platform rather than conventional practices
- Ensuring useful strategic insights/predictions by interpreting operational data

Why NTT DATA Business Solutions?

- Many years of experience and knowledge in SAP® cloud solutions
- Industry-specific know-how

Company: Penti
Industry: Retail
Products: Legwear, Underwear, Swimwear
Number of Employees: 2500+
Headquarters: Istanbul, Turkey
Website: www.penti.com

NTT DATA Business Solutions

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Penti Grows Stronger in the Global Market with Its Digital Transformation Project

As the most preferred underwear, legwear, homewear, and beachwear brand in Turkey and the second largest manufacturer of legwear in Europe, Penti aimed to meet the rapidly changing customer demands and needs, and thus implemented SAP S/4HANA digital transformation project with the consultancy of NTT DATA Business Solutions.

With 365 stores in 63 cities of Turkey, as well as 170 stores in more than 30 countries from Europe to North Africa, Penti offers its products to consumers in a total of 535 stores. By investing in digital transformation, the company took the first step in extending its leading position in Turkey to the neighboring countries and becoming a global brand.In the face of changing customer behaviors due to digitalization, the Penti project has been designed to make sure that the company can respond to increasing customer expectations at the right time, in the right manner. Within the scope of the project, 2 companies in Turkey and Cyprus were migrated to SAP S/4HANA, while the campaign (PMR), pricing (OPP), point of sale (POS DM), master data (DDF) management modules of SAP CAR also went live for all sales channels. By employing the SAP S/4HANA solution that offers a simple and user-friendly interface, Penti integrated its business processes and also ensured easy access to all points in every process, easy adaptation to rapidly changing customer needs, and real-time reporting.In the project that went live in approximately one year, major systematic concerns during implementation included meeting customer expectations in the right manner, as well as improving data quality by increasing the transparency of financial processes, gaining the ability of real-time access to and consolidation of online sales data, and managing processes via a more systematic and controlled platform rather than conventional practices.

Omnichannel Supply Operations Based Upon Real-Time Sales

Penti Chairman Sami Kariyo explains the benefits of SAP S/4HANA investment as follows: "As the business landscape continues to become more complex, retailers need real-time insight into stock levels, merchandise changes, supply chains and more. With SAP S/4HANA, we have central access to all of such data. Thus, we can accelerate new business models, drive new revenue-generating opportunities, and deliver the experiences customers expect from us." Setting an example to the Turkish fashion industry by launching such a large-scale initiative in digital transformation, Penti successfully implemented a project that can serve as a reference for the local and global ecosystem. Planned within the scope of the Activate methodology, the Romanian leg of the project will go live in October 2019. In addition to end-to-end integration and standardization, it will also include NCR as cash register solution and the it.pos[ADD] solution integrated in SAP CAR. Simultaneous logistics works were performed with many third-party companies. As a result, real-time integrations were made in resource planning and replenishment solutions with SAP, in sales channels with e-commerce (B2C) and wholesale (B2B), in warehouse management (WMS), and in supplier portal. All processes regarding the dynamics of retailing and business requirements have been structured end-to-end upon SAP architecture.

> To us, SAP S/4HANA project means not only replacing existing business applications, but also reviewing all processes and launching new control and efficiency practices. We have thus completed the most important phase of our digital transformation journey. From now on, we will make decisions with the confidence that future applications and solutions can now be built upon the right structure.
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> Mert Karaibrahimoğlu, CEO, Penti Giyim

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