SAP Business Transformation Study | Retail | Carsa | PUBLIC

How Do You Entertain and Modernize Diverse Customers Across a Vast Nation?

Since 1979, customers in Argentina have looked to Carsa S.A. for the best in home electronics and appliances. The company's declared mission is to provide outstanding customer service, first in its physical stores across the nation, and now also through its leading-edge online marketplace. With a focus on logistical efficiency and superb technical support, it aims to keep its diverse customer base comfortable and satisfied.

Recognizing that new technologies had improved logistics and user interface through in-memory processing, Carsa recently updated its systems. It wanted to run the SAP® Transportation Management application and analytics based on the SAP Fiori® user experience on the SAP HANA® business data platform. Relying on SAP Enterprise Support and product value maps delivered by the SAP Digital Business Services organization, Carsa identified the tools and expertise required, eliminated the need for third-party consulting, and protected business continuity throughout the deployment.

GRUPOCARSA

SAP®

© 2018 SAP SE or an SAP affiliate company. All rights reserved.

“With outlets and customers across Argentina, we depend on rigorous logistics and a positive user experience at all touch points. We aim to improve our logistic scenario by implementing SAP Transportation Management.”

Sergio José Del Castillo, SAP Basis Architect, Carsa S.A.

With systems fine-tuned through SAP® Enterprise Support services and the SAP Transportation Management application, Carsa can now access KPIs in a browser to improve shipment and support of products for entertainment, including music, films, and games; electronics, including LEDs, tablets, notebooks, cameras, and cell phones; and home appliances, including refrigerators, washing machines, air conditioners, and microwave ovens.

130
Physical stores covering all corners of Argentina

39
Years of experience in the marketplace

10
Years working with SAP

GRUPOCARSA

SAP

© 2018 SAP SE or an SAP affiliate company. All rights reserved. I PUBLIC

Updating Logistics and Analytics with SAP® Enterprise Support

Carsa S.A.
Resistencia, Argentina
www.musimundo.com

Industry
Retail

Products and Services
Household appliances, electronics, and entertainment products

Employees
2,500

Revenue
US$625 million

SAP® Solutions
SAP HANA® business data platform, SAP® Transportation Management application, SAP Fiori® user experience, and SAP Enterprise Support services

Entertainment and home appliance giant Carsa upgraded its transportation management systems to run in a high-availability environment running on SAP HANA. It also built an analytics structure based on SAP Fiori to deliver data on KPIs through mobile devices.

Before: Challenges and Opportunities
- Improve tracking of transportation processes and costs to tighten logistics and raise ROI
- Sharpen competitive edge with shorter delivery times
- Increase satisfaction of customers in physical stores

Why SAP
- Guidance from robust value maps for scoping major projects
- Improvement of project implementation of mission-critical software by providing guidance, best practices, and documentation
- Continuous quality checks in SAP Enterprise Support to safeguard implementation

After: Value-Driven Results
- Saved time by quickly identifying the tools and expertise needed to install SAP Fiori
- Better availability by designing and implementing a high-availability environment for transportation management on SAP HANA
- Improved visibility and performance by empowering users to view KPIs through a browser on mobile devices

"SAP Fiori and SAP Transportation Management now run smoothly on SAP HANA thanks to the best practices provided by SAP Enterprise Support services. And SAP Enterprise Support value maps helped us successfully deploy analytics for viewing KPIs through SAP Fiori."

Sergio José Del Castillo, SAP Basis Architect, Carsa S.A.

Cost-effective

Technical implementation with no third-party assistance

High-availability

Environment for transportation management and analytics on SAP HANA

Transparent

KPIs available on mobile devices through SAP Fiori

© 2018 SAP SE or an SAP affiliate company. All rights reserved. I PUBLIC

Studio SAP | 55563enUS (18/04) | This content is approved by the customer and may not be altered under any circumstances.

www.sap.com/contactsap

Follow us

© 2018 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/corporate-en/legal/copyright/index.epx for additional trademark information and notices.