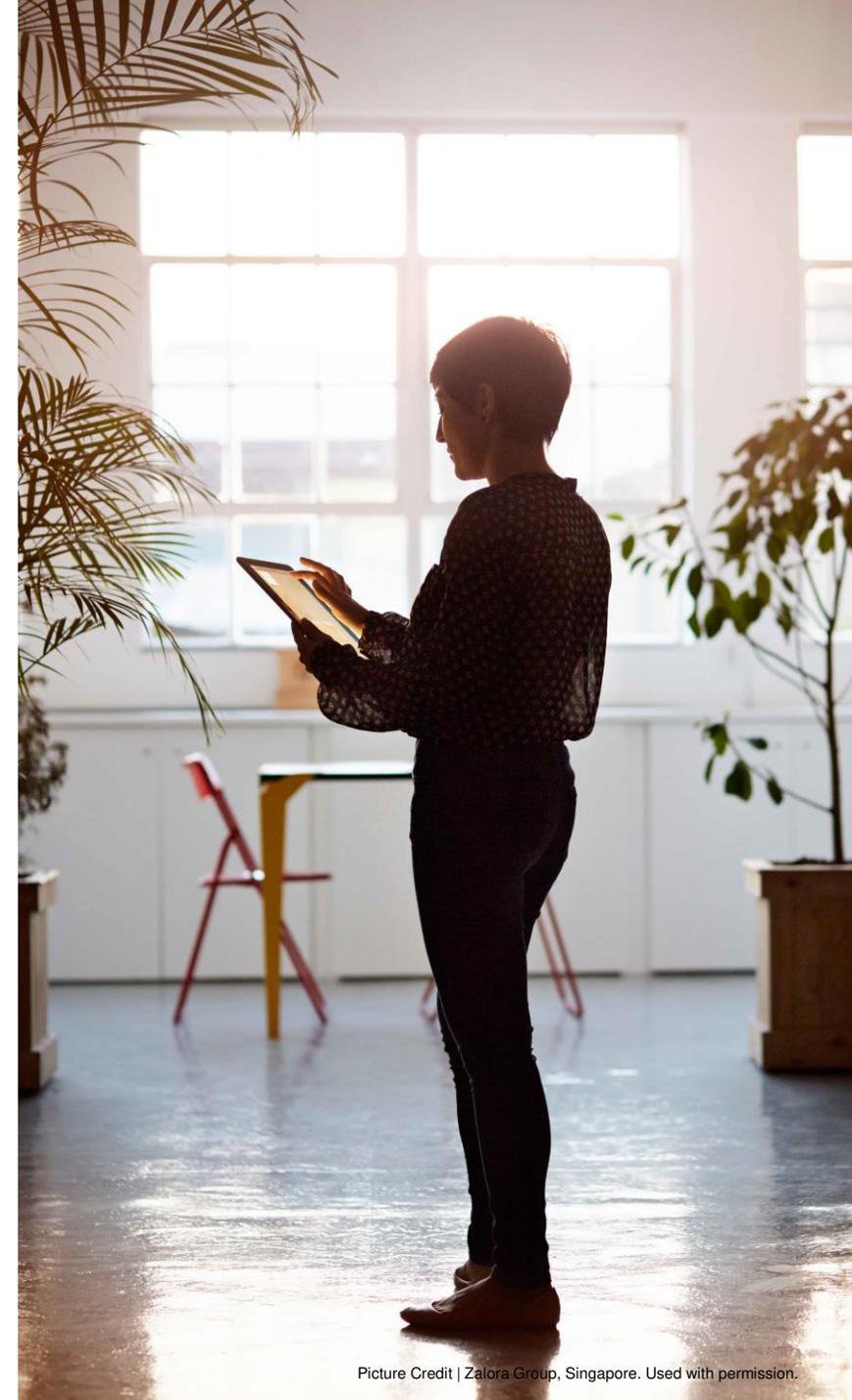


# How Is a World Leader in Online Fashion Retail **Keeping Pace with Double-Digit Growth?**

---

## 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.



# 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.



Picture Credit | Zalora Group, Singapore. Used with permission.

ZALORA

Zalora Group  
Singapore

Industry  
Retail

Employees  
380

Revenue  
US\$368.5 million

Featured Solutions and Services  
SAP S/4HANA Retail for merchandise  
management

THE BEST RUN 

Follow us



[www.sap.com/contactsap](http://www.sap.com/contactsap)

Studio SAP | 61238enUS (19/06)

© 2019 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platforms, directions, and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See [www.sap.com/copyright](http://www.sap.com/copyright) for additional trademark information and notices.