

# Winning the retail game with ERP

## The solution for customer-centric, data-driven success

<https://www.sapics.org/>

Ask any retailer and they will tell you, it's all about the customer. This focus has become even more pronounced in the age of the Internet, which has fundamentally transformed how consumers shop and interact with brands. Shoppers today expect instant access to products and services.

Just a few clicks is often all that is required. More so, their expectations continue to evolve.

Retailers worldwide have had to keep pace with this rapid change. Some have struggled more than others. Take Musica, for example – a retailer that struggled to adapt in an era of digital music consumption, ultimately closing its doors.



Renko Bergh



Understanding what customers want and delivering on those expectations is the driving force in today's highly competitive retail landscape. According to Renko Bergh, co-founder of CtrlFleet, achieving exceptional customer experiences requires more than just good service – it demands precise, efficient operations. To achieve that level of precision, retailers need to leverage Enterprise Resource Planning (ERP) systems.

ERP is not just a buzzword, it's a critical component in the ongoing transformation of the retail industry. It streamlines everything from inventory management to customer engagement and ultimately enables businesses to meet and exceed customer expectations.

"By understanding the role of ERP in retail industry transformation, businesses can leverage these systems to gain a competitive edge," he says.



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“These systems provide a holistic approach to managing retail operations.”



Neil Lynch

Neil Lynch, a product marketing manager at Oracle NetSuite, a leading integrated cloud business software suite, describes it as a solution that helps retailers manage key business operations – inventory, sales, financials, customer relationships and supply chain – all from just one location.

For the retail industry, ERP systems provide a centralised framework that streamlines operations and enhances data visibility. There are several types of ERP systems in retail, such as cloud-based ERP, which offers flexibility and scalability and on-premises solutions that provide greater control over data. Hybrid ERP systems combine both benefits, offering a balanced approach.

According to Bergh, it has become pivotal for retailers to adopt ERP systems to transform traditional business models into agile, data-driven operations. He says ...

“With a focus on retail industry transformation, ERP solutions enable businesses to optimise inventory management, improve customer experiences and drive profitability.

Understanding the nuances of different ERP systems and their retail applications is crucial for any business that wants to stay ahead in a competitive market.”



Manufacturers and distributors are highly susceptible to global trade disruptions, particularly tariff changes stemming from trade wars, geopolitical shifts, or regulatory updates. Tariff changes can significantly impact production costs, supplier relationships, overall efficiency – and your profitability. It is crucial that organisations consider and develop strategies for effectively mitigating the impact of tariffs.

Tariffs impose additional costs on raw materials, packaging, and imported ingredients, directly affecting the bottom line for a variety of manufacturers. Key challenges include ...

- **Increased production costs:** Higher material expenses due to tariffs can strain profit margins.
- **Supply chain disruptions:** Tariffs can lead to delays and inefficiencies in logistics.
- **Shift in supplier dynamics:** Companies may seek alternative sourcing options to mitigate cost increases.
- **Fluctuating consumer prices and demand:** Tariffs can lead to price hikes and changes in consumer behaviour.
- **Compliance challenges:** Evolving trade policies require continuous monitoring and adaptation.

Find out more: <https://www.qad.com/blog/2025/04/mitigate-the-impact-of-tariff-changes>

## Transforming the retail game

Experts agree that there are many advantages to implementing ERP systems. Not only do they drive efficiency, but they significantly improve customer satisfaction and, ultimately, profitability.

These systems streamline operations by automating routine tasks and integrating various functions into a single platform, reducing errors and saving time. One of the significant advantages is improved inventory management ERP, which optimises

stock levels, reduces waste and enhances supply chain coordination. Data-driven decision-making is another key benefit, as ERP systems provide retailers with comprehensive analytics to guide strategic planning and operational adjustments. Furthermore, ERP systems contribute to cost efficiency by minimising redundant processes and optimising resource allocation.

As the retail industry evolves, adopting ERP solutions will no longer be optional but essential







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The growing interest in ERP and its ability to elevate retail performance is becoming increasingly apparent. While the United States continues to lead in the development of industry-specific ERP solutions tailored to the wide variety of business needs in the country, retailers across the globe are starting to embrace the reality that modern shoppers expect a seamless, integrated experience – whether they're browsing online or shopping in-store. Navigating this omnichannel environment successfully requires more than just good intentions. It demands sophisticated, centralised tools. And that's where advanced ERP systems come in.

