



SAP Customer Experience

Your Customer in the Center

SAP C/4HANA Suite

Sven Feurer, Sr. Director C/4HANA Suite Product Management, SAP SE

March 27, 2019

PUBLIC

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Agenda

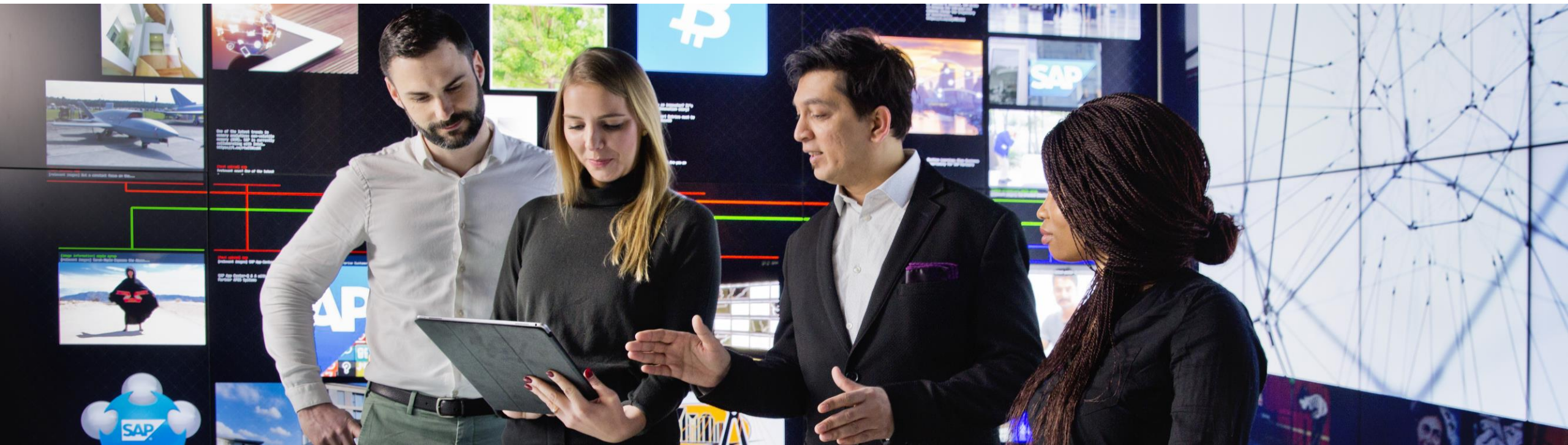
1. The Customer Experience Momentum

2. SAP C/4HANA Suite Overview

- Think End-to-End Processes and Use Prepackaged Integrations
- Activate Embedded Intelligence & Analytics
- How Customers Move to the SAP C/4HANA Suite

3. Further Information

Customer Experience Momentum



Experience matters



Experience matters



Source: <https://nike.com>



Source: <https://nike.com>

We live in an Experience Economy

80%

of customers have chosen to **switch brands** due to a poor **customer experience**¹

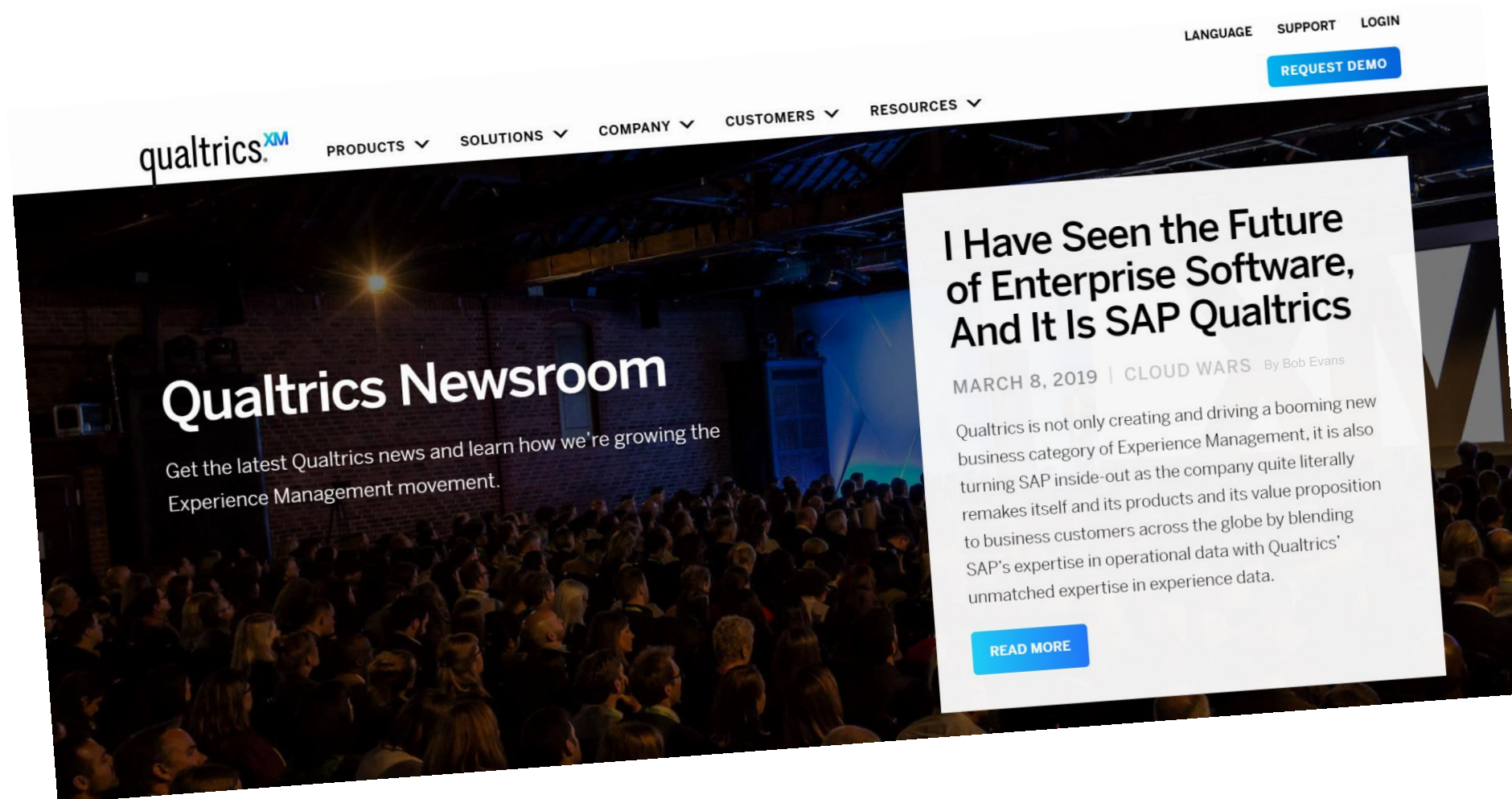
\$2.5T

Impact of yearly loss of trust due to abuse of **data privacy** and **brand loyalty**²

\$100B

Estimated market size for **customer experience solutions, platform and integration** to operational systems³

„I’ve seen the Future of Enterprise Software ... “



<https://www.qualtrics.com/news/>

<https://cloudwars.co/x4-summit-sap-qualtrics-enterprise-software/>

Strategic Rationale of the Qualtrics Acquisition

Experience Data powering the Intelligent Enterprise



Operational Data – The What



CRM



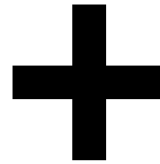
ERP



HCM



Spend
Management



Experience Data – The Why



Customer
Experience



Product
Experience



Employee
Experience



Brand
Experience

O
DATA



**77% OF THE WORLD'S
TRANSACTIONS RUN ON SAP**

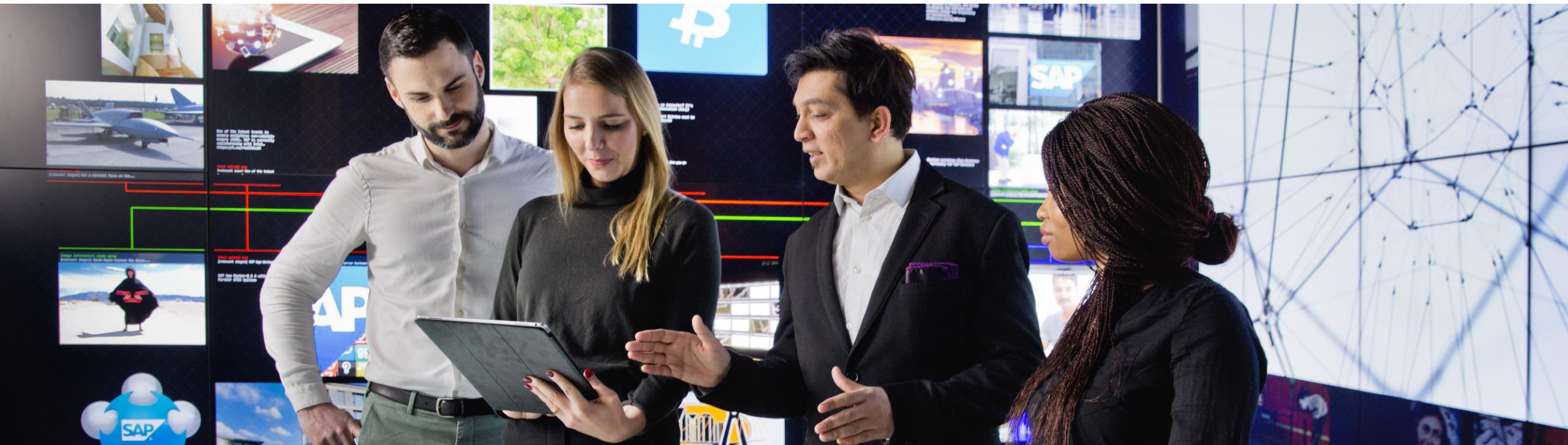
X
DATA

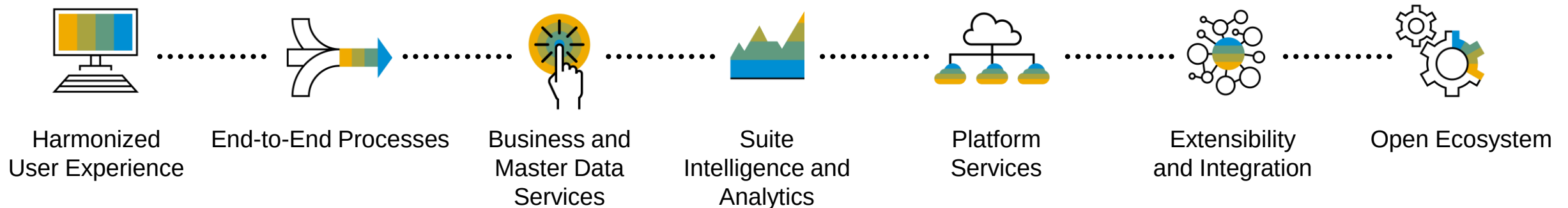
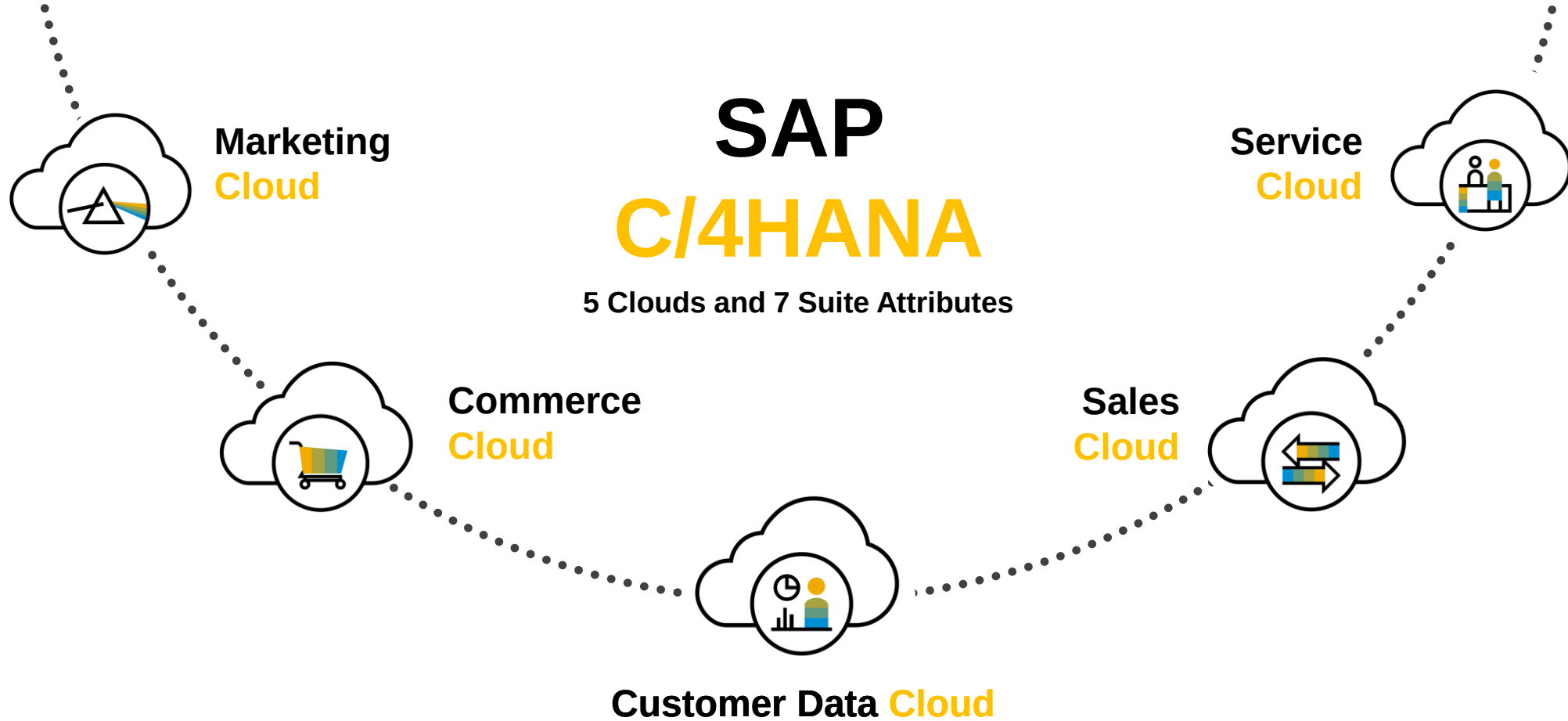


**1.8 BILLION EXPERIENCE
TOUCHPOINTS RUN ON QUALTRICS**

SAP C/4HANA

The New Generation Customer Experience Suite





Portfolio & Solution View – SAP C/4HANA

SAP C/4HANA



SAP
Marketing
Cloud

- SAP Marketing Cloud
- SAP Marketing
- ...

Abakus • CallidusCloud | LeadRocket



SAP
Commerce
Cloud

- SAP Commerce Cloud
- SAP Commerce
- SAP Product Content Hub
- SAP Upscale Commerce
- ...

hybris



SAP
Sales
Cloud

- SAP Sales Cloud
- SAP Cloud for Customer
- SAP Sales Automation
- SAP Subscription Billing
- SAP CPQ
- SAP Commissions
- SAP Intelligent Sales Execution
- ...

CallidusCloud



SAP
Service
Cloud

- SAP Service Cloud
- SAP Cloud for Customer
- SAP Field Service Management
- SAP Customer Engagement Center
- SAP Customer Service Management
- ...

core
systems

CallidusCloud | Clicktools



SAP Customer
Data Cloud

- SAP Customer Data Cloud
- SAP Customer Identity
- SAP Customer Consent
- SAP Customer Profile
- ...

GIGYA

CX Strategy

1 Be #1 or #2
in each
domain

2 Deliver one
unified suite of
cloud solutions

3 Integrate demand and
supply chain &
Experience Management

Customer Experience Momentum with SAP C/4HANA

SAP Customer Data Cloud

1.3b

identities p.d.

SAP Commerce Cloud

\$167B

Customers generate (2018)

SAP Marketing Cloud

3.3b

personalized interactions p.a.

SAP Sales Cloud

7m

sales people using

SAP Service Cloud

6.1m

AI service tickets p.a.

Qualtrics

500m

Sentiment predictions p.m.

