



Delivering growth through seamless commerce

Supercharge your transformation
with a KPMG-guided move to
SAP S/4HANA

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Digital technology is revolutionizing the retail sector. The industry has experienced successive waves of disruption and in the multichannel age, KPMG professionals believe retail is now entering a third wave: Seamless commerce.

To adapt to this future and deliver a seamless customer experience, retailers need to acquire an end-to-end view of their operations. Developing connected capabilities that minimize friction and fulfill the customer promise no matter where, when or how they shop is crucial to retailers' success.

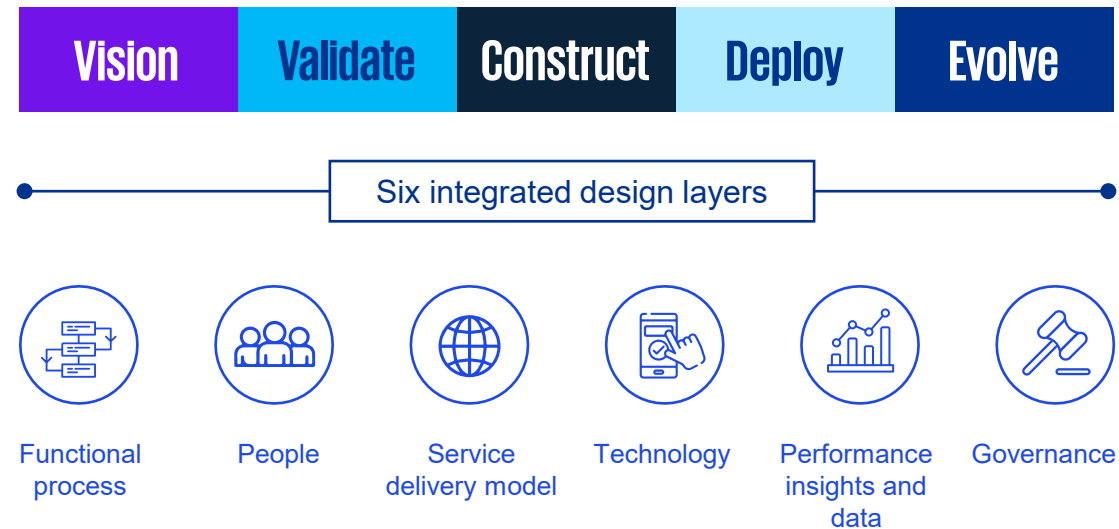
KPMG firms can help you construct the building blocks of seamless commerce through a SAP S4/HANA for Retail transformation, a modern enterprise resource planning (ERP) that enables businesses to connect retail processes across the entire value chain and organize around their newly empowered customers.

KPMG's business-led approach to a SAP S/4HANA for Retail transformation leverages new technology solutions (including AI and intelligent process automation) to refine data and deliver strong customer experiences through real-time sales information. This means improved in-store customer service with a real-time view of inventories and promotions, increased business efficiency through automated assortment management that leverages seasonal and 'pop-up' trends to drive sales, and merchandise management that connects suppliers and implements retail offers with consistency.

With KPMG professionals' guidance retailers can aim to achieve maximum value from a transformation, build a strategy with customer-centricity at its heart and step into seamless commerce.

KPMG proven functional transformational methodology

KPMG professionals employ the five-step KPMG functional transformational methodology to support businesses through each stage of the transformation and stay competitive in a market defined by rapid technological innovation. Six integrated design layers help identify a 'north star', apply best-practice tools and documentation, and support organizations to evolve continuously.





Achieving seamless commerce with a KPMG-led transformation

Seamless commerce requires retailers to evolve their established business models and combine industry best practices from offline and online into a coherent, connected, customer-centric organization. There are four areas of focus:

01 A customer-aligned leadership and workforce

Conventional industry metrics orient retailers around products and channels. With seamless commerce, that model is inverted, placing customers front and center. KPMG functional transformation enabled by SAP starts with this new orientation in mind and delivers the processes and strong project governance to make this new model a success.

