

How Can One Hypermarket Chain Lead a **Retail Revolution** in Oman?

Home to a relatively young retail market, the Sultanate of Oman has come a long way from small independent groceries to malls and shopping centers jam-packed with luxury brands from all over the world. Mars International LLC is proving to be a major player in this revolution by becoming one of the first retailers to establish hypermarkets across the country and opening seven stores over the last two years alone. To meet the rising demand of local consumers, the company continues to build new store locations while entering nontraditional sectors such as furniture and hospitality.

To enter new markets with the volumes of knowledge, expertise, and innovations acquired throughout its 25-year retail history in the Persian Gulf, Mars International is relying on scalability, speed, and efficiency of SAP HANA® Enterprise Cloud. This investment is expected to help employees spend more time focusing on core competencies and innovating new ways to get work done, instead of handling day-to-day IT tasks. Plus, once the legacy enterprise resource planning system is replaced with SAP S/4HANA®, decision makers will be able to access the real-time information they need -- anytime, anywhere, and in their preferred format.





“With SAP HANA Enterprise Cloud, we will no longer need to spend time and effort on maintaining our IT infrastructure. This means we will be free to focus on innovating and growing our business.”

Jose Varghese, CFO, Mars International LLC

Mars International is bringing stores to its consumers and leading a new era of retail in the Persian Gulf. To achieve this vision, the retail behemoth is creating an IT landscape that scales to growing business needs. Implementing SAP HANA® Enterprise Cloud will help the company lower operating costs and access the latest technology faster. As a result, Mars International will secure its reputation as a true retail pioneer for years to come.



19

Stores in two countries



7

New stores in the last two years



Top 3

Hypermarket chain in Oman



Pioneering Rapid Business Growth with SAP HANA® Enterprise Cloud



Mars International LLC
Muscat, Oman
www.marshypermarket.com

Industry
Retail

Line of Business
Hypermarkets, restaurants,
and furniture stores

Employees
1,700

Revenue
US\$150 million

SAP® Solutions
SAP HANA® Enterprise Cloud
and SAP S/4HANA® Cloud,
private option

After opening seven new hypermarkets in two years, Mars International is further expanding into new industries and countries. The major retail player decided to adopt SAP HANA® Enterprise Cloud and SAP S/4HANA® Cloud, private option, to help ensure its IT environment is ready to support this growth.

Before: Challenges and Opportunities

- Lacked the scalability needed to achieve future ambitions
- Required simplified IT workloads to empower other departments to focus on their core competencies
- Experienced demand for simplified access to information to help managers make decisions quickly
- Wanted a modern IT environment that can better support business growth

Why SAP

- Replace legacy, on-premise enterprise resource planning system with a portfolio of managed cloud solutions
- Find the best approach to implementation and innovation with consulting and support services
- Engage industry expertise and technology experience from past projects with other retailers

After: Value-Driven Results

- Higher scalability and lower complexity to facilitate a strategy for entering new countries and markets
- Lower operating expenditures and accelerate implementation
- Faster access to the latest technology to help secure the company's position as a retail leader
- Real-time financial reporting to facilitate accurate, in-the-moment decisions

“To differentiate ourselves and keep pace with customer demand, we need to adopt new technology as quickly as possible. This will be possible with SAP HANA Enterprise Cloud.”

Jose Varghese, CFO, Mars International LLC

High

Availability

Lower

Operating expenditure

More

Time to focus on core business
and innovation

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