

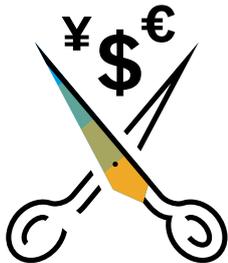
Managing Reputation in Retail

Identify Your Risks, Know Your Suppliers

The Challenge

Reputation and brand are inextricably linked in the minds and dollars of the consumer. The past few years have seen a marked increase in the demand for transparency across all industries, particularly in retail. Customers' rising use of social media to post and share concerns in real time, heightened scrutiny of business practices, as well as myriad options to obtain any desired item have combined to increase pressure on retailers to elevate reputation management from a desirable differentiator to a de facto business necessity.

With slim net profit margins (less than 2% in groceries and just under 3% in general retail), a single negative impact on your brand or reputation can significantly impact your business. Imagine the impact to your reputation if it were revealed that your supplier practiced unsafe labor conditions. What would happen if the key provider of your upcoming promotional item suffered a financial crisis and the promised item never made it to the shelves? Innovative solutions that provide active and ongoing risk identification form the cornerstone of an active reputation-management strategy.



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The Opportunity

The SAP® Ariba® Supplier Risk solution provides continuous monitoring to protect your business from exposure to reputational, compliance, financial, sustainability, and operational risks. Best-in-class retailers are managing supplier risk with SAP Ariba solutions in the following ways:

- Conduct ongoing assessments and due diligence that factor in the context of your supplier relationship, ongoing engagement assessments, and external data to calculate your exposure to supplier risk
- Receive and monitor ongoing alerts of information from a variety of sources related to your suppliers that could impact them and therefore your business. The SAP Ariba solution has alerts available for more than 130 risks from more than 500,000 independent news sites, government data, disaster information systems, and public and private data sources.



Continuous monitoring can protect your business from exposure to reputational, compliance, financial, sustainability, and operational risks.

- Leverage ERP integration as an easy way for suppliers to upload and maintain their own information, as well as for making supplier risk management and due diligence part of your entire source-to-settle process. This integration exists between ERP vendor master data and the SAP Ariba Supplier Lifecycle and Performance solution.

Let's Work Together

To learn more about how SAP Ariba solutions are solving the challenge of supplier risk as well as other retail industry challenges, please [contact us](#) or visit our [supplier management](#) solution page.

