

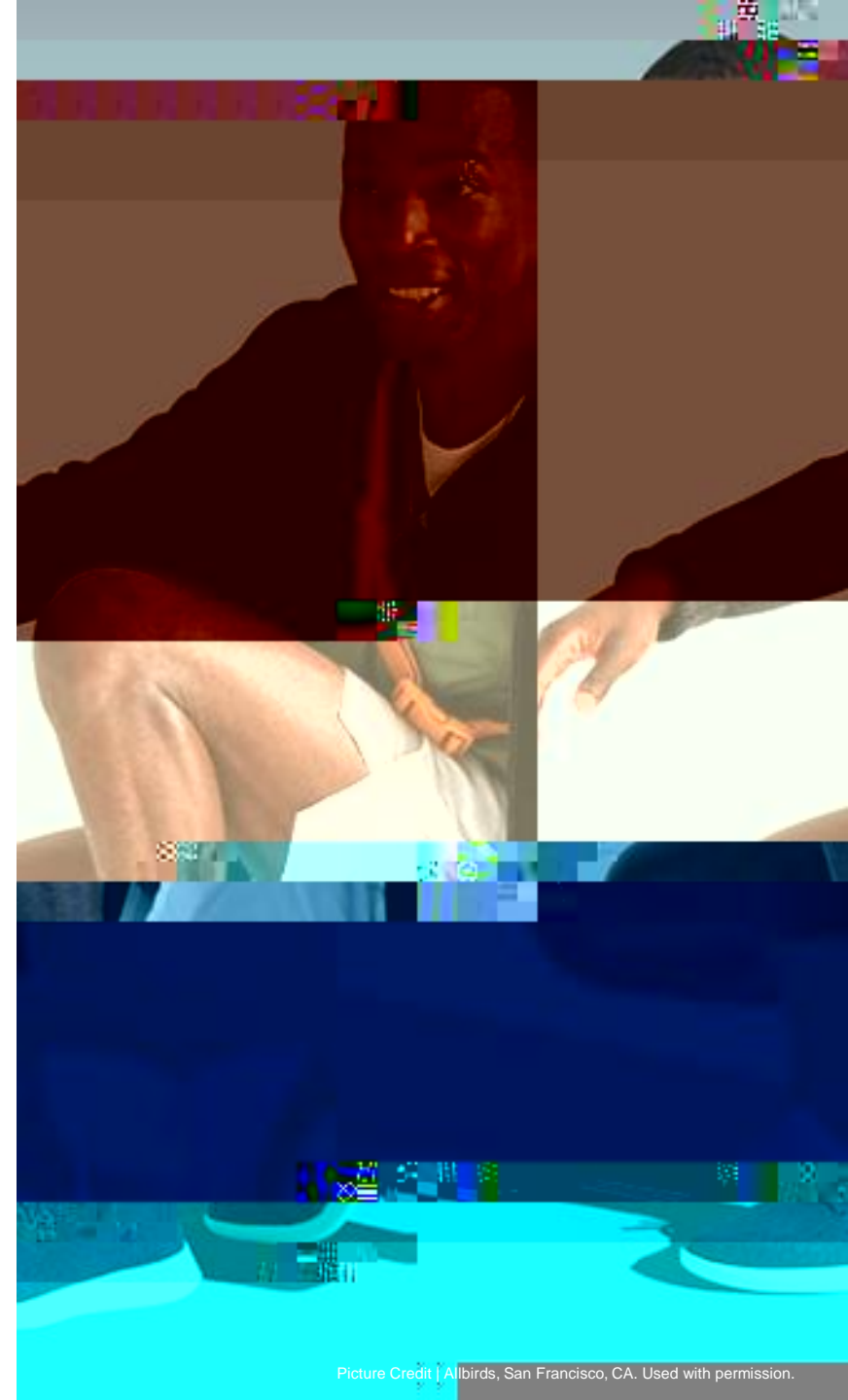


Allbirds: A Company Like No Other Turns to Digital Innovation to Fulfill Its Goals

-growing and most influential shoe companies relied on a similar strategy to get where they are today. Their plans included superstar endorsements, outlandish designs and low-cost manufacturing. Allbirds pursued a different path. Instead of celebrities, its ads often feature sheep, which produce the wool its shoes are made of. Instead of neon pink and green, Allbirds shoes are natural white, gray and harvest rose. Instead of unsustainable manufacturing practices, Allbirds makes shoes and garments in the most ecologically and socially responsible way possible. Little wonder the world beat a path to its door.

To keep pace with rapid growth, Allbirds invests deeply in digital innovation.

THE BEST RUN



Living Up to Lofty Ideals: How Allbirds Works to Adhere to Its Sustainability Goals

Allbirds Steps Into the Future

Looking for shoes that are both easy on your feet and the planet? Allbirds has you covered – literally.

company that puts its best foot forward with approachable designs and sustainable processes.

Commitment and Capability

Doing business this way requires more than a philosophical commitment; it also requires world-class digital technology. Working with its business and technology partners including SAP, Allbirds is developing world-class capabilities that are as impressive as its designs.

Omni-channel customer experiences. Real-time inventory and sales data. Better forecasting and reporting, which yield new efficiencies and better

future that depends S/4HANA cloud software.

With it, Allbirds can easily add applications including Concur, plus different S/4HANA models for manufacturing, financial and warehouse operations.

Next up: apps that can help Allbirds accurately measure and monitor its carbon footprint. Allbirds is also pushing boundaries with new consumer friendly mobile apps and business modules

-to-

customers to track their orders from purchase to deliver and every step in between.

The Road Ahead

As it expands into new geographies, sales channels and product categories, Allbirds continues to build world-class SAP platforms, applications and data use cases that keep it running at full speed.

to make better things in a better way. Systems that

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