FLASH ENTERPRISE RETAIL MATURITY ASSESSMENT
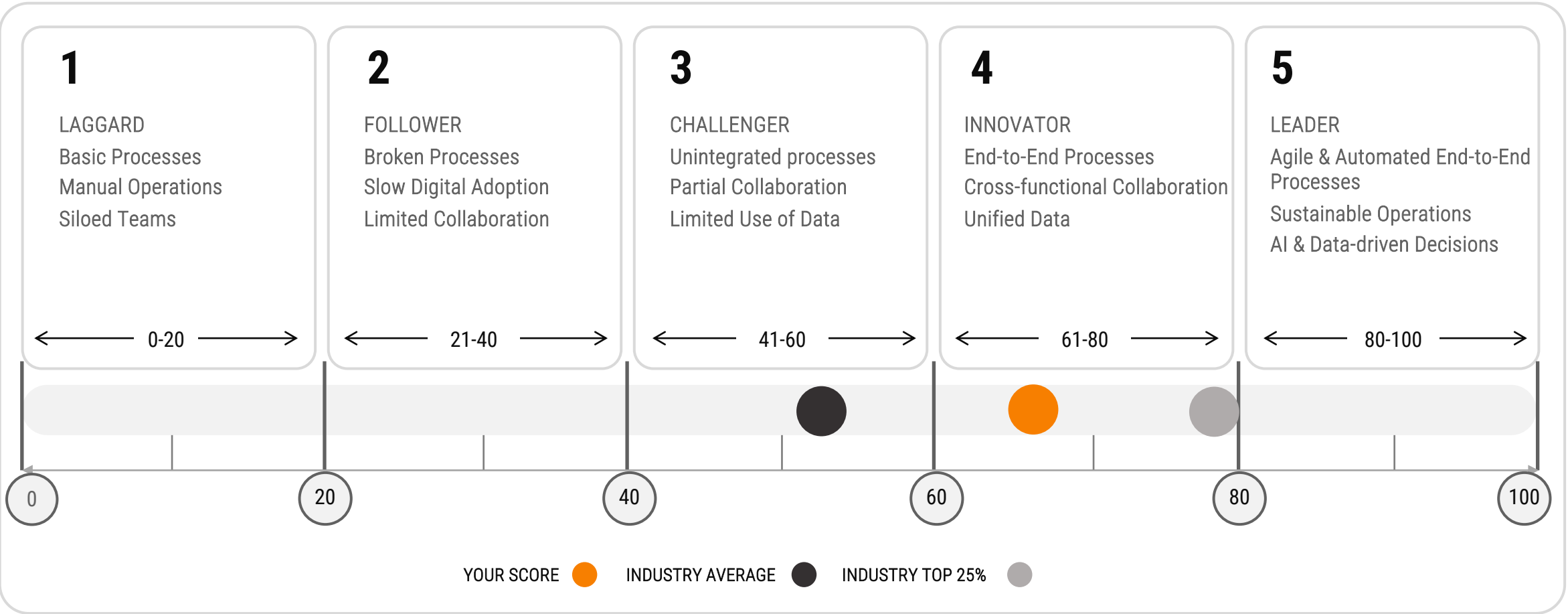
[COMPANY] FLASH ENTERPRISE ASSESSMENT OVERALL SCORE

⚡FLASH

YOUR SCORE: 67 **INDUSTRY AVERAGE: 54** **INDUSTRY TOP 25%: 79** **Overall score is weighted by priority of retail capabilities**

1
LAGGARD
Basic Processes
Manual Operations
Siloed Teams

⟵ 0-20 ⟶

2
FOLLOWER
Broken Processes
Slow Digital Adoption
Limited Collaboration

⟵ 21-40 ⟶

3
CHALLENGER
Unintegrated processes
Partial Collaboration
Limited Use of Data

⟵ 41-60 ⟶

4
INNOVATOR
End-to-End Processes
Cross-functional Collaboration
Unified Data

⟵ 61-80 ⟶

5
LEADER
Agile & Automated End-to-End
Processes
Sustainable Operations
AI & Data-driven Decisions

⟵ 80-100 ⟶

0   20   40   60   80   100

YOUR SCORE ● INDUSTRY AVERAGE ● INDUSTRY TOP 25% ●

[COMPANY] STRENGTHS AND OPPORTUNITIES

FLASH

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.

