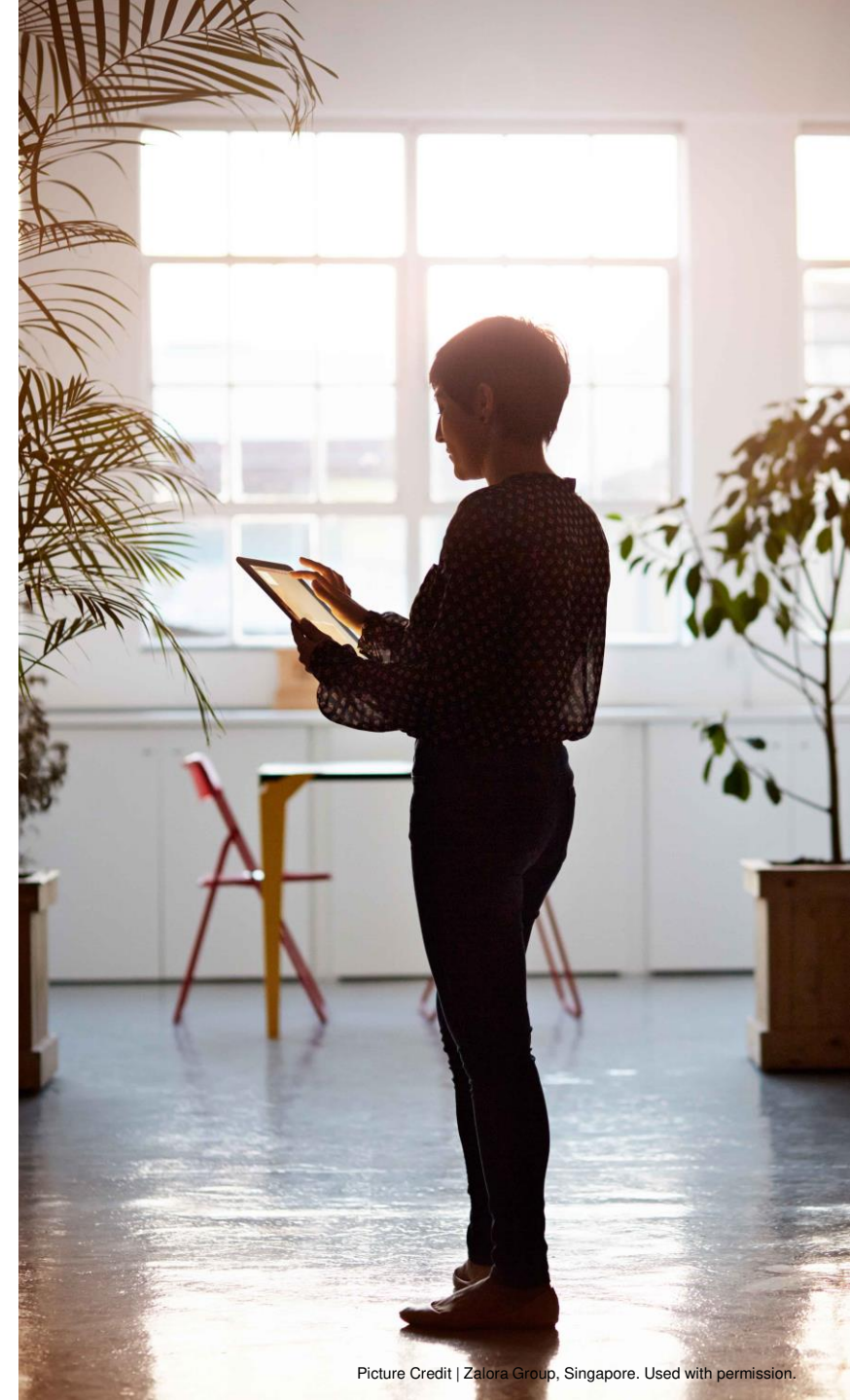ZALORA

How Is a World Leader in Online Fashion Retail **Keeping Pace with Double-Digit Growth**?

Delivering endless fashion possibilities through **millions of orders across Southeast Asia**

As the e-commerce revolution spreads across Southeast Asia, Zalora Group (ZALORA) has blazed a trail in fashion by offering great products and assortments complemented by quick delivery and flexible payment methods. To support explosive growth and expansion across eight markets, ZALORA needed a digital platform capable of automating and streamlining processes and supporting future innovation across multiple businesses and delivery models. It also needed **real-time reporting and analytics** to stay ahead of trends and give millions of customers what they want along each step of the shopping journey.

THE BEST RUN SAP

ZALORA grows the fashion sector in Asia by bringing the hottest global and local brands to millions of customers' doorsteps.

With the **SAP S/4HANA® Retail solution for merchandise management** as its digital core, ZALORA, its partners, and its customers are benefiting from:

- Process automation and standardization to support an annual double-digit growth rate
- Scalability to provide customers with increased assortments, on-time delivery, and flexible payment methods
- Ability to quickly add private-label brands and cross-list products to meet customer needs, increasing revenue and helping local designers expand and reach new markets
- Better shopping experience, resulting in a 9% increase in Net Promoter Score over eight months
- Significantly faster reconciliation of sales orders with both pre- and postpayments, including cash on delivery
- Real-time KPI reporting and analytics to optimize resource distribution, streamline IT and finance, and enable individual fulfillment models from manufacturer to consumer, consignment, and more
- Reduction in finance payroll
- Reduction of 500 basis points from general and administrative expenses as a percentage of annual revenue
- Better governance and visibility across business partners, brands, articles, and shipments through a robust system of records based on a single source of truth
- Standardized procurement processes, including multitier approval workflows, transparent payments to suppliers, and better cash management

"A **superior customer experience** is what is helping Zalora grow and expand. With a strong digital core, we are literally providing 24-hour access to some of the world's most favorite brands, even in far and distant places."

Ruben Stappers, Chief Financial Officer, Zalora South East Asia Pte Ltd.

ZALORA

Zalora Group	**Industry**	**Employees**	**Revenue**	**Featured Solutions and Services**
Singapore	Retail	380	US$368.5 million	SAP S/4HANA Retail for merchandise management

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