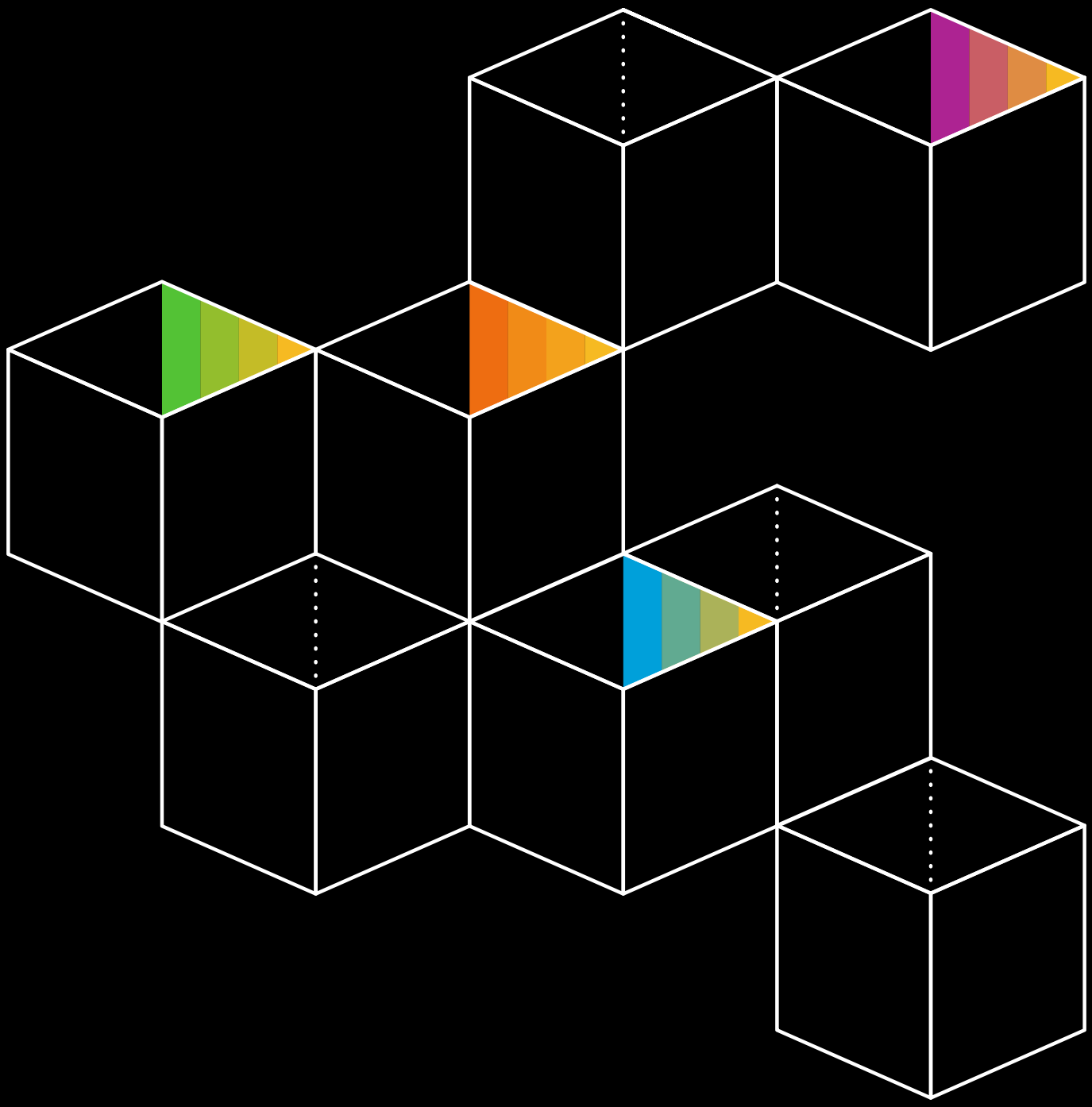
SAP® Customer Experience



The Gold Guide
Connect with Purpose

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THE BEST RUN SAP®

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Why SAP Customer Experience?
Trust and the Top Line

In 2018, I challenged myself to meet at least one customer each day. It was a fascinating exercise. I spoke to people in every sector and region, using every technology you could imagine. I came away with two key observations.

