



SAP Customer Experience

SAP Customer Experience

Implement the New-Generation CRM using SAP Best Practices

January 2019

PUBLIC

THE BEST RUN



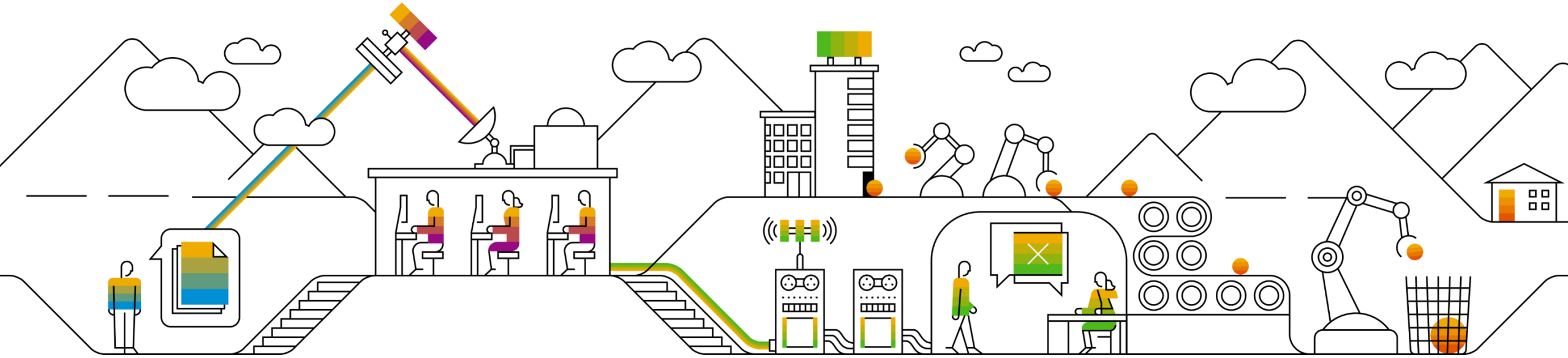
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Customer Experience Transformation

Introduction

-
- The customer experience is going through massive changes, requiring a new-generation customer relationship management (CRM) system
 - Many companies running traditional CRM or point solutions, want to understand which solution set SAP recommends to embrace this change
 - Following is an overview of how SAP customers can transform their customer experience using SAP C/4HANA as a front-office suite, with the power of the SAP S/4HANA suite in the back office.
-

Five forces transforming the customer experience

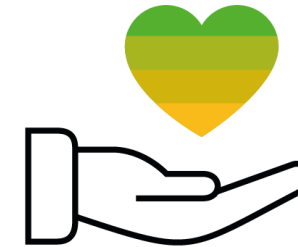
Digital First

Global scale and adoption of new digital businesses



Customers for Life

From selling products to subscription services



Trusted Data

Data needed for personalization, but not at all cost



Single View of Customer

Customer at center of the business (B2B2C)



Holistic Customer Experience

Requires connecting front- and back office

A new-generation CRM is required

	Traditional CRM design	4th generation CRM design
Customer relationship	Transactional, managed by the enterprise	Trust-based, shared with each customer
Customer engagement	Waterfall customer lifecycle	Iterative customer journeys
Business model	Product sales	Service for lifetime customers
Central record	Sales opportunity	Customer profile
Customer data	Owned by the enterprise	Granted by the customer
System architecture	Three-tier, RDBS, analytics, homogeneity	Microservices, Big Data, AI, heterogeneity

New Generation Customer Experience Suite – SAP C/4HANA

SAP C/4HANA

Unified User Experience

Embedded Intelligence — SAP Leonardo



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®

Portfolio & Solution View – SAP C/4HANA

SAP C/4HANA



SAP
Marketing
Cloud

- SAP Marketing Cloud
- SAP Marketing
- SAP Customer Attribution
- SAP Loyalty Marketing
- ...

Abakus • CallidusCloud | LeadRocket



SAP
Commerce
Cloud

- SAP Commerce Cloud
- SAP Commerce
- SAP Experience Management
- SAP Product Configuration
- ...

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

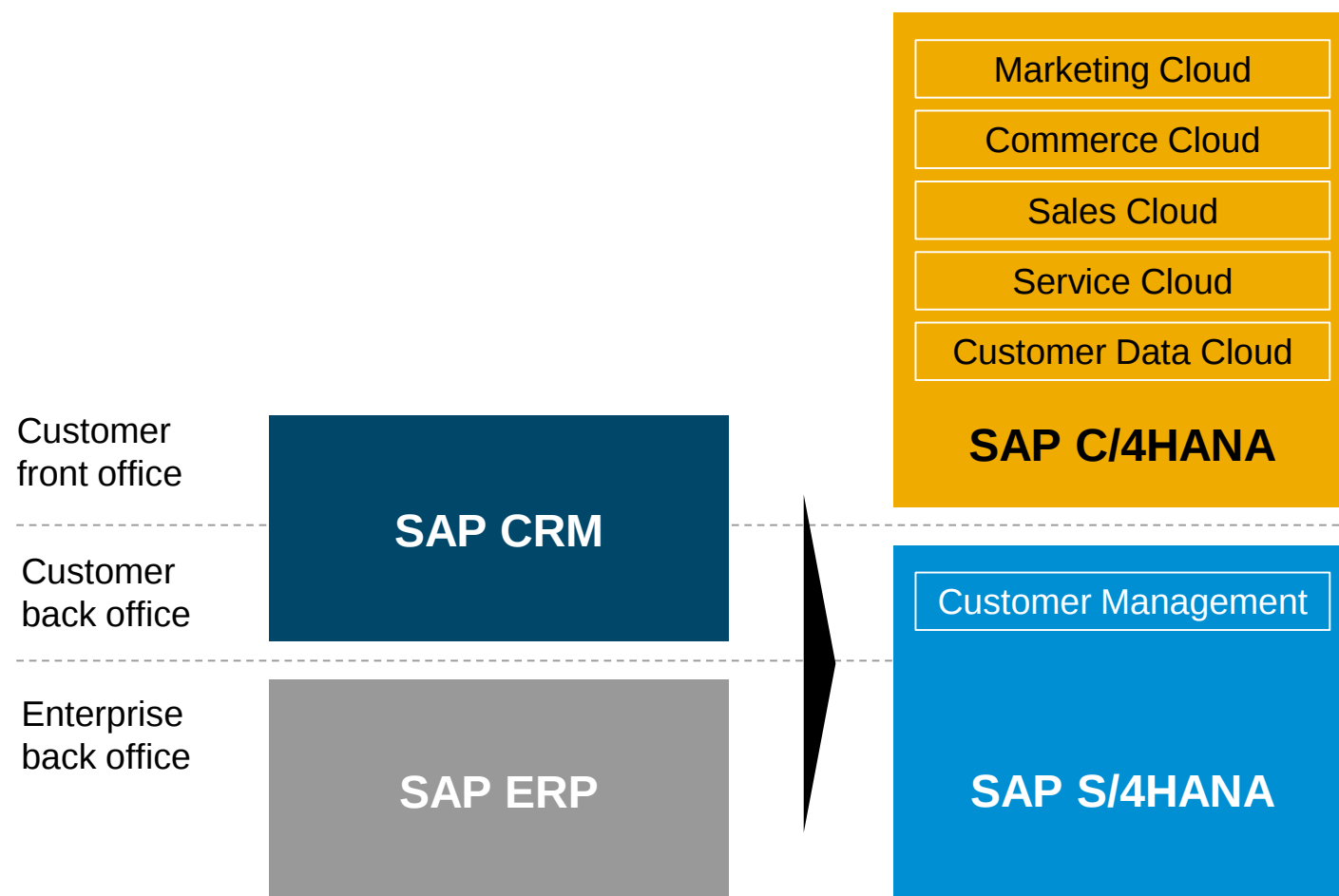


SAP Customer
Data Cloud

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

GIGYA

Transformation of CRM



Transform front office with C/4HANA

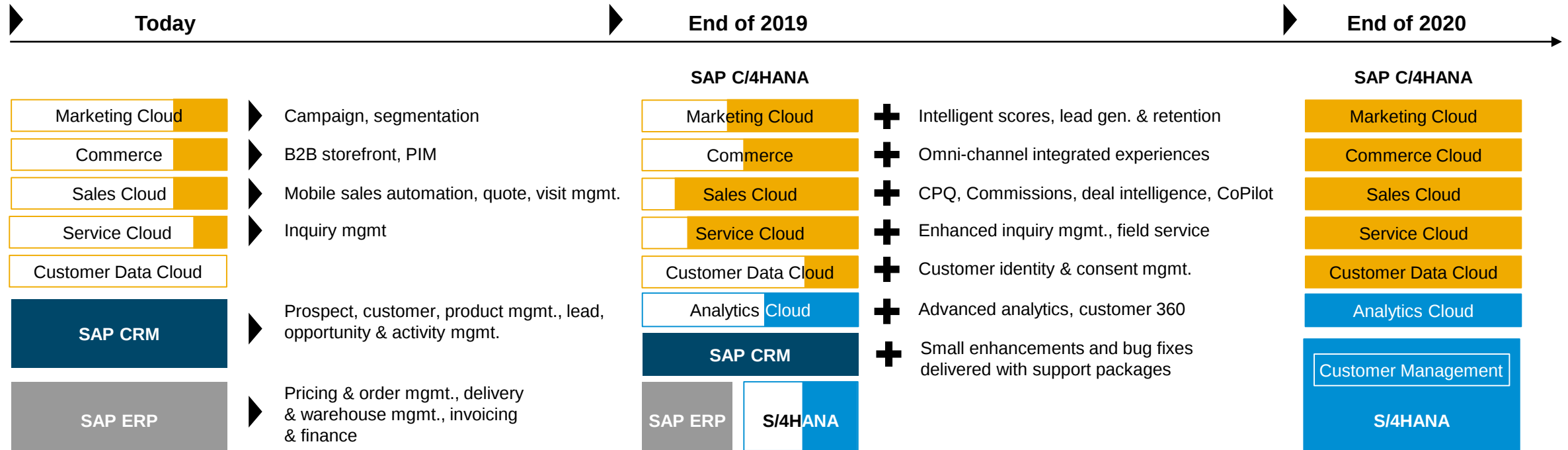
- Suite of Cloud solutions designed for the new customer era
- Can be used standalone or together for maximum synergies
- Out of the box integration with S/4HANA
- Extensible via SAP Cloud Platform

Consolidate back office onto S/4HANA

- Streamlined operations with harmonized UI
- Reduced TCO: no more middleware
- Powered by HANA
- Ready for Cloud
(On premise option available)

Sample Customer Transformation Journey (Illustrative)

Example



- Marketing Cloud, Commerce and Sales and Service Cloud partially implemented on top of SAP CRM
- SAP CRM template implemented side-by-side with SAP ERP

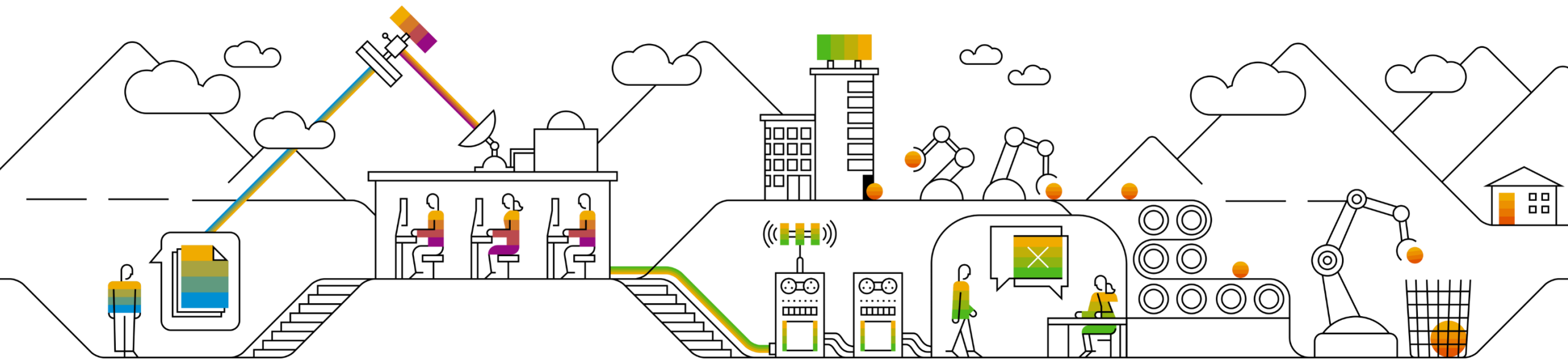
Get ready
for the customer experience revolution

