MERCAUX

SAP Silver Partner

SAP® Certified
Integration with SAP Applications

Available on the
SAP App Center

SAP

Mercaux's Integrations with key SAP Systems

Why the Partnership?

Bridge the gap between offline and online by leveraging data from SAP systems in-store
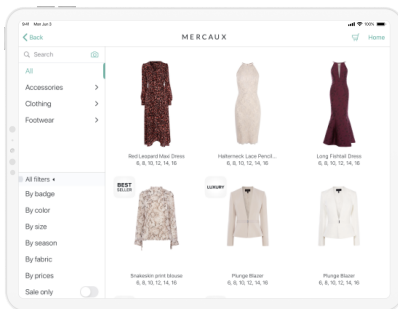
Capture in-store customer behaviour, staff performance and product interest data

Leverage pre-built integrations between Mercaux and SAP to go live in less than 1 month

## SAP CX Commerce Integration

Assisted Selling for Endless Aisle

Display real-time online product information, descriptions, availability and inspirational content from SAP CX into the Mercaux App for Sales Associates to sell your endless aisle of products.

Powerful Selling Content and Recommendations

View key selling points of each product including styling recommendations, reviews and inspiring videos. Product details, including size guidelines, care and fabric instructions that match those found online.
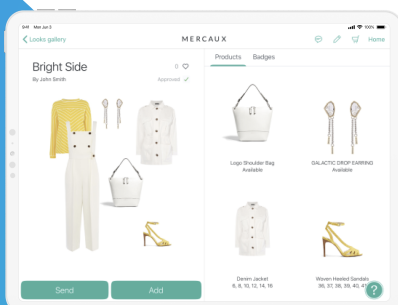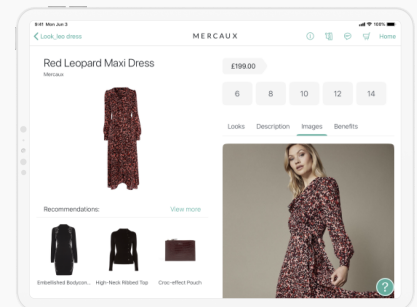

Authentic Content Created by your Sales Associates

Leverage your community of Sales Associates to style complete looks or product bundles within the App and use online through SAP CX Commerce or Social Media.

Enhanced Clienteling offering with CRM Integration

Identify the customer and access their purchase history offline and online, wishlist, loyalty status and personal preferences. Update their profile with notes and interests from their visit and transfer them online.
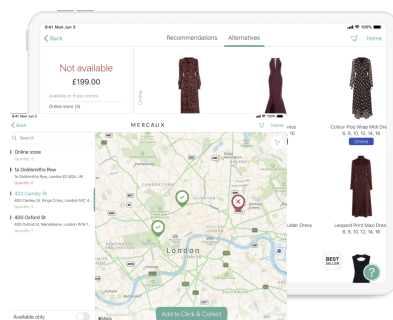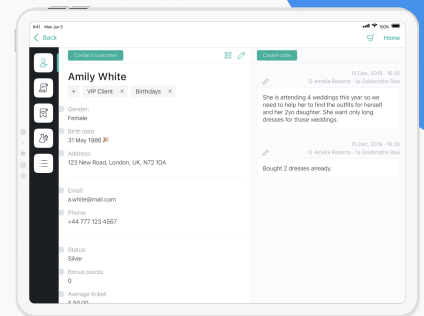
## Offer Alternatives when Product Unavailable In-Store

View alternative products from the store collection when a product is out of stock, or order the product where there is availability online or in another store.

Prevent Lost Sales with Omnichannel Capabilities

Place online orders in-store by transferring the basket to SAP CX, click and collect in another store that has availability, or email the basket to the customer for them to purchase through eCommerce at a later date.
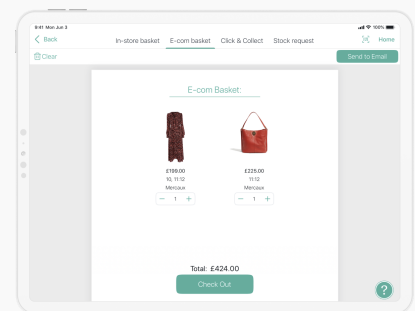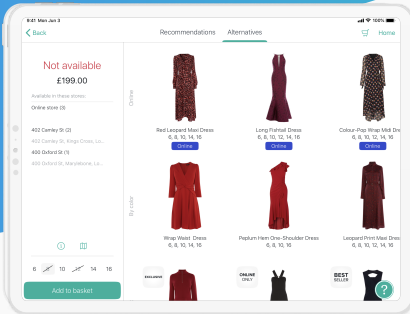
SAP Analytics Cloud Integration
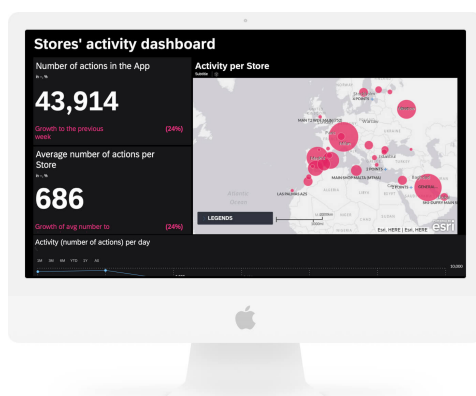
Open the Black Box of In-Store Data

Reveal valuable in-store customer behaviour, staff performance and product funnel data in a customer's path-to-purchase.

SAP CAR Integration

Accurate Inventory and Transactional History

Inventory and transactional history data flows from SAP CAR into the hands of Sales Associates. Customer behaviour, staff performance and product data flows back from Mercaux for in-store analytics.

"With the growth of eCommerce, retailers and brands have been trying to bridge the gap between customers' online and in-store experience. Mercaux's solutions are helping to do just that.

Mercaux is helping to elevate the physical store towards a fully integrated digital ecosystem."

**Peter Akbar, Global VP and Chief Customer Officer Fashion, SAP**

How do we integrate with the SAP Ecosystem?
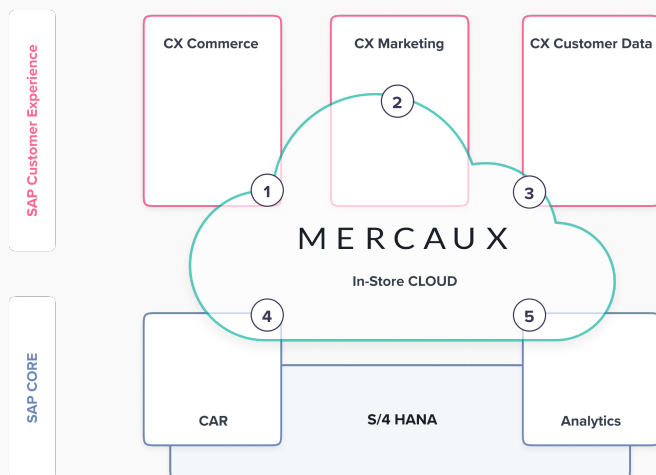
Mercaux Integrations & Solutions

1. Assisted selling, omnichannel and BOPIS
2. Customer preferences, profiling & personalisation
3. Registering customers in-store
4. Inventory accuracy & transactions
5. In-store behavior & data

Visting Mercux's SAP AppCentre listing here:

Available on the **SAP App Center**
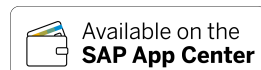
If you would like a demo of any of the functionalities in the SAP Integration, schedule a demo:

Demo Request