Alex Atzberger
President, SAP Customer Experience

First is that we work with great businesses, and the minds that move them are no less brilliant. Second, is that behind all their different products, business models, and motivations, customer experience (CX) was at the top of each boardroom agenda.

Giving people what they want, when they want, and what they need shapes the entire end-to-end experience. With the customer at the root of all their decisions, these businesses completely reframed the narrative for their actions.
There was a domestic appliance giant that now sells better taste to its customers; the department store that realized the personal shopping experience should start at the parking space; the airline that is reimagining its entire business model to put customers at the center of their bookings.

These might seem like simple shifts in perspective but making them happen requires a revolution in end-to-end process.

THERE ARE FOUR GLOBAL TRENDS THAT DRIVE CHANGE TODAY.

- The obvious and important need for a single view of the customer so you can put them at the heart of the business.
- The move from shifting products to selling services – that's how to win a customer for life rather than limiting your relationship to a single transaction.
- The front- and back office must be connected, so you can offer a truly holistic customer experience. This is easy to say but challenging to do.
- Finally, perhaps most important of all, the notion of customer trust. You need data for personalization and to deliver great experiences; but it should not, must not, be abused.

You need data for personalization and to deliver great experiences; but it should not, **must not, be abused.**

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For businesses that are responding and reacting to these enormous forces with customer experience at their heart, the customer relationship is everything. Without offering a consistent experience for the customer, you have fragmented, inconsistent processes, and services. Everything suffers. Worse, loyalty that took years to build up is easily shattered in a single poorly handled transaction.

It's not easy to manage change at this scale if your CRM tech is outdated. Customers don't care about different departments or handovers. They deal with one business and want a single, simple transaction that revolves around them. Ignore it at your peril.

SAP Customer Experience is where you'll find that, and it's who we are. Five clouds – SAP Sales Cloud, SAP Commerce Cloud, SAP Marketing Cloud, SAP Service Cloud, and SAP Customer Data Cloud – that work individually and together so that you can manage and transform your relationships with customers. As SAP C/4HANA, they work together with the SAP S/4HANA suite, simplifying the links and smoothing the path between front office and back office in one simple chain of processes, optimized for machine learning, IoT and blockchain, and on an innovation curve rather than a plateau.

What makes the SAP Customer Experience portfolio cool is its blend. Integration and in-the-moment insight with SAP Marketing Cloud, solidity and scale from SAP Commerce Cloud, smoothness of transaction, configure, price, and quote solution, and continuity of service from SAP Sales Cloud, terrific field service and a customer engagement center in SAP Service Cloud, and, of course, the unbeatable fusion of trust and identity management that comes from the SAP Customer Data Cloud.

So, while your customer enjoys dealing with just one entity in a single process, from awareness and consideration right through to payment, receipt and nurture, your business processes can be linked in exactly the same way, from lead, opportunity and quote through to fulfilment and invoicing.

But a top-line executive summary alone isn't enough. You need more meat on the bones in this story. That's where this book comes in. Here you'll find not just thoughts and insights on turning innovation into best practice, but also the why and how of SAP C/4HANA – and what this means for you. All this plus industry use cases, customer case studies, a directory of our applications and more.

We'll keep building on this document and its directories so you have a regularly updated go-to guide for what's great about SAP Customer Experience. But to me it will always come down to one thing. If you want an end-to-end customer solution, you need a suite that can go the whole nine yards.
If you combine SAP S/4HANA with SAP C/4HANA, you'll be unbeatable.

See you out there,
Alex

END TO END: A PERSONAL EXPERIENCE
I bought some furniture in New York with my wife recently. This was at a big retailer, but not one that ran on our software. They said they'd deliver within two weeks, but guess what? It didn't arrive. And when I called the store they couldn't track it in the system, because the software was built with the manager's sales reports rather than the customer's fulfilment in mind.