Quotes from Customers and CX Leaders



“SAP Customer Data Cloud was the ‘silver bullet’ that resolved this issue and allowed us to build out our own mini-network, creating, in effect, a multisite environment of shops and Web sites with a single login and preference center. ”

Kristin Morrison, Head of Digital, DC Thomson Media



“SAP Commerce really supported us to provide an integrated and cohesive customer experience no matter how or where a customer reaches out – whether online, via mobile, or in stores. ”

Marc Worrall, General Manager Digital Services, Operations & Quality Digital – Distribution, TUI



“Becoming consumer-centric really means you should start connecting with your consumer and not think for them. ”

Damian Bott, Global Online Manager, Swinkels Family Brewers



“SAP Sales Cloud and CPQ will tell you about the benefits of increased efficiency, margins, deal size, order accuracy, and profit, but that’s just the tip of the iceberg. We’ve experienced numerous benefits, starting with the ability to sell extremely complex products across the globe. ”

Louis De Jaegher, Senior Business Process Manager, Atlas Copco



“SAP Service Cloud has helped us achieve a services profitability improvement of 6% and a 60% increase in closed opportunities. ”

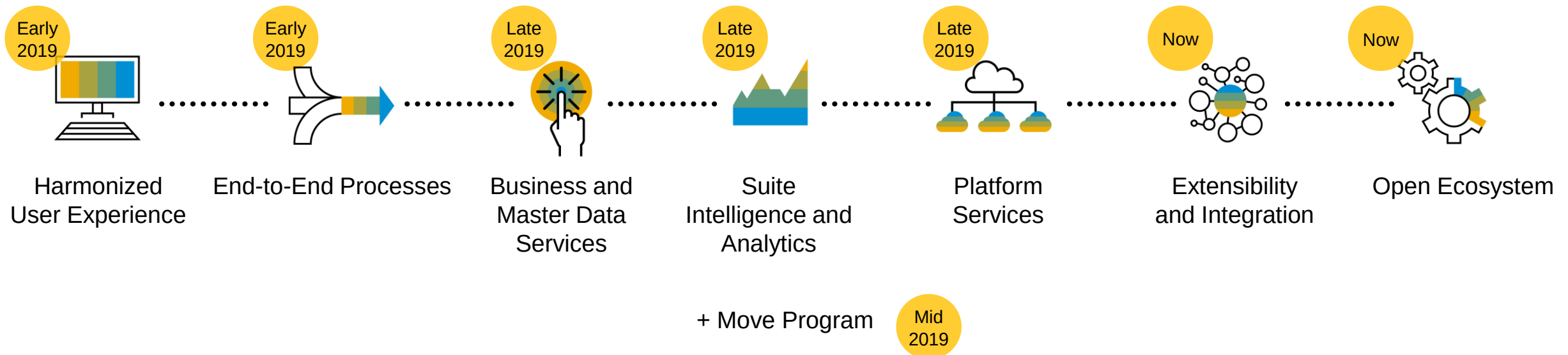
Jack Rijnenberg, Director, Online Services, Markem-Imaje



Following customers were among those that chose C/4HANA in 2018: Colgate Palmolive, Coty, Deutsche Telekom, Döhler, Dubai Expo 2020, Dyson, Giorgio Armani, HP, McLaren Group, National Geographic, Prada, Rubbermaid

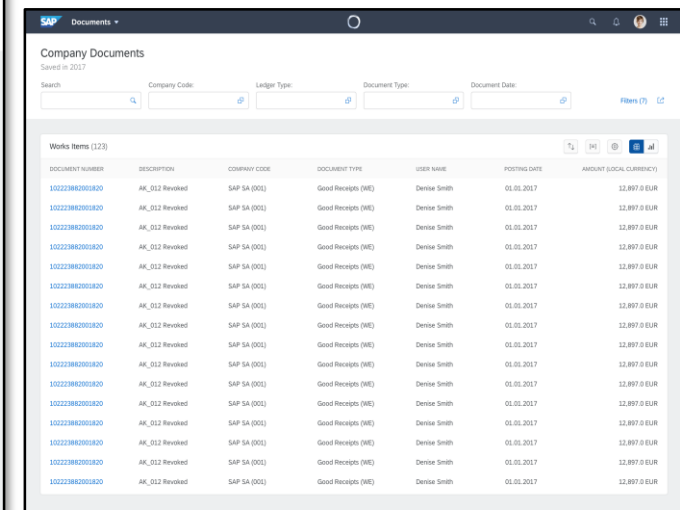
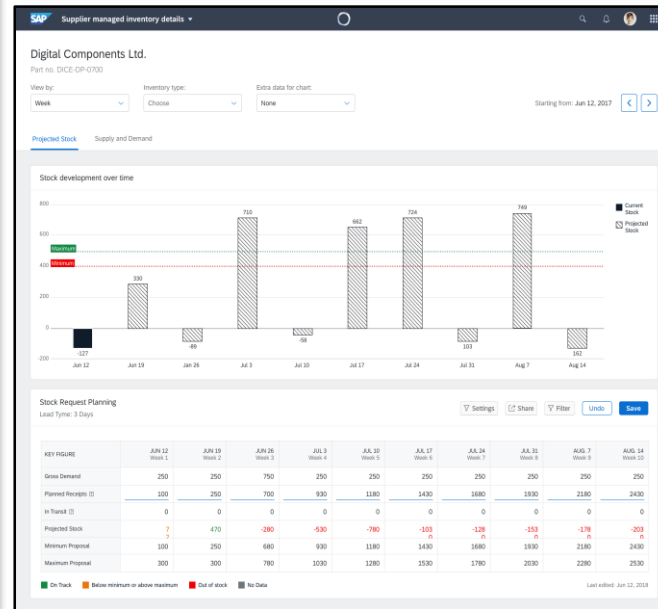
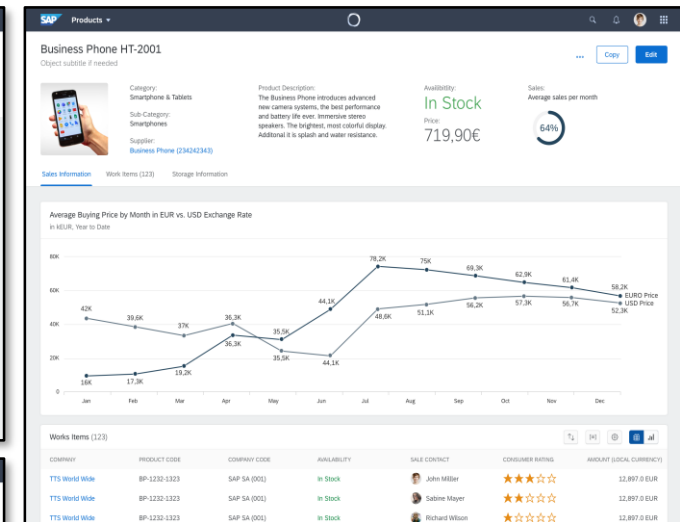
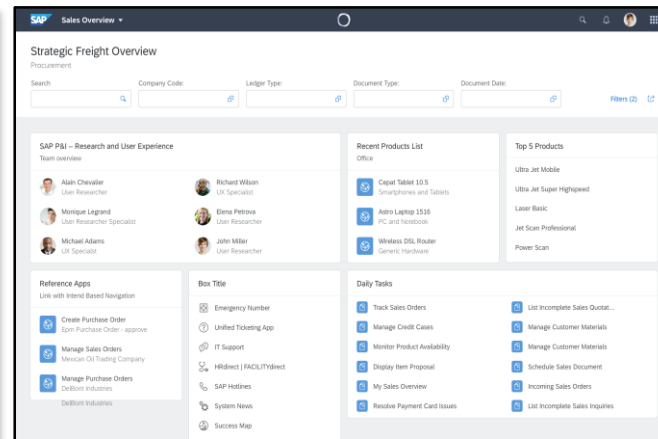
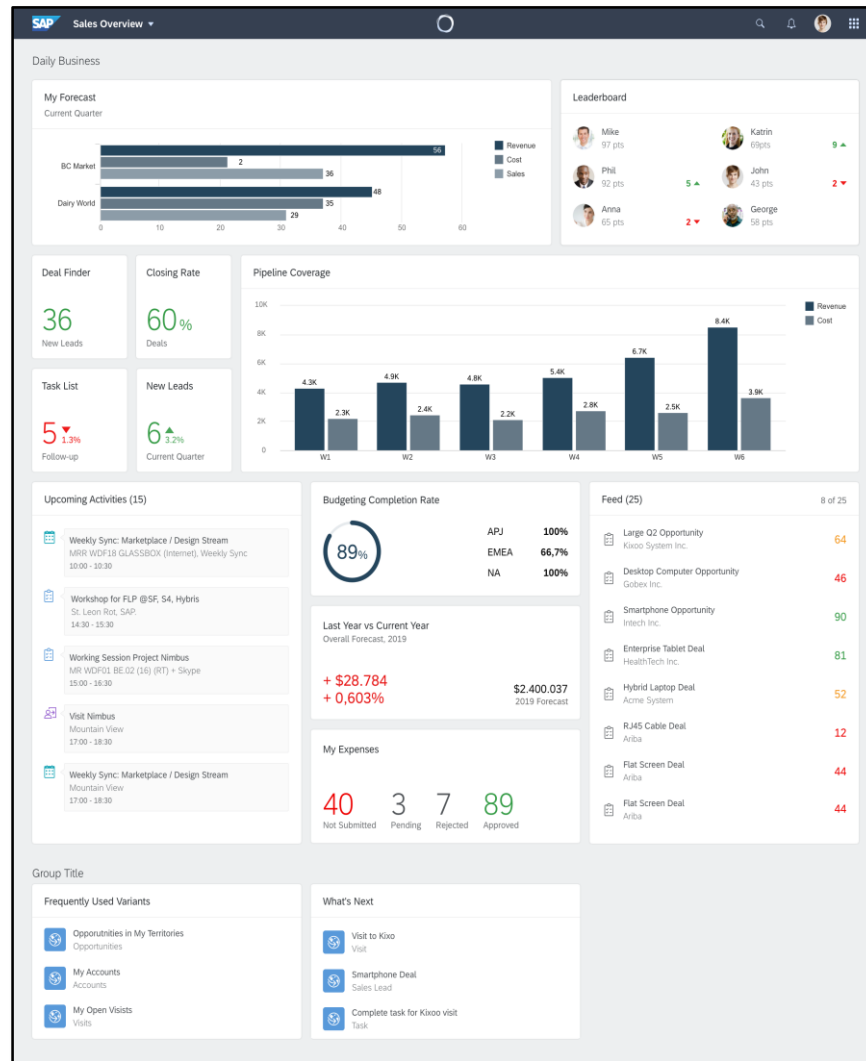
SAP C/4HANA

Bringing the Suite to the next level with seven strategic initiatives



Harmonization of the user interface with SAP Fiori 3

Role based, adaptive, simple, coherent, delightful

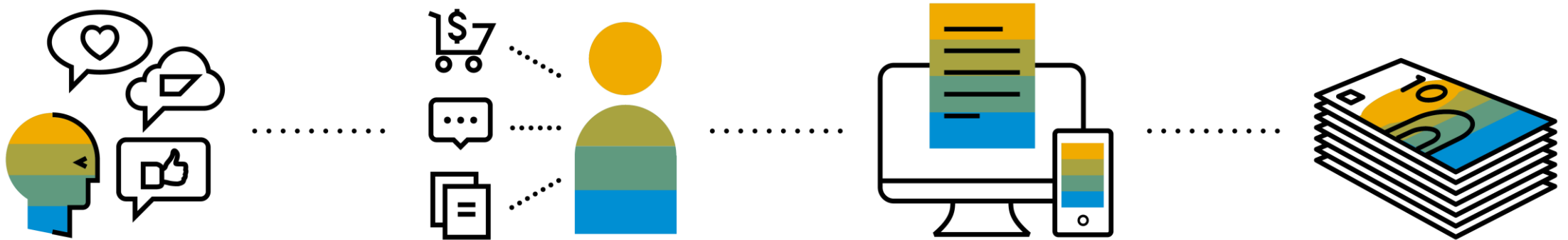


Lead to Cash

Integrating the Front Office with the Digital Core



SAP C/4 HANA + SAP S/4HANA + SAP Leonardo + SAP Analytics Cloud



End to End Customer Experience

Lead to Cash for DMI / Component Manufacturers

Products and Services of the Model Company

Products



Pump

Multi Eco 33i
2990\$



Screw

3-Set Screws
39\$



Sensor

SmartSense 3
899\$



Tube

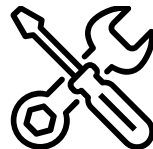
Extension Tube
59\$

Services



Installation Service

1990\$ / per pump



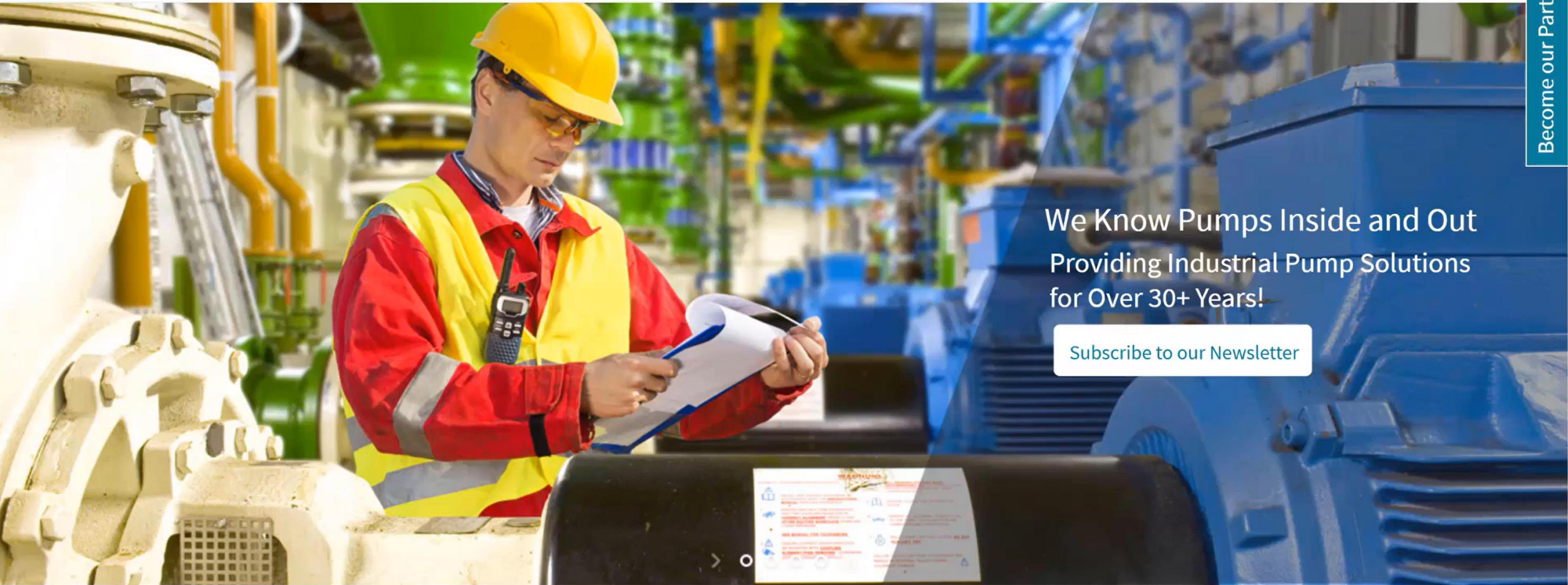
Maintenance Service

- **Bronze:** 1990\$ / 3yrs
- **Silver:** 2890\$ / 3 yrs
- **Gold:** 3490\$ / 3 yrs



SaaS Subscription

- **Standard:** 19\$ / user
- **Professional:** 29\$ / user
- **Enterprise:** 49\$ / user



Become our Partner

We Know Pumps Inside and Out
Providing Industrial Pump Solutions
for Over 30+ Years!

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Don't miss the latest innovations

Newsletter

Email

peter.weber@delbontindustries.com



Subscribe to a weekly newsletter by email



By checking this box you agree to the [Privacy Policy](#). Your data will not be shared with third parties and will not be used for marketing purposes beyond your nominated subscriptions. *

 Sign up


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[Plugins](#)
[Reports](#)
[Customer Insights](#)
[Identity Access](#)
[Documentation](#)
[Academy](#)
[Support](#)
[Admin](#)

Full Account



Email Account



Edit


[Back to List](#)


Peter Weber

V peter.weber@delbontindu...



UID: 16ea0a534dde4637bf4...

ACTIONS


[Verify Email Address](#)
[Resend 'Verification Email'](#)
[Send 'Reset Password Email'](#)
[Reset Sharing Settings](#)
[Reset TFA Devices](#)
[Force TFA Expiration](#)
[Unlock Account](#)
[Disable Login](#)
[Delete Account](#)

ACCOUNT INFORMATION



Login Enabled :

ON

Registered :

R

Reg Source :

http://localhost/Demo/W...

Locked Out :

false

Identities :



...	▼
0	>

[Show Empty Fields](#)

Created :

18 Sep, 2018 | 14:59

Last Login :

18 Sep, 2018 | 14:59

Last Update :

18 Sep, 2018 | 14:59

Last Login Provider :

site

PERSONAL INFORMATION



Name :

Peter Weber

Professional Industry :

Coffee And Tea Manufacturing

1.2M Profiles

13
Last 7 Days

13.9K
Last 30 days

47.9K
Last 90 days

Profiles (1,238,435)

Standard

Last Interaction Time	Last Interaction	Interest	Engagement Score	Sentiment Score	Contact Level	Contact
6 minutes ago	Website Visit	Pumptech - Webinar	0%		Verified	Peter Weber
2 hours ago	SESSIONSTART	Orchard	91%		Self-Identified	Anonymous
3 hours ago	Website Visit	Pumptech - Home	91%		Verified	Christian Koenig
4 hours ago	Website Visit	SpardaCommunity - BAUEN, WOHNEN, FINANZIEREN	0%		Anonymous	Anonymous
1 day ago	Website Visit	Willkommen bei der Sparda-Bank Nürnberg eG	23%		Anonymous	Anonymous
5 days ago	Website Visit	ANWR Lederwaren	90%		Anonymous	Anonymous
6 days ago	Website Visit	Webinar - Sicher ins eigene Heim	91%		Anonymous	Anonymous
6 days ago	Website Visit	SpardaCommunity - Mitgliederaustausch	23%		Anonymous	Anonymous
6 days ago	Website Visit	Willkommen bei der Sparda-Bank Nürnberg eG	23%		Anonymous	Anonymous



Peter Weber ▾

Chief Procurement Officer

peter.weber@delbontindustries.com

Corporate Account



DelBont Industri...

Germany

Latest Interaction



Website Visit

18.09.2018

Latest Interaction Interest



Pumptech - Webinar

18.09.2018

- OVERVIEW
- INTERACTIONS
- PERSONAL DATA**
- ORIGIN DATA
- SCORES
- PERMISSION MARKETING
- LEADS

Contact



Peter Weber

Corporate Contact

Verified

Chief Procurement Officer

Communication



Aachener Strasse 10

50674 Cologne

Germany



peter.weber@delbontindustries.com

Additional Data

Gender:

Marital Status:

Language:

Date of Birth:

Device: Computer

Website Tracking Consent: Yes

Webseitenziele: Pumptech - Webinar

Kundenevents: Registered - Webinar

Corporate Account



DelBont Industries

Aachener Strasse 10

50674 Cologne

Germany



Peter Weber 

Chief Procurement Officer

peter.weber@delbontindustries.com

Corporate Account



DelBont Industri...

