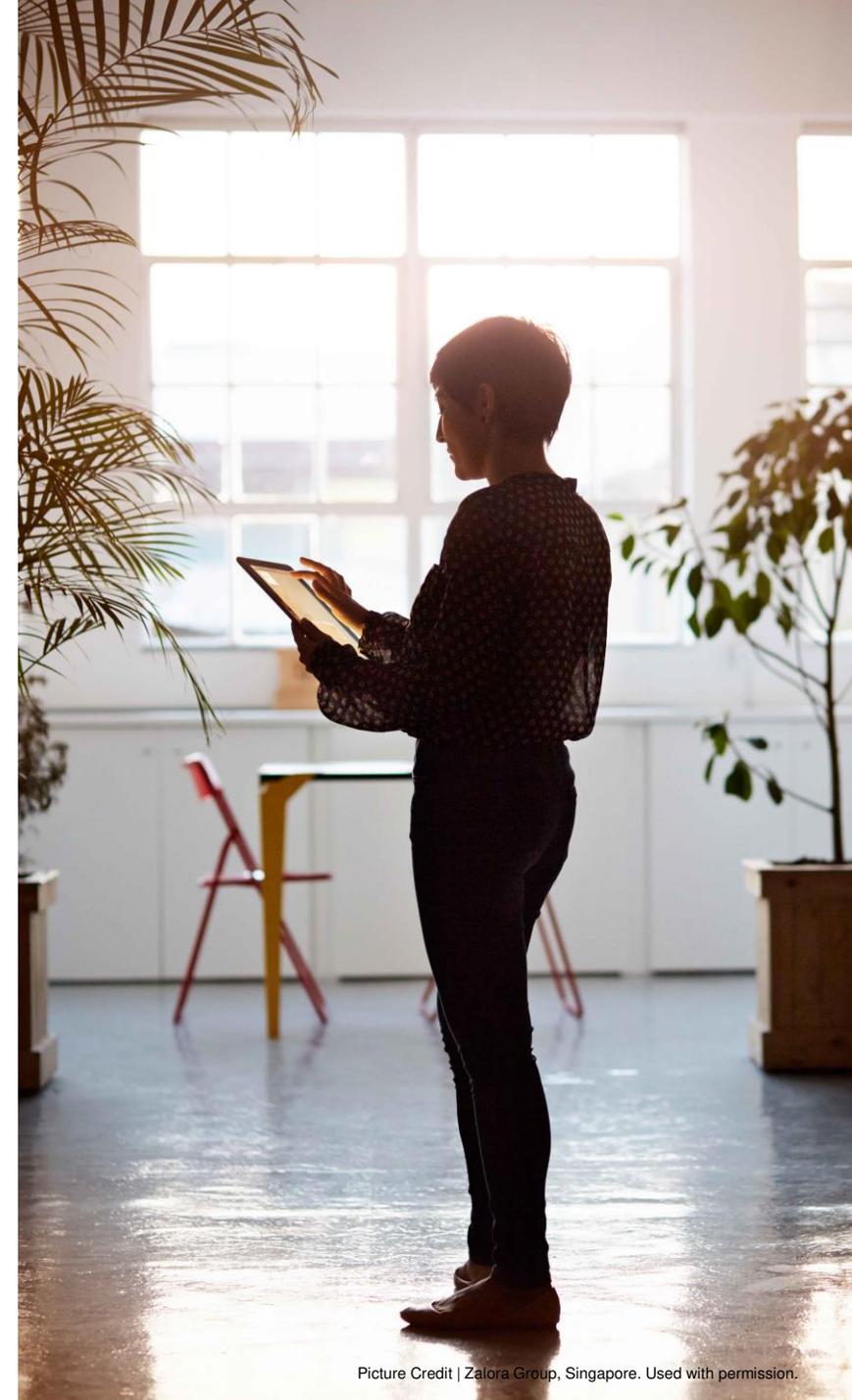


# How Is a World Leader in Online Fashion Retail **Keeping Pace with Double-Digit Growth?**

## 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.



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ZALORA

Zalora Group  
Singapore

Industry  
Retail

Employees  
380

Revenue  
US\$368.5 million

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

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