To me this sums up the entire problem in one frustrating experience. As soon as the store had my payment, they were done. Even if the staff wanted to help me, they couldn't because they ran a fire-and-forget system. Yet, wouldn't it be great if there was a unification of processes right the way along the customer journey? It's not a pipe dream. We have a new vision that builds long-term relationships rather than short-term transactions and transforms CRM for the digital economy. There's never been anything like this and we're backing it all the way.

Customers **deal with one business** and want a single, simple transaction that revolves around them.

Loyalty that took years to build up **is easily shattered** in a single poorly handled transaction.

END TO END THE STRENGTH OF SAP CUSTOMER EXPERIENCE

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Vision, Strategy, and Value

The SAP Customer Experience portfolio has an unbeatable scope across the front office. Together, our five cloud solutions are greater than the sum of their parts. But what does this mean to you, to what you can offer – and to your customers?

Moritz Zimmermann
CTO, SAP Customer Experience

CUSTOMER EXPERIENCE
A company might build a perfect mobile Web site as its shop window, but what happens after that? Can it also guarantee flawless fulfilment within 24 hours? Same day delivery? This is a perfect example of the bigger problems that businesses are starting to address.

Over the past 10 years I've seen leaders in all sectors tackling the low-hanging fruit, patching their CRM and commerce processes with quick fixes, doing what it takes to survive. But now customers expect each transaction to run like clockwork, smoothly and seamlessly, whether online or offline. This takes a killer end-to-end unified process.

It can be done, and it all comes down to integration. But these aren't just vertical issues – for example, making all parts of a sales transaction work smoothly together – they are horizontal, too, linking sales to marketing, service and so on. Get this right and the real value will come when you tie each of these key pillars to the customer experience and can constantly iterate to tweak and finesse different parts of your offering, reacting to the customer just as swiftly as you can.

Fixing the problem is a matter of bringing together your processes into a single, unified stack. What businesses are finding is that only SAP has the combination of long expertise and innovative cloud solutions that can do that from end to end with combinations of product and process – all the while keeping the customer at the center.

DATA AND TRUST
Between humans, trust isn't created by some binary, transactional switch. It's a humanized, authentic relationship based on countless small interactions that accumulate over time. It's the same for businesses. Trust is the ultimate currency and owning customer data is a critical mechanism for success.

You need to iterate faster because you don't know **what the future looks like.**

There are two key takeaways here. First, customer data and trust are the new oil. With a few global players controlling most consumer data, access to that data – and therefore to consumers – is getting more expensive. As cost per customer rises, it's going to make more sense for you to build that data yourself – and to do so without being creepy. For that to happen, you need the trust of end-users. SAP Customer Identity (formerly Gigya Identity Management) is your way to do exactly that, building clean, strong, compliant data that the customer trusts and controls.

The second takeaway is that it's the same with machine learning. The more data you have, the better your tools and solutions work and the more they can do. And if here at SAP, SAP S/4HANA gives us everything that's happening in the back office, we also know what's happening out front thanks to SAP C/4HANA. It's quite an alliance.

DISRUPT AND ITERATE: FASTER, BETTER, STRONGER
If you are subject to digital transformation, you'll know that the big difference between the current pattern of disruption and those of the past is the speed at which it happens.

You need to iterate faster because you don't know what the future looks like. The greatest disruptors iterate millions of times a year. Each one of these is a tiny course correct that keeps them proactive and on point.

How many software updates do you do in a year? And how many could you do if you wanted? Maybe it's time to tell you a little more about our own agile cloud platform, and how its microservices architecture can help you reduce the time gap between implementation and value.

VISION: SAP CLOUD PLATFORM ECOSYSTEM
Microservices are being adopted by blue-chip companies way faster than we first thought. They're doing it because they're all subject to massive digital disruptions.

In tech, it can seem that the water level is always rising. Look at platform services today, you'll see an exciting and important migration from on-prem to the cloud. Fast forward a few years and instead of saying "I need two terabytes of cloud storage," you'll be searching for a product catalog wireframe or a tax-calculation service that you can just plug into your current setup.

The game of the platform is evolving into one centered around reusable business services. SAP has deep expertise in these services built from decades of experience and data. And now we're exposing and carving them out as reusable microservices for the intelligent enterprise.

Get this right and the real value will come when you tie each of these key pillars to the customer experience.