Germany

Latest Interaction



Website Visit

18.09.2018

Latest Interaction
Interest



Pumptech - Webinar

18.09.2018

OVERVIEW

INTERACTIONS

PERSONAL DATA

ORIGIN DATA

SCORES

PERMISSION MARKETING

LEADS

 Reset Filters

Pumptech - Webinar

Pumptech - Home

Orchard

Multi Echo 331

Days Months Quarters Years



All

Inbound

Outbound

Unknown

 Timeline

 Journey

 September 2018



Pumptech - Webinar

Today at 14:58

Website Visit

Session: 31ac3317-ab0b-4963-838b-55fd1a50fbcc

Geraet: Computer

Standort: Köln, Deutschland

Funnel Stage: Awareness

Datum: Tue Sep 18 2018 12:58:32 GMT+0000 (UTC)



Today at 14:58

SESSIONSTART

Session: 3fc01033-78da-4b8b-85c8-a44f115e8956

Organization: DelBont Industries

Website: www.DelBont-Industries.com

Street: Aachener Strasse. 10

City: Cologne

Region: North Rhine-Westphalia, Germany

Geolo ✕



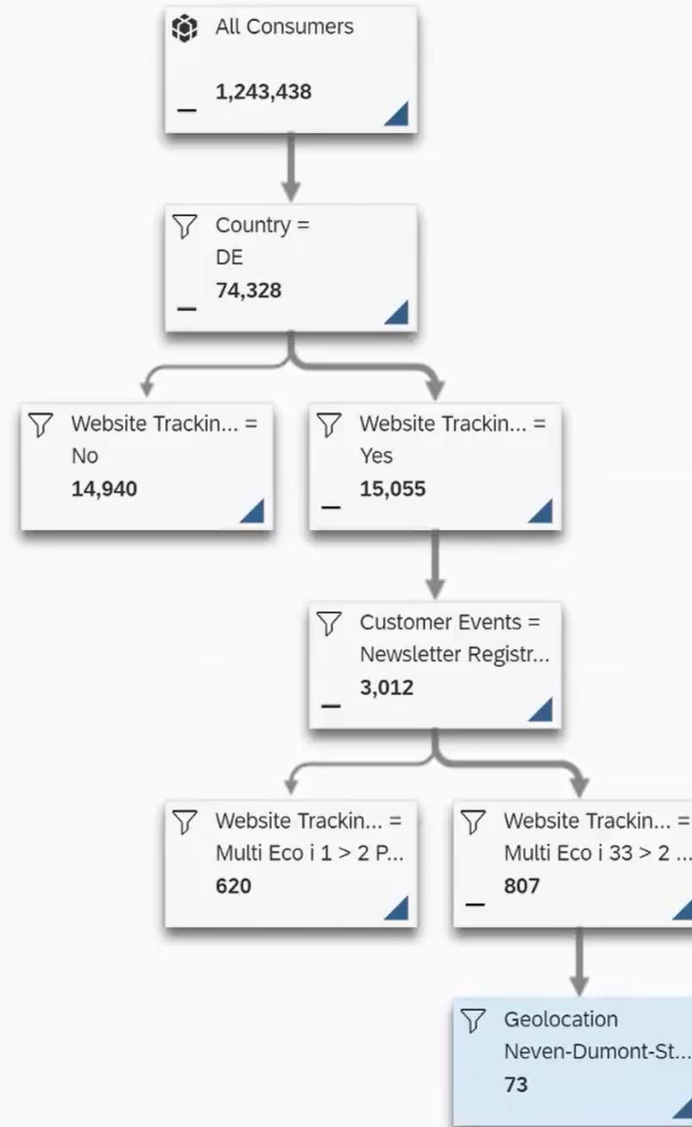
100%

▼ Contacts

Geolocation Consent

▼ Misc

Geolocation



Preview



Event - Future of Pumps

Released | Scheduled

Pause

Stop

Save as Template





Status: Released [View Log](#) 

Execution:  Scheduled

Changed On: today

Frequency: One-time

Schedule: Immediate

Execution Date: 20.09.2018, 19:50:16

Category: Automated Campaign

Program Name: [None](#)

Marketing Area: Global

ID: 683

Owner: Chris Miller

Priority:   

- OVERVIEW
- AUTOMATION
- TARGET GROUP
- PERFORMANCE
- SPEND
- JOURNEY
- COLLABORATION

Edit







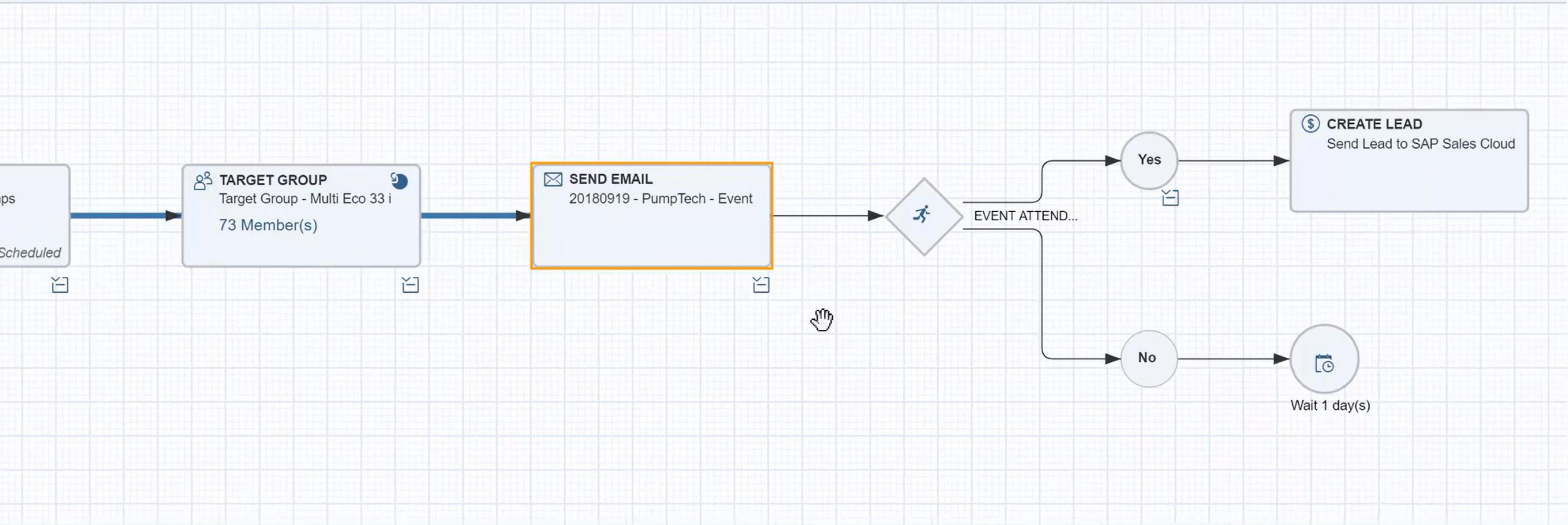












PumpTech Webinar Registration Campaign

Released | Finished

Stop

Save as Template





Status: Released [View Log](#) 

Execution:  Finished

Changed On: 16.07.2018

Frequency: One-time

Schedule: Immediate

Execution Date: 16.07.2018, 14:14:38

Category: Automated Campaign

Program Name: None

Marketing Area: Global

ID: 661

Owner: Chris Miller

Priority: ★☆☆

- OVERVIEW
- AUTOMATION
- TARGET GROUP
- PERFORMANCE
- SPEND
- JOURNEY
- COLLABORATION

 Tile View

 Chart View

 Data View

Add Target

Analyze

Measures without Set Targets

Sent Messages Actual 60	Hard Bounces Actual 2	Soft Bounces Actual 2	Bounce Rate Actual 6.67 %	Delivered Messages Actual 56	Opened Messages Actual 8	Opened Messages in % Actual 14.29 %	Email Complaints Actual 1	Number of Clicks Actual 4
CTR Actual 7.14 %	Number of Leads Actual 3	No. of Opportunities Actual 8	Phone Calls Actual 2	Appointments Actual 1	Number of Tasks Actual 2	Number of Orders Actual 4		

SAP Marketing

21:12 March 05, 2019

Calendar Date

☒ Jan 1, 2018 to Dec 31, 2018

Status

- ☒ All
- ☒ In Process
- ☒ Converted
- ☒ Successful

Show Inactive Values (1)

KPIs

0
Leads in Last 7 Days

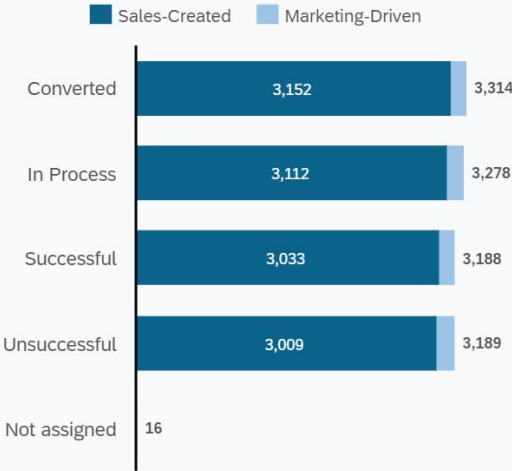
70.00
New Acqu. Leads Rate

25.52
Lead Conversion Rate

0.00
Avg. Lead Conv. (D)

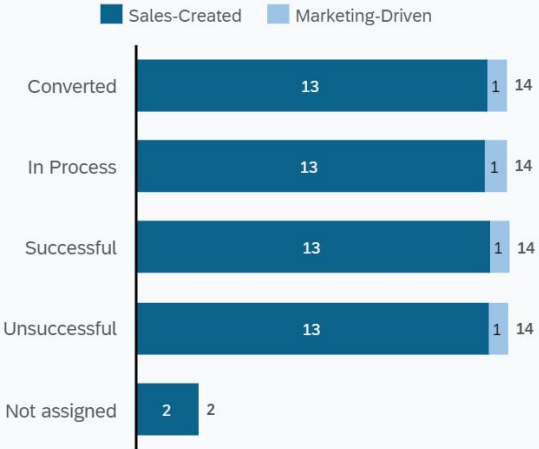
Marketing-Driven and Sales-Created Leads and Opportunities

Lead Statuses



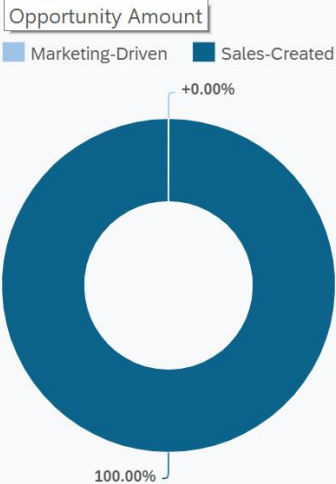
Opportunity Statuses

in Thousand



Opportunity Amount

in USD



Leads and Opportunities by Calendar Date

in Thousand | Interaction Type Filter | {}



Sales Rep - What's on my Mind!



66 %



Revenues
Actual

67.48 M



Lead
Lead Conversion Rate

51 %

Infinity%

0

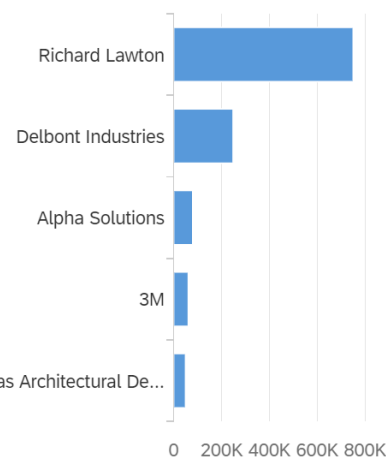
Win Ratio
Worth: 24.98MUSD

85.71%

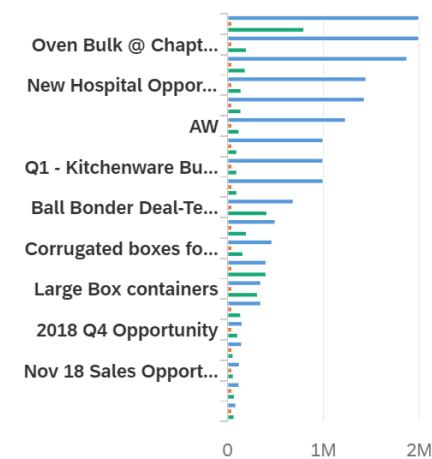
QTD

My Opportunities

1136



My Opportunities (Top 20 by Expected Re...



Stalled Deals

USD

28.76 M

AgileX,ALPHA Cent...

Qualified Leads

277

Commissions

Sales Forecast

1.45 M
Current Quarter

Deal Finder

363
Leads

Fri, 01 Mar 2019

Alpha Centauri - Wikipedia

Alpha Centauri (Latinized from α Centauri, abbreviated Alpha Cen or α Cen) is the closest star system and closest planetary system to the Solar...

ALPHA Center -- Bing News

Corporate Strategy - Key Sales Metrics

Pipeline Influencers

Total Value

13.9 M USD

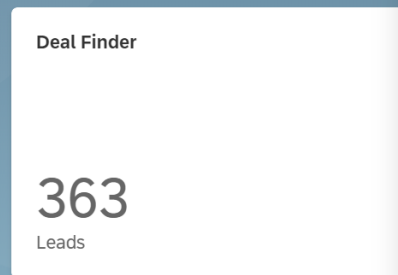
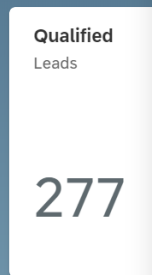
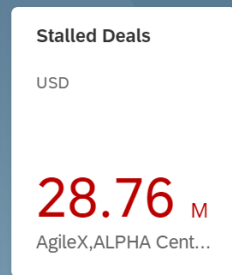
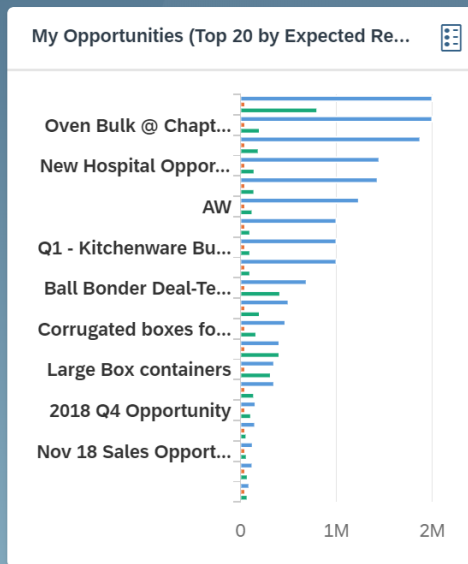
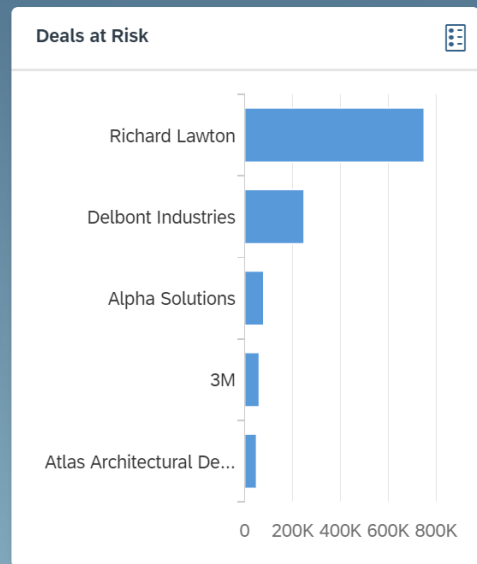
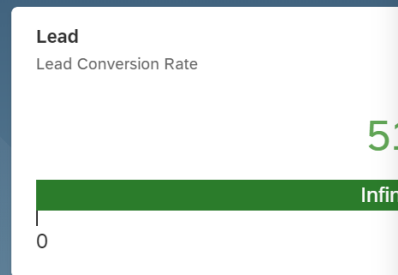
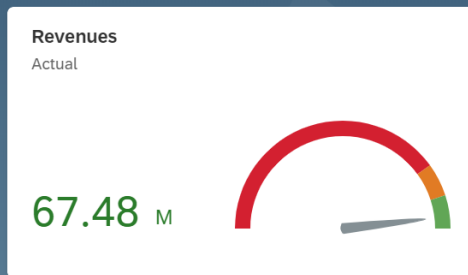
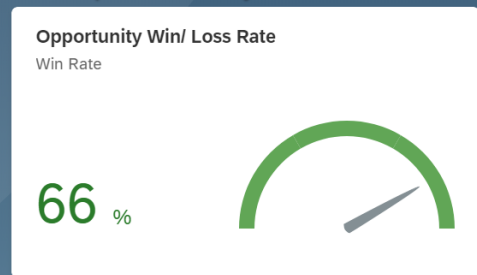
My Win Rate
Win Rate

85 ▲
%

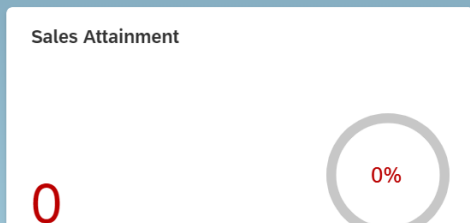
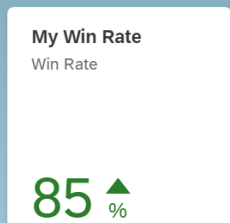
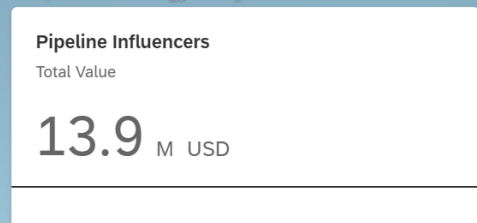
Sales Attainment

0

Sales Rep - What's on my Mind!



