

Massmart: Keeping prices competitive with a centralized process and IT landscape

With more than 300 stores across eight sub-Saharan countries, Massmart's diverse retail and wholesale formats are widely recognized and differentiated across general merchandise, liquor, home improvement, and wholesale food markets. Massmart's focus on high-volume, low-cost, and responsible business practices helps the company save customers money so they can live better.

To continue providing the products people depend on at prices they can afford, Massmart needed to increase business efficiencies and reduce costs. By consolidating multiple, disparate IT systems, Massmart would be able to unify and standardize its business processes and IT applications, enabling employees to work more efficiently and make faster decisions to drive process improvements, cost savings, and innovation.



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Bringing business and IT together to drive efficiency with SAP Signavio solutions

Before: Challenges and opportunities

- Multiple, disparate business process and IT landscapes
- Lack of transparency and consistency in daily operations
- Manual, time-consuming tasks and inefficient allocation of resources

Why SAP

- SAP Signavio solutions to provide a single source of truth to align business process and IT landscapes
- SAP LeanIX solutions to create a centralized view of the application landscape and its impact on the business
- Prepopulated, ready-to-use content in the value accelerator library for SAP Signavio solutions
- SAP Signavio Process Explorer solution to enable users to search and explore business capabilities, solution maps, and other content within the SAP Signavio Value Accelerators package

After: Value-driven results

- Reduced effort and cost to implement changes through better process transparency
- Enhanced quality control at the project management office (PMO) level by adapting changes quickly to business processes
- Expanded process management from IT to business users by mapping applications to processes
- Improved understanding of the business impact of applications on processes and of processes on applications

“SAP Signavio and SAP LeanIX solutions allow a **holistic view of the application landscape and its true impact** on the business. Our solutions now talk to each other. We were able to develop best practices and leverage them as part of our group’s strategy.”

Mark Naidoo, Application Lifecycle Management (ALM) Solution Architect,
Massmart

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Central repository for IT
and business processes

Better

Alignment between
business processes and
IT applications

Building a central repository for processes and IT applications

Massmart's process and IT landscape was made up of various tools and formats across different business units, leading to a lack of transparency and consistency in daily operations. The company needed a single source of truth to align business processes and IT applications and foster operational excellence.

The integration between SAP Signavio and SAP LeanIX solutions, and a common dictionary of both systems, provide a centralized view of the application landscape and its impact on the business.

“SAP Signavio solutions have provided Massmart with a **single, unified business process modeling tool** that enables tech business analysts across business functions to collaborate, model, and store their processes within a central repository.”

Mark Naidoo, Application Lifecycle Management (ALM) Solution Architect, Massmart

Massmart is now able to map processes directly to business applications, recognize their value, and identify areas for improvement.

Best practices and a new group strategy

The business IT alignment enabled by SAP Signavio and SAP LeanIX solutions provided the building blocks for a rationalization strategy across the technology application landscape. This plays into Massmart's customer-centric operating model as it allows users to quickly identify and roll out best practices and adapt processes to meet customer needs.