- Shift selected processes from Core CRM to C/4HANA
- Activate further processes in C/4HANA based on business requirements
- Drive the upgrade of ERP to S/4HANA, while keeping CRM as a separate system

Transform

along your end-to-end SAP processes, starting with Lead-to-Cash, unlock the potential of your data using advanced analytics & machine learning

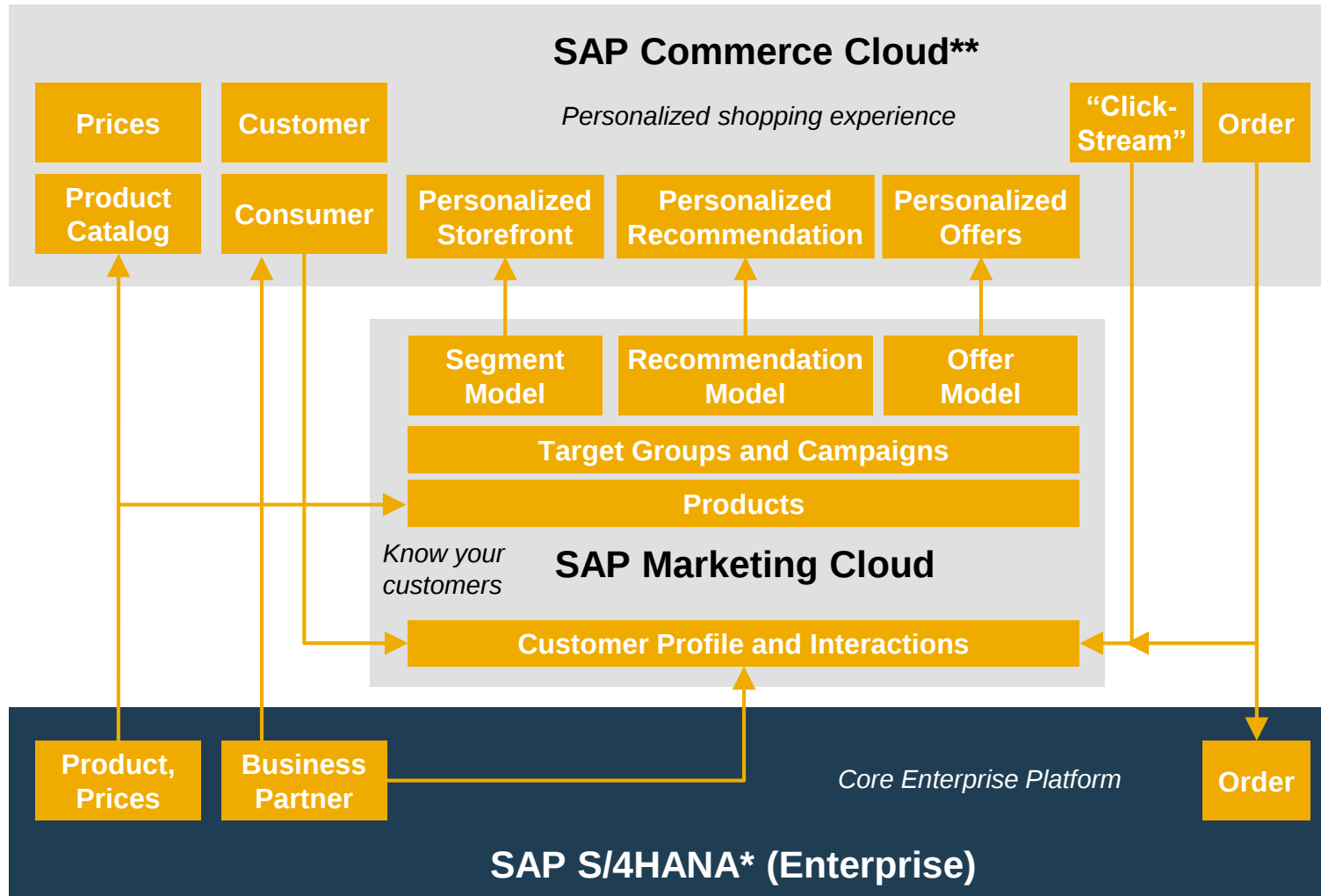
- Leverage full potential of combined C/4 and S/4 model to deliver connected customer experiences
- Gain data-driven insights and decision-making support across all solutions using Analytics Cloud
- Consolidate remaining core, transactional CRM processes (esp. service core) into S/4HANA for customer management



Develop your Target Front-Office Architecture following the Business Strategy

Developing your Target Front-Office Architecture

Model I. Driven by omnichannel commerce and contextual marketing



Business Ambition

Transform your enterprise for the digital age with SAP S/4HANA and omnichannel commerce with contextual marketing intelligence

Coop: Driving Business Innovation and IT Simplification with SAP® ActiveEmbedded



Company

Coop Switzerland

Headquarters

Basel, Switzerland

Industries

Retail, wholesale distribution

Products and Services

Retail stores, restaurants, department stores, production and wholesale distribution of food and nonfood products, and services

Employees

Approximately 75,000

Web Site

www.coop.ch

Objectives

- Establish a complete omnichannel strategy for all sales divisions
- Take a service-center approach to drive operational excellence across all subsidiaries
- Use technology to anticipate future business needs, enable and drive innovation, and support a strategy for acquisitions and mergers

Why SAP

- Long-term, strategic, and trusted relationship with SAP
- SAP® S/4HANA suite, which offers comprehensive tools that support Coop's business strategy
- Simplified engagement model that offers the ideal mix of expertise needed to optimize existing solutions and to enter into new markets
- Unique combination of on-site and off-site capabilities from SAP ActiveEmbedded services that are directly linked to a mission control center at SAP, providing support from the Global Service & Support organization, SAP developers, functional experts, experienced engineers, business advisors, and localization experts

Resolution

- State-of-the-art consumer portals using SAP Customer Experience solutions
- Optimal, real-time analytics on consumer behavior with the SAP Customer Activity Repository application, the SAP Customer Loyalty mobile solution, and the SAP Business Warehouse application powered by SAP HANA®
- Implementation of strategy with global templates and localized retail and wholesale solutions throughout Europe in accordance with Coop's business philosophy

Future plans

- Migrate to the SAP HANA platform in order to enhance real-time reporting and analytics
- Implement additional SAP S/4HANA software functionality according to business priorities
- Streamline and use IT as a service center across the company, including all subsidiaries in Switzerland and Europe

"Our vision, which we call 'together to the top,' drives us to deliver our best in every way each day to our customers. SAP software is our strategic foundation, and SAP ActiveEmbedded helps us to be successful with our ambitious innovation road map."

August Harder, CIO, Coop Switzerland

Value-based

Innovation road map

Integrated

Delivery model for all services

Reduced

Costs

Simplified

Customer experience

dōTERRA Boosts Customer Satisfaction with Rich, Engaging Content

Company

Thrive Holdings LLC, aka
dōTERRA

Location

Pleasant Grove, Utah, USA

Industries

Retail

Products and Services

Essential Oils, Nutritional
Supplements

Employees

2,300

Revenue

~ \$1.5 billion (2017)

SAP Solutions

SAP Commerce
SAP Marketing
SAP Service Cloud
SAP S/4HANA
SAP SuccessFactors Recruiting
SAP Fiori

Partner

Deloitte, SAP Customer
Experience Expert Services

Objectives

- Transition to a more scalable e-commerce platform to keep up with growing demands for products
- Reimagine the e-commerce experience to sell products more effectively
- Consolidate websites and gain greater control of static website content, as well as product content
- Improve management of interactions with millions of customers around the world

Why SAP

- Desire to have an integrated solution managing both back-office and e-commerce experience
- The business's strong focus on online commerce required an agile and simple solution
- Running all solutions on SAP S/4HANA® provides the performance needed to match the rapid growth of the business

Resolution

- Integrated SAP Customer Experience solutions with SAP S/4HANA® and other SAP solutions
- 1st phase: SAP Product Content Management (PCM) to consolidate product and other content on static websites and to enable the commerce site
- 2nd phase: SAP Commerce to improve the online experience and increase scalability
- 3rd phase: Improved customer interaction management by rolling out SAP Service Cloud
- Conducted a performance test in collaboration with SAP Customer Experience Expert Services to benchmark the capabilities of SAP Customer Experience solutions running on SAP HANA®

Benefits

- Rich, visually appealing product information to make the customer's shopping experience more enjoyable
- An engaging online experience that reflects the character of the company
- New website functionality – from enrolling new brand advocates to selling products directly
- Advanced analytics and reporting capabilities through the underlying SAP HANA database
- Ability to syndicate content into new markets and other languages easily

“This was a great partnership between dōTERRA, Deloitte, and SAP CX Expert Services – everyone came together to ensure the solution would scale as much as was needed.”

Kashif Rahamatullah, Principal, Deloitte Consulting LLP

<https://www.sap.com/assetdetail/2018/02/46f27944-277d-0010-87a3-c30de2ffd8ff.html>

<https://www.sap.com/documents/2018/11/2a66c92d-2d7d-0010-87a3-c30de2ffd8ff.html>

dōTERRA®

Partner:

Deloitte.

90%

of orders placed online

>5,000

Pages of company, product,
and advocate information
managed

Increased

Customer satisfaction through
immersive online experience
and content richness

Advanced

Analytics and reporting thanks
to SAP HANA®

FC Bayern Munich

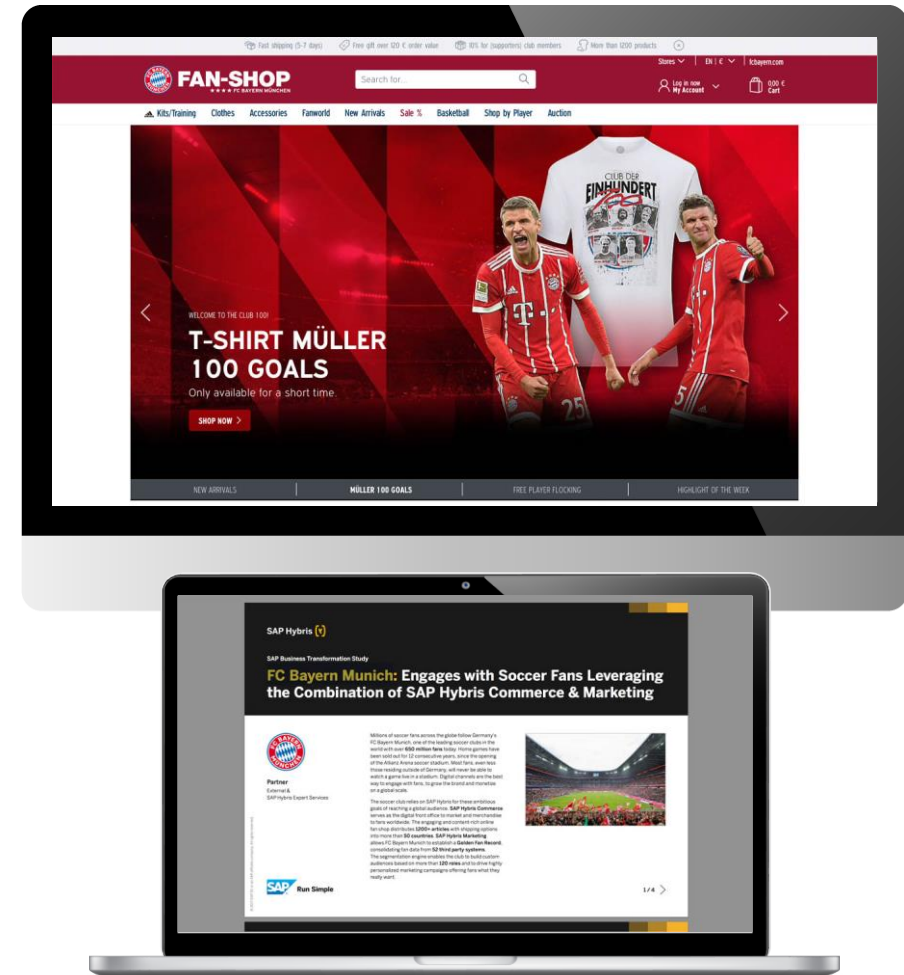
SAP Commerce | SAP Marketing

“ One of the key aspects of the Digital 4.0 project was to map the fan data contained in 52 third-party systems into one platform, providing the data in real-time and to have a 360-degree view of our Golden Fan Record.”

