How Is a Corporate Fashion Supplier Meeting Customer Demand to Keep Staff Stylish and on Brand?
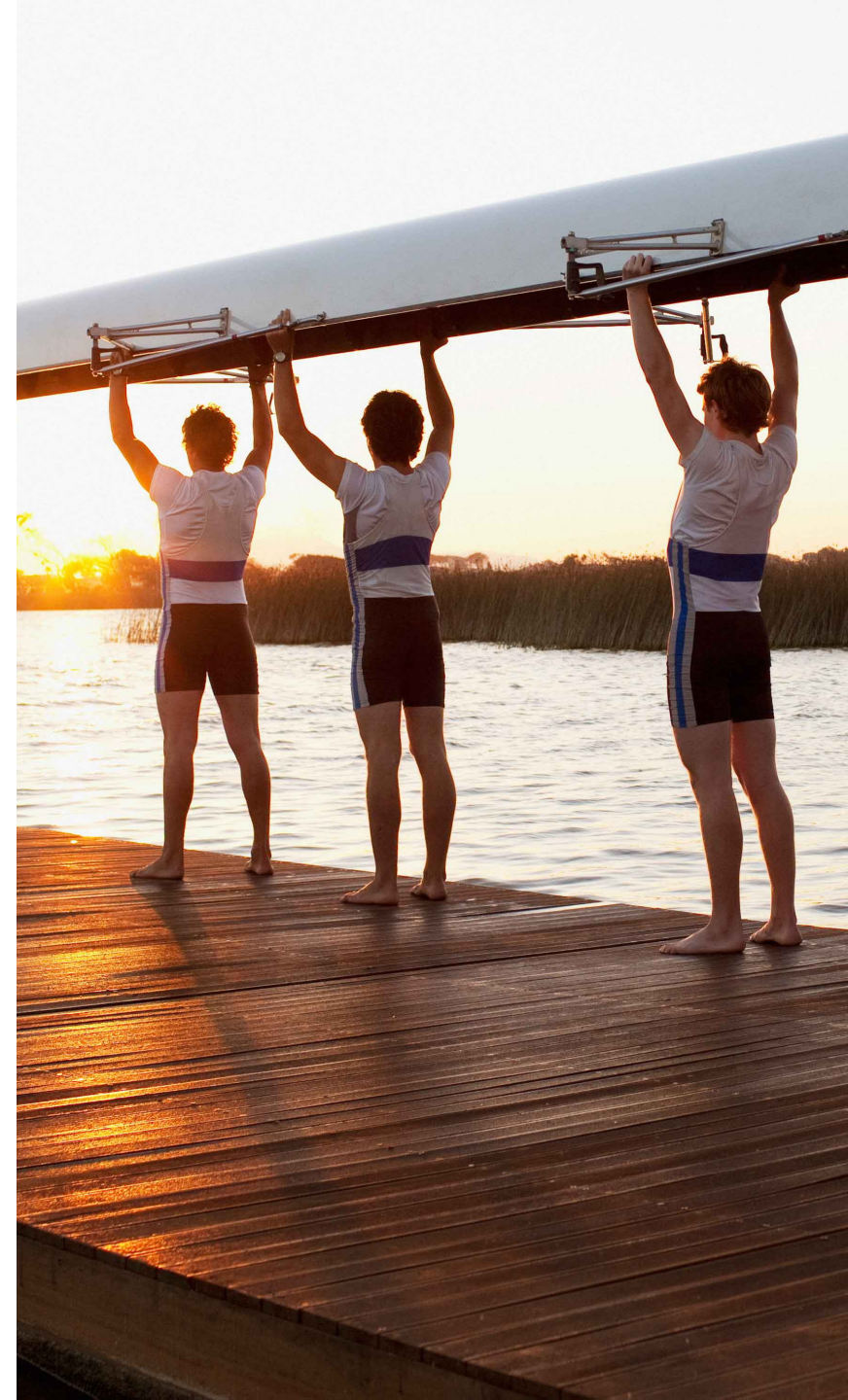
Providing branded sportswear, workwear, and more for 28 of 30 DAX member companies

From polo shirts to sweatshirts, hats, and more, DEE GmbH makes sure people look great when sporting company brands. As a small business, it's crucial for DEE to process orders quickly while striking the balance between inventory and demand. To stay competitive, it needed a faster, more flexible ERP system that would provide greater transparency into stock, sales, and material movement and would allow it to communicate more effectively with customers and suppliers. A cloud system with minimal overhead and high development potential was key – but would require the right guidance and support to ensure maximum performance and process execution.

THE BEST RUN **SAP**®

DEE gets the expert support it needs to optimize processes and build a foundation for growth on a cloud-based digital core.

With SAP S/4HANA® Cloud and SAP® Cloud Platform supported by SAP Preferred Success services, DEE has the tools it needs to drive growth through:

- Real-time analytics at a glance, providing users and executives with greater transparency and insight into KPIs
- A cloud platform that adds value by enabling innovation and development to support business growth
- On-demand expertise secured through support from a dedicated customer success manager, who acts as a liaison with product management and development teams from SAP
- Continuous alignment and fast support that covers planning, scheduling, cutover, troubleshooting, and more
- Regular success checks to help prepare for new releases and ensure smooth rollouts

"SAP S/4HANA Cloud gives us a market-leading ERP experience without the worry of a long deployment and high hardware and maintenance costs. It is the best of both worlds. SAP Preferred Success really gave us the support we needed to get up and running."

Thomas Bräutigam, Managing Director, DEE GmbH

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Böhmenkirch,
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