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GRUPO BOTICÁRIO IMPLEMENTS SAP RETAIL WITH FH

When AERO needed to improve operation control and store results tracking, it chose FH to implement an agile solution such as the dynamics of retail and robust to support the company's growth.



#SuccessCase



GRUPO BOTICÁRIO IMPLEMENTS SAP RETAIL WITH FH






From industry to point of sale. Leader in the perfumery market, the Grupo Boticário has four business units in its portfolio: O Boticário, Eudora, quem disse, berenice? and The Beauty Box, with AERO being responsible for the Retail Unit within the group.

With coverage in 9 Brazilian states, 3 sales channels and approximately 250 sites, FH has integrated and executed solutions for managing the operations of the group's own stores, managed by AERO.

The project named Fênix 134 featured the integration of legacy systems in SAP Retail (CO, FI, FI-AA, MM, SD, Gateway, POS DM / BW, GUEPARDO, GRC / NFe and RE) and, in addition, the web solution Loja Fácil was

developed to improve the experience of professionals who support the operation from the background of stores and direct sales centers. This solution awarded FH the COlympics Award - competition between companies to create innovative prototypes using multiple SAP technologies.

OVERVIEW

 Industry	Manufacturing
 Income	+ R\$12,3 billion
 Employees	+ 10.000
 Location	São José dos Pinhais - PR
 Site	grupoboticario.com.br

CHALLENGES

Implement a solution with the robustness of the SAP platform quickly and without impacting retail dynamics.

SUCCESS CASE

With the solution, the company had more control of its operation and provided more visibility of the results for those who are in control of decisions, as well as offering a specific solution for managing the lease agreements of its units.

OPERATIONAL BENEFITS

Single-base use that consolidates the entire sales movement (from different channels) and tracks all sales sites (POS-AM) online;

Development of a web platform (Loja Fácil) that performs ERP functionality in a more friendly and agile way;

Implementation of a solution (Real Estate) that automates and optimizes the control of lease agreements of its units;

Creation of a hybrid layer that integrates the solution with different storefront systems;

Automation of operational processes and agility in decision making;

Robust, agile solution that contributes to the group's growth plan.