Michael Fichtner,
CIO, FC Bayern München AG

KPI

- **16%** Increase in shopping cart value
- **36%** Increase in revenue via mobile
- **80%** Increase in revenue with new site visitors
- **11%** Reduction in shopping cart abandonment rate
- **Better** targeting of fans with the right offer, at the right time, via the right device.



[View on cx.sap.com >](http://cx.sap.com)

Maxim Integrated: Driving Digital Teams to Enable Increased Global Sales Growth



Company

Maxim Integrated Products, Inc.

Headquarters

San Jose, California, USA

Industry

High Tech

Products and Services

Semiconductors and Related Devices

Employees

>7,100

Revenue

US \$2.19B

Maxim's SAP C/4HANA-enabled global digital store provides the vehicle to up-sell and cross sell its solutions to their expanding customer base. With new customer visibility, including click trends and other data attributes, Maxim is able to quickly analyze and deliver promotions to their customers through the digital sales model within hours instead of days, driving increased business in markets where response time is a critical factor. SAP Commerce Cloud has multi-language capabilities that break down language barriers which make the buying process consistent across the globe (+15 languages).

Maxim was faced with a paradigm shift in their market; focus on the end customer and the 360-degree experience. Facing this seismic shift, Maxim embraced an innovative approach to customer buying patterns, interactions, and internal realignment and change management

Objectives

- Increase unassisted sales x2
- Create e-commerce presence and a digital 360-degree view of global customers
- Respond to market changes
- Deliver on new up-sell and cross-sell opportunities
- Automate and minimize fraudulent activity, abuse, and regulatory noncompliance

Why SAP

- Maxim embraced an innovative approach to enabling technologies and looked to SAP Commerce Cloud as the platform for their digital sales model and their e-commerce store front
- There was a strong commitment from SAP and Maxim to achieve a strong partnership; Maxim committed to achieving internal competencies in SAP C/4HANA throughout the implementation process and hired internal talent for operational knowledge transfer during implementation and post go-live

Achieve repeat

and new customer growth

Enable nearer and real-time delivery

of sales incentives e.g. discounts

Expand into global markets

meeting customer expectations on quote to order response time while assuring compliance

Minimize global risk

and meet regulatory requirements through fraud and abuse insights, analysis and controls

[Business Transformation Study](#)

[Customer Video on YouTube](#)

MEGA eG

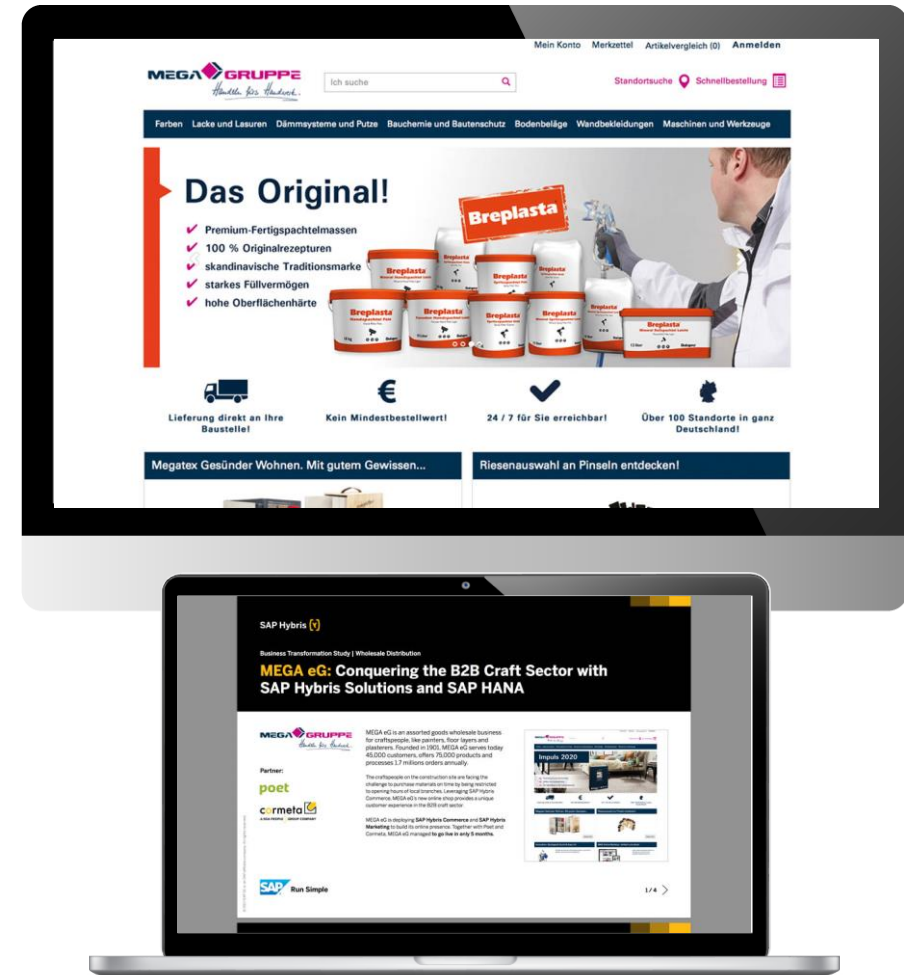
SAP Commerce | SAP Marketing

“ We believe that e-commerce is a must-have. For the future, it is essential to have an online shop. Otherwise, you will no longer exist. In the commerce area and in the online shop, speed is important. For that reason, we are also running our online shop on SAP HANA-technology. ”

Jens Hungershausen,
Head of IT Department, MEGA eG

KPI

- **5 Months** until Go-live
- **Agile** Solution that meets the evolving needs of an e-commerce platform
- **Higher** Customer satisfaction and loyalty



[View on cx.sap.com >](https://cx.sap.com)

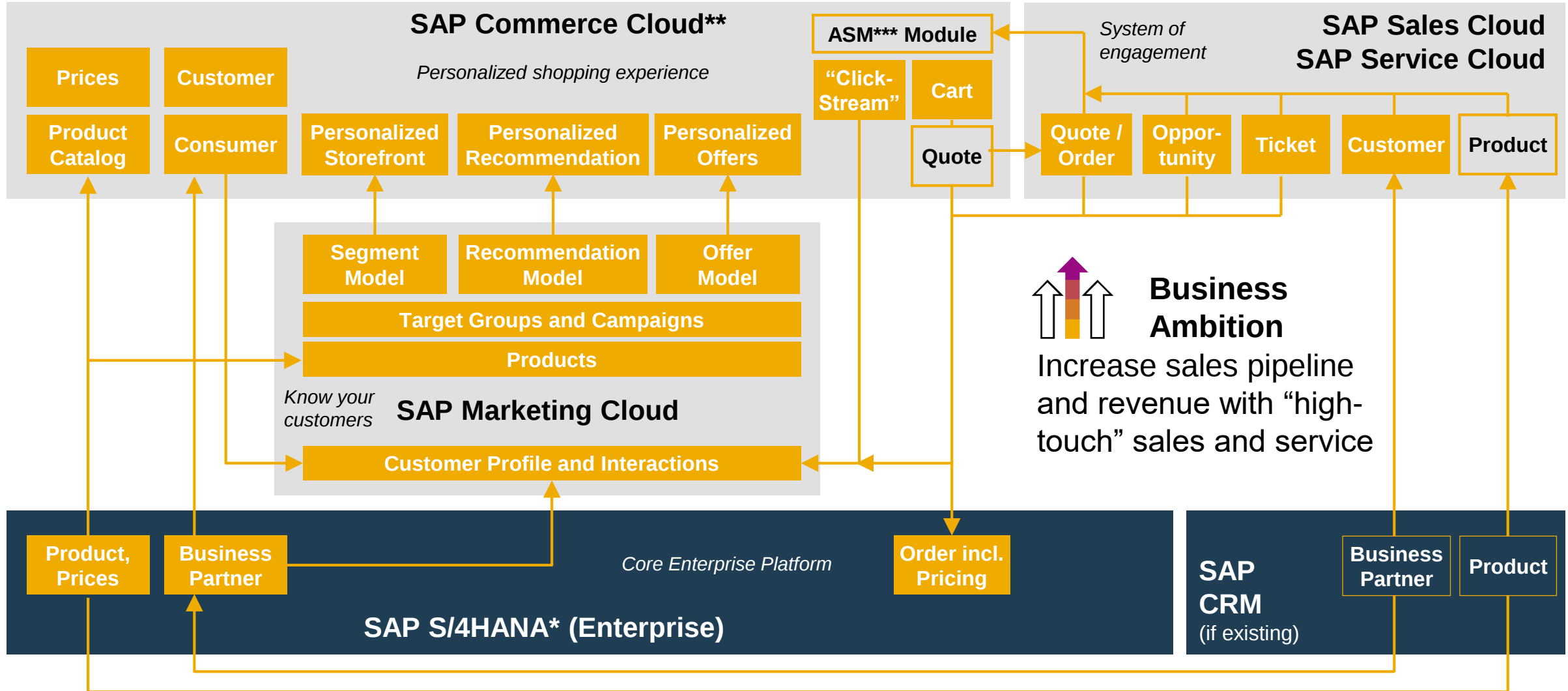
Target Front-Office Architecture – Model I

Implementation Best Practices

SAP Best Practices		Description & Access	Solution Highlights
SAP Marketing Cloud*		Get real time insight to action based on Big Data and let your Marketers gain the real experience of customer value https://rapid.sap.com/bp/#/BP_CLD_MKT https://help.sap.com/viewer/0f9408e4921e4ba3bb4a7a1f75f837a7/1811.500/en-US/db83496a075141969ef95fe9ecf8ea6d.html	Consumer & customer profiling, segmentation and campaign execution, product recommendation, offer management with SAP Loyalty Marketing, marketing executive dashboard, marketing planning, marketing lead management and activities for sales, integration & data load
SAP Marketing Rapid Deployment Solution		Unified platform for real-time contextual marketing across channels https://rapid.sap.com/bp/RDS_CEI_HANA	Real-time customer analysis and campaign execution, 360 degree customer view using all data, predictive models, ability to execute and track email campaigns, enable product recommendations for customers, industry flavor content for telco, retail and banking for SAP Marketing
SAP Commerce Rapid Deployment Solution		Ready to go - pre-built integration scenarios for SAP Commerce https://rapid.sap.com/bp/RDS_HYB_INT	Focus on designing the buying experience for your customers and your products. Seamless business process integration between e-selling solution and logistic fulfillment. Consistent product and price information across all channels. Fulfill from anywhere and save the sale by preventing inventory stock-outs. Integration to marketing segmentation and product recommendation to provide customers a personalized shopping experience.
SAP Commerce – S/4HANA		Ready to go - pre-built integration scenarios for SAP Commerce https://rapid.sap.com/bp/HYB_COM_S4H Now available: Integration content for CPI	Focus on designing the buying experience for your customers and your products whilst integration to S/4HANA Enterprise Management. Deliver consistent product and price information across all channels and seamless business process integration between e-selling solution and logistic fulfillment.

Developing your Target Front-Office Architecture

Model II. Increase revenue through better productivity of sales and service teams



Atlas Copco: Lift Your Sales Up Through a Better Customer Experience

The Atlas Copco logo is displayed in a blue, italicized serif font. It is centered between two solid blue horizontal bars of equal length.

Company

Atlas Copco

The world's leading producer and manufacturer of industrial tools, construction and mining equipment, and assembly systems.

Industry

Manufacturing

Challenges:

Atlas Copco is a multinational company with 200 sales teams serving customers across 180 countries. This required sharing best practices across all direct or indirect channels – and connecting front and back office data to deliver a consistent customer experience. They also sell highly configurable products with 52 billion possible unique combinations, numerous brands, customers from multiple industries, different languages and currencies, and complexity on steroids. No matter how elaborate or massive, spreadsheets could no longer handle the job as the company grew. Administrative staff spent all day, and sometimes multiple days, creating price quotes. In all, it took more than 75 people to price quotes and maintain and input data—and never in real time.