Corporate Strategy - Key Sales Metrics



Notifications

- 

Please Check Lead 26770 created for Customer ALPHA Center
[More...](#)
Yesterday at 16:06





A new lead has been assigned to you
[More...](#)
Yesterday at 15:49





Task "Identify customer's time schedule" assigned to Mike Summers is past due date.
[More...](#)
Yesterday at 18:31





Task "Identify customer's time schedule" assigned to you is past due date .
[More...](#)
Yesterday at 18:31





Task "Organize reference visits" assigned to Mike Summers is past due date.
[More...](#)
03.03.2019 14:31



[View All](#)

ML Scored Opportunities (32)

☐	Name	Account	Close Date	Sales Phase	Owner	Score
☐	Anadolu Bölge Bayi Firsati	ALPHA Center	31.01.2019	Close	Mike Summers	83
☐	The Tree Huamak	ALPHA Center	31.01.2019	Qualify opport...	Mike Summers	83
☐	American Standard - Q4 Deal	ALPHA Center	06.03.2018	Quotation	Mike Summers	71
☐	APL Callidus	AgileX	19.11.2018	Quotation	Mike Summers	71
☐	Landwirt Schmidt - Mähdrescher	Delbont Industries	31.08.2018	Decision	Mike Summers	70
☐	Lead for Laptop 2018	ALPHA Center	01.10.2018	Identify opport...	Mike Summers	68
☐	Q4 2018 Deal	3M	31.12.2018	Qualify opport...	Mike Summers	67
☐	Laptop Sales	ALPHA Center	06.08.2018	Identify opport...	Mike Summers	65
☒	Lead with DelBont for Pumps	Delbont Industries	02.10.2018	Quotation	Mike Summers	56
☐	opportunity for navigator	Pink Company	14.01.2019	Decision	Mike Summers	51
☐	Lead for Pumps-Q3	Delbont Industries	31.12.2018	Identify opport...	Mike Summers	49
☐	Sustainability kit deal (key)	Pronto Services	28.04.2018	Quotation	Michael Rob	49
☐	Laptop Sales - Trade Fair Deal	3M	29.07.2018	Develop value ...	Mike Summers	46
☐	Lead for Pumps-2018	Delbont Industries	30.11.2018	Decision	Mike Summers	41
☐	Demo Sup opp	AgileX	30.09.2018	Identify opport...	Mike Summers	41
☐	Q1 Opportunity	Fam farm	19.08.2015	Identify opport...	Ashutosh Todkar	40
☐	Laptop sales	ALPHA Center	10.04.2018	Qualify opport...	Mike Summers	39
☐	High Interest in Pumps	Delbont Industries	20.11.2018	Qualify opport...	Eduard Becker	36
☐	Pump Upsell	Media Markt - Fellbach	31.12.2017	Close	Eduard Becker	27
☐	Laptop Sales	ALPHA Center	03.10.2018	Identify opport...	Mike Summers	26
☐	Trade Fair Deal	Pronto Services	18.04.2018	Quotation	Michael Rob	22
☐	Roadshop Follow-up	Atlas Architectural DesignS	28.02.2018	Close	Mike Summers	21
☐	Sustainability Initiative	3M	28.10.2018	Quotation	Mike Summers	19
☐	Lead for Pumps	Delbont Industries	31.08.2018	Quotation	Mike Summers	19
☐	Laptop Sales	ALPHA Center	02.10.2018	Quotation	Mike Summers	16

Insights

Lead with DelBont for Pumps

56 Opportunity Score ▲ 17

Likely to win

Key Factors

↑ Days Since Last Update is 3

↑ Number of Times Revenue Decreased is 1

↓ Close Date is in Q1

↓ Number of Times Close Date Pushed is 6

Activity Engagement

0

0

0

0

0

Received0

Sent0

Last Activity

21 Days Past Due

0 Times Closing Date Pushed

78 Days in Quotation Status

↑↓ Amount Changed

\$80K → \$8K

Last updated 19.07.2018

↑↓ Status Unchanged

0 Times Deal Slipped

Details

Actions

CPQ

Star

Shopping Cart 1

Settings

Clock

Quote Items

Search Items

Add Items

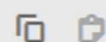
Settings

Share

Item	Quantity	List Price	Discount Percent	Discount Amount	Net Price	Extended Amount	Margin Health
1 MULTI33 Multi Eco 33i Pump	1	\$ 2,990.00	9.09	\$ 271.82	\$ 2,718.18	\$ 2,718.18	✓
1.1 SETSC 3-Set Screws Pump	1	\$ 39.00	0.00	\$ 0.00	\$ 39.00	\$ 39.00	✓
1.2 SS3 SmartSense 3 Pump	1	\$ 899.00	0.00	\$ 0.00	\$ 899.00	\$ 899.00	✓
1.3 IS Installation Service Services	1	\$ 1,990.00	0.00	\$ 0.00	\$ 1,990.00	\$ 1,990.00	✓

Product Types

Joe Wills ▾



128% ▾

Standard Fields

- Signature
- Initial
- Date Signed

- Name
- Email
- Company
- Title

- Text
- Checkbox
- Dropdown
- Radio

- Formula
- Attachment
- Note
- Approve
- Decline



Quote: 973

Page: 1/6



PumpTech, Inc. | 324 E WISCONSIN AVE, MILWAUKEE, WI 53202 | (414) 273 - 4442

Signature

☒ Required Field

Formatting ▾

Data Label ▾

Tooltip ▾

Location ▾

Save As Custom Field

Delete

I'm looking for



(0 ITEMS) USD0.00

SANDERS MEASURING & LAYOUT TOOLS POWER DRILLS HAND TOOLS SAFETY SCREWDRIVERS ANGLE GRINDERS

HOME / QUOTES / QUOTE 01580627

QUOTE ID
01580627

VERSION
1

STATUS
Vendor Quote

DATE UPDATED
Mar 18, 2019 8:01 AM

ACCEPT AND CHECKOUT

DATE PLACED
Mar 18, 2019 8:01 AM

EXPIRY DATE
Apr 17, 2019 2:00 AM

EDIT QUOTE

NAME
Quote 01580627

CANCEL QUOTE

DESCRIPTION
N/A

PREVIOUS ESTIMATED TOTAL
USD0.00

ITEM (STYLE NUMBER)

PRICE

QTY

DELIVERY

TOTAL



Multi Eco 33i
PROD-MAT-01
In Stock

USD2,990.00

1

SHIP

USD2,691.00



INSTALLATION
SERVICE

Installation Service
IS
In Stock

USD1,990.00

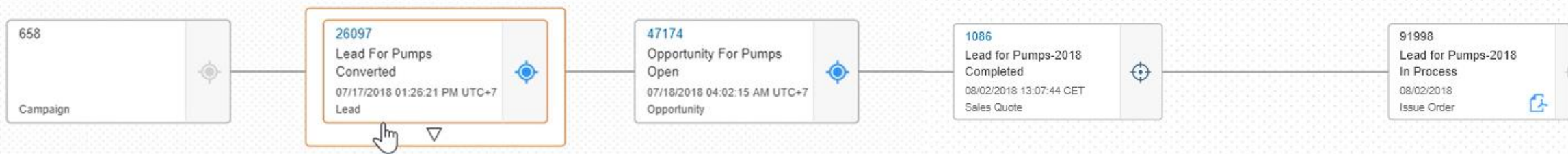
1

SHIP

USD1,990.00

Subtotal: USD4,681.00

Order Discounts: - USD299.00



My Commission

<

Back

Viewing:

Account Exec Dashboard

Period:

< Dec 1, 2017 - Dec 31, 2017 >

Profile



First :
Last :
Hired :
Position Name :

Mike
Summers
--
US East AE 1

Current Period Payout

\$5,216.62

Payment

\$0.00

Prior Balance Applied

\$5,216.62

Earnings This Period

Team Ranking - New Bookings Attainment YTD

Mike Summers

175.00%

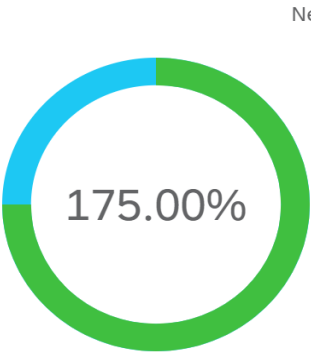
2

Steve Meindertsma

158.83%

3

Quota Attainment



Goal	\$2,750,000.00
Production	\$2,382,140.00

Communication

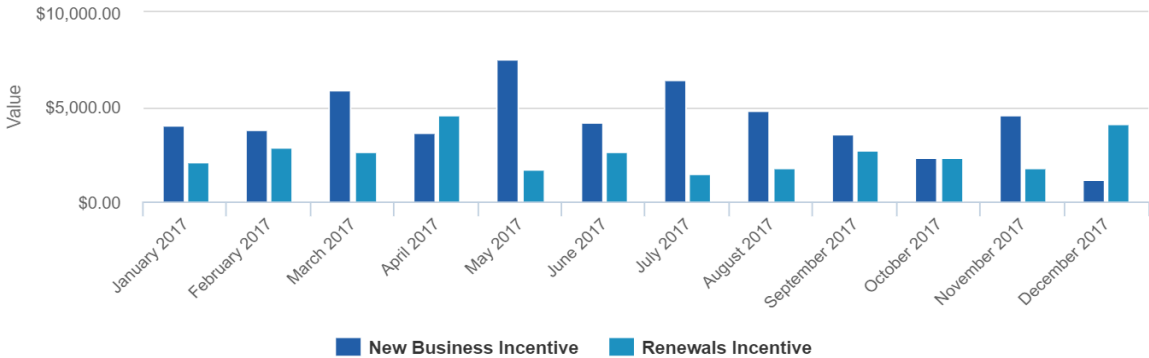


Important Dates:

- Statements - 6/20
- Payroll - 6/27

Reminder: New Logo Contest in effect for Q2!

Payout by Period



New Bookings Production

Renewals

Lead-to-Cash Integration Scenarios

Sub-Process: From Unknown Visitors to Known Contacts

Replicate registrations from SAP Customer Data Cloud to Marketing Cloud

Registration and login

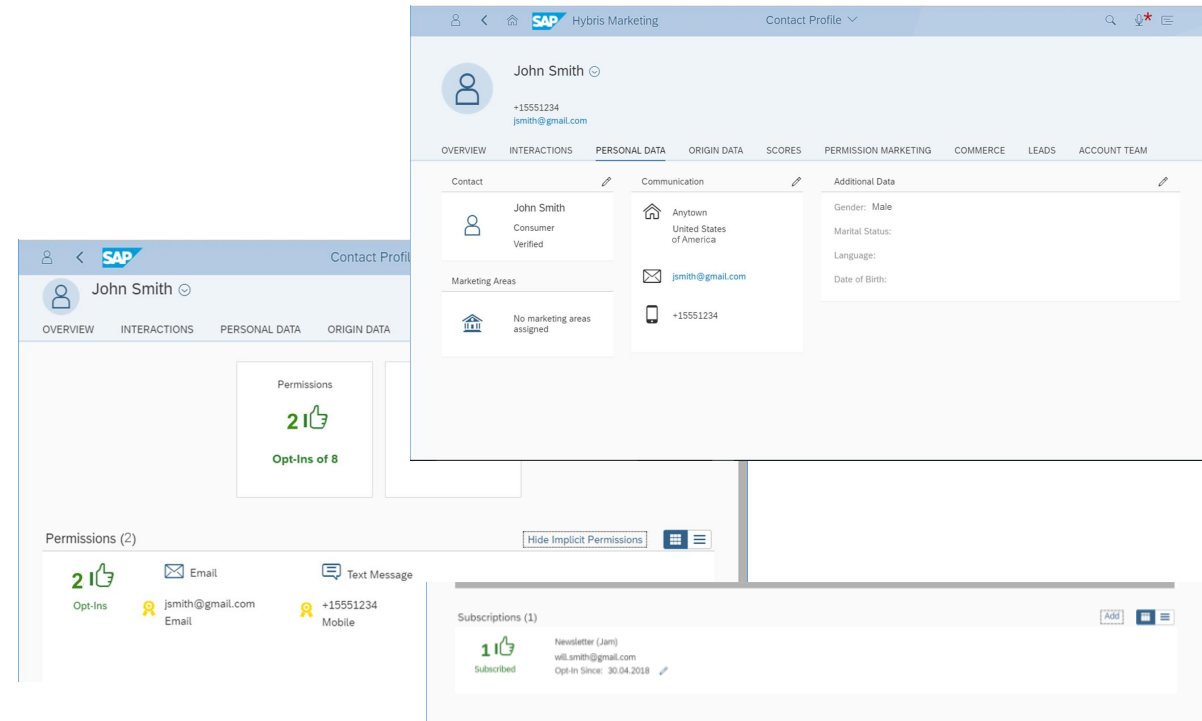


Replication



For registrations and logins Customer Data Cloud creates

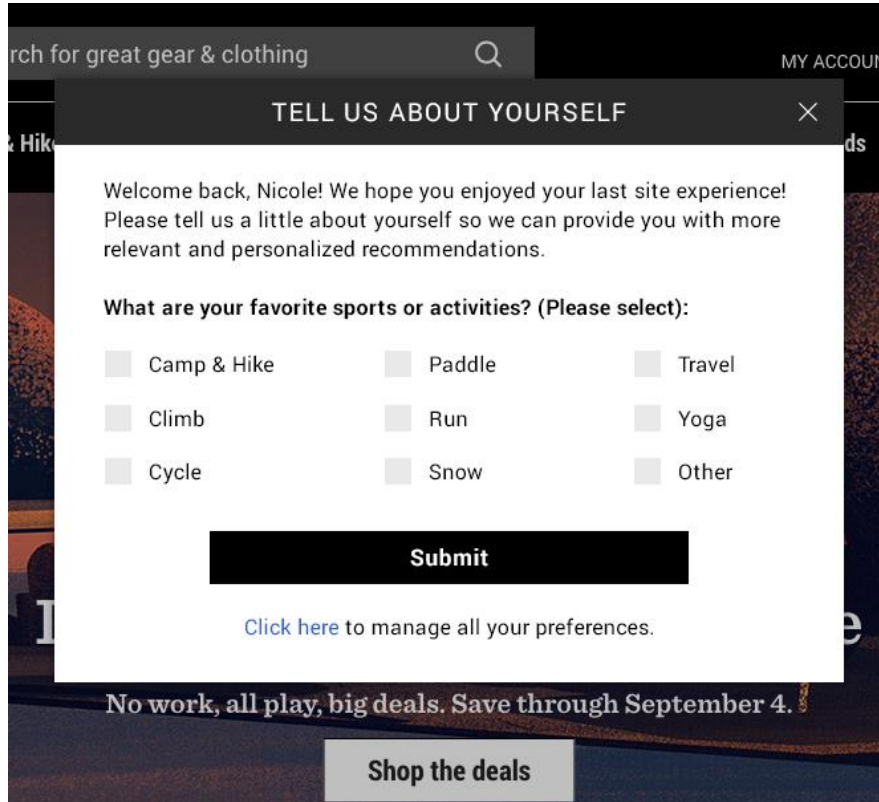
- full contact profile with all available attributes,
- Outbound permissions,
- and newsletter subscriptions
- all based on given consent in SAP Marketing Cloud



Sub-Process: From Unknown Visitors to Known Contacts

Ask your customers what they like or need...not just guess

Progressive Profiling



The screenshot shows a website with a search bar at the top containing the text "rch for great gear & clothing" and a "MY ACCOUNT" link. A modal window titled "TELL US ABOUT YOURSELF" is open. The modal contains a welcome message: "Welcome back, Nicole! We hope you enjoyed your last site experience! Please tell us a little about yourself so we can provide you with more relevant and personalized recommendations." Below this is a section titled "What are your favorite sports or activities? (Please select):" with a grid of nine checkboxes and labels: "Camp & Hike", "Paddle", "Travel", "Climb", "Run", "Yoga", "Cycle", "Snow", and "Other". A "Submit" button is at the bottom of the form. Below the button is a link: "Click here to manage all your preferences." At the bottom of the page, there is a banner that says "No work, all play, big deals. Save through September 4." with a "Shop the deals" button.

Replication



Progressive profiling preferences can be replicated as

- Contact extension fields or
- Marketing Attributes

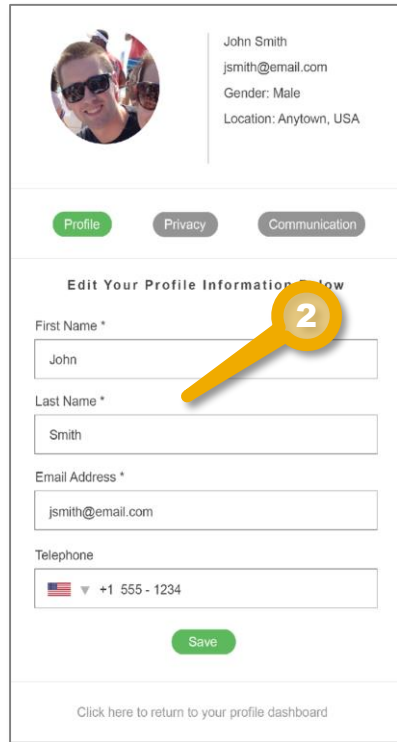
to SAP Marketing Cloud

All **consented data** including complete profile can be modified or withdrawn at any time.

Sub-Process: From Unknown Visitors to Known Contacts

Profile Data Replication to Marketing Cloud

Contact Profile in SAP Marketing Cloud



John Smith
jsmith@email.com
Gender: Male
Location: Anytown, USA

Profile Privacy Communication

Edit Your Profile Information Now

First Name *
John

Last Name *
Smith

Email Address *
jsmith@email.com

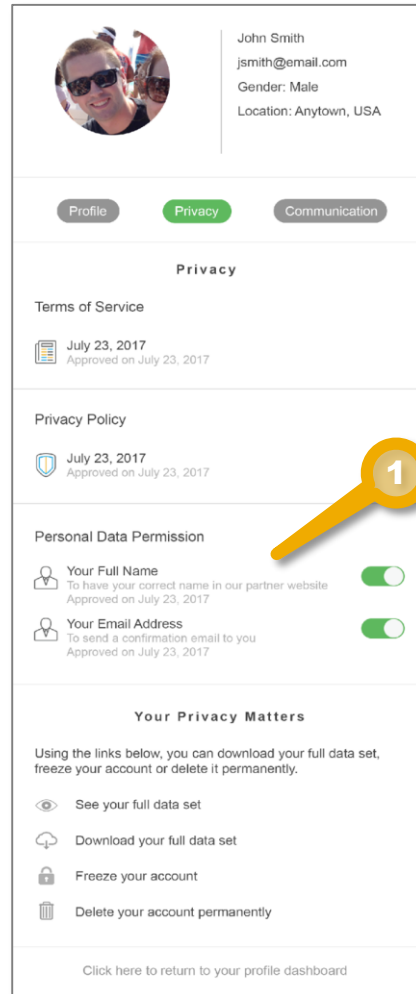
Telephone
+1 555 - 1234

Save

Click here to return to your profile dashboard

A yellow magnifying glass with the number 2 is positioned over the First Name field.