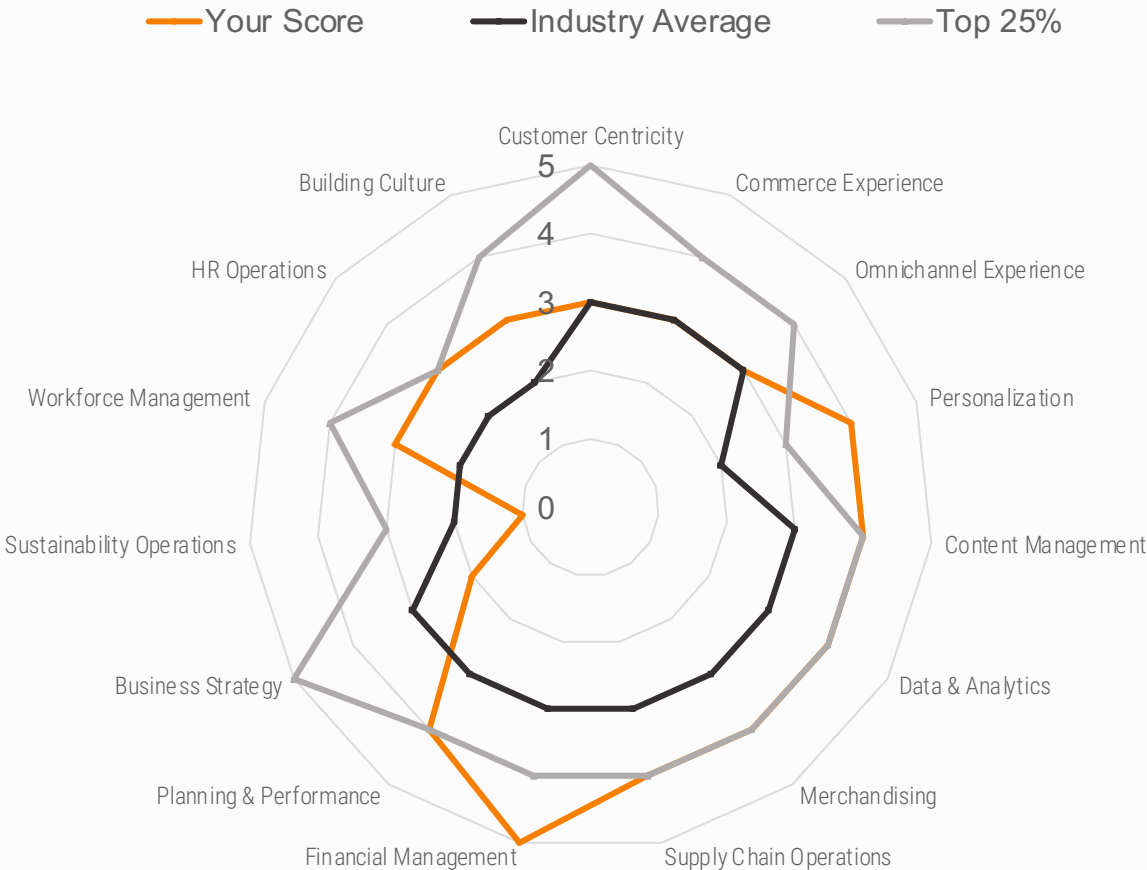*Deloitte, 2023; ** CapGemini, 2017; ***McKinsey, 2021

Strengths
- Supply Chain Operations
- Planning & Performance
- Personalization
- Merchandising
- Data & Analytics
- Content Management
- Financial Management

Opportunities
- Sustainability Operations
- Business Strategy

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

— Your Score — Industry Average — Top 25%

[COMPANY] RESULTS SUMMARY AND BENCHMARKS

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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

Click a category to receive a download of best practices

	CATEGORIES	YOUR SCORE	INDUSTRY AVERAGE	INDUSTRY TOP 25%
Customer Experience	Customer Centricity	3	3	5
	Commerce Experience	3	3	4
	Omnichannel Experience	3	3	4
	Personalization	4	2	3
	Content Management	4	3	4
Management & Operations	Data & Analytics	4	3	4
	Merchandising	4	3	4
	Supply Chain Operations	4	3	4
	Financial Management	5	3	4
	Planning & Performance	4	3	4
Organization & Culture	Business Strategy	2	3	5
	Sustainability Operations	1	2	3
	Workforce Management	3	2	4
	HR Operations	3	2	3
	Building Culture	3	2	4

NEXT STEPS

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

REQUEST MEETING

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
Get insights, events and tools that help you unlock value and drive your business forward:

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

LEARN MORE

Email flash@sap.com with any questions.

FLASH

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.
- 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 of these apply" equal zero.
- Results are aggregated and anonymized in comparison benchmarking to protect company privacy.

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