Solution:

To deliver an exceptional customer experience, the company created a standardized and transparent end-to-end sales process starting with optimized lead and opportunity assignment. Putting the right person in front of the right customer quickly generated more meaningful engagement and accurate quotes with the products and services. The system supports 26 brands, 53 currencies, 310 price books, 20 languages, and provides 30,000+ configurations and sales order creation anywhere anytime. Benefits have been enormous and widespread for users, administration, and the company's bottom line. For instance, with same process across multiple countries company required less general managers and shrank the administrative staff needed to support pricing from 70 to 5 people. Centralization of master data and the connection of front and back office data allows benchmarking and comparisons across regions as well application of business intelligence for strategic purposes.

“With SAP Sales Cloud we have 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. For instance, the resulting integrations, automation, and centralization of data have saved the company an incredible amount of administrative time and money.”

Louis De Jaegher, Senior Process Manager, Atlas Copco

Streamlined

Administrative roles from 70 to 5

<4 minutes

Quotes of highly configurable products and services

Fast

Solution adaption to meet new market demands



Company Name
Robert Bosch Power Tools

Location
Leinfelden-Echterdingen,
Germany and
Chicago, IL USA

Website
www.boschtools.com

Industry
Consumer Products

Products and Services
Automotive parts, power tools,
security systems, home
appliance, engineering,
electronics, motorized bicycle
motors

Employees
20,000

Revenue
€ 4.2 Bil

Partner
SAP Prime - SAP Consulting

SAP Solution
SAP Marketing Cloud

Robert Bosch Power Tools Realizing the Digital Transformation with **SAP Marketing Cloud**

Bosch Power Tools, the power tools division of Robert Bosch GmbH, is the world market leader for power tools. They supply power tools, accessories, instrumentation and gardening equipment. Other brands in the group are Dremel , Aresi, Freud, Hawera, Standall and Sia Abrasives.

Opportunities

- Be the frontrunner in the use of SAP Marketing Cloud in global Bosch Organization
- One single view on customer data
- Support the digitalization strategy of Bosch Power Tools

Why SAP

- Service and support from SAP provides value realization along the journey to digital transformation
- Faster time to value and direct contact to the SAP Development Organization
- High expectations by the customer in regard to the technical service provider, especially when it comes to the overall coordination and management of the customer resources

Resolution

- SAP Marketing Cloud can communicate via email within 45 seconds from start to finish
- Create a consolidated view of what your customer wants and needs
- Optimization and automation of processes to reduce costs

Future

- Incorporate further brands and divisions on the platform
- Use more channels and increase the number of known consumers
- Already live with SAP Sales Cloud and SAP Service Cloud, they are going live with SAP Commerce Cloud globally

“For us to engage the users, for us to understand what’s over the horizon with our consumers in an ever-changing market, using SAP is the only way for us to compete.”
Sunny Mallavarapu, Lead of Digital Transformation, Robert Bosch Power Tools



SAP Customer Experience

Full

Out-of-the-Box solution

6 months

From purchase to go-live

1 hour

To execute a campaign,
down from 30 days

C/4HANA

Complete Cloud Platform in place
means ease of use, easy integration,
and lower cost of ownership

KARMA Automotive: Can a customer experience be as luxurious as a sports car?



Company

Karma Automotive

Headquarters

Costa Mesa, California

Industry

Automotive

Products and Services

Hybrid vehicles

Employees

>900 (May 2017)

SAP Solutions

SAP S/4HANA

SAP Fiori

SAP Commerce

SAP Sales Cloud

SAP Service Cloud

Web Site

www.karmaautomotive.com

As a young startup, Karma Automotive manufactures cars that are rolling pieces of art powered by next-generation hybrid technology. The company is accelerating its response to market dynamics with a solid foundation of real-time insight, empowering every employee to make the right the decision every time.

Before: Challenges and Opportunities

- Needed a single, always-on internal platform to support company-wide decision making
- Demanded greater visibility into the customer experience and vehicle performance
- Required a dealer platform that simplifies transactions and customer engagement

Why SAP

- Establish one integrated platform enabled by a digital core and a suite of cloud solutions
- Use preconfigured industry best practices to bring new business models to market quickly
- Continue to co-innovate with SAP in areas such as machine learning and the Internet of Things

Benefits

- Intuitive access to business insights to make the right decisions in the moment of need
- Streamlined manufacturing operations to reduce costs and respond to business dynamics quickly
- Enhanced quality control through a mobile user interface, which helps inspector document problems, take photos, and recommend solutions and gives the business and its dealers real-time visibility

“From order through delivery, we have one system of record, one version of the truth, and one platform to ensure 100% customer satisfaction.”

Mikael Elley, Vice President and CIO, Karma Automotive

One

platform for a single version of the truth

Real-time

access to information for in-the-moment decision making

Simplified

interactions with the customers and the dealer network

Pregis: Simplifying Protective Packaging with SAP® Customer Experience Solutions and SAP S/4HANA



Company

Pregis Corporation

Headquarters

Deerfield, Illinois

Industry

Mill Products – protective packaging

Products and Services

Packing supplies, bubble wrap, foam, surface protection film

Employees

1,000

Revenue

US\$1 billion

Web Site

www.pregis.us/Home.aspx

Partner

The Principal Consulting Inc. (TPC)

www.tpcus.com

Objectives

- Upgrade sales and customer management systems to more-effectively personalize and enhance customer experiences to increase lifetime value
- Provide proactive, relevant service to a diverse clientele
- Simplify and integrate disparate systems across departments to unify operations

Why SAP

- Enabled a phased approach for digital transformation
- Provided an integrated solution to enable the company to Run Simple and satisfy customers

Resolution

- Worked with TPC to deploy SAP® S/4HANA and the SAP Sales Cloud solution
- Completed the digital transformation project in 16 weeks

Benefits

- More-informed decision making using instant reports to the executive team that increase visibility into sales and customer support
- Enhanced agility with a simplified platform that allows real-time data sharing among sales, customer service, and business leaders
- Greater efficiency due to the elimination of duplicate data entry

“Now we have a data repository that is a single source of truth and accessible to the whole organization. This is an enormous improvement over our previous system, which often required work-arounds.”

Bob Border, Vice President and CIO, Pregis

16 weeks

To implement on schedule and within budget

360-degree

View of each customer account

15%–20%

Expansion of the sales pipeline

Simplified

Data analysis for more-effective selling

Vestas: Reaching New Markets with SAP Sales Cloud and SAP Service Cloud



Company

Vestas Wind Systems A/S

Headquarters

Aarhus, Denmark

Industry

Industrial machinery
and components

Products and Services

Wind turbines

Employees

20,000

Revenue

€8.4 billion

Web Site

www.vestas.com

Partner

HCL Technologies Limited

www.hcltech.com

Objectives

- Grow the services business by 40% over three years
- Foster greater agility, including offline capabilities, to help the sales team support global customers
- Increase sales in India and China

Why SAP

- SAP® Customer Experience solutions for state-of-the-art customer data management, context-driven marketing tools, and unified commerce processes for all channels
- SAP Sales Cloud solution for best-in-class sales force automation, lead management, and account intelligence
- SAP Service Cloud solution for multiple-service-channel capability, access to complete and contextual customer information, and real-time insight

Resolution

- Deployed SAP Sales Cloud and SAP Service Cloud
- Selected SAP partner HCL Technologies to implement the SAP Customer Experience solutions and integrate them with existing SAP solutions

Benefits

- Happier customers due to streamlined interactions
- More-personalized and more-timely customer relationship management with mobile data sharing
- Faster field-service support with first-call resolution
- Facility for service technicians to provide additional solutions to customers and route leads directly to the sales team
- Enhanced ability to track customer experiences and adjust sales strategy accordingly

“Digital transformation, particularly as it relates to customer service and sales, is definitely where you need to be if you want to be in the game. SAP Customer Experience cloud solutions brought us there.”

John Tholstrup Bendtsen, IT Global Business Partner, Vestas Wind Systems A/S

Instant

Mobile access to
customer information

Centralized

Customer database for
accurate responses

Real-time

Workflows to support
the sales strategy

Happier

Customers with
streamlined interactions

Faster

Field-service support
with first-call resolution

Enhanced

Ability to track customer
experiences

<https://www.sap.com/documents/2016/11/502693ae-937c-0010-82c7-eda71af511fa.html>

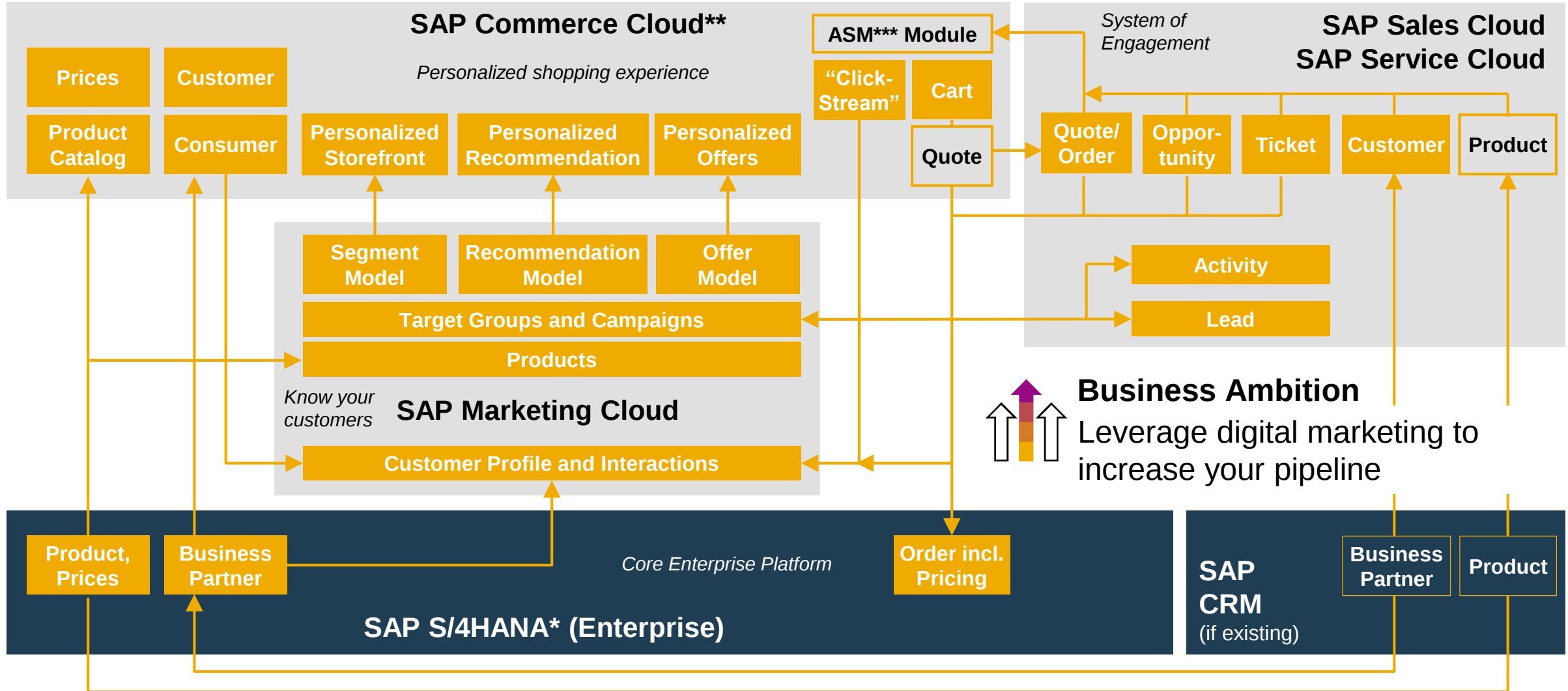
Target Front-Office Architecture – Model II

Implementation Best Practices

SAP Best Practices	Description & Access	Solution Highlights
SAP Cloud for Customer – Commerce 	Provide best-in-class service and sales support for your customers and assist them across all channels or touchpoints https://help.sap.com/cloud4customer https://wiki.hybris.com/display/genediting/SAP+Hybris+Cloud+for+Customer+Integration+6.6	Setup the integration of customer master data and transactional scenarios like service requests / tickets or sales quotes. Use the “deep-link” navigation from a account, contact, ticket or document flow within Cloud for Customer to SAP Commerce Assisted Service Mode (ASM)
SAP Cloud for Customer – SAP S/4HANA 	Integrate with S/4HANA on-premise: https://rapid.sap.com/bp/RDS_CFC_S4_INT Integrate with S/4HANA Cloud: https://rapid.sap.com/bp/scopeitems/1VP	The package contains documentation on how to integrate SAP S/4HANA with SAP Cloud for Customer via SAP PI or SAP Cloud Platform Integration (CPI). By following the configuration guide you will be able to manage accounts and opportunities and handle work-tickets in SAP Cloud for Customer leveraging SAP S/4HANA data.
SAP Cloud for Customer – SAP ERP 	Integrate SAP Cloud for Customer with SAP ERP, Business One quickly https://rapid.sap.com/bp/RDS_CFC_ERP	The package contains documentation on how to integrate SAP Cloud for Customer with SAP ERP via SAP Cloud Platform Integration (CPI) or SAP PI. Following the configuration guide you will be able to manage your sales-process in SAP Cloud for Customer leveraging SAP ERP or SAP Business One back-end data.
SAP CPQ – SAP ERP	Integrate SAP CPQ (Callidus CPQ) with SAP ERP	This rapid deployment solution describes the procedure to integrate SAP CPQ (Sales Cloud) with SAP ERP using SAP Cloud Platform Integration (CPI) CPQ Integration Guide, SAP Note – VC Integration
SAP CPQ – Commerce Cloud	Integrate SAP CPQ with Commerce	CPQ Integration Release Notes
SAP Cloud for Customer – SuccessFactors Employee Central	Integrate Cloud for Customer to Success Factors Employee Central Service Center https://rapid.sap.com/bp/#/BP_CFC_SFSF_ECSC	The solution is designed to be used by both employees and HR service delivery.
SAP Field Service Management – SAP ERP	Integrate SAP Field Service Management (fka Coresystems) with SAP ERP https://docs.coresystems.net/platform-integration/integration-guidelines.html https://help.sap.com/viewer/p/SAP%20Field%20Service%20Management	Engagement Center integration with SAP Cloud for Customer enables the replication of accounts and tickets.