SAP Customer Identity



John Smith
jsmith@email.com
Gender: Male
Location: Anytown, USA

Profile Privacy Communication

Privacy

Terms of Service
July 23, 2017
Approved on July 23, 2017

Privacy Policy
July 23, 2017
Approved on July 23, 2017

Personal Data Permission

Your Full Name
To have your correct name in our partner website
Approved on July 23, 2017

Your Email Address
To send a confirmation email to you
Approved on July 23, 2017

Your Privacy Matters

Using the links below, you can download your full data set, freeze your account or delete it permanently.

See your full data set

Download your full data set

Freeze your account

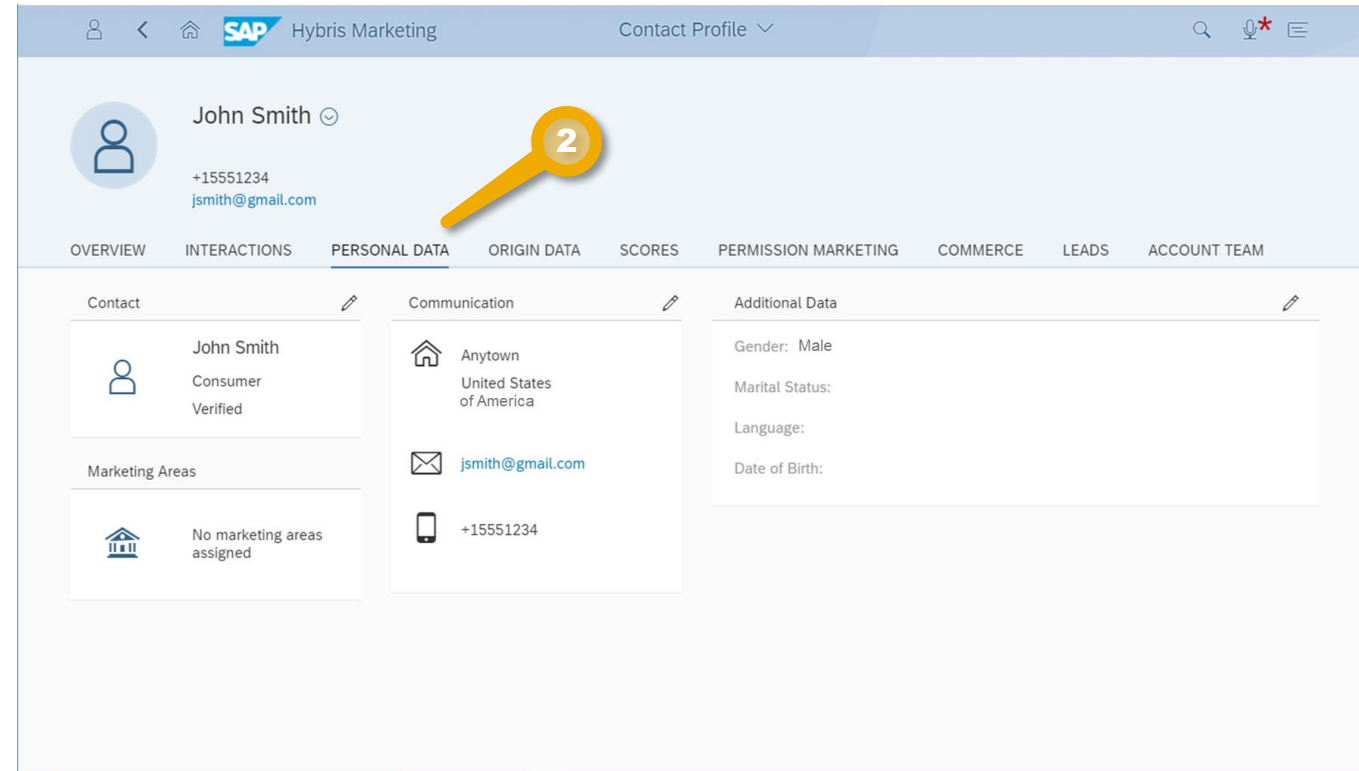
Delete your account permanently

Click here to return to your profile dashboard

A yellow magnifying glass with the number 1 is positioned over the Personal Data Permission section.

SAP Customer Consent

SAP Customer Profile



Hybris Marketing Contact Profile

John Smith
+15551234
jsmith@gmail.com

OVERVIEW INTERACTIONS PERSONAL DATA ORIGIN DATA SCORES PERMISSION MARKETING COMMERCE LEADS ACCOUNT TEAM

Contact
John Smith
Consumer
Verified

Marketing Areas
No marketing areas assigned

Communication
Anytown
United States of America
jsmith@gmail.com
+15551234

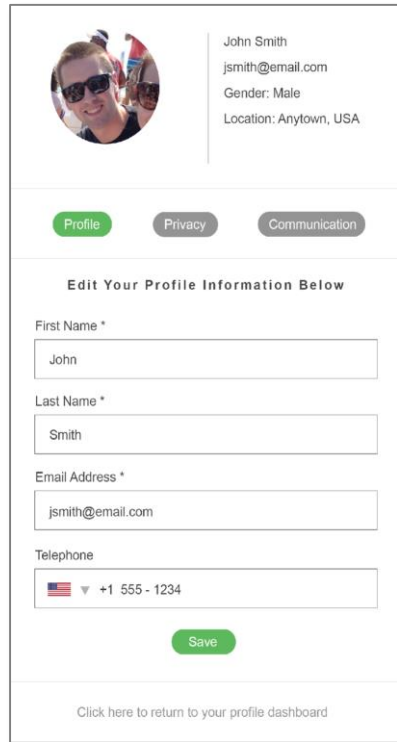
Additional Data
Gender: Male
Marital Status:
Language:
Date of Birth:

A yellow magnifying glass with the number 2 is positioned over the PERSONAL DATA tab.

Profile Data is replicated with SAP Customer Profile into SAP Marketing Cloud. Replication flow can check if consent is given (1), e.g. for GDPR countries.

Sub-Process: From Unknown Visitors to Known Contacts

Profile Data Replication to Marketing Cloud



John Smith
jsmith@email.com
Gender: Male
Location: Anytown, USA

Profile Privacy Communication

Edit Your Profile Information Below

First Name *
John

Last Name *
Smith

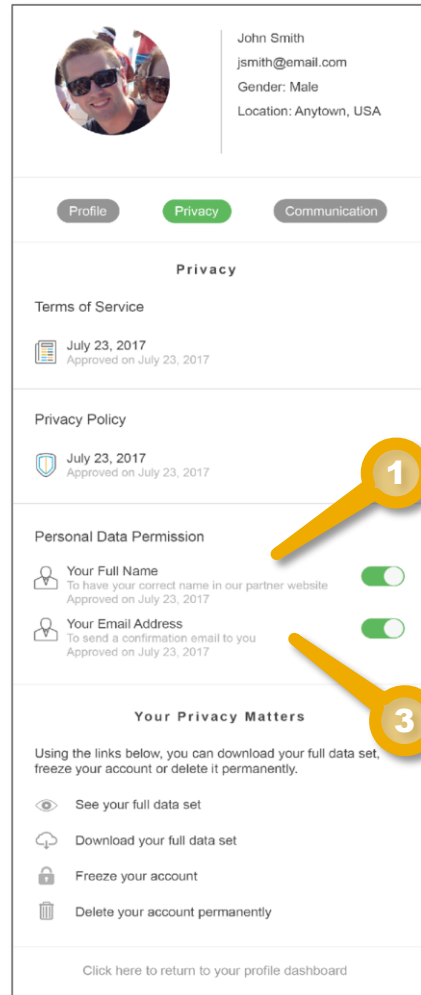
Email Address *
jsmith@email.com

Telephone
+1 555 - 1234

Save

Click here to return to your profile dashboard

SAP Customer Identity



John Smith
jsmith@email.com
Gender: Male
Location: Anytown, USA

Profile Privacy Communication

Privacy

Terms of Service
July 23, 2017
Approved on July 23, 2017

Privacy Policy
July 23, 2017
Approved on July 23, 2017

Personal Data Permission

Your Full Name
To have your correct name in our partner website
Approved on July 23, 2017

Your Email Address
To send a confirmation email to you
Approved on July 23, 2017

Your Privacy Matters

Using the links below, you can download your full data set, freeze your account or delete it permanently.

See your full data set

Download your full data set

Freeze your account

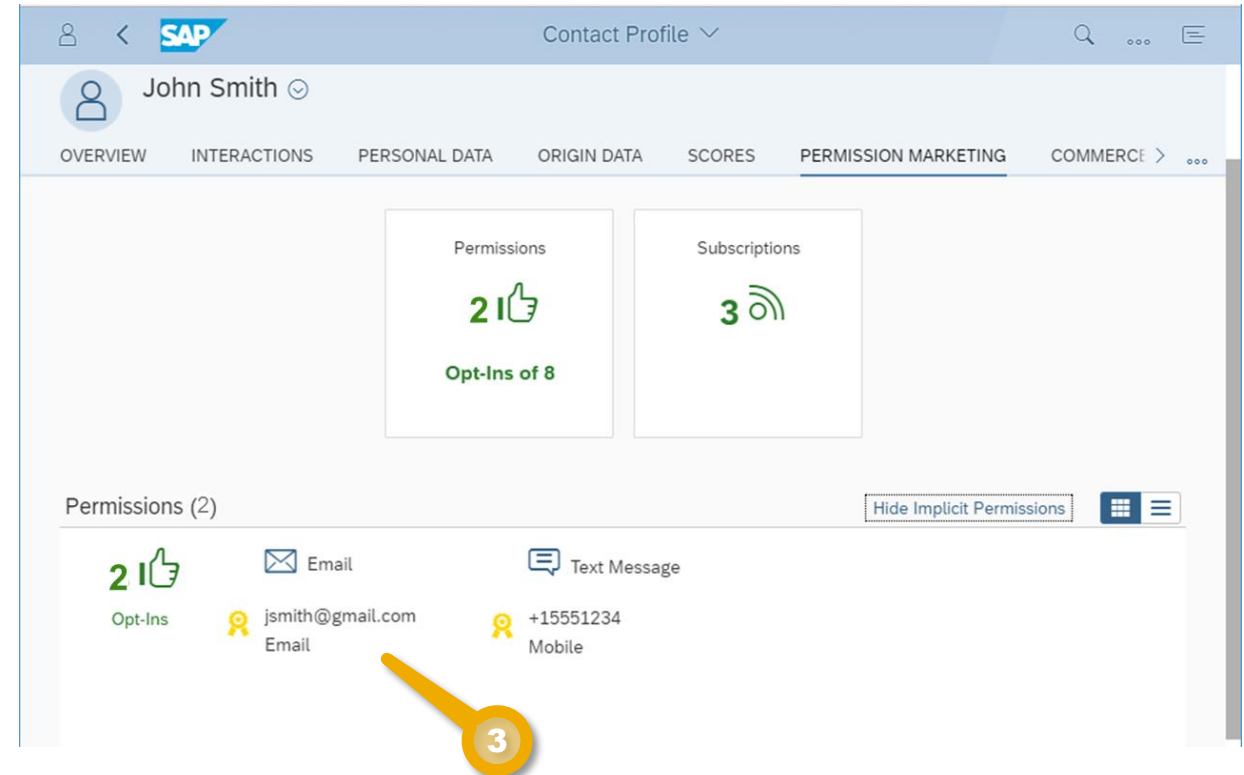
Delete your account permanently

Click here to return to your profile dashboard

SAP Customer Consent

SAP Customer Profile

Contact Profile in SAP Marketing Cloud



John Smith

OVERVIEW INTERACTIONS PERSONAL DATA ORIGIN DATA SCORES PERMISSION MARKETING COMMERCE

Permissions 2 Opt-Ins of 8

Subscriptions 3

Permissions (2)

2 Opt-Ins

Email jsmith@gmail.com

Text Message +15551234 Mobile

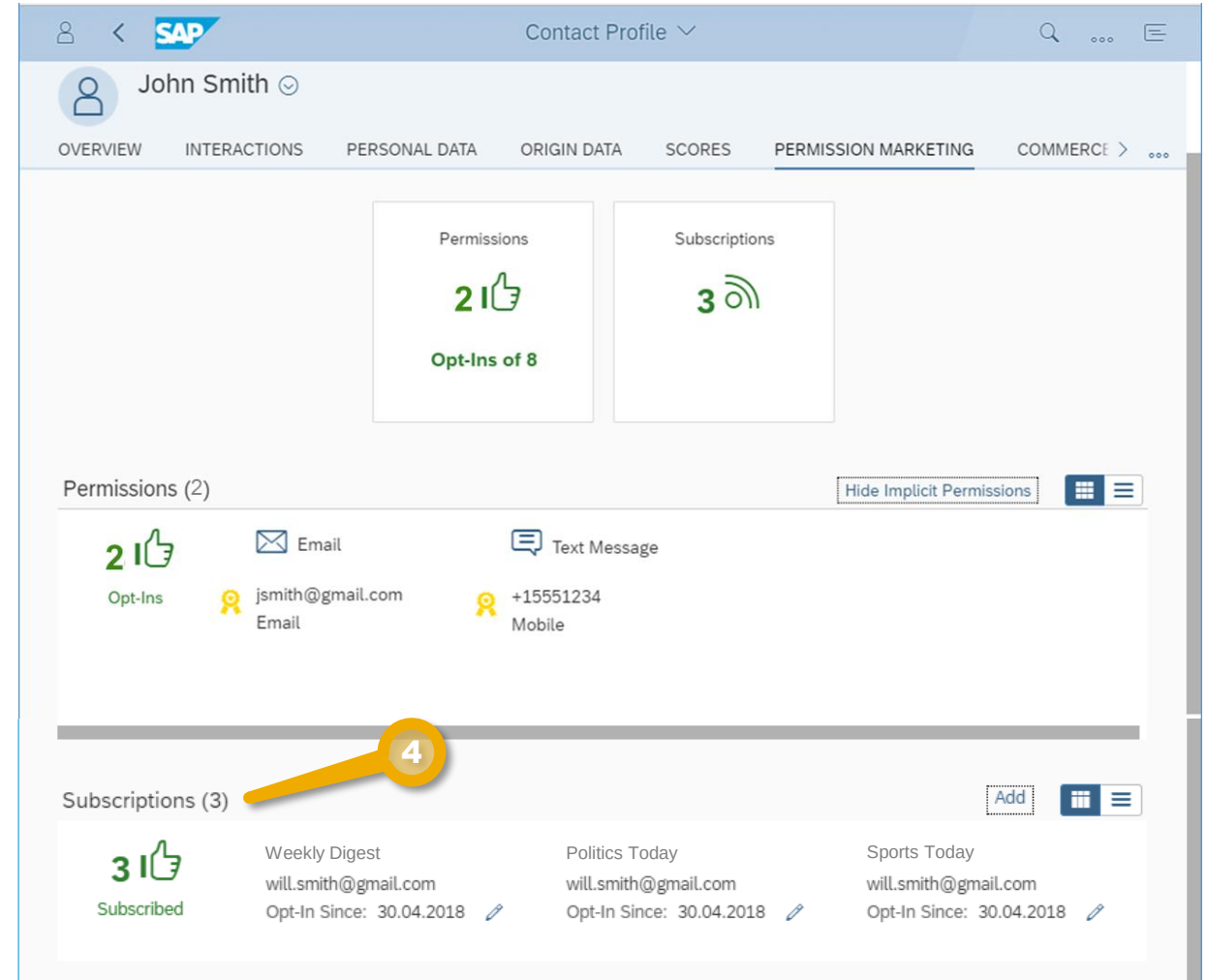
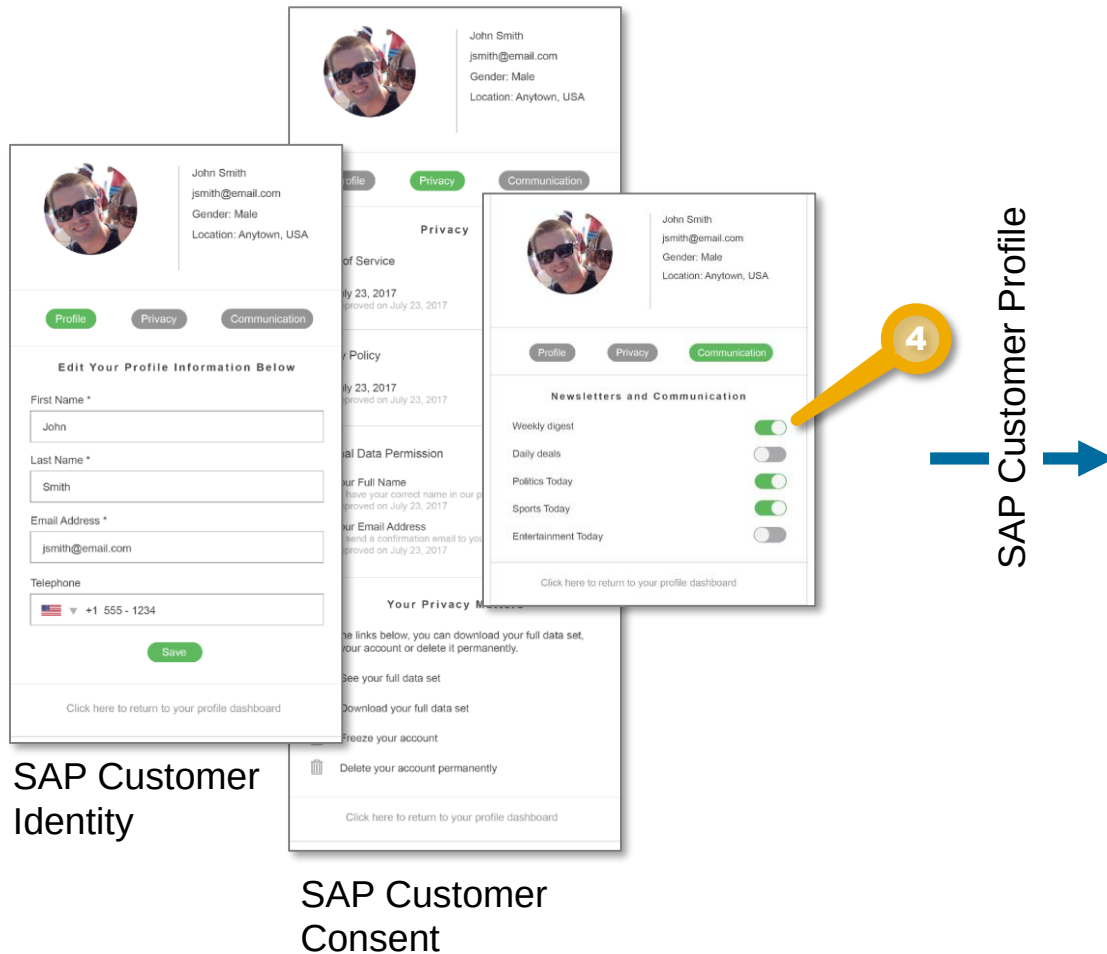
Hide Implicit Permissions

Profile Permissions (3) are replicated with SAP Customer Profile into SAP Marketing Cloud. Explicit permissions may be created for explicit channels/ countries. (1).

