



# Supermarket Achieves Super Growth Through Digital Transformation

Learn more about how a major natural and organic supermarket worked with Beyond Technologies to modernize and optimize all of its operations.

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## From Humble Beginnings

Starting as a local store in a small city, this grocery chain has grown dramatically since its humble beginning. The last decade alone has seen them relocate their original store, open seven new locations and build an over 100,000 sqft storage warehouse.

Today, customers can find anything they need – from organic products to natural supplements to cosmetics.

However, with continued growth and rising demand came new challenges. The store's legacy enterprise ERP system was limited in its capabilities and unable to process increasingly complex operations. As it quickly grew obsolete, the company needed something able to support its long-term growth — and its long-term vision.

It needed to digitally transform.



### Company info

- Over 1,000 employees
- Grocery chain of natural and organic products
- Multiple locations

### Technology solutions implemented

- SAP ERP for Retail
- SAP Omnichannel Point-of-Sale by GK
- Beyond Technologies' Retail Accelerator
- SAP Business Intelligence Suite



## Challenges Bred by Success

Above all else in its search for a new solution, this grocer wanted to create an end-to-end seamless digital experience — one that provided a robust framework for excellent and reliable customer experience.

To create this fluidity, the company focused its search on two key elements: the implementation of a centralized system that would reduce errors and the installation of a modern user-friendly interface that would optimize usage.

After a comprehensive search, they found the needed functionality — at the SME budget they wanted — in SAP ERP for Retail. The solution met their requirements in key strategic areas by:

- Simplifying current and future operational complexity with omnichannel strategy
- Enabling greater overall strategic thinking with inventory and promotion management
- Providing an end-to-end integrated management solution specific to the retail industry

In May 2017, the company deployed the complete and integrated SAP ERP solution, leveraging the Beyond Technologies Retail Accelerator and agile methodologies.

But that was only the beginning of their journey.



## Why Beyond Technologies?

In choosing an implementation partner for their SAP solutions, this market leader could have gone in a number of directions.

But, in the end, they wanted a team that listened to them and understood their needs. A team that shared their same values of integrity and excellence, with a focus on the satisfaction of customers, partners, and employees. A team that could get the job done.

That's why they chose Beyond Technologies.

Beyond Technologies' quick implementation methodology, comprehensive understanding of the grocery industry and its challenges, and high level of expertise with its proprietary Retail Accelerator tool helped them stand out from the pack of consulting and technology experts. Factor in their access to a large team of retail experts and experience implementing for retailers of all sizes and the result was never really in doubt. The partnership was a match made in heaven.

Or, at least, in a grocery store.







## A Rapid Implementation Yields Company-Wide Elevation

With SAP ERP, the grocer was finally benefitting from a robust and fully integrated ERP solution like its large competitors, but at a fraction of the cost. Decision-makers had access to a complete and real-time portrait of the company's data — in a centralized way. Overall, operations were optimized across the board.

But the sudden clarity shined a light on the shadows elsewhere. In other words, a clear need for improvement became apparent: point-of-sale (POS) processes required upgrading and modernization. Like its other legacy systems, the old POS system was siloed, increasing the risk of error and reducing overall productivity. It also faced limitations due to:

- Data on products, prices, and promotions being entered in two different systems
- Long and tedious updates and fixes
- An obsolete and unfriendly user interface

Beyond Technologies helped them rapidly implement a new POS system — SAP Omnichannel Point-of-Sale by GK — in the first four months of 2018 using their Retail Accelerator tool. By June, the system was live in all of their stores.

Thanks to direct connectivity with the ERP system, the solution can fully automate the price tagging process. The centralized, real-time system ensures better inventory control. And, best of all, employee feedback has shown that the solution simplifies and improves work every day.





## Only the Beginning

In the last three years, the company has not only begun walking the typical path of digital transformation — they've forged an entirely new one, one that fits uniquely to their industry.

With the implementation of their entirely new ERP environment and a brand-new point-of-sale system, in-store operations are more efficient than ever, and employees are able to master the use of the system quicker than any time before.

Most of all, though, they finally have a system that can go with them as they grow. In fact, they've opened a new store, which helped create over 200 jobs — and was paired with a \$1 million investment into R&D for automated.





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