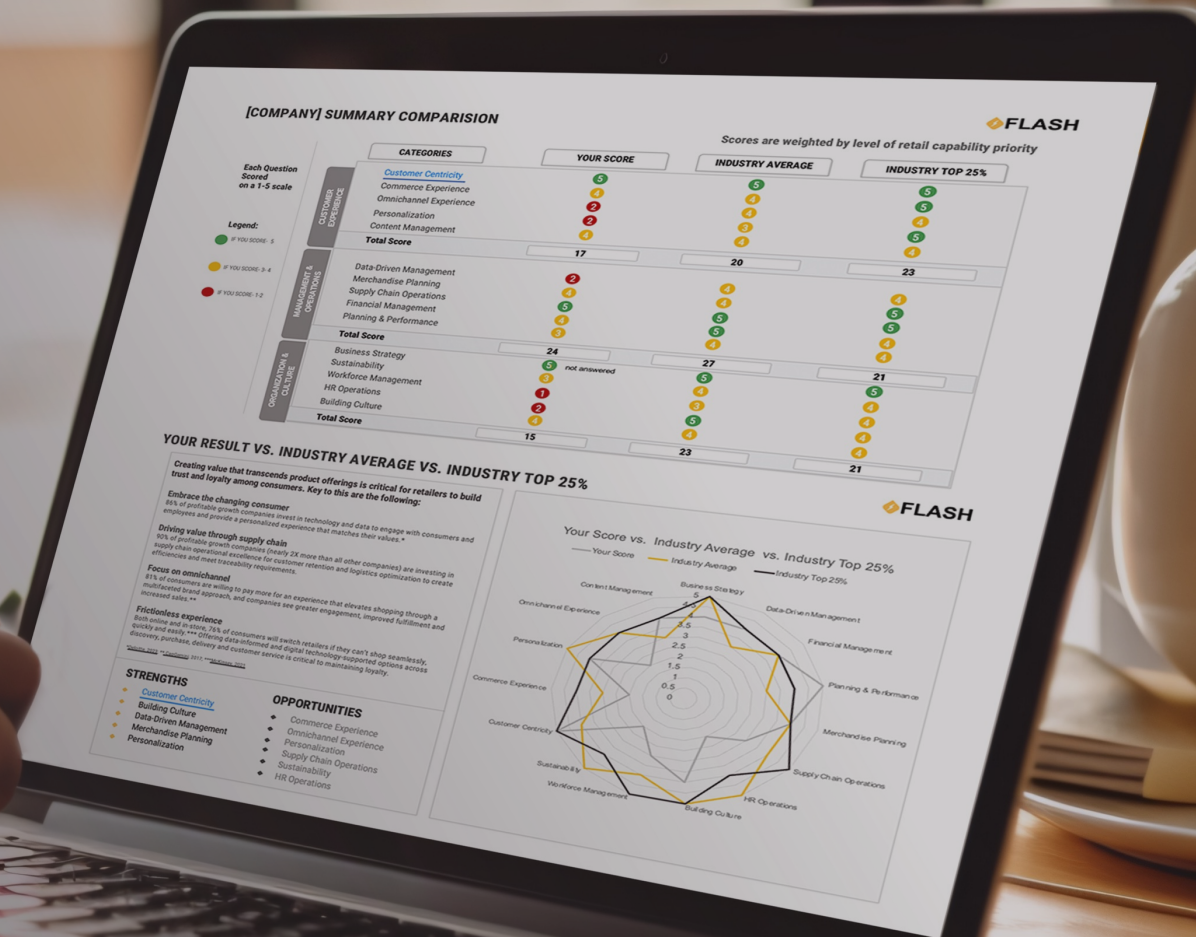


FLASH RETAIL ENTERPRISE MATURITY ASSESSMENT



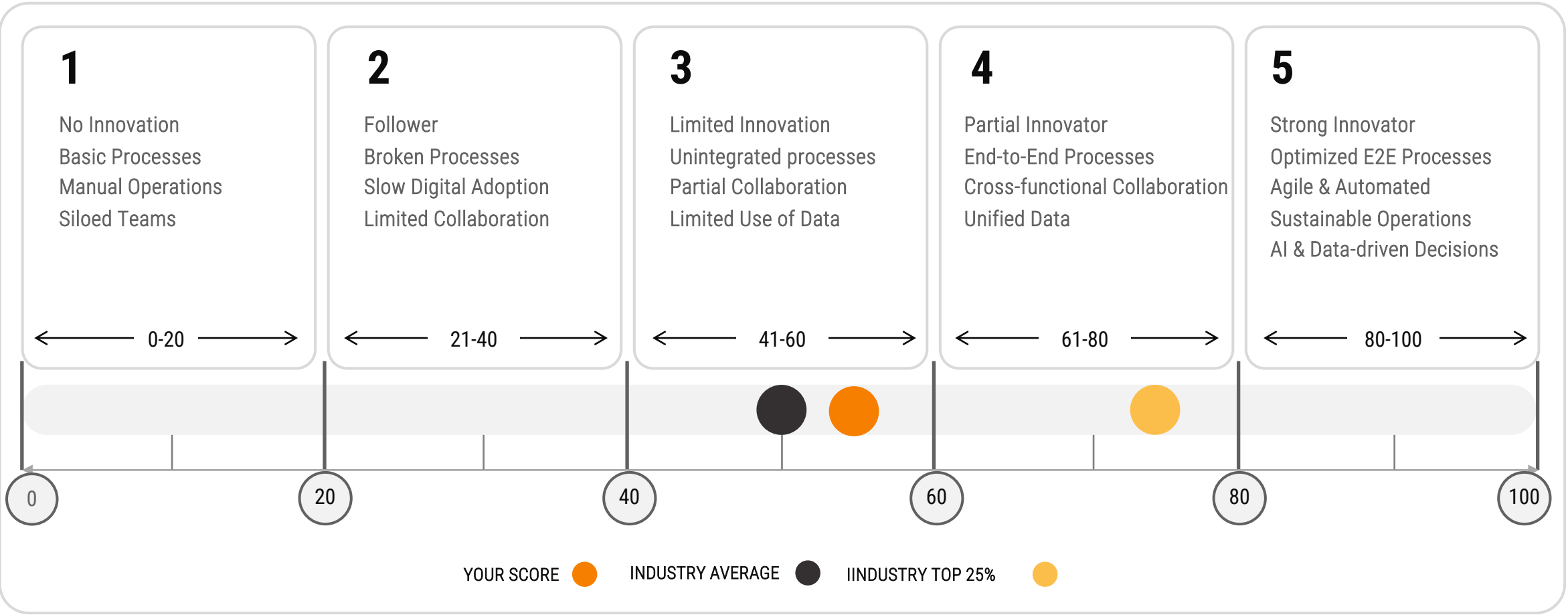
COMPANY FLASH ENTERPRISE ASSESSMENT OVERALL SCORE

YOUR SCORE: 54

INDUSTRY AVERAGE: 50

INDUSTRY TOP 25%: 75

Overall score is weighted by priority of retail capabilities



COMPANY STRENGTHS AND OPPORTUNITIES

Creating value that transcends product offerings is critical for retailers to build trust and loyalty among consumers. Key to this are the following:

Embrace the changing consumer

86% of profitable growth companies invest in technology and data to engage with consumers and employees and provide a personalized experience that matches their values.*

Drive value through supply chain

90% of profitable growth companies (nearly 2X more than all other companies) are investing in supply chain operational excellence for customer retention and logistics optimization to create efficiencies and meet traceability requirements.*

Focus on omnichannel

81% of consumers are willing to pay more for an experience that elevates shopping through a multifaceted brand approach, and companies see greater engagement, improved fulfillment and increased sales.**

Create a frictionless experience

Both online and in-store, 76% of consumers will switch retailers if they can't shop seamlessly, quickly and easily.*** Offering data-informed and digital technology-supported options across discovery, purchase, delivery and customer service is critical to maintaining loyalty.

