ANNA

How Does an Austrian Jewelry Brand **Pursue an Omnichannel Retail Strategy** for Global Growth?

Managing jewelry sales online and at stores in four countries with a **modern, comprehensive solution**

ANNA Inspiring Jewelry provides contemporary shoppers with timeless styles through a passion for detail in its Viennese workshop. Since its founding in 2009, the jeweler has expanded its shops throughout Europe and into the United States, in addition to running a worldwide online store. But as the business grew, ANNA accumulated a disjointed landscape of tools and solutions that soon became a burden to manage. To provide its fine jewelry experience worldwide, ANNA needed a solution for all of its processes that would support growth and promote transparency with an omnichannel retail strategy.

b¹ beOne® consulting

THE BEST RUN SAP®

ANNA is better equipped for worldwide expansion with total transparency into its sales processes.

The SAP® Customer Checkout application and the SAP Business One® solution − deployed with the assistance of beOne consulting GmbH – help ANNA Inspiring Jewelry achieve:

- An omnichannel retail strategy with the tools to manage key front-end and back-end activities within one single solution
- Faster and more-accurate information gathering and insights
- More-transparent processes with an easy-to-use solution
- Better cost control
- Simple and cost-effective integration of all subsidiaries
- A streamlined sales process, eliminating the need to maintain a patchwork of disparate applications

"ANNA represents quality and attention to detail. SAP Customer Checkout and SAP Business One reflect our brand values."

Werner Ausserladscheider, CEO, ANNA Inspiring Jewelry (Part of WENNA GmbH)

b¹ beOne®
consulting

ANNA

ANNA Inspiring Jewelry
Vienna, Austria

Industry
Retail

Employees
50

Revenue
€15 million

Featured Solutions and Services
SAP Customer Checkout application and SAP Business One solution

THE BEST RUN SAP

Follow us

THE BEST RUN SAP