Retail Information Systems Based on SAP Products

Jörg Becker, Wolfgang Uhr, Oliver Vering

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Retail Information Systems Based on SAP Products Jörg Becker, Wolfgang Uhr, Oliver Vering Concentration tendencies, globalization, increasing cost pressure and well-informed customers all make up the hard competition faced by today's businesses. The "right" products, a successful market image, a strong positioning between suppliers and customers, efficient logistics and optimum organization structures contribute to a company's survival. Achieving this goal requires flexible information and communication systems that are fully adaptable to the specific situation. Modern retail information systems are not bound by organization borders but support both business partner cooperation and electronic commerce. This book presents the architecture of retail information systems, as well as the functions of SAP Retail, and in so doing links modern retail management with the implementation strategies based on innovative software systems.

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