

Business-to-Consumer & Direct-to-Consumer

Consumer Product - Retail

- ERP Built for the storekeepers of the future

Navigator Business Solutions offers a complete solution for Consumer Product organizations like yours, looking to break free of the disconnected business systems that are holding them back from reaching their aspirational objectives. The Consumer Product Industry has rapidly morphed and changed shape, now takes many forms, from the more traditional channel focused Business-to-Consumer model through and to Direct-to-Consumer operations.

Consumer Product companies partner with Navigator for ERP solutions that meet them where they are; with the purpose-built, suite-in-a-box business software needed to accomplish their ambitious goals. The platform is built on SAP Business ByDesign (SAP's only true cloud based ERP) enhanced with industry vertical content and functionality that enable companies to optimize their supply chain, manage their cash, comply with business and industry requirements, improve forecast accuracy, and drive overall operational efficiency.

Simply put, the solution delivers the tools needed for employees throughout the company (warehouse, finance, and sales), to have the right product, at the right place, at the right time, When and Where the Customer wants to buy - enabling them to meet ever-changing demands regardless of which channel delivers that next order.





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CHALLENGES FACED

Today's Consumer Product companies are at the center of a quickly evolving mix of sales channels Wholesale, B2C and DTC. They are balancing the challenges of a dramatic increase in demand and rapidly changing expectations from channel partners and direct consumers.

To support these more complex demands, companies need to adopt the right-sized ERP (Enterprise Resource Planning) solution to streamline key business processes such as logistics, transportation, warehousing, and e-Commerce while providing real time analytics anytime, anywhere. These companies face a constantly developing marketplace with evolving competition pressures including automated electronic ordering, expanding digital marketplaces and integrations. How a company deals with these pressures will often provide them with differentiation and innovation as key elements in delivering on customer's expectations.

With continually expanding and complicated supply chains and sales channels, Consumer Product organizations must to improve processes to positively impact sales volumes and scale - simply put - they must adapt or get out of the way.

LOOKING INTO THE FUTURE

Consumer Product organizations will continue to look for a more robust range of supply chain and sales channel solutions that support complexity from basic to intricate. Customers are increasing the pressure on Brands to offer a wider array of services not limited to in-store availability.

As competition increases Consumer Product companies will expect ever increasing transparency throughout their operations (internal as well as back through their suppliers) with the ability to track beyond the number of units completed to include work-in-progress and the quality status of those orders in process.





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The growing demand for agility and quality, mixed with the expanding market for more and unique delivery/channel options, will expand the complexity of fulfillment and value add services along with the related supply chain, leading to a broader reliance on a mix of supply, shipping and order processing options, including EDI, eCommerce, mobile and digital marketplaces.

In a world of continually expanding and blurring sales channels Consumer Product companies will have the continuing need to make operational efficiency, flexibility, and scalability their dominant focus.

ESSENTIALS FOR KEY DECISION MAKERS

COOs face the pressures to implement state-of-the-art processes and advanced technologies for digital transformation. These include applying IoT for warehouse operations, improving inventory optimization, quality, and delivery. COOs need a comprehensive platform upon which to develop and deploy connected solutions and services, as well as improve the integration between IT/OT.

CEOs need to ensure their company is agile enough to execute rapidly on key decisions – this impacts every aspect of the organization, people, processes, practices, partners and solutions. The CEO will continually need to balance innovation with cost, risk and investment.

CIOs are at the heart of the required digital transformation and are required to move from old, unsustainable, insecure systems or their start up platforms, to best practice based solutions that will help their organization rapidly adapt to changing business models and readily navigate a turbulent external environment.

The VP of Supply Chain must become a more strategic partner to the business, moving from price-centricity to viewing and managing the complete supply chain, by improving visibility and applying best practices all while supporting the enterprises changing sales channels.

 NAVIGATOR
BUSINESS SOLUTIONS

 SAP[®] Business
ByDesign

HOW WILL NAVIGATOR HELP?

SAP has been a trusted solution partner to Consumer Product companies for decades. Navigator Business Solutions uses the SAP Business ByDesign platform to deliver an affordable, best practices-based ERP solution using its accelerated implementation methodology. This solution meets Consumer Product companies (B2C or DTC) where they are with an SAP technology that will scale with them all at a speed that enables a digital transformation with minimal disruption.

SAP Business ByDesign delivered by Navigator Business Solutions provides a comprehensive yet flexible solution for local and global Consumer Product companies, supporting the unique needs of each organization and offering excellent business process fit, out of the box.

The SAP Business ByDesign platform provides out of the box business processes that can be quickly and easily adapted to a company's unique needs using its comprehensive configurability, built in usability tools and ready to integrate open web services architecture. The concept of "click not code" eliminates the needs for expensive and difficult to maintain customizations. SAP's continuous innovation on their advanced cloud platform virtually future proofs the application platform for organizations of any size and life stage.

SAP Business ByDesign is a Suite in a Box that provides the distinct planning and operational needs of Consumer Product companies – including demand and supply chain planning, returns management, warehousing (WMS) financial visibility, analytics, and quality management.

Contact Navigator Business Solutions: info@nbs-us.com 801-642-0123

<https://www.nbs-us.com/sap-for-consumer-products-retail>



36 End-to-End Process Scenarios

Multi-Company, Multi-GAAP

