



Techwave established in 2004, is a global end-to-end IT services & solutions company, which develops long-term relationship with clients by leveraging unique delivery models and expert frameworks.

# End-to-End implementation of SAP Datasphere for America's Largest Apparel Company

## About the Client

Our client is a globally recognized fashion and beauty retailer known for its premium apparel and personal care products designed to inspire and empower its customers. The company generates more than \$6 Billion annually due to its network of 800+ stores worldwide.

## Executive Summary

Facing the imminent end-of-support for its SAP BW on HANA-based data warehouse, the client was at a crossroad. As their challenges in maintaining system efficiency and scalability increased, they partnered with Techwave to conduct a targeted Proof of Concept (PoC) for SAP Datasphere, to address their operational risks with next-generation cloud data platform.

Through this PoC, Techwave successfully demonstrated the business advantages of transitioning to Datasphere, ensuring a seamless migration with enhanced performance, scalability, and advanced insights. The implementation laid the foundation for an enterprise-wide digital transformation that aligns with the client's long-term data strategy.

**Industry:**  
Apparel and Beauty

**Revenue:**  
>\$6 Billion

**Region:**  
Europe

**Key Objectives:**  
Overcoming SAP BW's End-of-Support Challenges, Validating SAP Datasphere, Enhancing Data Insights, and Future-Proofing Cloud Data Strategy.

## Business Challenges

Remaining on SAP BW would have introduced multiple operational and strategic risks to the client, some of which are:

- **Limitations with Legacy System Support:** Suboptimal support for SAP BW posed a significant risk of outdated infrastructure, increased maintenance costs, potential system downtime and limited innovation.
- **Decision Incapacity Around Datasphere:** The uncertainty about SAP Datasphere's ROI, compatibility with existing systems, and the overall risk associated with a full transition was a major roadblock.
- **Scalability and Performance Bottlenecks:** SAP BW's architecture struggled to support real-time data analytics, growing data volumes and required extensive manual integration efforts, leading to performance inefficiencies and limited scalability for future expansion.
- **Hindrance to Digital Transformation:** The legacy system restricted the adoption of AI-driven insights and predictive analytics to support enterprise-wide digital transformation initiatives aligned with their long-term business strategy.

## Techwave's Strategy and Solutions

Techwave executed a comprehensive SAP Datasphere implementation PoC to future-proof the client's data strategy. Some of the key aspects of the solution included:



### Modernizing Legacy Infrastructure for Enhanced Support

Migrated the client's data warehouse from SAP BW on HANA to SAP Datasphere, ensuring robust support, reducing maintenance costs, and minimizing downtime risks while enabling innovation.



### Optimizing Scalability and Performance

Implemented cloud-based data integration with in-memory computing and advanced caching techniques, enabling real-time analytics, reducing manual integration efforts, and ensuring seamless scalability for future expansion.



### Enabling AI-Driven Digital Transformation

Consolidated data management and analytics on a single cloud platform, harmonized data from multiple sources, and leveraged SAP Landscape Transformation (SLT) for seamless migration of 400+ HANA views, unlocking AI-driven insights and predictive analytics for enterprise-wide digital transformation.



### Data Management and Analytics

Unified data management and analytics on a single cloud platform, seamlessly integrating data from multiple sources to eliminate ETL complexities and reduce the total cost of ownership (TCO) for enterprise data solutions.



## Business Outcomes

The PoC was a success, and SAP Datasphere was validated as the optimal solution for the client. The POC has demonstrated that the following benefits can be realized in a full-scale implementation:



### Enhanced Decision-making

Real-time data optimization, AI, and predictive analytics empowered the client with data-driven insights for faster and better decision-making.



### Operational Efficiency and Scalability

Streamlined data integration, automation, and cloud-based infrastructure, reducing manual efforts, increased operational efficiency, and ensured scalability for long-term business growth.



### Strengthened Security and Compliance

Leveraged SAP's built-in security measures to ensure regulatory compliance and protect sensitive data, reducing overall risk.



### Optimized Investments

Although the transition involved higher initial costs, the strategic investment positioned the client for substantial long-term gains in performance, cost savings, and innovation.

## About Techwave

Headquartered in Houston, TX, Techwave provides Global Technology and Engineering Services and Solutions. A certified SAP Gold Partner, Techwave has driven digital transformation for 600+ clients worldwide since its inception in 2004. Techwave provides end-to-end SAP services encompassing GROW with SAP, RISE with SAP, SAP AMS, Data Migration, BTP, Analytics, and more. For more information, [visit: www.techwave.net](http://www.techwave.net)



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