According to Statista, global revenue in the ERP software market is projected to reach US\$55.88 billion by 2025. Moreover, the market is expected to grow at a compound annual growth rate (CAGR) of 3.97% between 2025 and 2029, reaching a market volume of US\$65.29 billion by the end of that period. These figures highlight just how critical ERP has become in driving operational excellence and enabling retailers to respond with agility and precision to shifting consumer expectations.

Bergh points out that two of the biggest pain points in traditional retail operations – inventory and warehouse management – are also among the areas where ERP systems add the most value.

Inventory and warehouse management modules are often riddled with inefficiencies in legacy

Enterprise Resource Planning (ERP) systems are essential tools that help businesses standardise, streamline, and integrate a wide array of operational processes.



These systems ensure that functions such as finance, human resources, procurement, and supply chain management operate in unison, optimising the flow of information and tasks within an organisation.  
<https://xaltam.com/>

systems. ERP helps retailers overcome these challenges by integrating and automating key processes, giving them better control and visibility over their stock and warehouse operations.

But ERP's true power, he says, lies in its ability to bring all core retail functions under one digital roof.

Modern ERP systems – particularly cloud-based solutions – offer far more than just inventory and warehouse control. From the shop floor to the back office, these platforms integrate a range of critical modules that support every aspect of retail operations.

Cloud-based ERP systems, in particular, offer key advantages over traditional on-premise solutions. Their flexibility, scalability and real-time data

access make them ideal for today's fast-paced, omnichannel retail environment.

Modules such as Point of Sale (POS) integrated with ERP platforms streamline transactions, improve customer service and feed valuable sales data directly into the system. Customer Relationship Management (CRM) tools help retailers better understand their customers, personalise marketing efforts and build long-term loyalty. Finance and accounting modules automate key processes, improve accuracy and ensure compliance.

Each of these components is designed to work in harmony – eliminating silos, reducing manual input and providing a unified view of the business that empowers more intelligent, faster decision-making.



Data-driven decision-making is a key differentiator for successful retailers. ERP systems provide robust analytics and reporting capabilities, empowering retailers to gain valuable insights into their business performance. By analysing data on sales trends, customer behaviour and inventory levels, retailers can make informed decisions regarding pricing, promotions and product assortment. These insights drive revenue growth, improve customer targeting and optimise operational strategies.

## Navigating the obstacles

Implementing ERP systems in the retail sector is no small feat. Challenges such as data migration, change management and system integration often hinder a smooth rollout.

“These challenges can pose significant hurdles if not addressed properly,” says Bergh.

Common ERP implementation challenges include employee resistance to change, difficulties in migrating existing data to the new system and ensuring seamless integration with other software applications.

To overcome these obstacles, adopting a phased implementation approach is essential, focusing on training employees and involving key stakeholders throughout the process.”

Retailers can achieve a smooth transition to ERP systems by following best practices and leveraging expert guidance, unlocking their full potential for operational efficiency and growth.



Enterprise Resource Planning (ERP) is a crucial tool for businesses of all sizes to manage and automate operations. Whether small or big, adopting an enterprise resource planning system brings advantages like better efficiency, increased productivity and improved decision-making. However, learning from examples of unsuccessful ERP implementation can also be most insightful.

When done right, ERP implementation can be a game-changer. Even smaller improvements can deliver high-impact results – increasing efficiency and productivity by eliminating manual tasks, lowering operational costs and preserving data accuracy and integrity so that it continues to generate value.

Automation also allows one to capture more data that can then be used to drive continuous improvement.

For example, you can monitor newly automated processes and take immediate action if you're not

getting the results you were looking for. Insights become more valuable with time – providing a foundation that allows one to gradually bring more technologies into the fold – the Internet of Things (IoT), digital twins, process mining, etc. This then fuels the next phases of transformation.

Not only does automating compliance help retailers save time, but it also prevents errors. Employees spend fewer hours updating and enforcing policies, while built-in protections prevent mistakes that put the business in harm's way.

### The road ahead

The future of ERP systems in retail will continue to be shaped by technological advancements and evolving consumer expectations. Integration with emerging technologies such as artificial intelligence (AI), the IoT and blockchain is becoming increasingly important. These technologies enhance ERP capabilities, providing deeper insights and more efficient operations. Furthermore ...

