

SAP Africa is Platinum Partner at African RetailTech Forum

SAP Africa has come on board at the African RetailTech Forum as Platinum Partner. The company focuses on Omnichannel Retail Strategies, which offer huge opportunity. By investing in advanced solutions that can capture the vast amounts of consumer information generated from mobile data, social analytics, cloud technologies, and Big Data, businesses now can connect with customers in a way that was only imaginable a decade ago.



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Paul McKane, Retail Industry Head for SAP Africa explains, "With omnichannel integral to retail strategies for both South African and pan African retailers in the future, we see the RetailTech Forum as a fitting environment for us to network with key people in the industry and better understand their business needs."

RetailTech Africa takes place at the Vineyard Hotel and Spa, Cape Town, 20-21 April 2015. For more information, email info@openroomevents.com.

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