



CUSTOMER STORY

Callaway

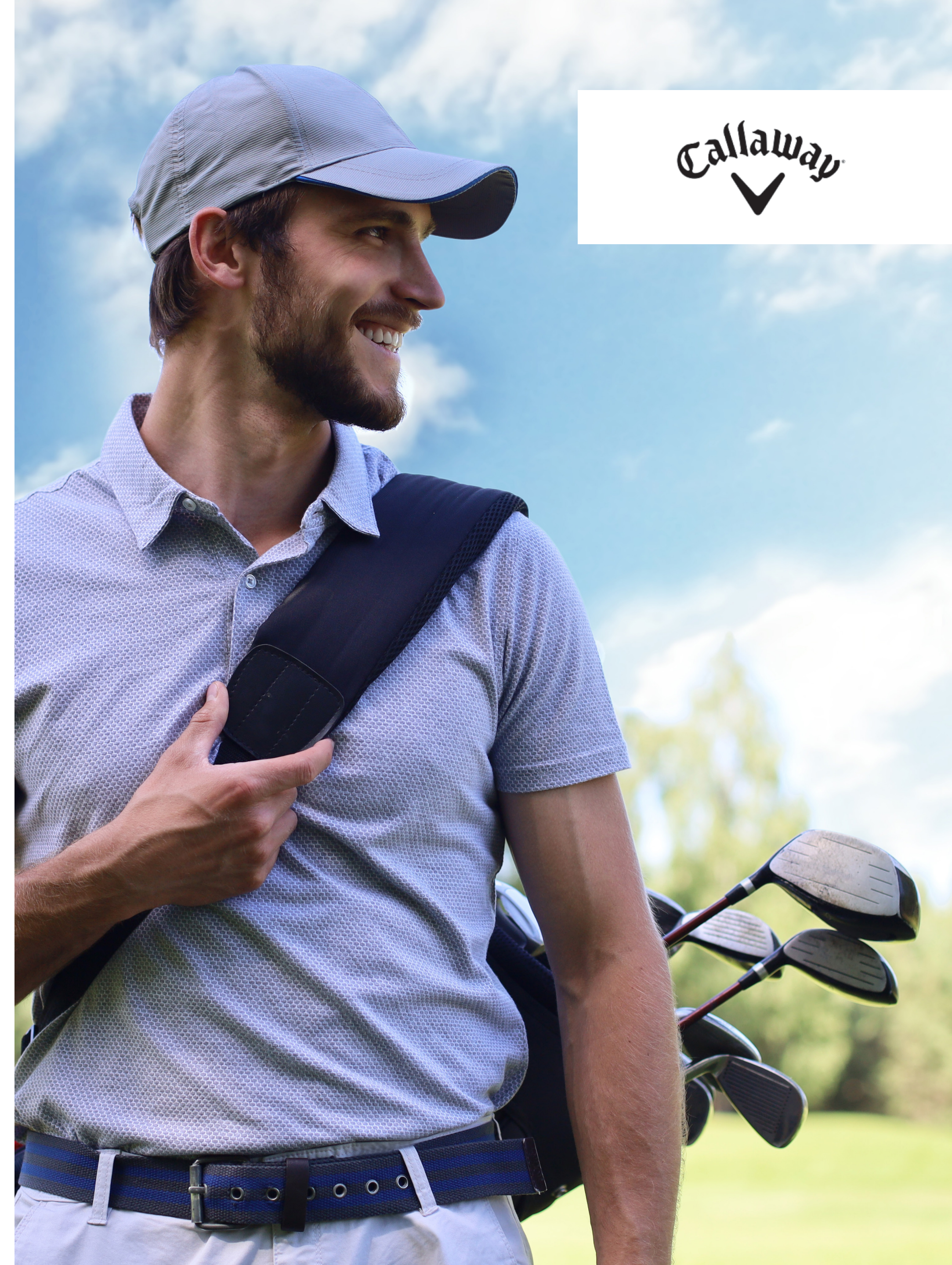
## Supporting growth while delivering outstanding customer experiences

To streamline point-of-sale (POS) processes for its TravisMathew brand, sports-wear firm Callaway Golf Company wanted to create a centralized platform for POS management. It deployed the SAP® Omnichannel Point-of-Sale application by GK, automating workflows

and helping finance and store staff work more efficiently using a unified, integrated solution. The scalable solution is now supporting international expansion and helping ensure consistent customer experiences both in stores and online.

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# Creating a scalable POS landscape with SAP® omnichannel point-of-sale by GK

## Before: Challenges and opportunities

- Unify point-of-sale (POS) processes on a single, centralized platform
- Integrate POS software with marketing and loyalty management solutions
- Support the delivery of efficient, omnichannel services
- Establish a POS infrastructure that can grow with the company

## Why SAP and Syntax

- Straightforward integration of the SAP® Omnichannel Point-of-Sale application by GK with the existing SAP software infrastructure, including SAP S/4HANA® and SAP Customer Experience solutions
- Real-time consolidation of POS data through integration with the SAP Customer Activity Repository application
- Comprehensive omnichannel capabilities
- Scalable solution designed for use in more than 40 countries
- Retail solutions expertise from implementation partner Syntax

## After: Value-driven results

- Improved customer experiences as a result of more personalized, consistent service across channels
- Streamlined POS processes, resulting in time savings for finance and store staff
- Establishment of a robust POS infrastructure that can support future international growth



# Growing an active lifestyle brand

Callaway Golf Company is one of the leading global names in sporting goods and activewear. Based in Carlsbad, California, and famous for its golf equipment and designs, the firm manufactures, markets, and sells its products across more than 70 countries around the globe.