Sub-Process: From Unknown Visitors to Known Contacts

Profile Data Replication to Marketing Cloud

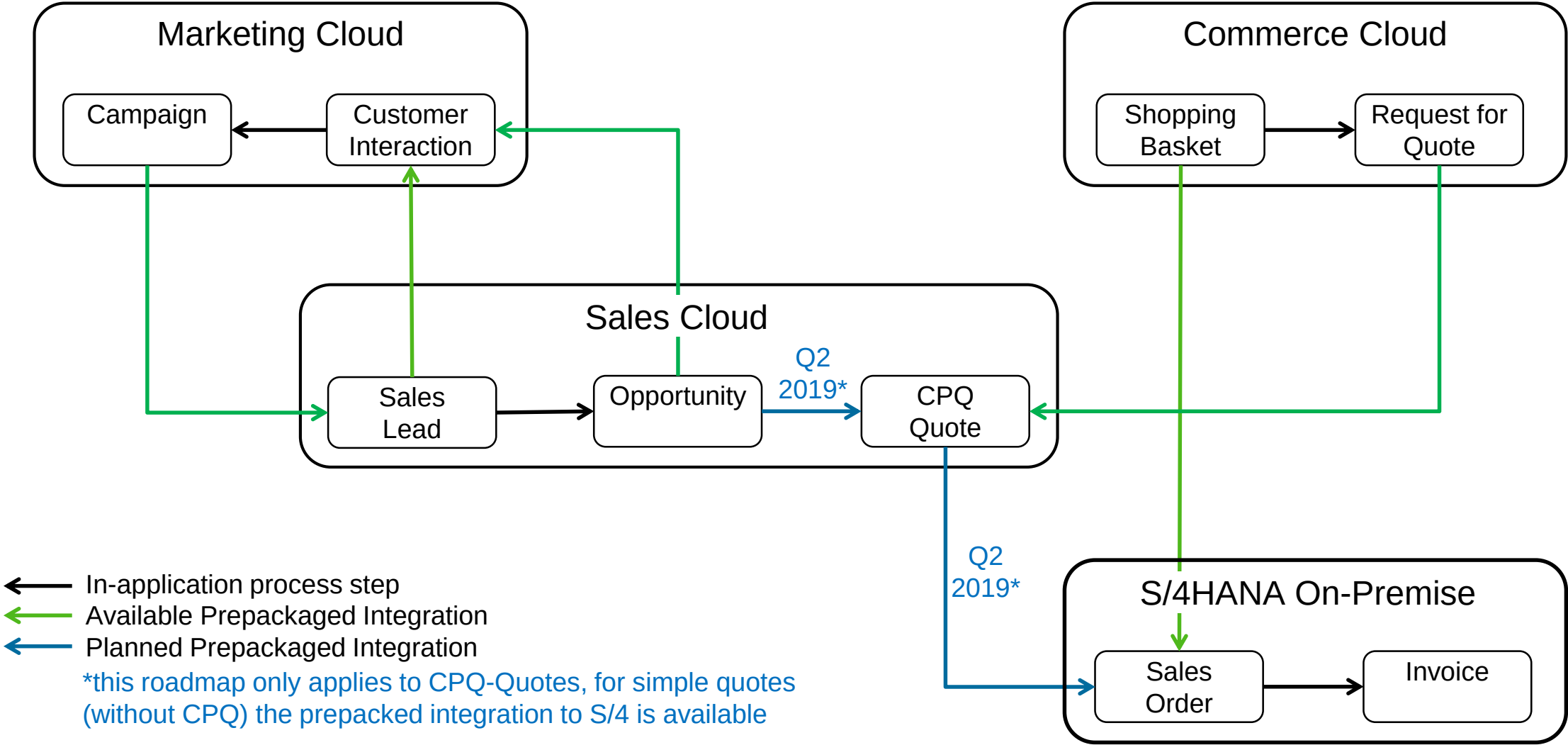
Contact Profile in SAP Marketing Cloud



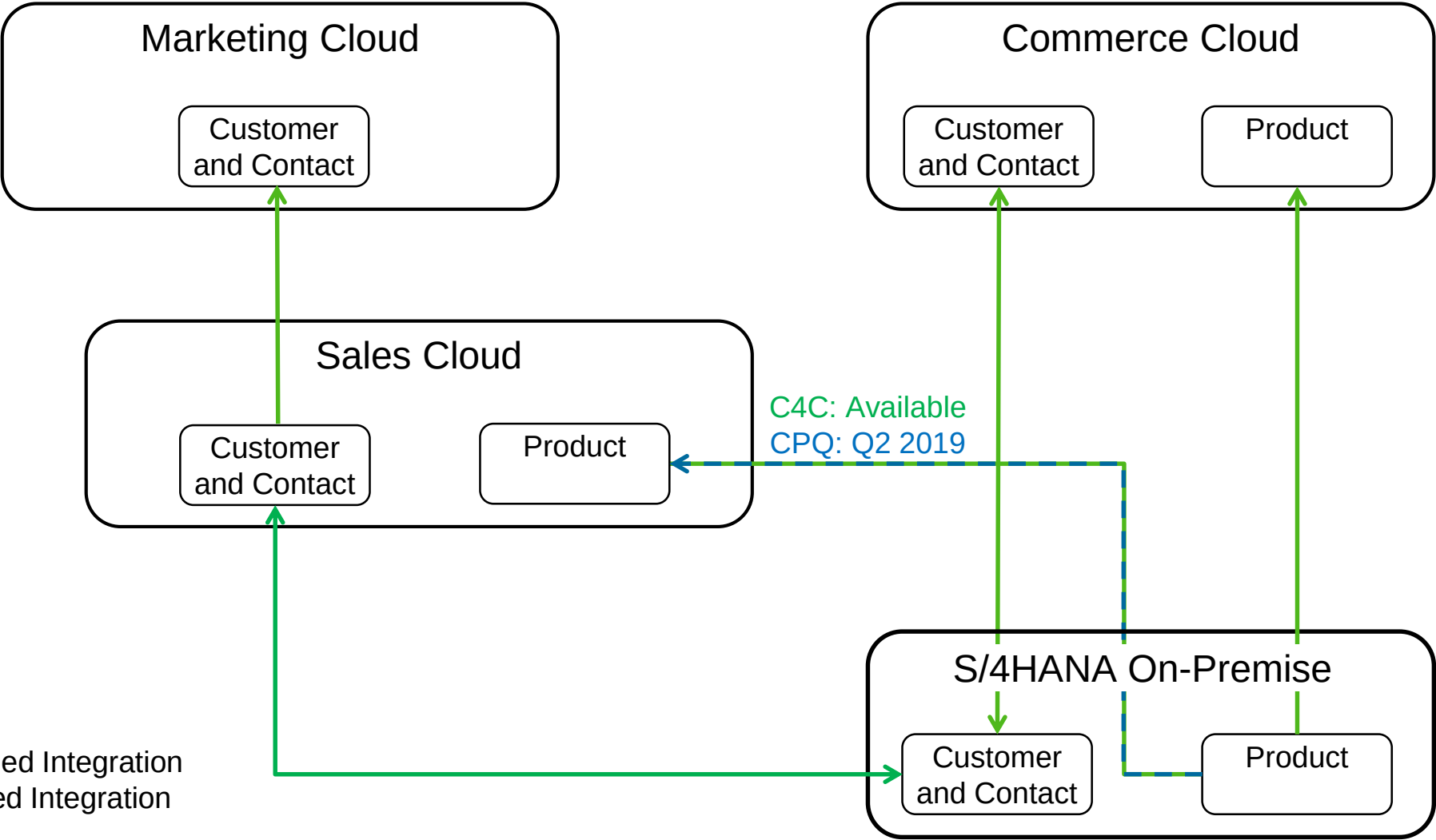
Subscriptions (4) are replicated into SAP Marketing Cloud.

Sub-Processes: From Lead to Order

Transactional Integration with S/4HANA On-Premise (B2B Sales)



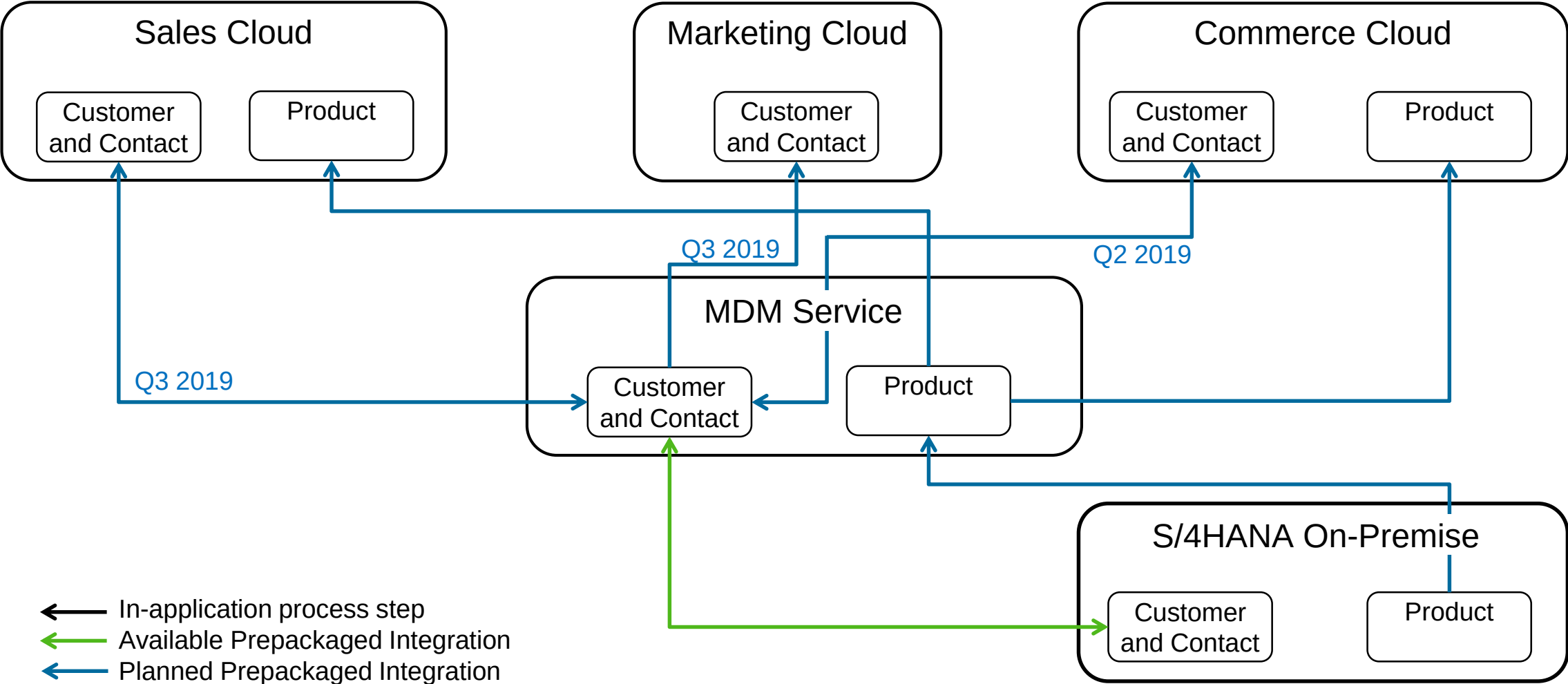
Master Data Integration Using SAP Cloud Platform Integration (CPI)



← Available Prepackaged Integration
← Planned Prepackaged Integration

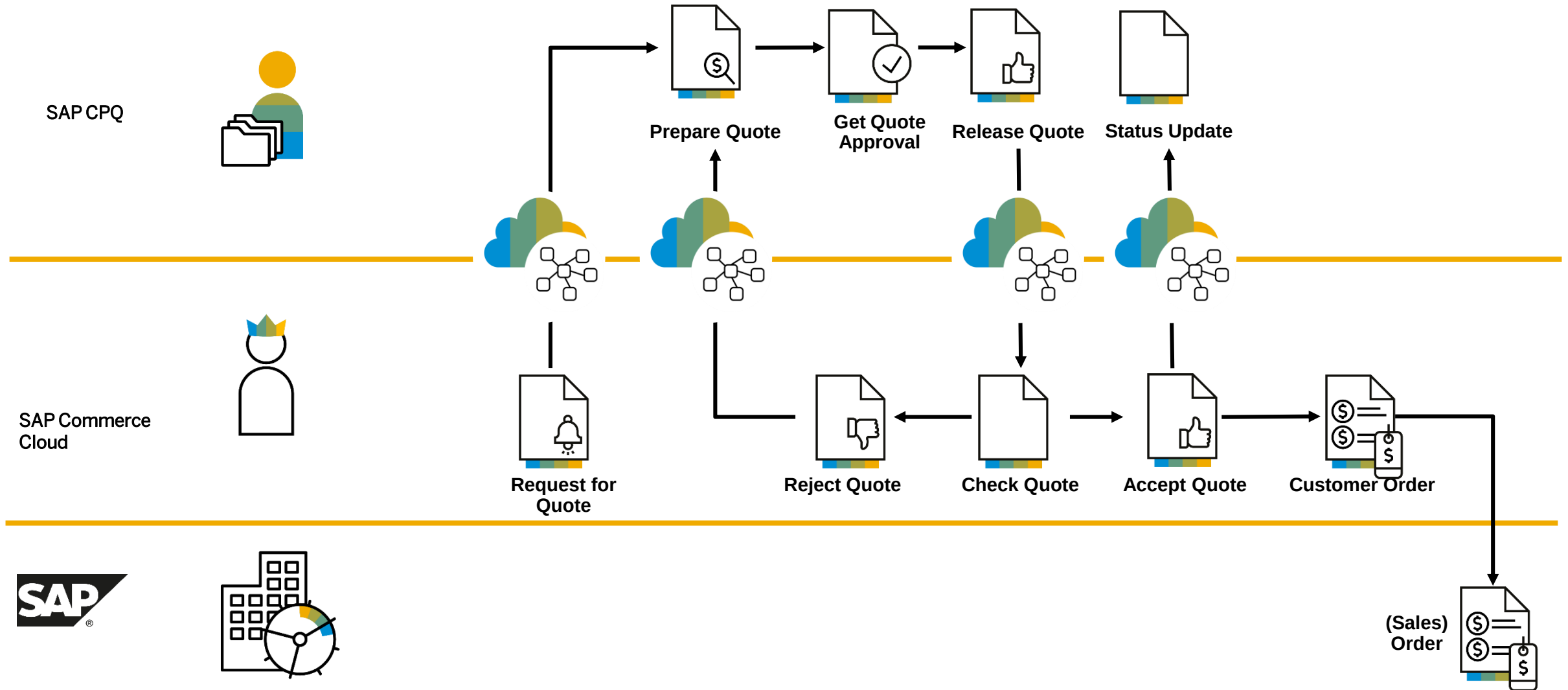
Master Data Integration

Using Master Data Services on SAP Cloud Platform (SCP)

