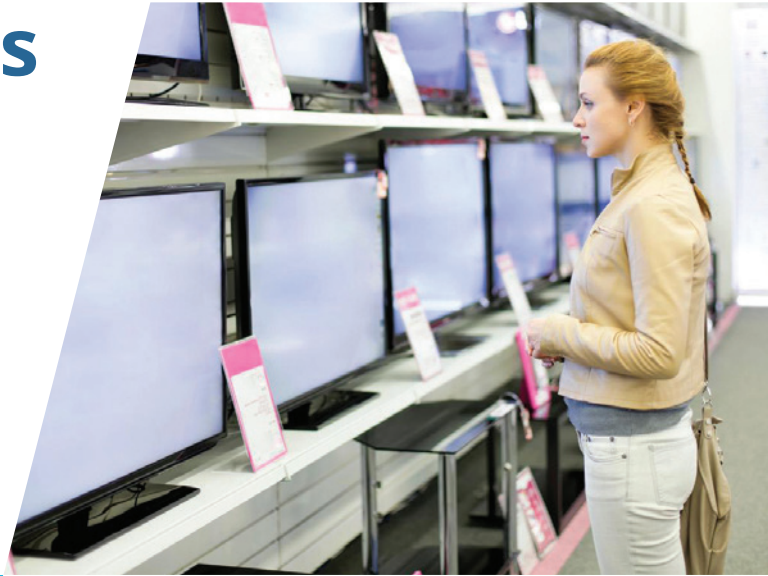


# Consumer Products Industry Solution

## How Can SAP® S/4HANA Solutions Enable You To Change The Game?

SAP® solutions help consumer products companies become more consumer driven. The solutions help companies accelerate time to market with products consumers want and respond to dynamic demand quickly and profitably. In addition, companies can reach, engage, and serve consumers with timely, tailored, and relevant information and offers along the entire path to purchase.



### +23% Inventory Carrying Costs

Where forecasts are dynamic and updated frequently\*

### 70% Profitable Trade Spend

Among the top 25% of the highestperforming consumer products companies\*

\*SAP Performance Benchmarking

## What Do SAP® Solutions Help Customers Do?



### Sustainable Product Innovation

Increase the transparency of the innovation process while encouraging continuous innovation.



### Agile Manufacturing

Optimize manufacturing capacity by rapidly translating demand signals into shop-floor orders.



### Sales and Marketing

Engage consumers with valuable information and offers tailored to increasingly refined segments.



### Procurement

Streamline sourcing operations to foster collaboration with suppliers and enforce compliance.



### Real Time Supply Chain

Increase visibility into demand to synchronize and collaborate across a global supply network.



### Platform and Technology Spotlights

Enable a flexible, scalable, and cost-effective enterprise platform to be consumer driven.

## What Are The Benefits?

SAP® solutions help consumer products companies enable the consumer-driven digital enterprise by:

- ✓ Being first to market with products consumers want.
- ✓ Optimizing customer service and profitability across demand and supply networks.
- ✓ Maximizing return on brand and promotion investments.

## Why SAP®?

SAP® solutions connect processes for consumer products value chains by integrating horizontal lines of business with industry-specific solutions on premise, in the cloud, and through mobile devices.