As part of its growth strategy, Callaway bought TravisMathew in 2017. This fashion brand produces its own sportswear and lifestyle accessories and has 14 retail outlets across the United States, as well as an online store.

TravisMathew was using different point-of-sale (POS) systems in different locations, with information for products, pricing, and promotions entered separately.

The stores were highly reliant on manual processes, which reduced overall productivity and sometimes resulted in errors.

## **Enabling efficient operations –worldwide**

“To manage our retail operations more efficiently, we needed a single, unified solution that could offer advanced capabilities to streamline POS workflows,” says Sai Koorapati, CIO at Callaway Golf Company. “We also wanted to integrate with other enterprise software to gain access to updated information and enable a smooth service across different channels.”



# Consolidating POS activities on a centralized system

Callaway looked for a POS solution that would integrate closely with the existing SAP® software landscape, including the SAP S/4HANA® solution for fashion and vertical business and SAP Customer Experience solutions.

“The SAP Omnichannel Point-of-Sale application by GK enabled tight integration with our enterprise software,” states Koorapati. “In addition, it offered rich omnichannel capabilities and support for international commerce.”

## **Harnessing industry expertise for a rapid deployment**

Callaway turned to SAP partner Syntax for help with implementing the solution. During an initial pilot phase, the retail solutions expert helped Callaway deploy the software in just 15 weeks.

This was followed by a successful implementation across all U.S. TravisMathew stores. “SAP Omnichannel Point-of-Sale by GK is very intuitive. Store managers and sales associates found it easy to learn and use,” reports Koorapati.

The project also involved the deployment of the SAP Customer Activity Repository application. The software consolidates POS data in real time so that it can be used by SAP Omnichannel Point-of-Sale by GK.

In addition, Callaway implemented the SAP Store Device Control application by GK, enabling the centralized monitoring and management of store devices. This includes equipment used in POS processes, such as scales, scanners, and printers.



# Increasing efficiency while improving customer service

With the new applications in place, the IT team at Callaway can monitor the POS system environment for TravisMathew stores from one central location. In this way, they can quickly identify and address any maintenance issues, such as faulty devices, minimizing disruption.

Integration between SAP Omnichannel Point-of-Sale by GK and the SAP S/4HANA Retail solution enables data to be shared automatically between the head office and the TravisMathew stores. This results in streamlined finance processes with significantly less time spent on closing activities.

## Helping sales staff deliver better customer service

Store staff now use advanced functionality that simplifies POS processes and improves productivity. Meanwhile, automation eliminates the need for manual data entry, reducing errors and saving time. “Our sales associates are now freed up to focus on meeting customer needs,” says Koorapati. “This helps them improve the purchasing experience and increase customer satisfaction.”

Integration with SAP Customer Experience solutions and SAP Customer Activity Repository enables sales staff to access information about customers’ purchase histories and preferences through mobile and tablet devices. “By enabling staff to make relevant, personalized suggestions, the solution is helping improve the purchasing experience and increasing sales,” explains Koorapati.



# Establishing a foundation for future growth

Callaway's initial implementation of SAP Omnichannel Point-of-Sale by GK is just the beginning of a program designed to improve customer service and keep shoppers coming back for more. E-commerce functionality within the application will be deployed to support omnichannel POS processes, providing smooth purchasing experiences – however customers choose to shop.

"Today's consumers expect to be able to interact with our business using multiple channels, whether in-store, online, or a combination of both," says Koorapati. "SAP Omnichannel Point-of-Sale by GK will help us manage these interactions in an efficient and consistent way, increasing our competitive edge."

## Supporting an expanding business

With localized tax and compliance capabilities that see the application used in more than 40 countries, Koorapati believes that SAP Omnichannel Point-of-Sale by GK provides a firm foundation for future growth. He concludes: "We have created a robust, scalable POS system that will enable Callaway to expand into international markets and bring the TravisMathew brand to new customers."



### Callaway Golf Company

Carlsbad, California  
www.callawaygolf.com

#### Industry

Consumer products –fashion

#### Employees

2,400

#### Products and Services

Sportswear, golfing equipment, and accessories for active lifestyles

#### Featured Solutions

SAP Omnichannel Point-of-Sale by GK, SAP Customer Activity Repository application, SAP Customer Experience, and SAP S/4HANA solution for fashion and vertical business

## Increased

Productivity as a result of process automation

## Reduced

Time spent on financial close operations



*"SAP Omnichannel Point-of-Sale by GK has enabled us to establish a strong platform for international growth while helping ensure we have the capabilities to offer outstanding customer experiences."*

- Sai Koorapati, CIO, Callaway Golf Company