Developing your Target Front-Office Architecture

Model III. Increase efficiency in sales through digital marketing intelligence



Bentley: Simplifying Sales and Increasing Client Engagement with SAP® Sales Cloud



Company

Bentley Systems Inc.

Headquarters

Exton, Pennsylvania

Industry

High tech

Products and Services

Software solutions for infrastructure development and Sustainment

Employees

>3,000

Revenue

US\$600 million

Web Site

www.bentley.com

Objectives

- Manage the entire sales cycle globally, from accounts to activities, leads, and opportunities
- Extend mobile outreach to sales teams with information anytime, anywhere
- Increase visibility and insight to drive more-meaningful client conversations
- Use the existing CRM infrastructure and transition to the cloud, improving the speed and power of systems overall

Why SAP

- User-friendly solutions with a modern user interface for quick adoption across sales teams
- Fast and complete integration of the SAP® Customer Relationship Management (SAP CRM) application and the SAP Sales Cloud solution using SAP Cloud Platform Integration technology
- Quarterly enhancements that make it possible to take advantage of the latest cloud innovations

Benefits

- Complete customer insight and end-to-end visibility into the lead-to-cash service process
- High user adoption, making sales teams more productive from day one
- Customer data and reporting at every salesperson's fingertips – anytime, anywhere, and with offline mobile support
- Better collaboration and powerful analytics, keeping sales teams more informed with deeper insight and enabling more-relevant and more meaningful conversations with clients
- Lower total cost of ownership

Future plans

- Roll out to remaining 450 users globally
- Enhance sales functionality by adding quotes to sales process

“With SAP Sales Cloud, our sales teams now have a global reach, with client information at their fingertips anytime, anywhere. SAP helps us simplify very complicated business processes, and now we are able to service our clients better.”

Lew Reed, Global Sales Operations Vice President, Bentley Systems Inc.

Complete

Customer insight

High

User adoption

Better

Collaboration

Powerful

Analytics

Frucor Suntory: From Kickoff to Go-Live Within 90 Days for SAP® Customer Experience Solutions



Company

Frucor Suntory

Headquarters

Auckland, New Zealand

Industry

Consumer products

Products and Services

Beverages

Employees

1,000

SAP Solutions

SAP Commerce solution, SAP Cloud for Customer solutions, SAP Marketing Cloud solutions, SAP Customer Experience Expert Services and SAP Custom Development services

Web Site

www.frucorsuntory.com

Frucor Suntory is working with Oxygen, A DXC Technology Company, to deploy SAP Customer Experience solutions to increase online sales, provide targeted offers, and navigate back-end systems quickly and securely. Real-time insights provide a deeper understanding of customers. Now, better sales, service, and social customer relationship management are helping drive customer engagement across all channels.

Before: Challenges and Opportunities

- Create a business-to-business (B2B) commerce Web site to meet customer and market expectations and expand reach
- Adapt sales activities to align with the new digital strategy
- Enable data analysis to better understand customers

Why SAP Customer Experience solutions and Oxygen, A DXT Technology Company

- Partnership with Frucor Suntory and SAP Digital Business Services that helped define the company's digital vision
- Exemplary portfolio, which met the company's digital transformation needs
- Market leader in B2B commerce
- Implementation expertise and collaboration between the SAP Custom Development organization, SAP Customer Experience Expert Services team, and Oxygen

After: Value-Driven Results

- Developed the company's online presence with SAP Commerce and support from Oxygen
- Enabled a deeper understanding of customers with valuable, real-time insights using SAP Marketing Cloud
- Delivered on time and within budget, meeting all project specifications
- Increased reach and online sales
- Improved B2B sales and ordering

Featured Partner

oxygen

A DXC Technology Company

90 days

Implementation period

\$ 75,000

Acquired in the first account gained through the SAP Sales Cloud solution

“Our aim was to rapidly grow a technology capability that was externally focused and committed to building deeper customer engagement and driving business growth. The results speak for themselves. We are very satisfied with the SAP Customer Experience solutions we implemented.”

Richard Raj, Group Digital Solutions and Innovations Manager for Business Technology, Frucor Suntory

GEA Group: Aligning Marketing, Sales, and Service with SAP Customer Experience Solutions



Company

GEA Group AG
Düsseldorf, Germany
www.gea.com

Industry

Industrial machinery and components

Products and Services

Solutions for the foodprocessing industry, processing technology, components and services for sophisticated production methods

Employees

17,000 (2016)

Revenue

€ 4.5 Billion (2016)

SAP Solutions

SAP Sales Cloud
SAP Marketing Cloud
SAP Jam™
SAP Cloud Platform
Integration

When your business becomes more complex and customers more demanding, it is necessary to assess your processes and adapt them to suit new requirements. This was the case with GEA Group. As part of a restructure, the group revised its customer-related processes and, among other things, made them suitable for the digital age with SAP® Customer Experience solutions.

Before: Challenges and Opportunities

- Replace fragmented CRM landscape with harmonized processes for marketing, sales, and services
- Establish one central, unified, and continuously up-to-date data source for all customer-related information
- Structure marketing and sales activities more effectively and make them more customer-oriented

Why SAP

- Data security and data protection were important factors for GEA, and guaranteed to be of highest standard with SAP
- Standard integration into SAP backend solutions such as SAP ERP
- High user acceptance due to intuitive user interface
- Mobile friendly – online and offline

After: Value-Driven Results

- More extensive customer knowledge due to all customer activities being systematically recorded – from first contact, through a marketing campaign for example, to the conclusion of a contract or after sales service
- Customer-specific and demand-oriented advice through cross-functional transparency for each customer, taking all current data protection and data security requirements into account
- Sales staff have access to customer data from any location, at any time – even during customer meetings
- More efficient, global collaboration between front and back office, such as between local sales teams and the central engineering center

“By harmonizing CRM processes for the entire group, we are all on the same page and have access to the same data. This saves us a huge amount of effort in terms of coordination.”

Marcus Renger, OneGEA CRM Project Lead IT, GEA Group AG

Fast

response time – valued by customers

Integrated

system for marketing, sales, and service

360

degree view of every customer for greater transparency

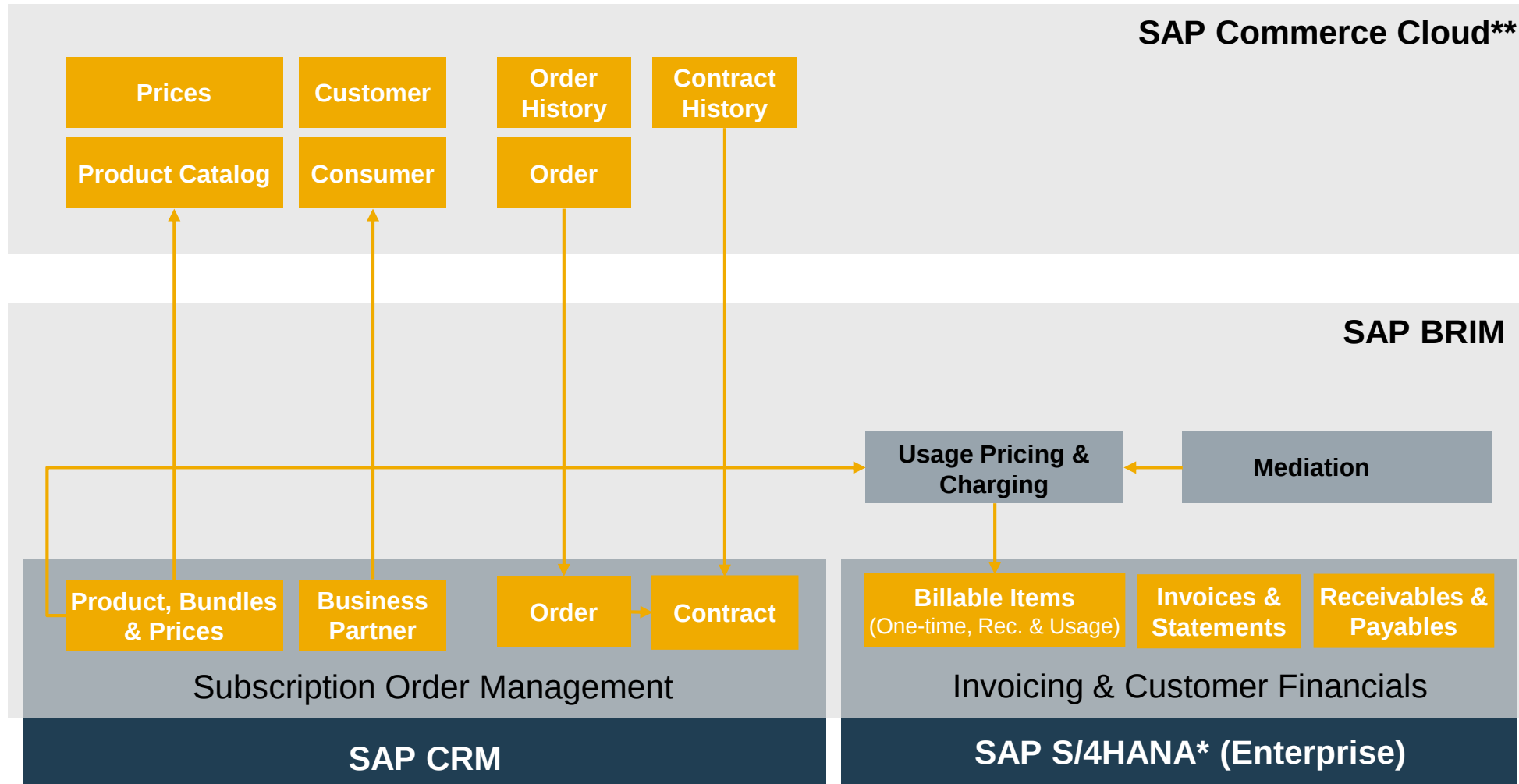
Target Front-Office Architecture – Model III

Implementation Best Practices

SAP Best Practices	Description & Access	Solution Highlights
SAP Cloud for Customer – SAP Marketing 	Provide closed-loop digital marketing intelligence and sales scenarios https://help.sap.com/cloud4customer https://help.sap.com/viewer/dae01e0792bb41c8b9da3731d3a8b86a/1811/en-US/fc8566f0271d4c3084dfa1894fe9a57b.html https://customer-office-files.demo.hybris.com/medias/SCN/How%20To%20Guide_Extensibility_LeadMgmt_Cloud-C4C_2018_NEW.pdf	The package contains the following guides: - Integration of C4C with SAP Marketing Cloud via CPI - Integration of C4C with SAP Marketing via CPI / PI - Extensibility Guide for integration scenarios
SAP Cloud for Customer – Marketing Cloud 	Rapidly implement SAP Marketing Cloud integrated with Cloud for Customer https://rapid.sap.com/bp/#/browse/scope/items/1J9	This best-practice solution allows customers to jump-start their integration between SAP Marketing Cloud and C4C in a fast and simple way. The integrated process allows customers to create marketing leads, tasks, appointments, and phone calls in SAP Cloud for Customer automatically. This is triggered by activating the campaign in SAP Marketing Cloud, which helps to improve the overall quality of marketing generated leads and provides full visibility of success back from the campaign level. Furthermore in this guide we describe how business documents coming back from C4C are recorded as interaction in SAP Marketing Cloud.