“ As sustainability becomes a critical focus for retailers, ERP systems will continue to evolve to support eco-friendly practices, such as optimising supply chains to reduce carbon footprints and promoting sustainable sourcing. ”



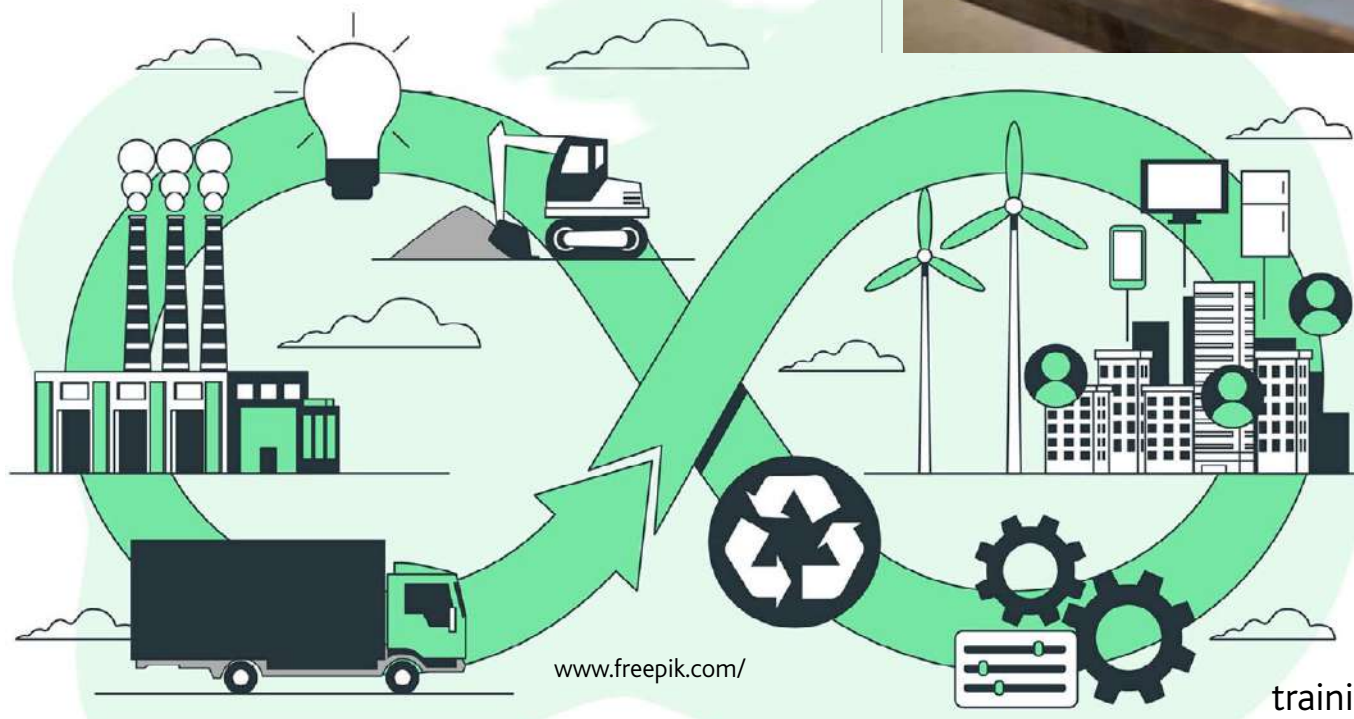
When shipping products, ERP also determines the most suitable packaging method and specifies the criteria for quality control. Furthermore, the ERP system maintains a central repository for customer shipments and all delivery details.

You can ...

- Log and track shipping processes
- Update and store all this information automatically

Furthermore, your employees and customers can easily track orders and deliveries. For example, ERP automatically generates and sends an invoice to the customer when shipping an order.

<https://www.magestore.com/blog/erp-in-supply-chain-management/>



It's important to understand the major benefits of a sustainable supply chain, the challenges in creating and implementing sustainability practices, and where to learn about sustainable supply chain management.

To further enhance ERP systems' impact, retailers will have to focus on employee training and development

The trend towards personalisation and customer-centric approaches is also driving ERP evolution, enabling retailers to offer more tailored experiences through enhanced customer data analytics.

to ensure that staff are equipped to use these advanced systems effectively. A well-trained team can make a significant difference in how smoothly the transition to ERP systems unfolds.

Additionally, as more businesses move towards digital-first strategies, cloud-based ERP systems will continue to rise in prominence, offering businesses the ability to scale quickly and efficiently without the limitations of on-premise solutions.

Moreover, as the retail environment becomes more interconnected, ERP systems will play a vital role in creating smarter, more resilient supply chains. The ability to track inventory and shipments in real-time, automate reordering processes and predict demand patterns will be crucial for staying ahead of competitors.

As retailers invest in these systems, they will enhance their operational efficiency and provide their customers with the seamless, integrated experiences they demand. **SR**



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