02 A depth of insights driven from organization-wide data

With seamless commerce, retailers' data must be truly accessible to all. A fragmented, on-premise ERP with dozens of different software solutions will not deliver what modern retailers need. As a cloud-based ERP, SAP S/4HANA for Retail is built on a foundation of common data structures which empowers employees with the real-time information they need to respond to trends and opportunities. KPMG professionals transform heterogeneous data into business-led insights and establish a harmonization process that unifies retailers across the front and back office.



**03**

An understanding of and investment in a digitally-enabled technology architecture

In recent years, we've seen how new technology can transform retail almost overnight. Technologies like AI and generative AI could support continued innovation through, for example, the deployment of new 'AI colleagues' on the frontline. SAP S/4HANA's cloud-based IT architecture enables ongoing agility and innovation and is ready for the Internet of Things, machine learning, blockchain and the inevitable digital revolutions yet to emerge.

04

An additional lens for innovative products and services

Compelling customer value propositions with the right mix of pricing, products and services can help retailers drive profitable growth. SAP S/4HANA for Retail harmonizes and standardizes data so retailers can calibrate their range of products to boost sales and invest in personalized offers and predictive ordering.

Historically, retailers have typically spent around **1–3% of revenue** on technology. Looking forward, that may need to increase to **4–8% of revenue**.



“KPMG’s business-driven approach to transformation can help enable the seamless integration of data so retailers can make effective decisions. It is an essential ingredient of seamless commerce.”

Puneet Mansukhani

Partner, KPMG in India and
Global Head of Retail Digital and Technology
Transformation, KPMG International

Common challenges. Tailored solutions.



Online vs in-person

As more purchases move online, retailers are left with the problem of managing expensive, often redundant real estate. At the same time, some consumers are unwilling to pay a premium for deliveries and returns and have reverted to in-store shopping.

KPMG professionals help construct a modern ERP with better visibility of inventories — one that can streamline business processes across your organization and help you pinpoint efficiencies, value and waste in the system and pivot at speed.



Maintaining the service promise

Consumers who don’t receive the goods they ordered, or experience late deliveries, are likely to vote with their feet.

KPMG professionals weave supply chain integration through SAP S/4HANA for Retail transformations, offering real-time visibility into inventory levels, demand forecasts and supplier performance.



Consistency of pricing and scalability

Maintaining the same price for products, regardless of the channel in which they were bought, may prove untenable.

SAP S/4HANA enables real-time data processing across a global footprint so retailers can make and enact informed pricing decisions at pace.



Regulatory pressures and ESG

Retailers who have embarked on transforming their organization to deliver seamless commerce can only ultimately succeed if they simultaneously evolve their business to become more sustainable.

New regional regulatory and ESG requirements mean that mapping the entire supply chain ecosystem is crucial. KPMG professionals unify SAP expertise with extensive experience in compliance to facilitate these processes.



The tailored solution for fashion and vertical business

SAP S/4HANA's fashion and vertical business solution leverages embedded AI, analytics and process automation to manage every aspect of a fashion company from a single platform. It enables businesses to meet the unique demands of the fashion industry, supporting the management of multiple seasons, collections and products, and providing the real-time data required for flexible purchasing and demand and supply matching.

The potential benefits? Increased revenue, an optimized inventory, and improved visibility across the value chain.



Why KPMG?

Retailers choose KPMG firms for our deep expertise of the global retail industry. KPMG professionals are certified in SAP solutions and digital transformation — are trusted advisors who take a multidisciplinary approach and provide solutions to retailers at every stage of their transformation journey. KPMG technology solutions are business-led, meaning organizations can face the future with confidence. KPMG professionals can deliver transformation projects using various SAP solutions, working with you to find the approach that best fits the needs of your organization.





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