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1 **BUILD FOR THE PLATFORM ECONOMY – RIGHT HERE, RIGHT NOW**

One strategy is to go straight to consumer in a trusted way, but you can also build a platform business – and you can do this yourself with us. Billing engines allow two-sided models that combine elements of platform economy. If products turn into services, you need Configure, price and quote to make your pricing, and sales flexible. This means you can now not just offer one-off prices, but you can also sell bundles and subscriptions in any combination.

2 **AGILE AND ALWAYS-ON**

If you're an insurer that needs to evolve digitally before some fintech puts you out of business, or a car company trying to master autonomous vehicles, this is where the fightback begins. We support the critical need for agility and continuous deployment, even with the possibility of bringing in different back-end languages and systems, essential for digital transformation.

3 **SIMPLE PLEASURES: DRINKING OUR OWN CHAMPAGNE**

Why do it? This isn't a technical question; it is about a catalyst for reducing organizational complexity. We have a microservices-based architecture on an extension platform that also serves our core platforms.
We're already using it in our SAP C/4HANA cloud solutions. Tools such as loyalty, revenue, and order management are all already built with microservices. Meanwhile, on the B2B side, SAP Cloud Platform connects front and back office including SAP S/4HANA while also making predictive maintenance possible. We're already using the tools of the future – and offering them to you.

4 **A DRIVING LESSON: WHERE IT MATTERS IS WHERE IT COUNTS**

Microservices are most critical when it comes to rapid change. The CIO of an established car manufacturer will look at things like in-car intelligence changing rapidly over the next few years – there will be rapid product cycles, months apart, within their own global hardware cycle of eight years for their fleet.

Today, the smartphone is an accessory that you use in conjunction with your car, but Google and Facebook want to make the car an accessory to the phone, to control the car and the OS for the car via the smartphone. They are aggressive new entrants with a new way of looking at a traditional business – and they'll have that CIO jumping at his shadow as he tries to stay ahead.

But for Tesla this isn't a problem because they don't have an eight-year cycle for its car. Instead the car reupdates its firmware constantly. If you're a customer, suddenly overnight you'll find you've got a free trial of autopilot uploaded and you can add it for 500 bucks a year.

The lesson? Just by having a digital service you can extend your product's shelf life, suddenly making it a subscription service. Old-school manufacturers just can't compete.

The Great Leapfrog

There's no getting round the fact that SAP – founded in 1972 – is hardly the new kid on the block. But sit with that fact for a moment, take the expertise, data, and tools we finessed in the field, and now add what our next-generation software offers compared to the rest of the market.

About 15 years ago, the competition developed platforms that were – in the early 2000s – a compelling proposition at the time.

But as years passed, an interesting thing happened. That proposition became a convolution of antiquated stacks, with four upgrades a year, monolithic architecture and a focus on low-hanging fruit rather than integration – and with non-existent AI and consumer data privacy.

MEANWHILE, WE BUILT SAP C/4HANA

Linking agility and innovation to size, scale and muscle in a single platform environment, SAP C/4HANA is a serious combination. The ultra-scalable microservices architecture allows millions of upgrades a year.

It allows you to re-engineer your sales and service processes so that products become services, it's focused on a contextual customer-for-life experience, and if the next set of challenges around customer experience require superbly integrated business processes, this is where you get them.

UPGRADE YOUR CUSTOMERS TO THE SUITE

Customer experience is a neverending cycle. It's not a one-off thing. It starts with engagement, trust, with what happens at touch points like phone calls and delivery, renewal and so on.

To succeed today and in the future, you need to build a customer for life. Customers expect a lot these days – think of the most seamless digital experiences you enjoy – you can only meet these expectations in a highly contextualized, personal way.

To really deliver experiences perfectly, you need a set of solutions that works together seamlessly.

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What makes SAP different...

SAP Cloud Platform and SAP Customer Experience offer a vital combination of power, trust and speed – essential in meeting the changing needs of today's customers

1. MOBILITY SERVICES
In the connected world, customers expect the same standard of user experience at every touch point, and are abandoning companies that fail to evolve. Indeed, mobile is becoming the primary channel in many sectors. Companies need mobile apps that enable customers to manage orders and interact with sales and marketing. Equally, many companies want their sales team – whether on the shop floor or on the road – to access customer information on the device in their pocket.

