



# Honoring a Timeless Legacy by Building a Future-Ready Foundation

# Harrods

A Strategic Technology Transformation for Harrods

# Our Shared Vision: Powering the Art of the Possible with a Seamless Digital Core

This transformation is designed to create a technology foundation as resilient, elegant, and forward-thinking as the Harrods brand itself. Our goal is to modernize and integrate core business systems to support future growth, enhance operational efficiency, and provide a seamless foundation for delivering the highest quality customer and partner experiences.



Integrated Operations



Elevated Experiences



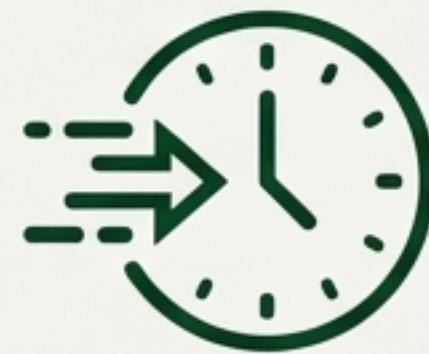
Sustainable Growth

# The Landscape of Luxury is Being Redefined by Five Key Trends



## Omnichannel Growth

The convergence of digital and physical retail experiences is now the standard for luxury customers.



## Real-Time Data

The ability to access and act on immediate data is critical for agile decision-making.



## Cloud Modernization

Cloud platforms are essential for moving beyond legacy systems to achieve scale and flexibility.



## Hyper-Personalization

A rising focus on premium, personalized customer experiences is driving brand loyalty.



## Architectural Agility

The need for scalable, secure, and flexible IT architectures has never been greater.

# Internal Complexity Creates a Drag on Growth and Efficiency

## Fragmented Systems:

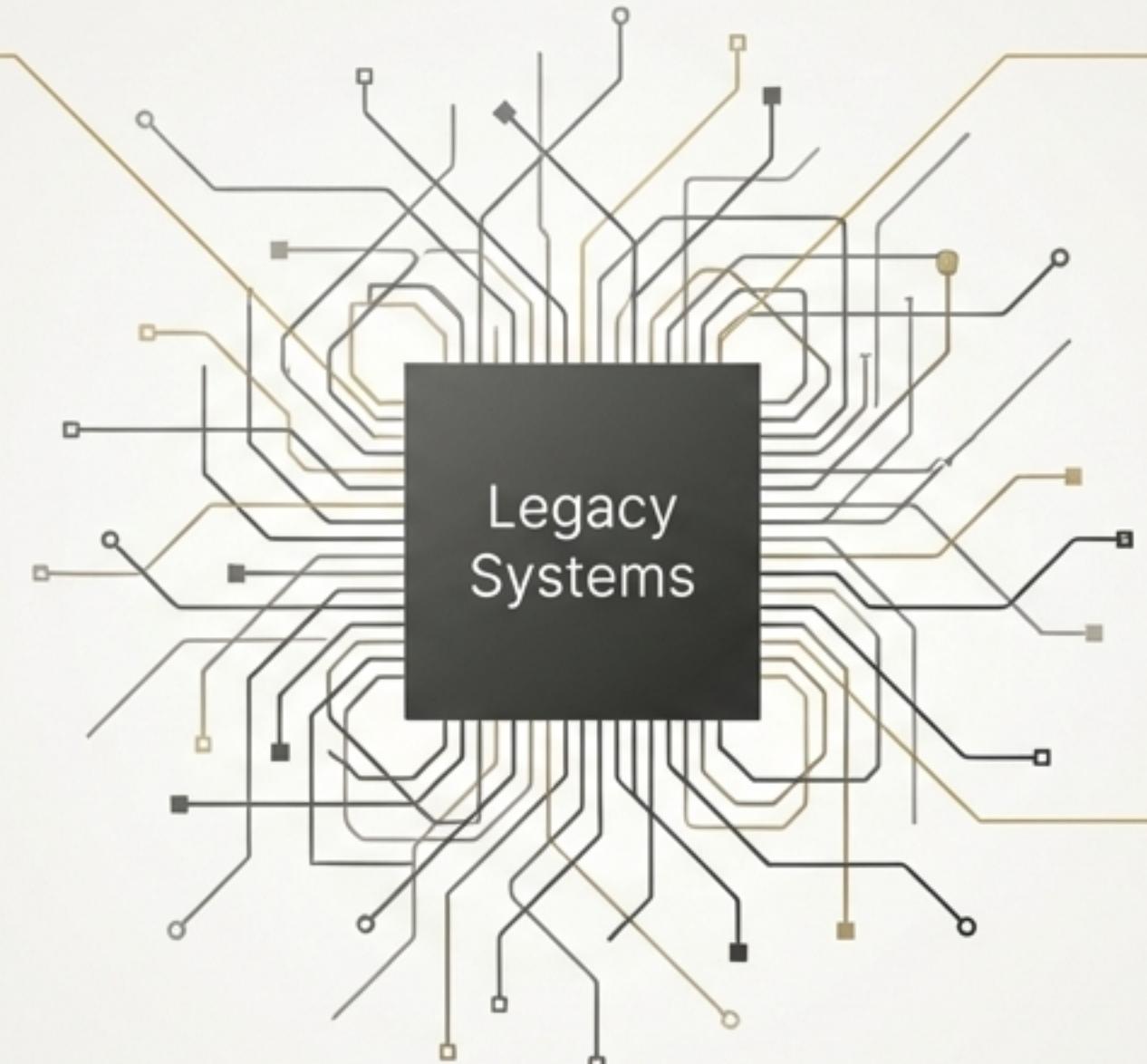
Limiting a unified view of the business and creating operational inefficiencies.