Developing your Target Front-Office Architecture

Model IV. Sell Digital Services & Content through High-Volume Subscription Billing



 **Business Ambition:**

Develop your business further through high-volume, subscription billing and revenue management (sell digital services & content)

S.F. Express: Running Faster to Drive Innovation in Express Delivery Using SAP Customer Experience Solutions



Company

S.F. Express (Group) Co. Ltd.

Headquartered or Location

Shenzhen, Guangdong, China

Industry

Travel and transportation

Products and Services

International and domestic express delivery, shopping, and e-commerce services

Employees

>300.000

Revenue

¥21.65 billion
(US\$3.14 billion)

Web Site

www.sf-express.com

Partner

Global Service & Support organization

Objectives

- Integrate data and make collaboration more efficient across the entire value chain
- Enable material flow, capital flow, and information flow
- Fully adopt global best practices to create simple and efficient processes
- Enhance control capabilities to facilitate the upgrade of the express industry

Why SAP

- Ability to build an integrated management platform for the entire industrial chain centered on the SAP ERP application

Resolution

- SAP ERP Central Component
- Electronic payment integration for China
- SAP BusinessObjects™ business intelligence solutions
- Integration of processes and workflows
- SAP Funding Management and SAP Business Planning and Consolidation applications
- SAP Billing & Revenue Innovation Management (BRIM) solution

Benefits

- Integrated financial business processes and data
- Solidified processes, standardizing and normalizing business operations
- Made comprehensive improvements in central control to power better decision making
- Innovated and transformed business models to fully unleash enterprise creativity and potential

30%

Improvement in employee effectiveness

4x

Increase in compensation processing efficiency

96%

Savings in employee efforts for warehouse user

60%

Decrease in physical asset management items

“In the deployment of SAP ERP, SAP and S.F. Express have forged a partnership based on compromise and adapting, rather than just buying and selling. In my opinion, this will be one of the key factors of our success, because we can face and overcome problems together.”

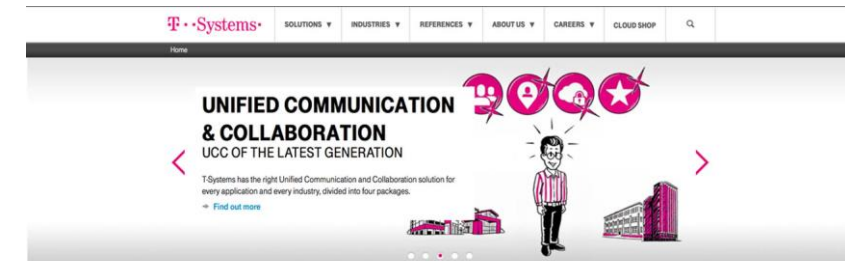
Dick Wang, CEO, S.F. Express (Group) Co. Ltd.

T-Systems

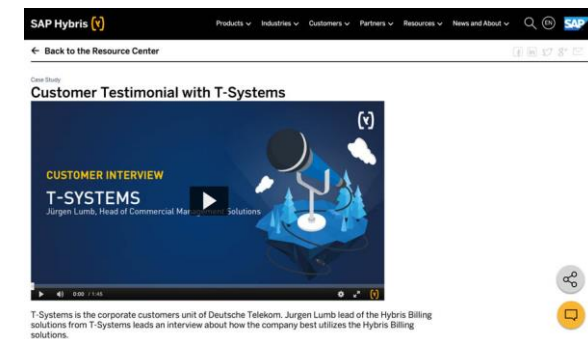
SAP Billing & Revenue Innovation Management

“ SAP BRIM enables us to implement SAP processes end to end and to leverage the benefits of a business suite. Using SAP from start to finish helps us to consolidate systems and process more easily.”

Jürgen Lumb,
Head of Business Partner Management, T-Systems



RECENT TOPICS



[view on cx.sap.com](https://cx.sap.com) >

TXU Energy: Extending the customer relationship beyond commodities with SAP BRIM



Company

Vistra Energy

Headquartered or Location

Dallas, TX

Industry

Utilities

Products and Services

Competitive retail electricity provider

Employees

4,400

Revenue

US\$5.4 billion (2015)

Web Site

www.txu.com

Partner

SAP Expert Services

Objectives

- Improve customer experience
- Improve speed to market
- Improve cash flow
- Improve operational efficiencies

Why SAP

- Trusted SAP partnership
- Flexible, easily configurable product structures
- Extensive built-in capabilities
- Native integration with SAP ERP Central Component (SAP ECC)
- High-volume billing capabilities

Resolution

- Worked with SAP Customer Experience Expert Services to deploy the SAP Billing & Revenue Innovation Management solution
- Improved customer satisfaction and cash flow due to the timeliness and clarity of charges on the bills and faster collection
- Boosted operational efficiency due to dynamic analytics and exception management functionality
- Improved speed to market

Benefits

- Increase flexibility of product offerings and pricing structures further with SAP Customer Experience solutions

“The SAP BRIM solution has provided TXUE with a cutting-edge operational foundation that not only has streamlined day-to-day operations, but also will allow us to more quickly bring new products to market to meet our customers’ needs.”

John Duessel, Chief Customer Officer, TXU Energy

45 days

Reduction in days sales outstanding (DSO)

10%

Additional non-commodity revenues billed and collected in the first three months after going live

Six months

From design to live implementation

Higher

Customer satisfaction

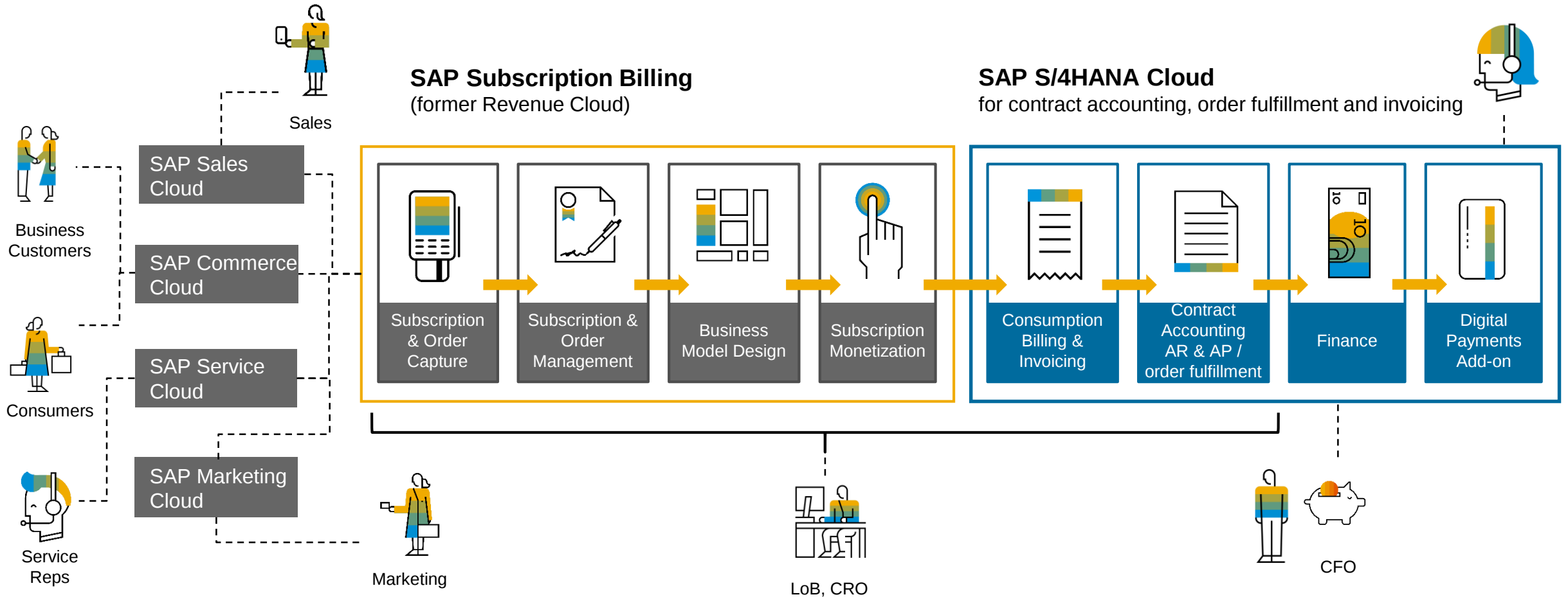
Target Front-Office Architecture – Model IV

Implementation Best Practices

SAP Best Practices	Description & Access	Solution Highlights
SAP Billing & Revenue Innovation Management (BRIM) 	Rapidly setup the baseline for your next-generation billing platform https://rapid.sap.com/bp/RDS_O2C	The completely implemented SAP Best Practices for SAP BRIM solution then will help you: - Launching new offers in hours, not weeks - Reducing operational costs by consolidating high-volume charging and billing operations - Reducing days sales outstanding (DSO) by 20% with efficient customer financial management
SAP BRIM – SAP Commerce 	Rapidly implement SAP BRIM integrated with SAP Commerce https://wiki.hybris.com/x/ps67Eg Please register & signup once: https://crowd1.hybris.com/crowdcontrol/signup SAP Release Note: https://launchpad.support.sap.com/#/notes/2545605	Sell subscription and usage-based services through SAP Commerce as an omni-channel solution. It provides consistent and contextual engagement with customers across every touch-point and channel. It fully integrates in the SAP BRIM solution, allowing you to make your subscriptions, offers, and pricing available to your customers for ordering across all channels and monetizing through SAP BRIM. It offers your customers self-services, such as control over their orders and contracts, or the ability to trigger contract change processes that are completely integrated into SAP BRIM.

Developing your Target Front-Office Architecture

Model V. Identify revenue opportunities and bring new monetization models to market



Business Ambition:

Drive new monetization models with simplify subscriptions, quotes and payment processes

Target Front-Office Architecture – Model V

Implementation Best Practices

SAP Best Practices

- **SAP Subscription Billing – SAP S/4HANA Cloud and S/4HANA**



Description & Access

Integrate SAP Subscription Billing with S/4HANA on-premise or S/4HANA Cloud, Sales Billing using Cloud Platform Integration:

<https://api.sap.com/#!/shell/discover/content/package/RevenueCloudIntegration>

<https://api.sap.com/package/SAPHybrisRevenueCloudIntegrationwithSAPS4HANA>

Solution Highlights

The integration scenario describes how to replicate bills from SAP Subscription Billing to SAP S/4HANA Sales Billing (as external billing document requests) and how to setup bidirectional master data replication between SAP Subscription Billing customers and S/4HANA Cloud business partners.