Consumers demand a mobile experience that is not only effective but also a pleasure to use – simple, personal and helpful. You might be able to build the perfect mobile experience, but can you build it today? Our partnership with Apple makes it easy to build great iOS apps, fast, using SAP Cloud Platform SDK for iOS. With our Google partnership, we offer SAP Cloud Platform SDK for Android. But whether it's iOS, Android, SAP Fiori, or WebIDE, our tools make it simple to build a beautiful, engaging and consistent customer experience.

SAP Cloud Platform easily integrates back-end processes and delivers a quality mobile customer experience consistent with your other channels.

2. INTERNET OF THINGS
The Internet of Things (IoT) gives you the insight to deliver smart services – and enables new business models such as subscription services. It's shedding light on previously unseen areas of business, streamlining production and optimizing shipping.
The product itself becomes a data source for its entire life. SAP takes IoT data and combines it with data from other applications, and through machine learning and smart analytics can build a unified, true 360-degree customer view. That empowers service managers, agents and technicians with predictive services and the real-time insights they need to increase productivity and drive profits.

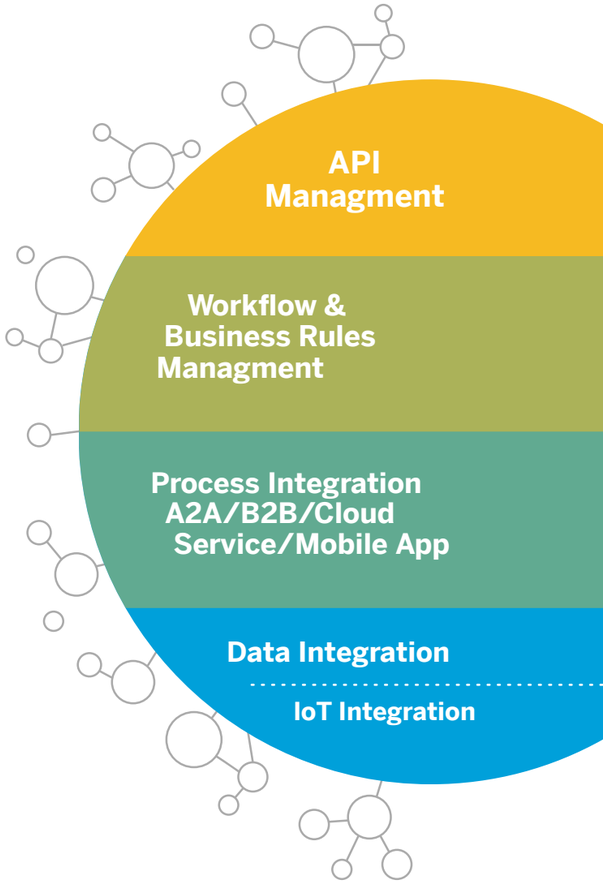
SAP provides an end to end approach to the IoT, not just a narrow front-office view; leveraging the power of SAP HANA database, there is no need to worry about data volumes a mature IoT implementation generates. Also, our multi-cloud approach allows customers to run their business on a choice of infrastructure providers such as AWS, Google or another provider.

3. MACHINE LEARNING
Machine learning (ML) brings you an expanded workforce. It can analyze data at speed and make predictions that guide the strategy of your human teams.

Knowing what your customers will do is far more powerful than knowing what they have been doing. ML enables call-center systems that can tell the agent why a customer is calling – or even automatically direct the call to the agent most knowledgeable about the query.

Only the SAP Cloud Platform offers unified data across front and back-office functions that enables AI/ML-assisted individualized experiences to be delivered at scale. That means across the value chain, with algorithms that define target audiences and determine the best offers and campaigns for each customer.

This allows salespeople to tailor their pitch to customer needs and focus their efforts on the opportunities that are most likely to close, making better use of their time and improving forecast accuracy. Sales professionals who deliver a better customer experience can build your brand – forging more profitable relationships.



4. DATA PRIVACY
Data enables new customer experiences and brings new insights from machine learning and the Internet of Things. However, if there is a breach, data collected to drive consumer insights can be a risk to brand equity.