## Dependence on Legacy Platforms:

Increasing the total cost of ownership (TCO) and hindering innovation.

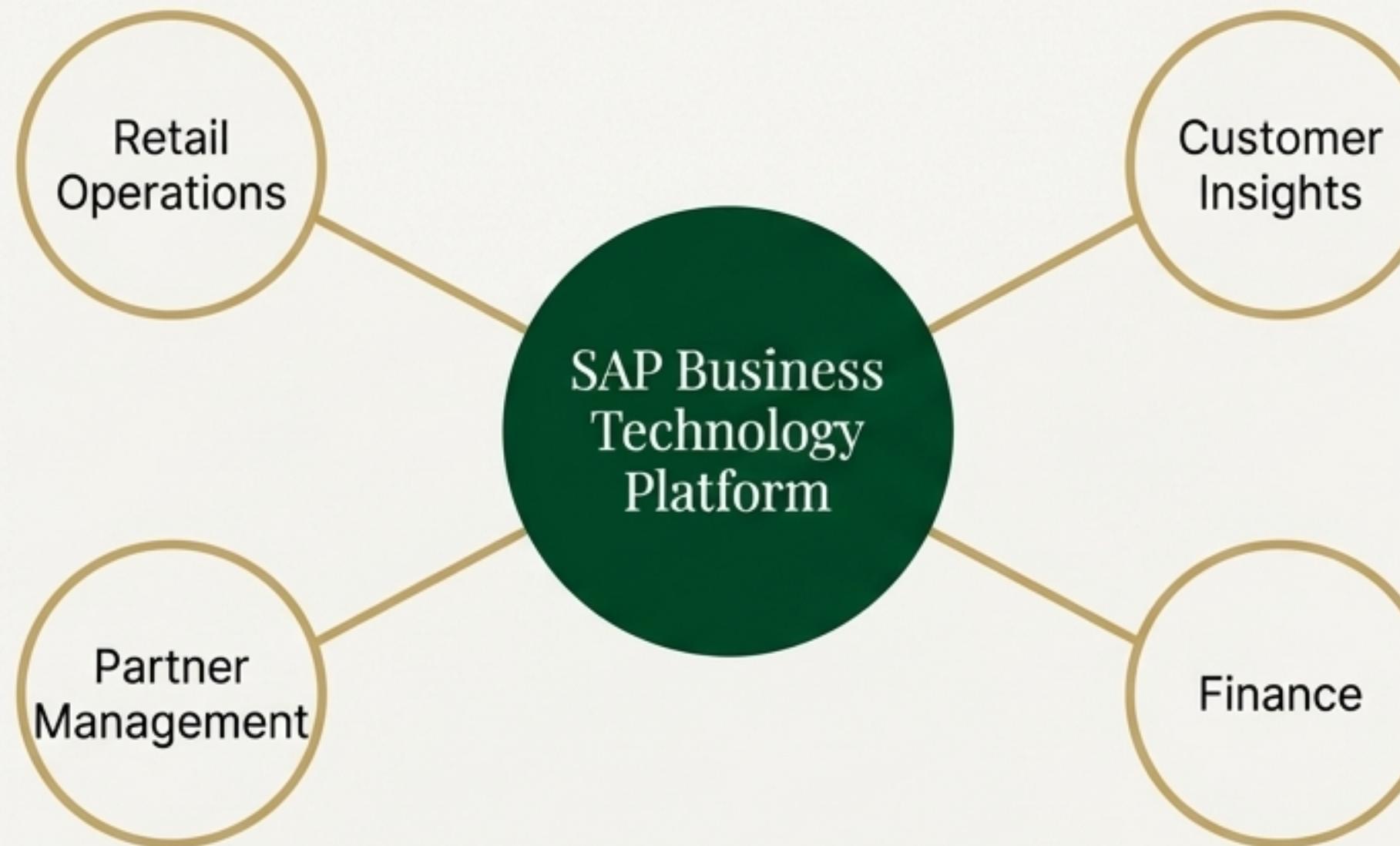
## Lack of Real-Time Visibility:

Constraining access to reliable business and operational data needed for strategic decisions.



These challenges directly impact the ability to deliver the seamless, high-quality experiences that define the Harrods brand.

# Our Strategic Response: A Modern Foundation with SAP Business Technology Platform



## Core Technology Components

**SAP Business Technology Platform (SAP BTP)**: The unified platform for integration, data, and analytics.

**SAP Integration Suite**: To seamlessly connect applications and data across the enterprise.

**SAP Analytics Cloud (SAC)**: To provide real-time insights and data-driven decision-making capabilities.

This cloud-based architecture provides the integration, intelligence, and scalability required for Harrods' next chapter.

# Translating Technology into Targeted Business Outcomes



## Improve System Integration

Reduce dependence on legacy platforms and eliminate data silos by creating a unified technology landscape.

A single source of truth, streamlined processes, and enhanced operational agility.



## Enhance Data Visibility

Improve access to reliable, real-time business and operational data for all departments.

Faster, more accurate decision-making and a deeper understanding of customer and partner needs.



## Reduce IT Complexity

Lower the total cost of ownership (TCO) by migrating to a modern, scalable, cloud-based architecture.

A more resilient, secure, and future-proof IT environment that enables innovation.

# A Strategy Grounded in a Holistic Understanding of Your Business

To ensure our solution addresses the full context of Harrods' challenges and opportunities, we have applied two key analytical frameworks.



## PESTLE Analysis

We analyzed the external Political, Economic, Social, Technological, Legal, and Environmental influences shaping luxury retail. This helps us understand the broader business environment, from evolving consumer expectations to technology modernization needs, ensuring our strategy is externally relevant and robust.



## Systems Thinking

We view Harrods' project as an integrated system of processes, applications, and data flows. This allows us to map dependencies across departments and design a holistic solution that optimizes end-to-end processes, rather than creating isolated fixes.

