

SAP Customer Activity Repository (CAR) on GCP

The SAP Customer Activity Repository (CAR) seamlessly collects retail sales data spread over multiple applications, channels, and formats – and prepares it for analysis. Take advantage of lightning-fast SAP HANA in-memory technology for real-time inventory visibility, POS data transfer, sales analytics, and demand forecasting.

This powerful data platform prepares cross-channel data for analysis and makes it ready for consumption by other applications. Accelerate retail analytics and planning, improve demand forecasting, maximize promotion and assortment effectiveness, and more.

SAP and Google Cloud

Get the enterprise expertise of SAP, backed by the intelligence and innovation of Google Cloud.



Intelligent analytics

Create new business models and form deeper customer connections by integrating and getting more of Google Cloud's machine learning and data analytics solutions.



Flexible technology & tools

Create a more dynamic, nimble business at your own pace and scale with migration support, flexible services, and simple pricing.



More secure at every level

Operate your business with the confidence knowing your SAP data is protected by a strictly controlled, more secure cloud.



Collect multichannel customer and POS data – and discover, visualize, and share hidden insights in real time with SAP and Google Cloud.



Accurately forecast demand to optimize processes, decisions, and the shopper experience



Create more effective promotions and product assortments – and use customer insights to personalize marketing



Improve customer satisfaction with a real-time view of inventory and on-shelf availability



Minimize data replication and simplify your IT landscape with a single, unified data repository



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