Increasingly, customers are aware of the risk of identity theft and cyber attack. New regulations such as GDPR promise stiff penalties for companies that make a mistake. Customers want experiences to be personal, but it's vital that your services are trusted, so transparency about what data you hold and why is essential. You must assure customers that you treat their data with the care you apply to your own.

With SAP Customer Identity, companies can deliver personalized privacy, security, and compliance. Only SAP Customer Data Cloud offers SAP Customer Identity. Companies using it can deliver personalized services that keep customers engaged and remain assured that the data driving it is protected.

If data is the oil of the digital economy, then trust is the engine.

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… and how it works in practice

As these end-to-end industry stories show, leveraging the SAP Customer Experience and SAP Cloud Platform offers myriad advantages in the race to evolve, unify and grow

1. MANUFACTURING
Digital transformation is leading to entirely new business models, such as subscription services with mutual benefits for supplier and customer. SAP's open, modular, and extensible microservices architecture makes these new services possible.

One company – a forklift manufacturer – worked with SAP to launch a new revenue management platform for forklift fleet management, offering a subscription service that provides actionable data to customers to help them optimize forklift use. This also supports a phased approach, incorporating billing data from existing legacy systems.

With help from SAP, IoT technology tells them how far a forklift has traveled and even whether it has been involved in a collision. That lets them optimize routes, spot that a specific driver might require more training, or even 'gamify' the service. This reinterprets the relationship from a one-time purchase to one that sells outcomes and performance.

SAP helped to facilitate this capability with an SAP billing bundle, including subscription order management, invoicing and customer financials. SAP was chosen because of its proven flexibility to address IoT requirements, the ability to support complex multi-sided models and a scalable customer engagement platform that can grow with their business.

2. RETAIL
Customers become dissatisfied if their experience is not connected across channels. They expect consistency on mobile and desktop, and close integration between physical stores and Web sites.

Nicolas (Castel Group), a French wine retailer, used SAP Hybris Commerce to drive its omni-channel strategy. The firm exported information on 18,000 products into one system, connected to the online store so that customers could see the origin, history and tasting notes of their wine.
It saw a 15% increase in Web-site visits in the first six months. After seven months, 20% of online sales used the new e-reservation system.

3. CONSUMER PRODUCTS
Data is vital to the modern business, but useless if you can't make sense of it. A U.S. confectionery company turned to SAP for help with consolidating numerous data sources and silos. Today real-time analysis allows the company to access huge volumes of detailed information at speed, which is used to empower the right people to make decisions. With better data, those decisions are smarter and more timely. The result is a 50% productivity gain for the planning team, a 94% data size reduction and hundreds of thousands of dollars saved.

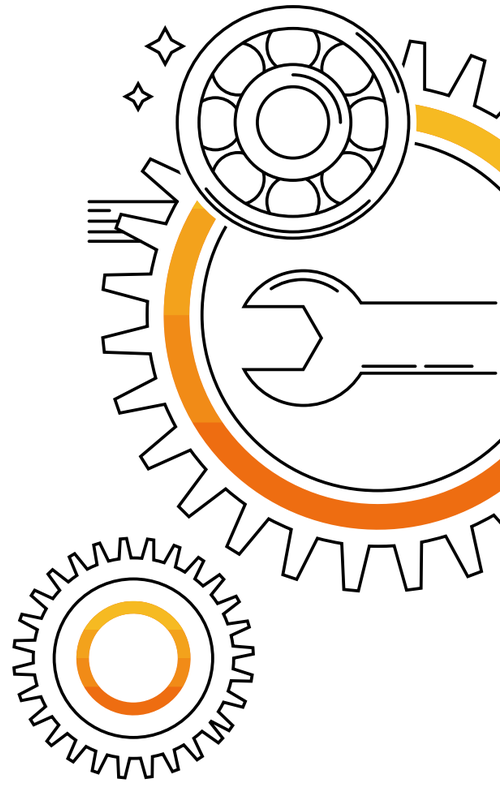
4. AUTOMOTIVE
Car manufacturers want to learn everything they can about potential buyers. Finding meaningful connections in a sea of data, however, is time-consuming and difficult. That's where machine learning wins. It can process the data, determine what matters and create predictive value – and do so quickly. For example, a premier car manufacturer used SAP Hybris Commerce, SAP Hybris Marketing and SAP Cloud Platform and machine learning to determine which customers were close to buying. Data analysis identified that within a specific 15% of the population, 78% are more likely to buy. That means sales staff can focus their efforts on the 15%, with a good chance of success, rather than wasting time trying to identify potential customers.