# An Expert Team and Collaborative Approach Built for Success

## The Core Project Roles



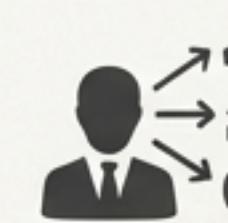
### Project Manager

Governs planning, risk management, and stakeholder communication



### Solution Architect

Designs the overall technical landscape on SAP BTP



### Functional Consultant

Aligns business processes with SAP capabilities



### Technical Consultants

Build, configure, and optimize SAP Integration Suite and Analytics Cloud



### Data Analyst

Supports data migration, quality assurance, and reporting validation

## Our Collaboration Model

1



### Joint Workshops

To clarify goals, scope, and success criteria with your stakeholders

2

### Iterative Design

Using best-practice methods for continuous validation

3

### Open Communication

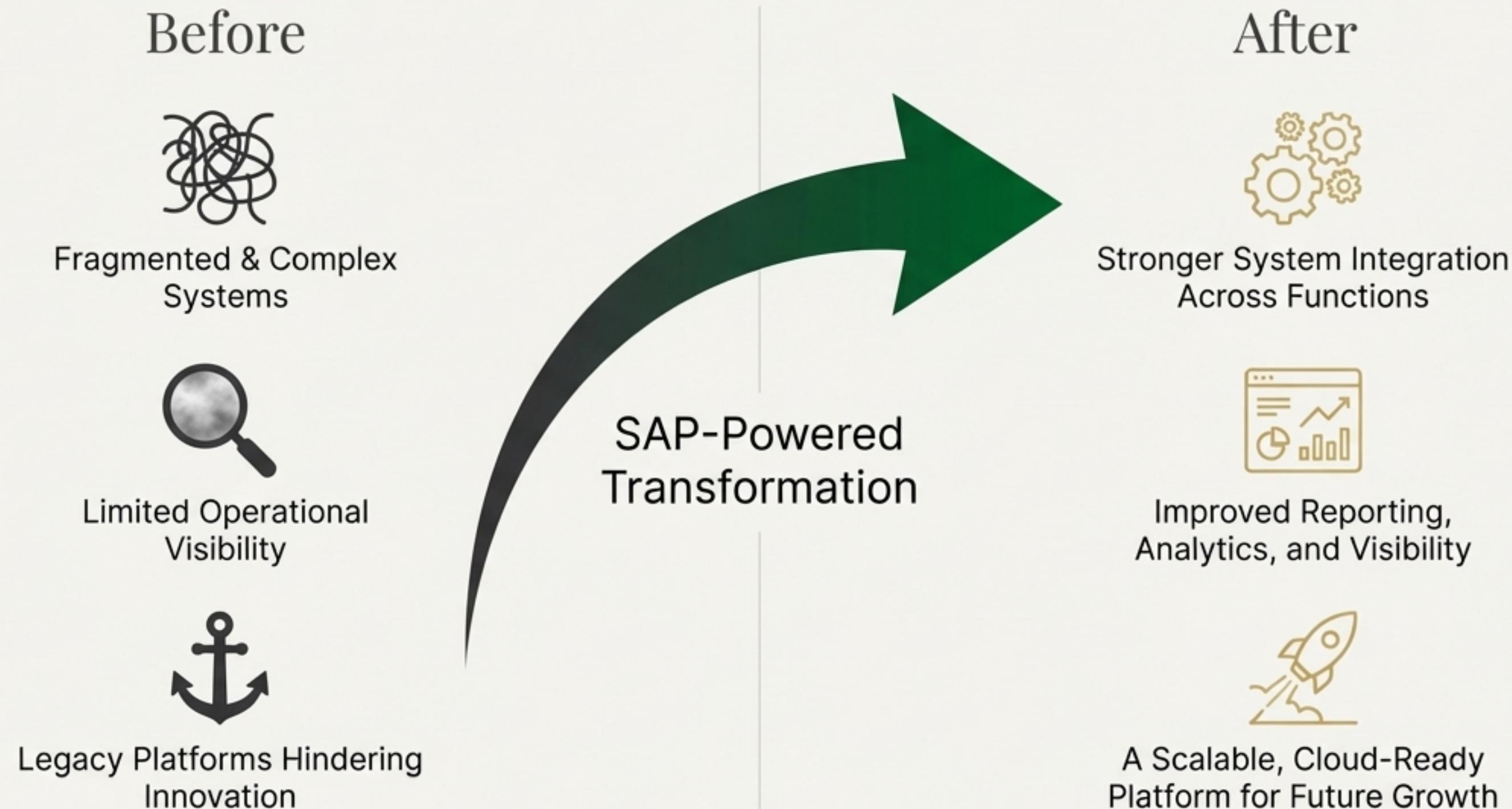
Employing shared planning tools and clear channels

4

### Knowledge Transfer

To ensure successful adoption and long-term value

# The Vision Realized: From Operational Friction to a Seamless Future



# Our Recommended Path Forward

