

How Can the Right Technology Help a Growing Fashion Business Manage Operations While Staying Focused on the Future?

Nothing looks and feels as great as the perfect leather attire. But high-quality leather clothing is often too pricey for everyday shoppers. When she couldn't find a lambskin jacket for less than \$1,000, Brittany White was inspired to launch her own line – Sweet Prima. Her mission is to empower fashionable women with luxurious leather clothing at prices they can afford.

As a growing business, Sweet Prima has many moving parts. To make it easier for various lines of business to work together, White turned to SAP. The SAP® Anywhere solution acts as a one-stop shop for all of Sweet Prima's operations. More streamlined processes and better communication tools are helping employees work more closely and efficiently. And comprehensive customer relationship management, social media, and marketing tools help maintain strong customer connections. With SAP Anywhere, White has the complete business overview she needs to stay focused on bringing the Sweet Prima brand to more markets across the United States and beyond.



“Our mission is to bring **quality fashion to everyday women at a good price.** I think we’re told what we’re supposed to do and how to do it. My company is here to say, live your life on your terms – and look great doing it.”

Brittany White, Founder and CEO, Sweet Prima



Sweet Prima
Chicago, Illinois
www.sweetprima.com

Industry
Retail

Products and Services
Leather fashion

Employees
<10

SAP Solutions
SAP® Anywhere solution

Growing a Business and a Brand with SAP® Anywhere

As a small business owner, the founder and CEO of Sweet Prima did not have the time or people power to make do with siloed business operations and scattered communications. With the SAP Anywhere solution, she has everything she needs all in one place, giving her more time to focus on the future.

Before: Challenges and Opportunities

- Create an e-commerce site to empower everyday women who want high-quality fashion at a great price
- Streamline business processes and tap into wider domestic and international markets
- Connect and communicate better with customers to create a true brand experience

Why SAP

- SAP Anywhere – an affordable, cloud-based, enterprise-level solution that can scale with a growing business
- Single solution that meets all of Sweet Prima's business needs – from inventory to customer relationship management, marketing, sales, and accounting
- Implementation that was completed on time and within budget
- Professional support and strategic partnerships through SAP that help guide better business decisions

After: Value-Driven Results

- One central site hosted in the cloud that can be used to manage each line of business (LoB)
- Clear overview of the entire business, including how each LoB is performing and connecting with the others
- Streamlined processes and better communication with employees
- Effective marketing with tailored, recipient-specific communications, helping maintain strong customer relationships as the base grows
- More time to focus on high-level strategy and future brand growth

“SAP Anywhere really helped me get organized and outline my goals. The key to success is **having everything in a centralized place and knowing exactly what you need to do to succeed.”**

Brittany White, Founder and CEO, Sweet Prima



SAP® Anywhere

1 solution

To manage the business

Clear

Overview of the entire business

Wider

Brand awareness

[Learn more >](#)

© 2017 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies. See <http://global.sap.com/corporate-en/legal/copyright/index.epx> for additional trademark information and notices.