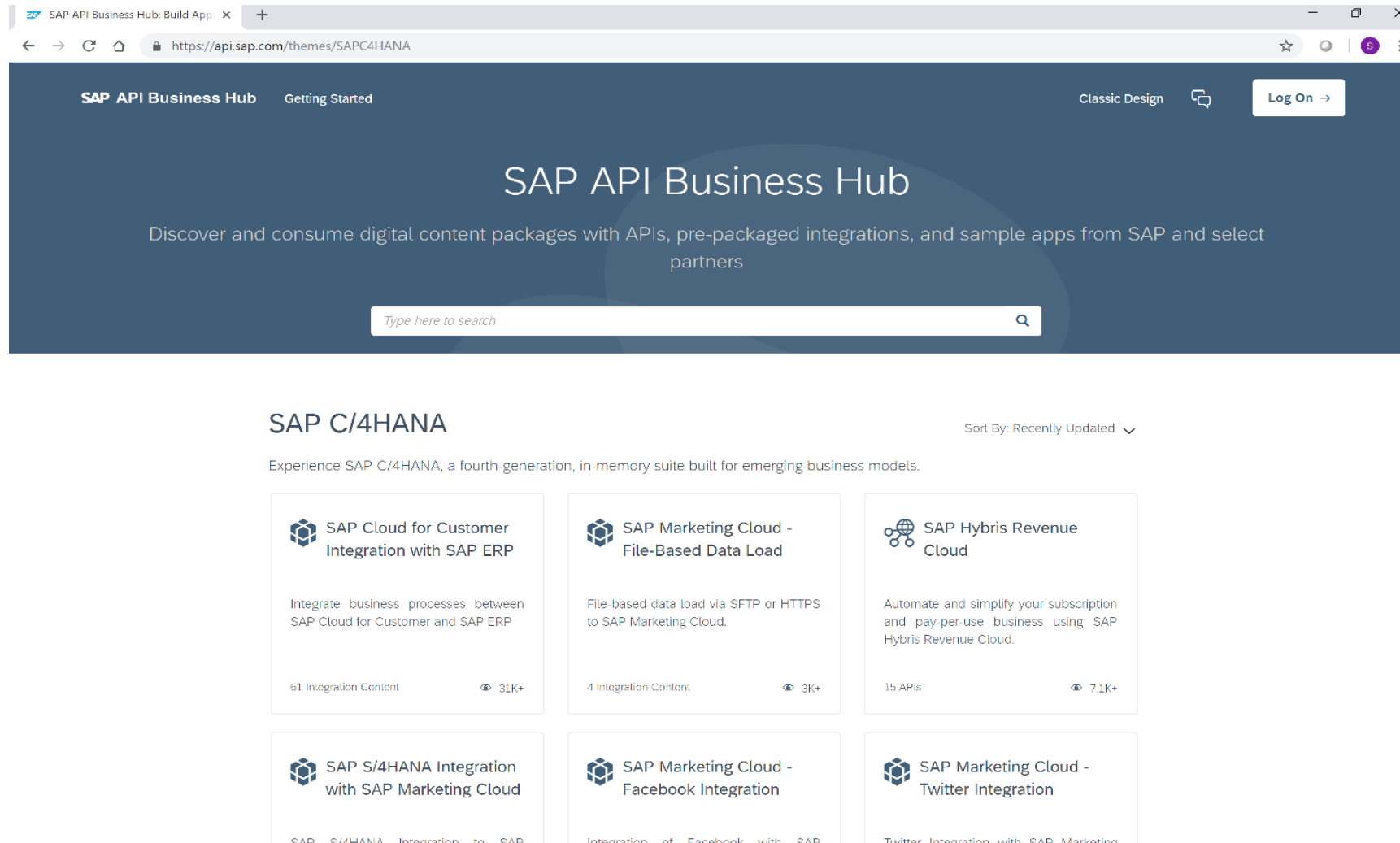


Omnichannel Commerce Quotation Management

Process View



Packaged Integrations using SAP Cloud Platform Integration



40+

Packages for C/4HANA

400+

Integration Flows,
Business APIs

4,000+

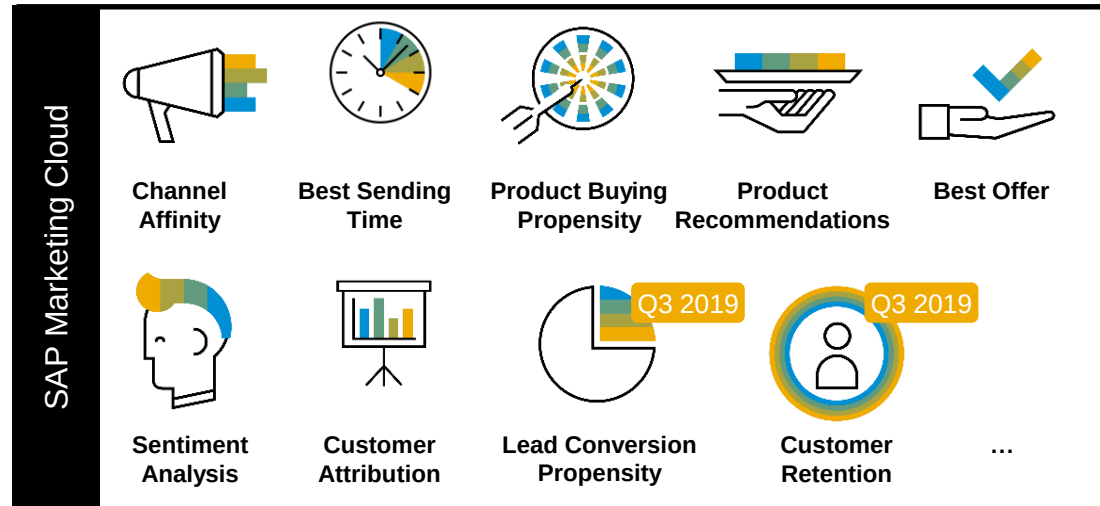
Integration Operations

40,000+

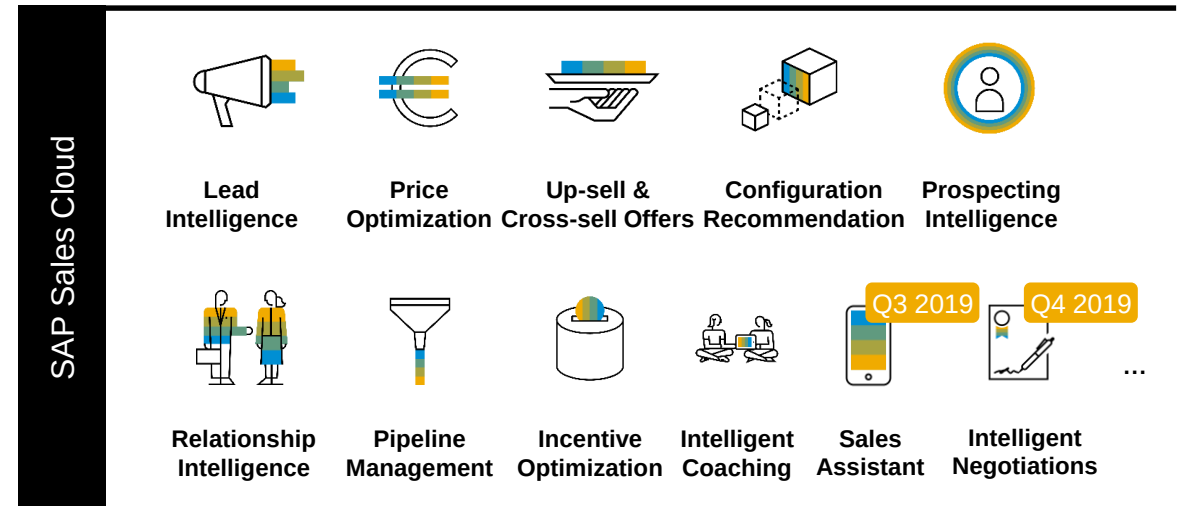
Field-Level Mappings

Activate Intelligent Scenarios in SAP C/4HANA

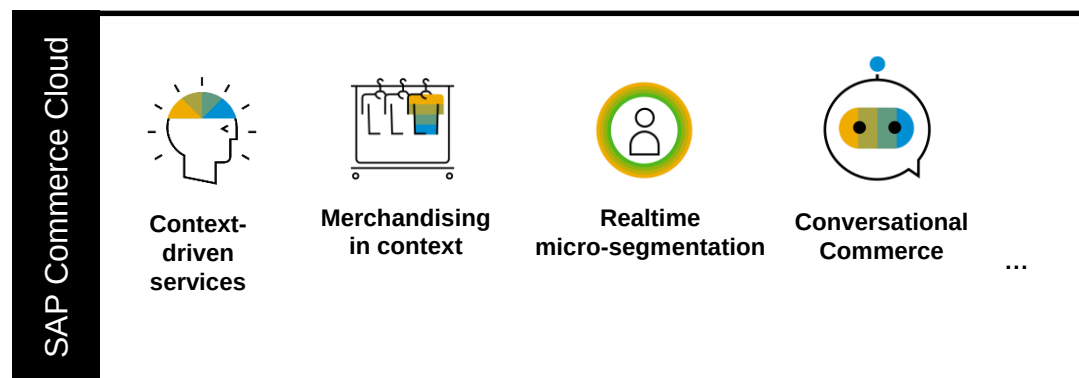
» Track the Customer Pulse & Personalize Customer Engagement «



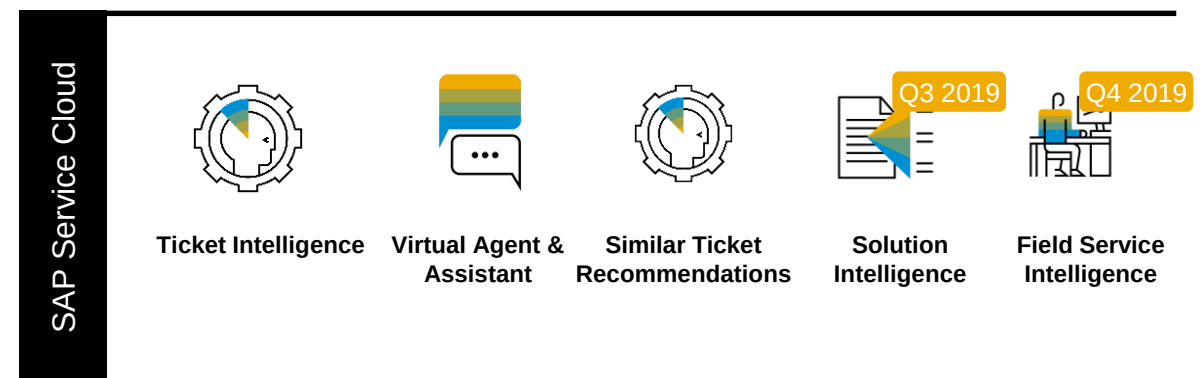
» Always have your Sales Coach in your Pocket «



» Deliver Personalized & Contextual Experiences «



» The symbiosis of Virtual assistants and the Human Agents «



SAP C/4HANA Intelligence and Analytics

Building Blocks and Technologies

Illustrative

SAP C/4HANA

Unified User Experience

Embedded Intelligence — SAP Leonardo

Machine Learning

Intelligent Scenarios,
Deep Learning

Business Analytics

Dashboards and
Augmented Analytics

Conversational Scenarios

For business users
and end-customers

Internet of Things Scenarios

Connected
Experiences

Early Technologies

e.g. Blockchain, AR,
Intelligent Robotic
Process Automation

Data Intelligence Platform (planned)

Combined data sets across multiple
systems, applied with ML algorithms
and predictive analytics

Intelligent Technologies:



SAP Conversational
AI, Intelligent RPA



SAP Analytics Cloud
(SAC BI, Predictive)



Embedded ML, Predictive
Libraries (HANA)



SAP Leonardo Machine
Learning, IOT



Data Intelligence
Platform (planned)



SAP Marketing Cloud



SAP Commerce Cloud



SAP Sales Cloud



SAP Service Cloud



SAP Customer Data Cloud

Master Data Management

Extension Framework and Microservices Ecosystem

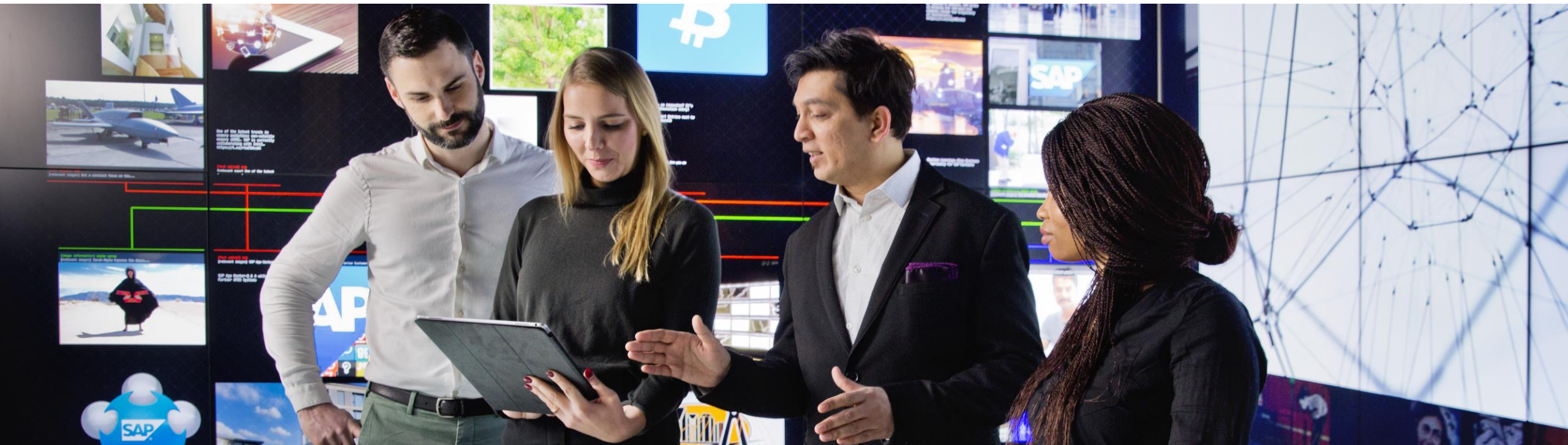
SAP® Cloud Platform

SAP S/4HANA®

BECOME AN
INTELLIGENT ENTERPRISE

ENABLE DATA-DRIVEN CUSTOMER JOURNEYS
sap-c4hana-intelligence-analytics@sap.com

How CX Leaders Move to SAP C/4HANA



2020+ Corporate Strategy (Customer Example)

Example



Business Strategy:

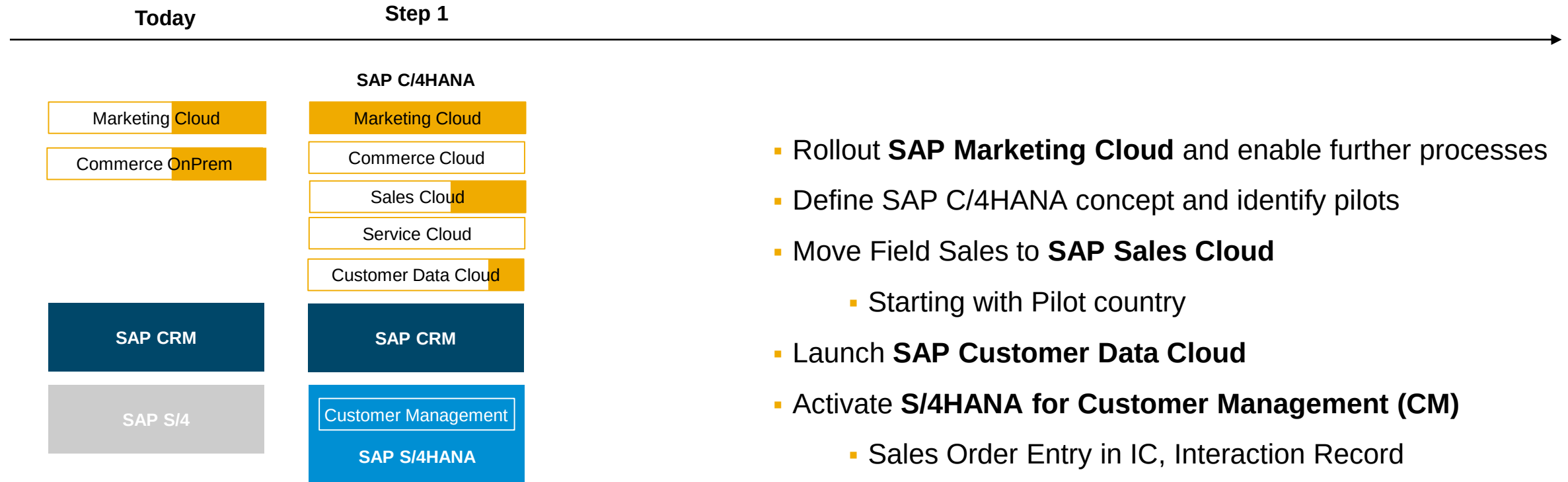
- Value creation through industry leadership and differentiation.
- Provide added value to customers with combined products, services & software solutions.
- Create enthusiastic customers for life.

Focus Areas:

- Drive continuous innovation in products, services and software solutions.
- Improve cooperation with professional customers through direct and partner channels.
- Operational excellence for higher productivity and process efficiency.
- Articulate and live the brand promise.
- High performing global team.