- **SAP Subscription Billing – SAP Business ByDesign**

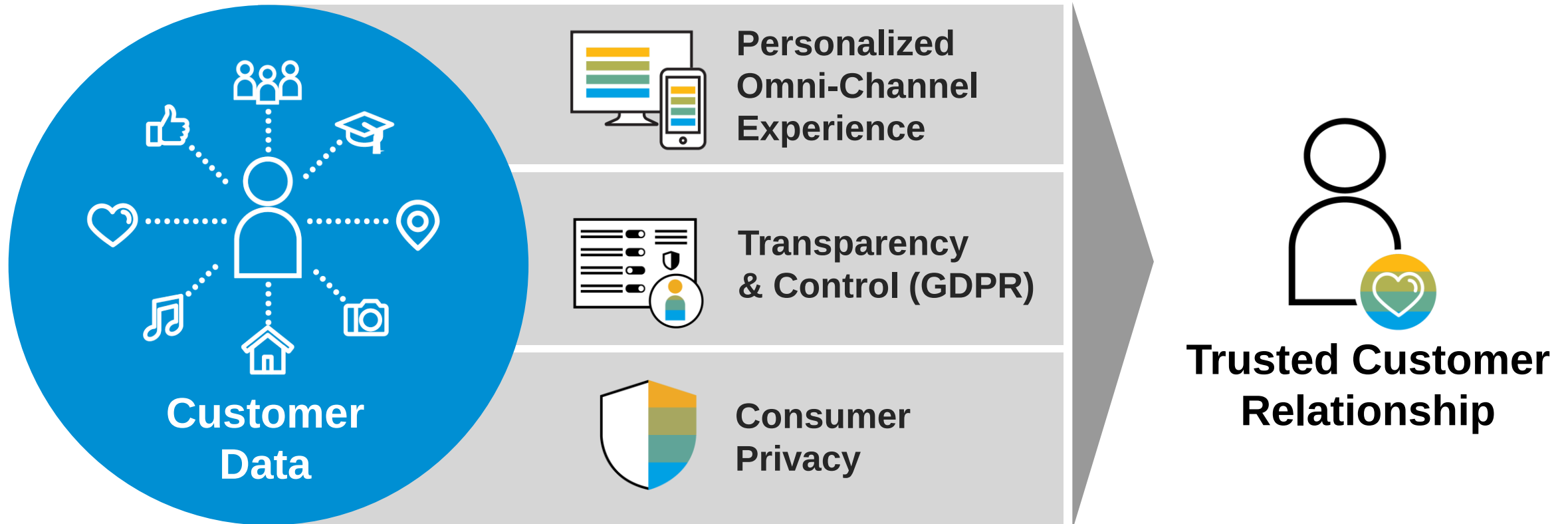


Integrate SAP Subscription Billing with SAP Business ByDesign (ByD Cloud ERP) for mid-sized customers or subsidiaries using Cloud Platform Integration:

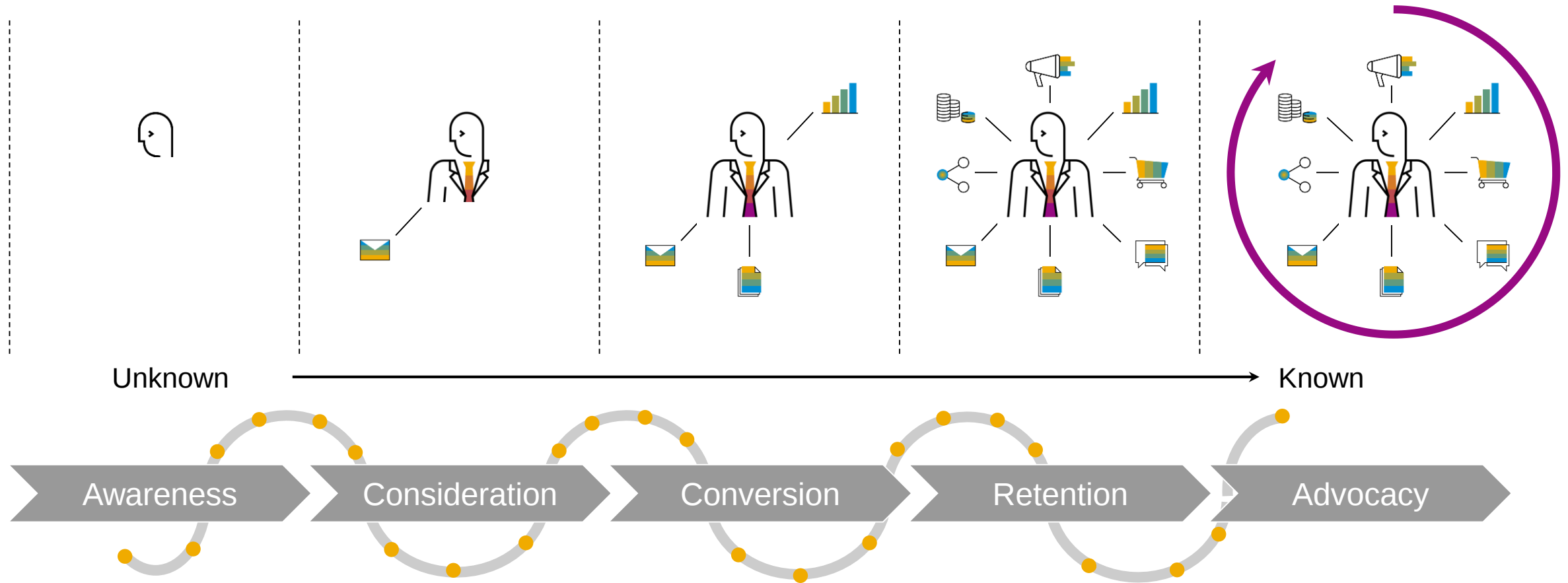
<https://blogs.sap.com/2018/04/09/sap-hybris-revenue-cloud-for-configuration-pricing-measuring-subscriptions-with-business-bydesign/comment-page-1/#comment-425996>

With SAP Business ByDesign and its built-in standard webservice interfaces you can basically integrate any kind of solution which manages the configuration, pricing and quote process for such a subscription-based business model. This best practice shows how to support intangible products without confirmation and delivery e.g. Postage, Software, Streaming, Lettershop. But of course it can be extended to support delivery of materials and service confirmation by a service employee by using the various other interfaces (e.g. sales order) that ByDesign provides out-of-the-box.

In today's economy mega trends driving the need to build trusted customer relationships



Need: To build a trusted personalized relationship



From unknown to known: deliver value in exchange for information

Building Trusted Personalized Relationships throughout the consumer journey achieves a higher lifetime customer value

Deliver Trusted Personalized Relationships with SAP Customer Data Cloud



SAP Customer Identity

Identify and engage customers across channels and devices

Registration-as-a-Service

Social Login

Progressive Profiling

SAP Customer Consent

Build trusted customer relationships based on transparency and control

Preference & Consent Mgmt

Self-Service Preference Center

ToS and Opt-in Management

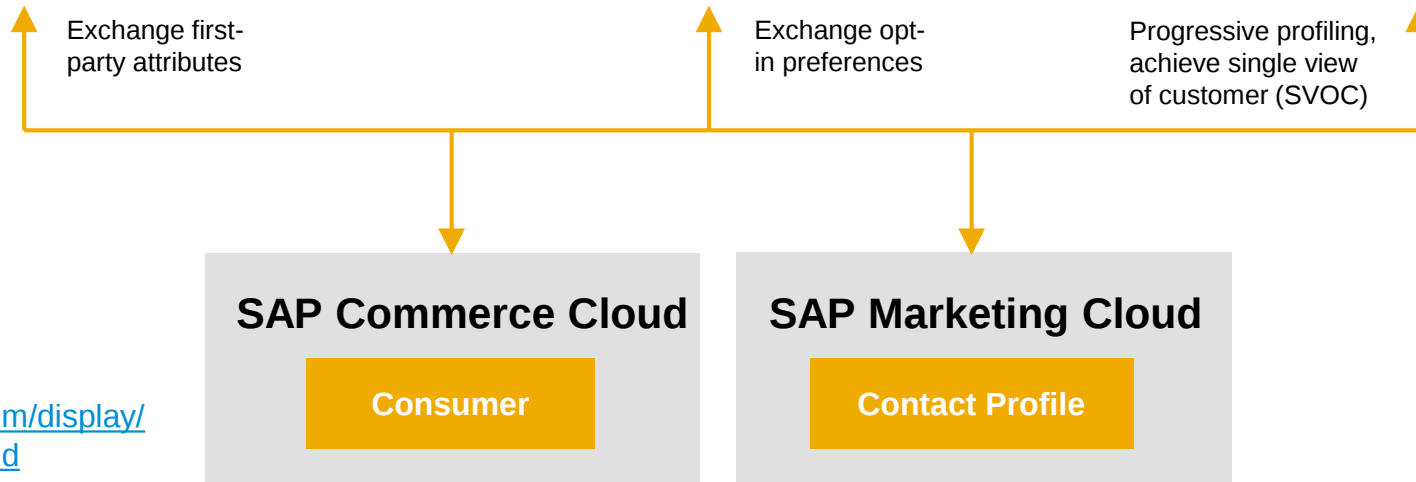
SAP Customer Profile

Power trusted digital experiences with customer data

Identity Exchange (IDX)

Customer Insights

Customer Data Store



Business Ambition:
Protect customer data and build trust along the customer journey

Commerce integration:
<https://developers.gigya.com/display/GD/SAP+Commerce+Cloud>

Marketing integration:
<https://developers.gigya.com/display/GD/SAP+Marketing+Cloud>

Deliver Trusted Personalized Relationships with SAP Customer Data Cloud

Technical Information

SAP Customer Data Cloud by Gigya:

- Console - <http://console.gigya.com>
- Developer Site - <http://developers.gigya.com>
- Customer Case Backlog - <http://knowledge.gigya.com>
- Academy Site - https://gigyasupport.force.com/academy/GA_Home
- REST API Tool - <https://tools.gigya-cs.com/api/>
- Demo - <https://demo.gigya.com/>

SAP Customer Data Cloud by Gigya Integration:

- Commerce Cloud (Gconnector) - <https://wiki.hybris.com/pages/viewpage.action?pageId=372313959>
- Commerce Cloud (Gconnector): <https://developers.gigya.com/display/GD/SAP+Commerce+Cloud>
- Marketing Cloud - <https://developers.gigya.com/display/GD/SAP+Marketing+Cloud>

SAP Customer Data Cloud by Gigya Platform:

- Overview - <https://wiki.hybris.com/display/pskb/Gigya+Platform>

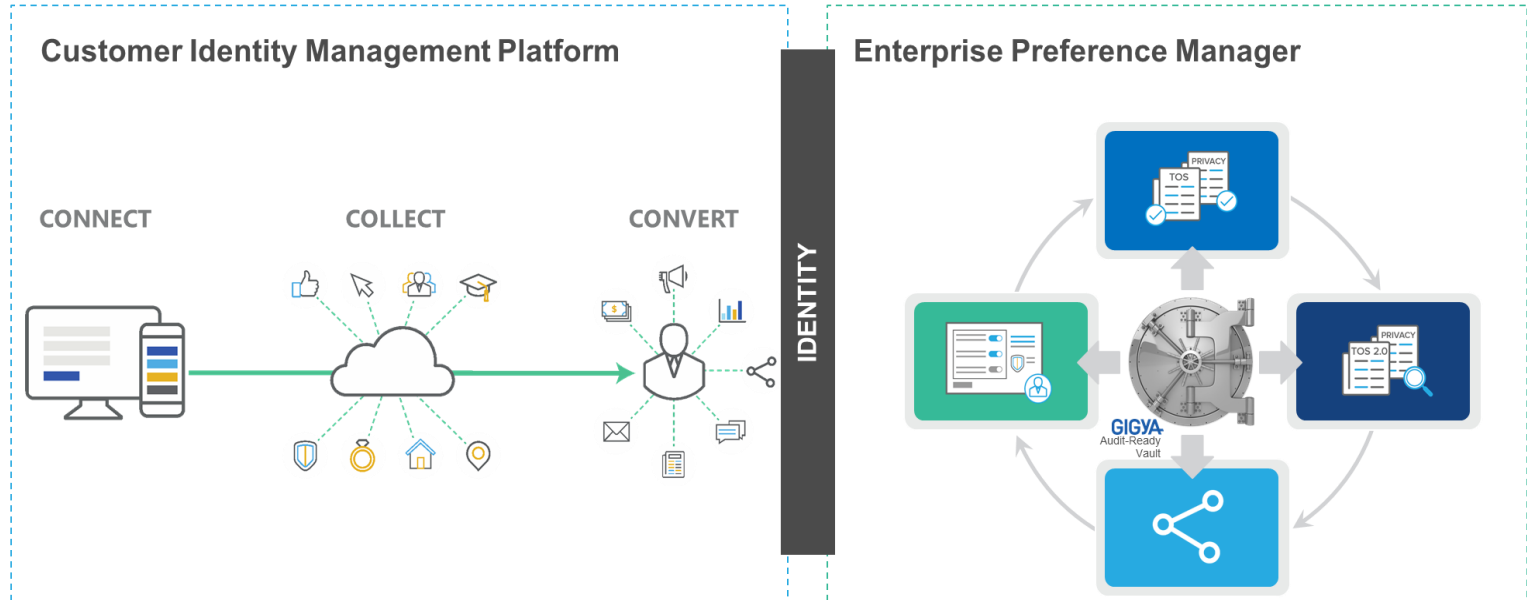
Business Partner Master Data Service on SAP Cloud Platform:

- Overview - https://help.sap.com/viewer/p/SAP_Cloud_Platform_Master_Data_for_Business_Partners
- Administration Guide: <https://help.sap.com/viewer/DRAFT/246fb358c1c7413289c03b8c72734209/BP%20Services%20Beta/en-US>

KLM delivers meet & seat experiences to connect flyers through social



- Single view of customer profile
- Consent Management
- Unified Registration
- Integrated with SAP Commerce Cloud



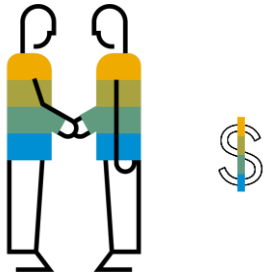
KLM use Gigya's Social Login to power its Meet & Seat service, which allows users to see who else is on board of their flight. When customers choose to opt in to Meet & Seat, KLM prompts them to log in socially and share their Facebook, Google+ or LinkedIn profile details with other participating passengers.

