



SAP Concur Aditya Birla Fashion and Retail Limited (ABFRL) Case Study

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Retail Store Reimbursement Transformation at Aditya Birla Fashion and Retail Limited

Quick Facts

Company Name

Aditya Birla Fashion and Retail Limited (ABFRL)

Headquarters

Mumbai, Maharashtra

Industry

Fashion and Retail

Company Size

35,519 Employees

Website

www.abfrl.com

Solutions

Concur Travel & Expense, Concur Invoice, Expenselt



About ABFRL

ABFRL is part of a leading Indian conglomerate -The Aditya Birla Group. ABFRL emerged after the consolidation of the branded apparel businesses of Aditya Birla Group comprising ABNL's Madura Fashion division and ABNL's subsidiaries - Pantaloons Fashion and Retail (PFRL) and Madura Fashion & Lifestyle (MFL) in May 2015.

With revenue of Rs. 12,418 Cr. spanning retail space of 10.8 million sq. ft. (as on March 31, 2023), it is India's first billion dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats. The Company has a network of 3,977 stores , approximately 33,535 multi-brand outlets and 6,723 point of sales in department stores across India (as on 31st March 2023).

It has a repertoire of India's largest brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England, established over 25 years. Pantaloons is one of India's leading fashion retailer.

Retail Reimbursement Revolution: Scaling Operations with SAP Concur

Aditya Birla Fashion and Retail Limited (ABFRL), a flagship company of The Aditya Birla Group, embarked on a transformative journey to optimize its retail store reimbursement system. Facing challenges in scalability, manual processes, and operations, ABFRL sought a solution that aligned with its rapid growth and global best practices.

// Digital transformation is a top priority at ABFRL and SAP Concur has been instrumental in digitally enabling and streamlining the expense claims process. While employee expense claims is the standard use case for Concur, leveraging it for stores expenses was 'out-of-box' innovation, that was wholeheartedly adopted across all ABFRL stores. //

Praveen Shrikhande

Chief Digital and Information Officer, ABFRL



// Digitization , paperless operations are top priorities for ABFRL and SAP CONCUR has taken us one step closer towards the vision. The use of SAP CONCUR has facilitated seamless employee expense management . Over and above the corporate office we have now ramped up using SAP CONCUR for managing store petty cash expenses across all ABFRL stores. This initiative has streamlined the process across our footprint. The web based link to the application has significantly laddered convenience and mobile/ "on the go" filing of expenses has also proved beneficial for the large network of stores. As an outcome of adoption of SAP CONCUR we have managed to sucessfully streamline the processes, increase compliance & control , increase efficiency, and overall reduce element of error in expense reimbursement process. All of this was achieved at a better TAT thus enabling us to exceed the set SLA' //

Vikram Shivadas

Vice President & Business Lead, SAP Transformation, ABFRL



Global Challenges:

The organization witnessed a surge in store count, demanding a harmonized approach for streamlined expense management. Maintaining meticulous policy adherence and navigating global regulatory intricacies became top priorities. The focus shifted to orchestrating a seamless operational symphony for enhanced efficiency in invoice and payment processes.

Business Challenges:

ABFRL navigated operational intricacies in claims with a positive shift towards dynamic processes, realizing opportunities for improvement. Emphasizing coordination, timelines for approvals were streamlined, and integration challenges sparked a commitment to an efficient approach. Through innovation, ABFRL emerged stronger and more adaptable.

Solution

SAP Concur was implemented for a transformative journey toward operational excellence. Key design features included harmonized reimbursement SLAs, on-the-go claim submissions, daily streamlining of retail claims, real-time settlement status, and automated workflows as precision conductors. This was more than a solution; it was a performance of operational artistry.

Implementation in Tier 2 & Tier 3 Cities:

ABFRL strategically expanded SAP Concur into Tier 2 and Tier 3 cities, demonstrating operational excellence through:

- **Phased implementation for seamless transition**
- **Precision in pilot store selection and grand launch**
- **Dynamic feedback incorporation for system refinement**
- **Intricately structured regional team for empowerment**
- **Tailored training with engaging multilingual videos**

This innovative move not only reflects ABFRL's commitment to excellence but also signifies a paradigm shift in how SAP Concur integrates seamlessly with India's diverse retail landscape.



Outcomes Snapshot: SAP Concur's Impact at ABFRL

ABFRL's SAP Concur implementation transformed operations, boosting efficiency, and scaling seamlessly with the company's growth. The user-friendly app enhanced employee experience, while the paperless claims system championed a green initiative. Strengthening visibility, financial practices, and audit compliance, SAP Concur showcased robust compliance strength. ABFRL strategically expanded SAP Concur, aligning processes with global best practices for strategic business growth.

Business or Social outcomes:

ABFRL achieved a paperless, fully digital claims system, elevating SLAs and streamlining processes with **100% digitalization**. This initiative enhanced the overall employee experience, advancing digitization and sustainability goals. Users were empowered with a top tier claim processing tool, promoting mobility and flexible claim submissions. **The outcome significantly increased organizational visibility, showcasing ABFRL's commitment to modern and sustainable business practices.**

// **Overall SAP Concur increased efficiency in expense reimbursement. It streamlined the entire expense reimbursement process, moreover it helped save time and reduced the chance of mistakes. The system effectively enables usage of charter of authority by cost center, cost header, IO number, etc. An example of ease-of-use is the personal car mileage – the system automatically calculates distance using Google and determines the amount due basis the pre – set rate by vehicle class. would recommend this tool for all major corporates for simplifying the reimbursement process. It enables ease of cost analysis and audit control.** //



Praveen Shetty

Senior Manager - Administration, ABFRL



Finance:

ABFRL gained control with a two-advance limit, expediting claim processing, and improving Turn Around Time (TAT). The streamlined workflow, including Skip Level Approval, enhanced efficiency for delayed claims. Financial practices were strengthened for audit compliance, establishing a single source for all reimbursements.

// SAP Concur give us systematic options of submission of claims, the application runs smoothly and user friendly with lots of features. Users scroll through easily and the claim steps are well defined. Added advantage is the fact that it is integrated with the finance module and able to handle large volume. //



Sunil Roshan

Group Manager Commercial, ABFRL

In essence, SAP Concur at ABFRL isn't just solving operational challenges – it's boosting scalability, efficiency, and user experience. This case study highlights how SAP Concur's design, training, and strategic alignment drive ABFRL towards digitization, sustainability, and operational excellence. ABFRL's success with SAP Concur showcases its adaptability for optimizing expenses in a dynamic, fast-growing organization.

Status

85%

Claims settled in 1 week.

80%

Manager approval within 2 days.

94%

Consolidated approval within 7 days.

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