Customer Transformation Path – Step 1 (2019)

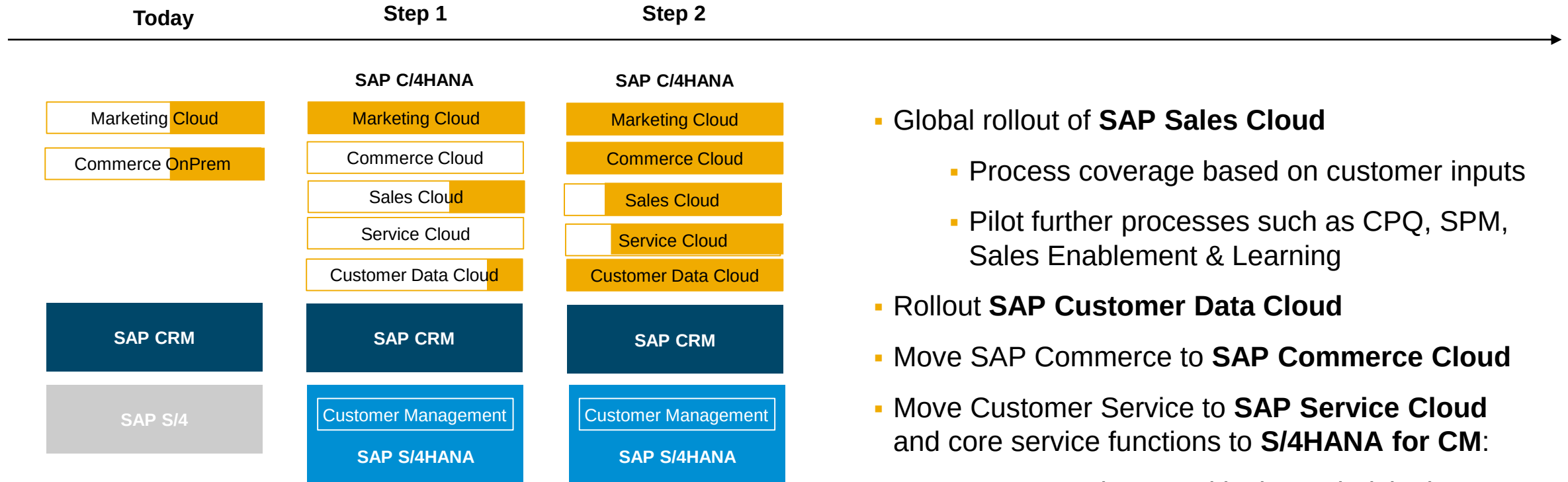
Example



- Rollout **SAP Marketing Cloud** and enable further processes
- Define SAP C/4HANA concept and identify pilots
- Move Field Sales to **SAP Sales Cloud**
 - Starting with Pilot country
- Launch **SAP Customer Data Cloud**
- Activate **S/4HANA for Customer Management (CM)**
 - Sales Order Entry in IC, Interaction Record
- Evaluate **intelligent scenarios** in SAP C/4HANA

Customer Transformation Path – Step 2 (2020)

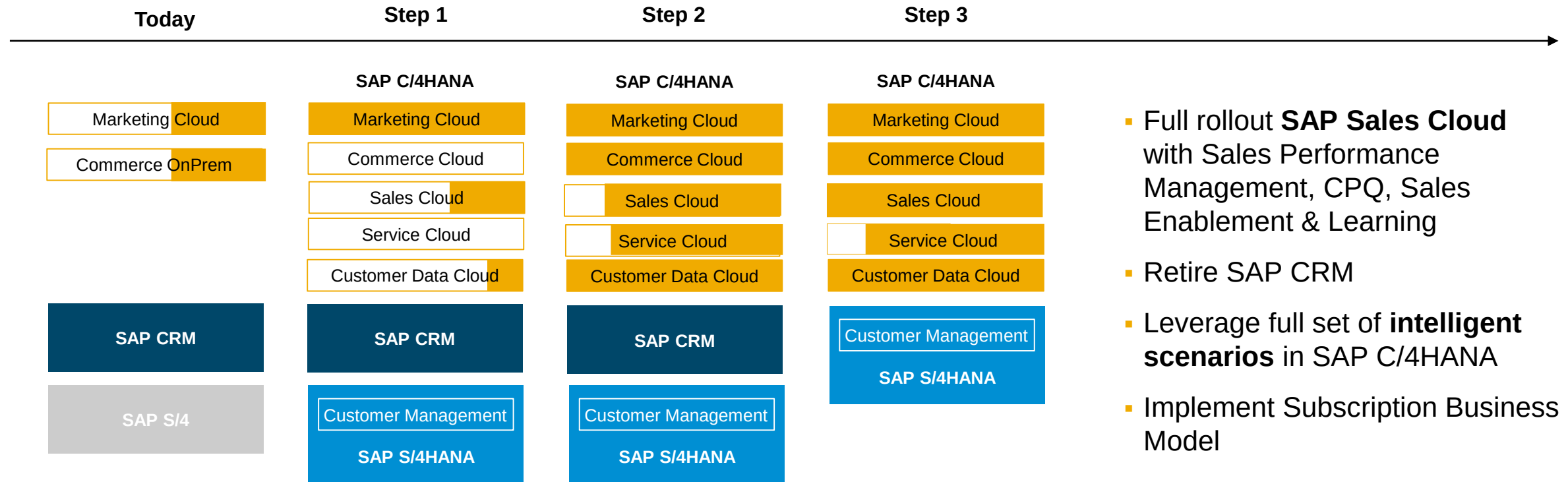
Example



- Global rollout of **SAP Sales Cloud**
 - Process coverage based on customer inputs
 - Pilot further processes such as CPQ, SPM, Sales Enablement & Learning
- Rollout **SAP Customer Data Cloud**
- Move SAP Commerce to **SAP Commerce Cloud**
- Move Customer Service to **SAP Service Cloud** and core service functions to **S/4HANA for CM**:
 - Agent Desktop, Multi-Channel Ticketing, Service Motivate, Customer Feedback, IOT
- Activate **intelligent scenarios** in SAP C/4HANA
- Evaluate Subscription Business Model

Customer Transformation Path – Step 3 (2021-2022)

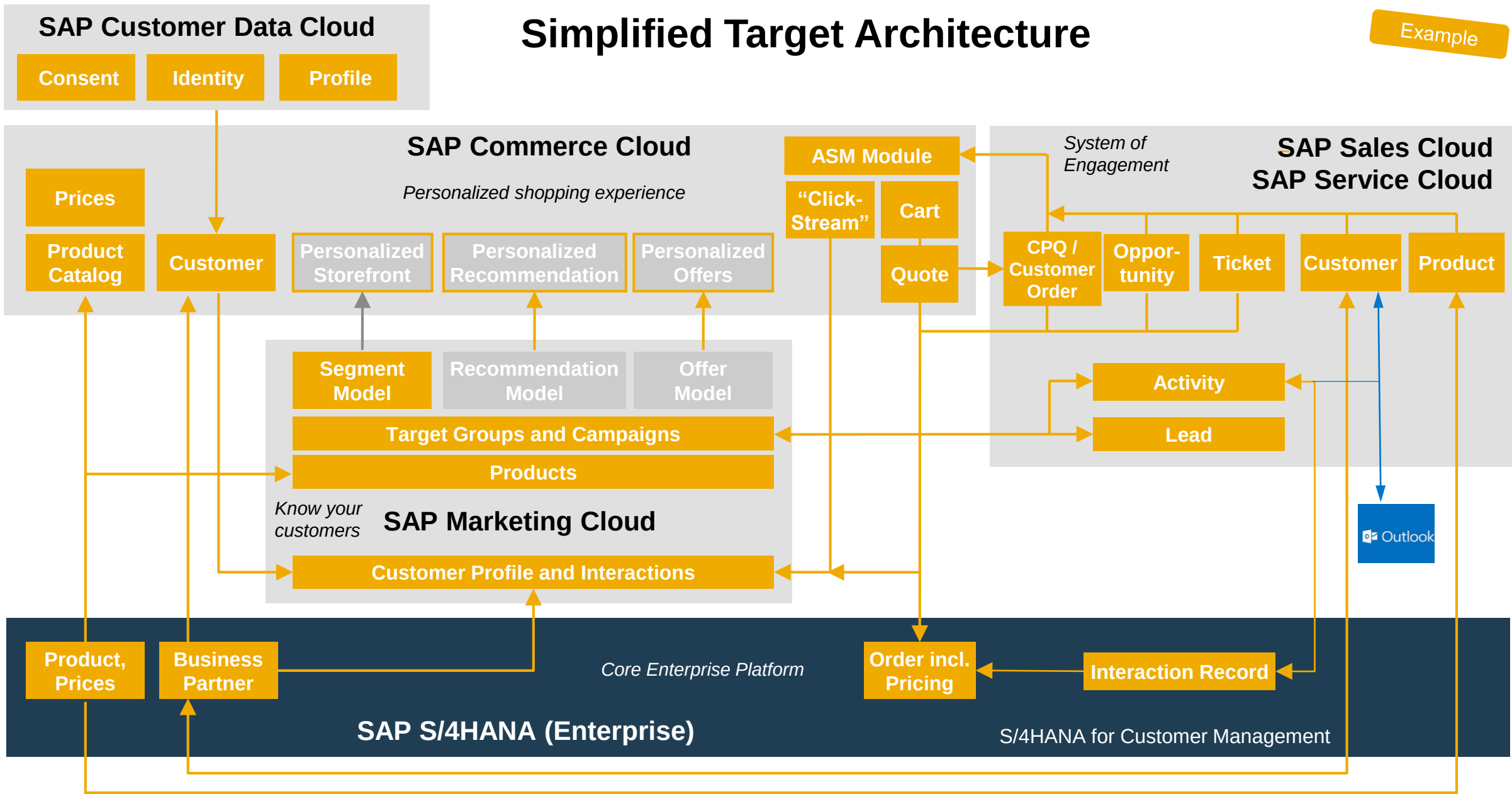
Example



- Full rollout **SAP Sales Cloud** with Sales Performance Management, CPQ, Sales Enablement & Learning
- Retire SAP CRM
- Leverage full set of **intelligent scenarios** in SAP C/4HANA
- Implement Subscription Business Model

Simplified Target Architecture

Example



SAP C/4HANA Move Program

Your Journey to the SAP Customer Experience Cloud

The world is changing at an unprecedented pace. Customers have much higher expectations and typically a lot of choice where to buy products and services. This is true for B2B, B2B2C and B2C. You need to build trusted relationships between brands and customers and create customers for life. Bringing your customer experience solutions to the cloud, enables you to move fast, connect moments, and build trust at every stage of the customer engagement so that you can re-think and re-imagine Customer Experience. To help you realize these benefits quickly, we created the SAP C/4HANA Move Program, a comprehensive program that has all you need to move from your on-premise SAP CRM and Commerce solutions to the cloud. This program provides you with tools, assets, and services that can make your journey easier and as smooth as possible.

What does the SAP C/4HANA Move Program provide?



Knowledge and Expertise from SAP

We know you and what your SAP CRM and Commerce on-premise solutions provide today. And with that knowledge and expertise, we can effectively advise you on the best way to transition to the cloud while optimizing your CX capabilities and investments in SAP technology.



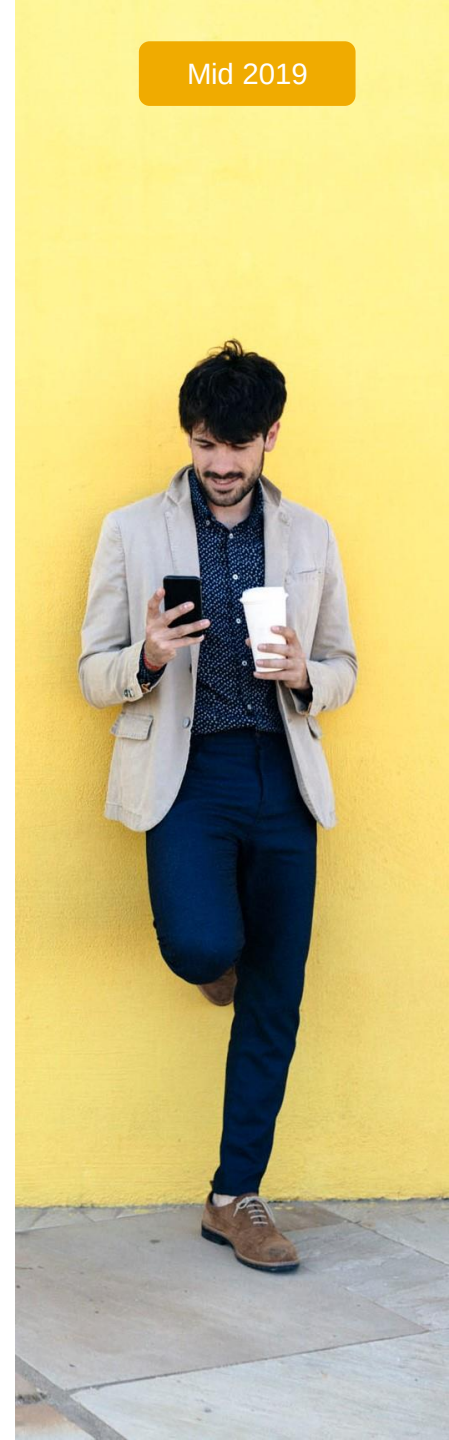
The power of a strategic partnership

We will be on this journey together. The recognized expertise of the SAP ecosystem and partners can support you with a consistent methodology and set of tools that will guide you through every step.



A jumpstart to your journey

Moving to the cloud enables you to re-think and re-imagine your CX processes and we can make sure you don't have to start from scratch. Leverage accelerators such as best practices, prescriptive solutions and advisory services to individualize your solution and help ensure a safe and complete migration of your on-premise data to the cloud.



Summary & Further Information



The SAP Advantage

Experience ✓



SAP C/4HANA + Qualtrics allow you to put the **customer at the center** of your business and **engage consistently across all channels**

Trust ✓



SAP C/4HANA provides a **single view** of the customer based on **consent-driven customer data**

Integration ✓



SAP C/4HANA + SAP S/4HANA integrated offering resulting in lower costs, **end-to-end processes** connecting your demand chain (customers) with the supply chain (digital core)

CX Works!



Welcome to CX Works

CX Works is designed for SAP C/4HANA. It is a source of curated, field-tested and SAP-verified expertise, accessible all in one place. Whether you are launching a new implementation, integrating additional solutions or hoping to gain additional value from an existing deployment, you can quickly access the expert resources you need.

To get started click through to Expert Recommendations, Project Frameworks or Strategic Guidance.

Expert Recommendations



Find recommendations from experts, for all solutions across the SAP C/4HANA suite, in all disciplines involved in the solutions' lifecycle, e.g. architecture, development, project management, requirements management, and application management.

Project Frameworks



Recommended project frameworks to help you to plan and structure various stage of SAP C/4HANA projects to ensure they start on the right foot. This is where you can find the project assets and tool-kits to support your implementation across the suite.

Strategic Guidance

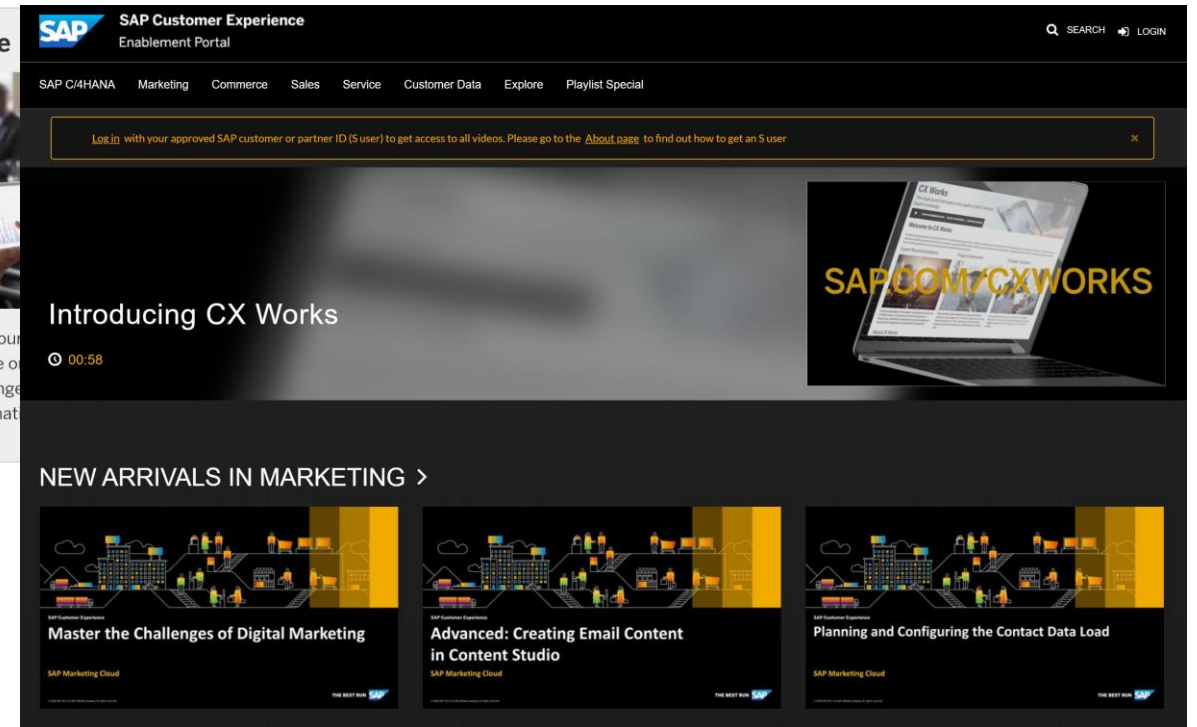


Expert guidance to support your strategy development. Advice on executing organizational change every stage of your transformation.

Start your Journey today:

<https://enable.cx.sap.com>

<https://www.sap.com/cxworks>
<https://www.sap.com/cxworks/site-map>



Further Information

- SAP Customer Experience: <https://cx.sap.com>
- openSAP course: <https://open.sap.com/courses/c4h1>
- Enablement Portal: <https://enable.cx.sap.com/>
- CX Works (Expert Knowledge): <https://www.sap.com/cxworks/>
- Knowledge for SAP User Groups: <https://sap.com/K4U>
- C/4HANA Webinars: <https://webinars.sap.com/sap-user-groups-k4u/en/c4hana>
- C/4HANA Guide: https://webinars.sap.com/sap-user-groups-k4u/en/guide_c4hana
- C/4HANA Flipbook: <https://msmproda7afccce3.hana.ondemand.com/ebook/c4hana/index.html>
- Intelligent Enterprise: <https://www.sap.com/products/intelligent-enterprise.html>
- Roadmaps: <https://www.sap.com/roadmaps>

Get to know SAP C/4HANA – An Introduction

Available end
of April 2019



Table of Content

Foreword by Alex Atzberger

Chapter 1: SAP C/4HANA at a Glance

Chapter 2: Marketing Cloud

Chapter 3: Commerce Cloud

Chapter 4: Sales Cloud

Chapter 5: Service Cloud

Chapter 6: Customer Data Cloud

Chapter 7: The Extension Factory

Chapter 8: The Intelligent Enterprise

Chapter 9: Intelligent Technologies

Chapter 10: First Steps to SAP C/4HANA

Abstract

- Dive into the new SAP C/4HANA suite! Understand how SAP C/4HANA handles marketing, commerce, sales, service, and customer data processes— and identify which solutions fit your organization's CX needs.
- Then explore integrations to SAP S/4HANA, extensions using SAP Cloud Platform, and applied artificial intelligence using SAP Leonardo.
- Learn how you can serve your customers better—from the demand chain all the way down to the supply chain!
- Get to know SAP C/4HANA, the new SAP Customer Experience suite
- Explore functionality for marketing, commerce, sales, service, and customer data
- Discover how intelligent technologies like AI and machine learning benefit your customers

https://www.sap-press.com/sap-c4hana_4852/

Thank you.

Contact information:

Sven Feurer

Sr. Director C/4HANA Suite Product Management
Customer Experience

SAP SE
Dietmar-Hopp-Allee 16
69190 Walldorf, Germany



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www.sap.com/contactsap

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