"In the future, we look forward to collaborating more with GIGYA / SAP to understand our customers better and leverage this knowledge to create even deeper, more personal experiences."

Rob Zwerink, Director of eDevelopment, KLM



What's next: Customers continue to demand *more* from their digital relationships

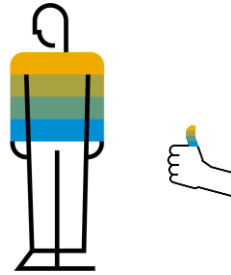


CUSTOMERS WANT BETTER EXPERIENCE

63%

of customers are more willing to engage with companies that deliver better customer experiences.

Source: Forrester Consulting study „The Digital Commerce Imperative“, Feb 2017

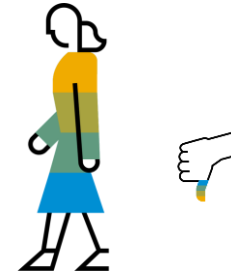


ONLY EXPERIENCE MATTERS

By 2020

Customer experience will overtake price and product as key brand differentiator.

Source: Walker: Customers 2020: A Progress Report: More Insight for a New Decade



CUSTOMERS HAVE HIGH EXPECTATIONS

91%

of customers will buy from competitors if they do not have satisfactory experience.

Source: Forrester Consulting study „The Digital Commerce Imperative“, Feb 2017



Accelerating the new XM category by combining experience data and operational data to power the experience economy



Customer
Experience



Product
Experience



Employee
Experience

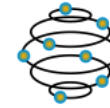


Brand
Experience

DATA MGMT
CLOUD PLATFORM
AI



CRM



ERP



HCM



Spend
Management

X

experience

DATA

⋮

**1.8 BILLION EXPERIENCE
TOUCHPOINTS RUN ON QUALTRICS**

O

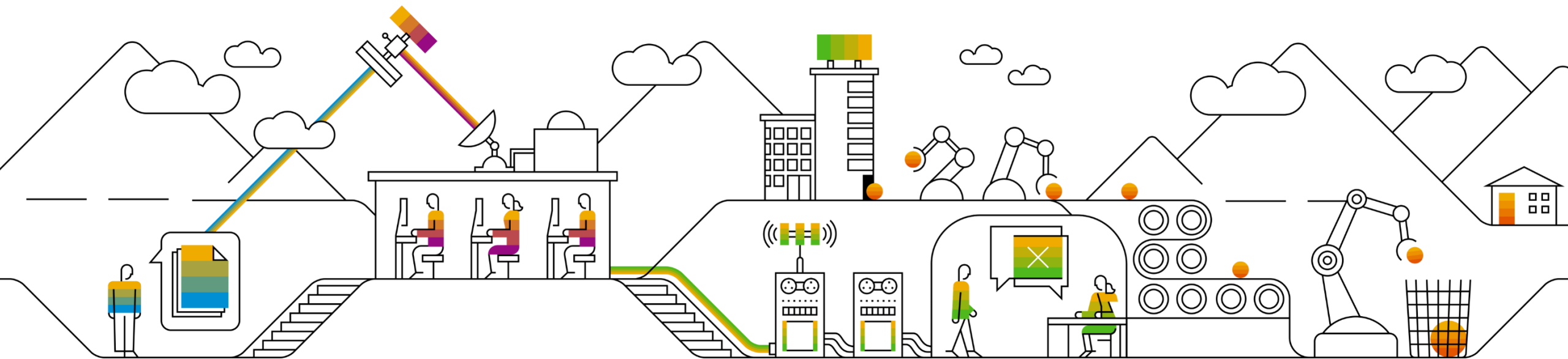
operational

DATA

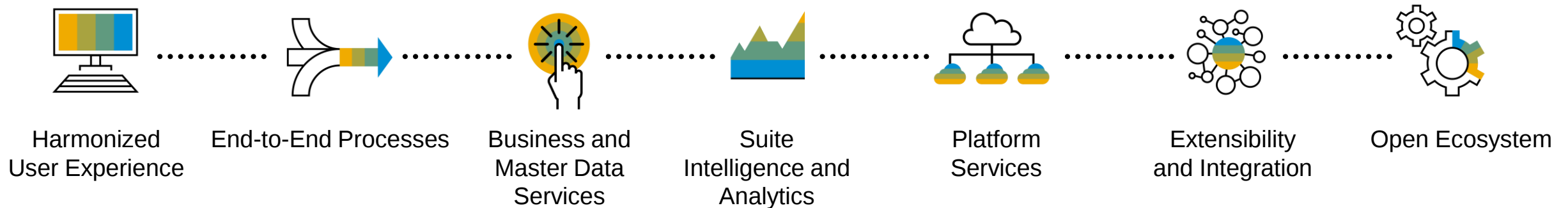
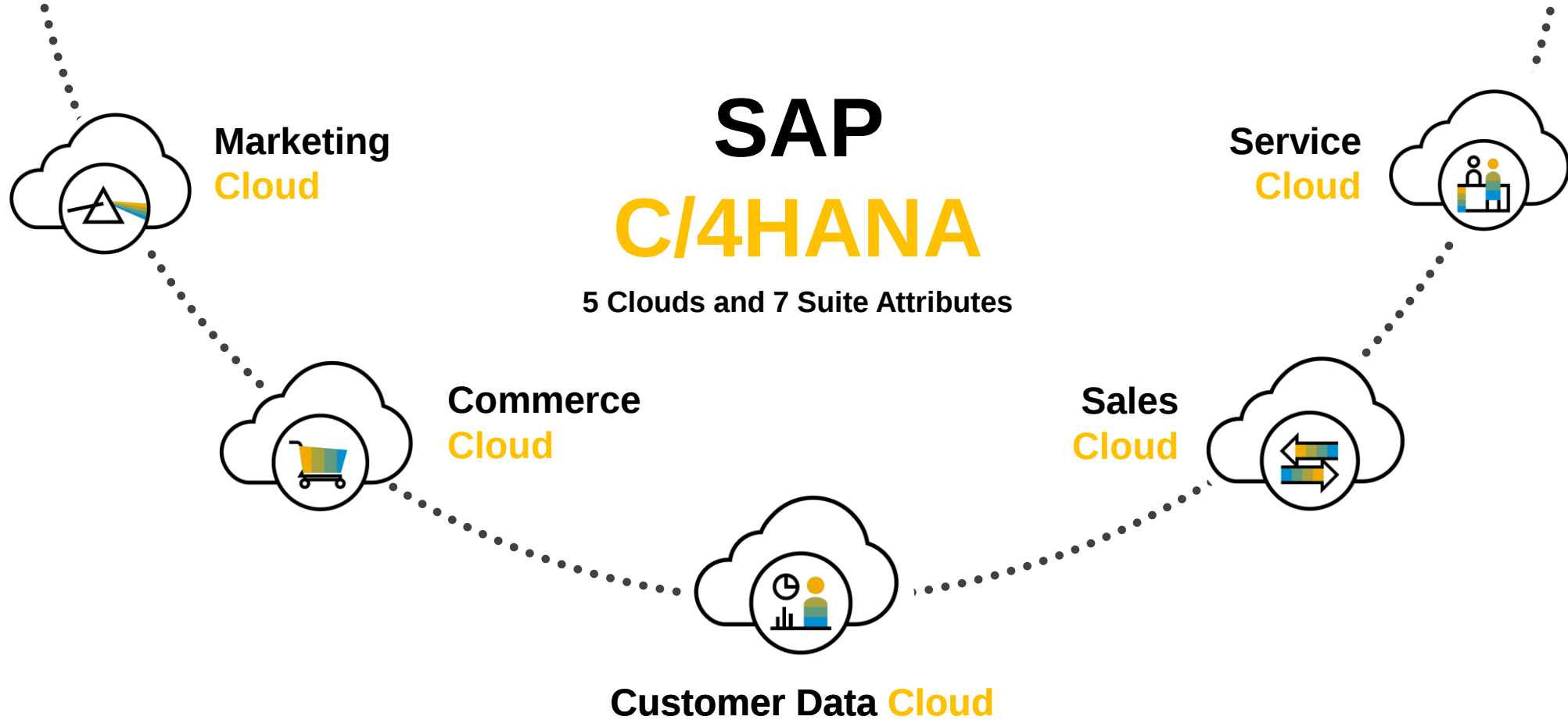
⋮

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

[Learn more](#)



Summary





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.

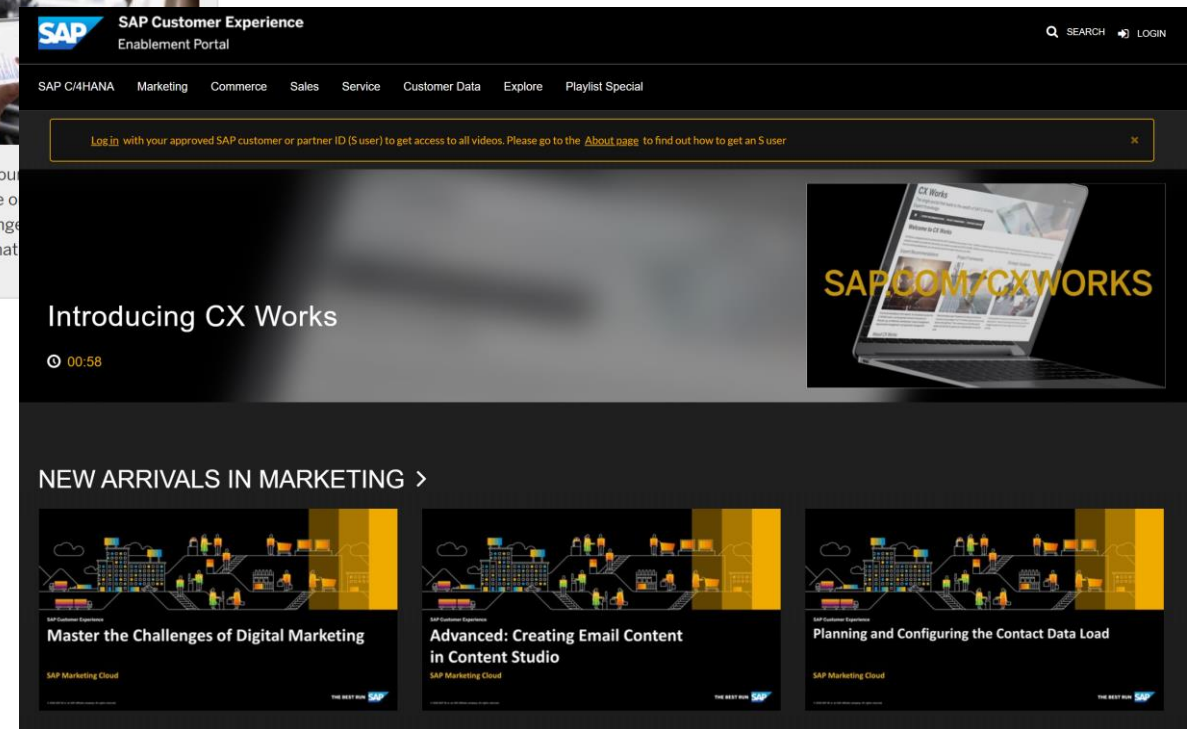
Use our huge portfolio of expert services and comprehensive implementation methodology called “CX Works”:

<https://www.sap.com/cxworks>

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

The SAP CX Enablement Portal is THE home for bite-sized video enablement content to help customers and partners to get the most from the SAP C/4HANA suite of solutions:

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





THANK YOU.

SAP Customer Experience

Follow us



www.sap.com/contactsap

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