

How Is a Cutting-Edge Digital Platform Helping Nordic Sports Lovers Get More Out of Their Favorite Gear Provider?

Travelers and outdoor sports enthusiasts in Norway and Sweden rely on Fjellsport, Norway's largest independent online sports store, for high-quality, brand-name sports gear suited to the Scandinavian landscape and climate. To ensure its continued growth while providing its customers with a first-class online shopping experience, Fjellsport needed a solution to help drive its digital transformation strategy.

Since it already had the SAP® ERP application in place, Fjellsport chose SAP S/4HANA® as its next-generation digital solution and worked with Pearl Consulting on the implementation. SAP S/4HANA adapts to the company's growth goals and helps streamline its operations processes, allowing Fjellsport employees to concentrate on superior customer service.



Building a Digital Transformation Strategy with **SAP S/4HANA®**



Fjellsport AS
Sandefjord, Norway
www.fjellsport.no (Norwegian)

Industry
Retail

Products and Services
Outdoor sports equipment
and clothing

Employees
70

Revenue
KR 200 million (€21.83 million)

SAP® Solutions
SAP S/4HANA®

As the first company in the Nordic region to go live with SAP S/4HANA in the cloud, Fjellsport is realizing higher profit margins and better customer service. Working with Pearl Consulting, the deployment was within budget and complete in just four months – putting Fjellsport on track for digital transformation.

Before: Challenges and Opportunities

- Migrate its current system to a scalable, in-memory solution that will quickly support business processes
- Improve inventory visibility in order to manage seasonal products and to offer the right mix of sports equipment and clothing
- Empower employees by providing them with the best digital tools
- Maintain high standards of customer service

Why SAP and Pearl Consulting

- Desire to move from the existing SAP® ERP application to SAP S/4HANA – with full logistics capabilities
- User-friendly interface based on the SAP Fiori® user experience
- In-memory data fabric architecture in SAP S/4HANA, which uses smart data access technology to deliver accelerated business intelligence
- On-time delivery from Pearl Consulting and Amazon Web Services cloud platform as the hosting partner

After: Value-Driven Results

- Smooth, efficient migration from SAP ERP in just four weeks
- Granular analytics on marketing and product segments, down to the smallest details
- Better customer service experience, with quick employee access to clients' profiles and account information
- Increase in profitability margin, thanks to better visibility of inventory turnover

“When your ambition is to build the best outdoor retail outlet on the Internet, you’re aiming high. To reach that goal, you need the **best possible solutions and business partners. With SAP S/4HANA and the Pearl Consulting team, we’re on the right track.”**

Eric Sandtrø, Founder and CEO, Fjellsport AS

Featured Partner

PEARL

20%

Reduction in inventory carrying costs

Real-time

Inventory information

Higher

Profitability margin

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