*Deloitte, 2023; **CapGemini, 2017; ***McKinsey, 2021

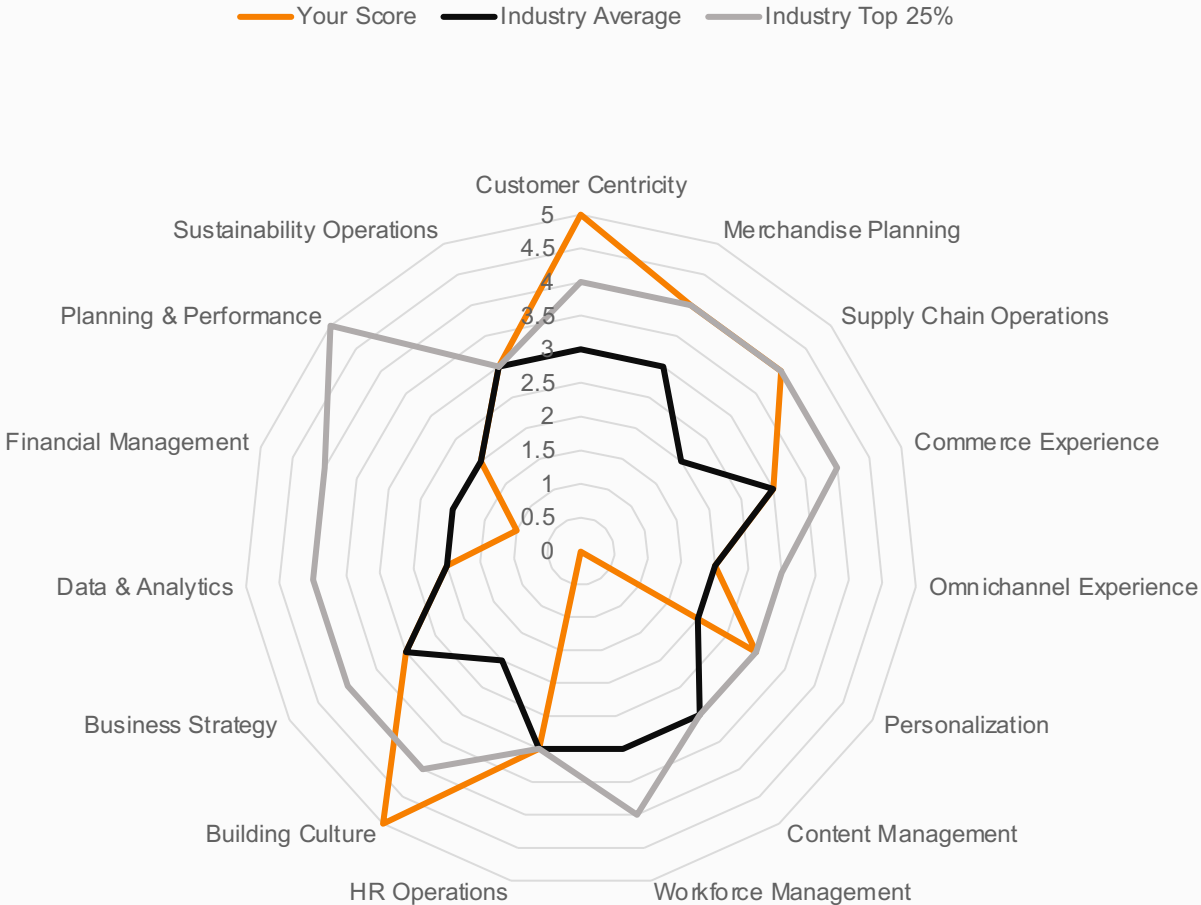
STRENGTHS

- ◆ Customer Centricity
- ◆ Building Culture
- ◆ Data & Analytics
- ◆ Merchandise Planning
- ◆ Personalization

OPPORTUNITIES

- ◆ Commerce Experience
- ◆ Omnichannel Experience
- ◆ Personalization
- ◆ Supply Chain Operations
- ◆ Sustainability
- ◆ HR Operations

Your Score vs. Industry Average vs. Industry Top 25%








COMPANY RESULTS SUMMARY AND BENCHMARKS

Click a category to receive a download of best practices

Each question is scored on a 1-5 scale

Legend:

-  IF YOU SCORE 5
-  IF YOU SCORE 3-4
-  IF YOU SCORE 1-2
-  IF YOU SCORE 0
-  NA: NOT ANSWERED

	CATEGORIES	YOUR SCORE	INDUSTRY AVERAGE	INDUSTRY TOP 25%
CUSTOMER EXPERIENCE	Customer Centricity	5	3	4
	Commerce Experience	4	3	4
	Omnichannel Experience	4	2	4
	Personalization	2	3	4
	Content Management	3	2	3
MANAGEMENT & OPERATIONS	Data & Analytics	3	2	3
	Merchandise Planning	2	3	3
	Supply Chain Operations	5	3	4
	Financial Management	NA	3	3
	Planning & Performance	3	2	5
ORGANIZATION & CULTURE	Business Strategy	3	3	4
	Sustainability Operations	0	2	4
	Workforce Management	1	2	4
	HR Operations	2	2	4
	Building Culture	3	3	3

NEXT STEPS



Connect with an expert to review the results with you, and dive deeper into best practices.

REQUEST MEETING



Go back to the survey if you need to complete any unanswered questions, update your answers or retake the survey.

REVISIT THE SURVEY



Share your feedback to let us know what you liked about the survey and what you feel we could do better.

PROVIDE FEEDBACK



Explore the Firestarters Community

Our community offers insights, events and tools that help you unlock value and drive your business forward:

- Network with like-minded business leaders
- Attend virtual and in-person community events
- Leverage best practice resources

METHODOLOGY

The FLASH™ Enterprise Retail Maturity Assessment and performance benchmarks are provided by SAP, a global leader in enterprise cloud technology supporting 87% of total global commerce.

Company scores from the FLASH™ Assessment are collected, protected and analyzed using SAP's Value Lifecycle Management (VLM) technology. [VLM](#) provides companies with tools, such as benchmarking surveys and business cases, to identify the financial and strategic value of their digital transformation initiatives.

How is scoring calculated?

- Company scores are calculated by users selecting a minimum of 1 and maximum of 5 answers for each question, with a minimum of 5 and a maximum of 15 questions completed.
- Answers feature company capabilities which are primarily ranked in order from least to most maturity.
- Each question is weighted by level of significance it has in driving a retailer's business, based on SAP industry expertise; all weights add up to 100%.
- Responses with "None apply" equal zero. Skipped questions are not factored into the total results.
- Results are aggregated and anonymized in comparison benchmarking to protect company privacy.

For questions or inquiries, email flash@sap.com.