5. HIGH TECH
When your business is bringing exciting technology products to market, your customers expect you to leverage innovative technical capabilities in your own operations.

A U.S. distributor of computer and technology products wanted to deliver a simple customer experience and remove redundant business solutions from its operations. It chose to deploy SAP Hybris Commerce because of its product content-management capabilities, lower total cost of ownership (TCO) and extensibility.

Leveraging the unified SAP Cloud Platform for the intelligent enterprise and customer-centric processes, it achieved better business outcomes, including a streamlined customer self-service environment that allowed the firm to redeploy employees to value-adding activities elsewhere in the business and resulted in improved customer satisfaction.

6. UTILITIES
We deliver a customer experience platform that includes pre-built industry-specific capabilities for utilities. With less customization and embedded industry best practices, time-to-value is accelerated and TCO is reduced. It also enables novel approaches to harness new business opportunities. In the German public-funded research project called 'enera', SAP is dealing with the digital transformation of utilities' services and future business models. We build prototypes and demonstrate future end-to-end processes that enable data-driven products, while incorporating SAP Cloud Platform services to seamlessly run and integrate applications in the cloud.



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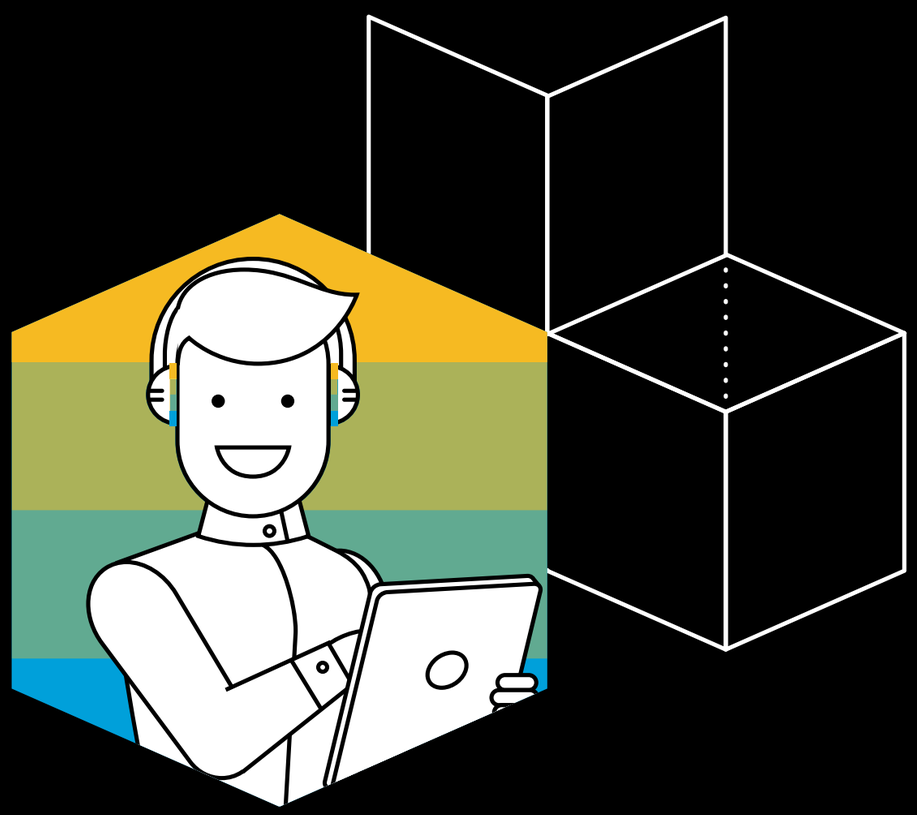
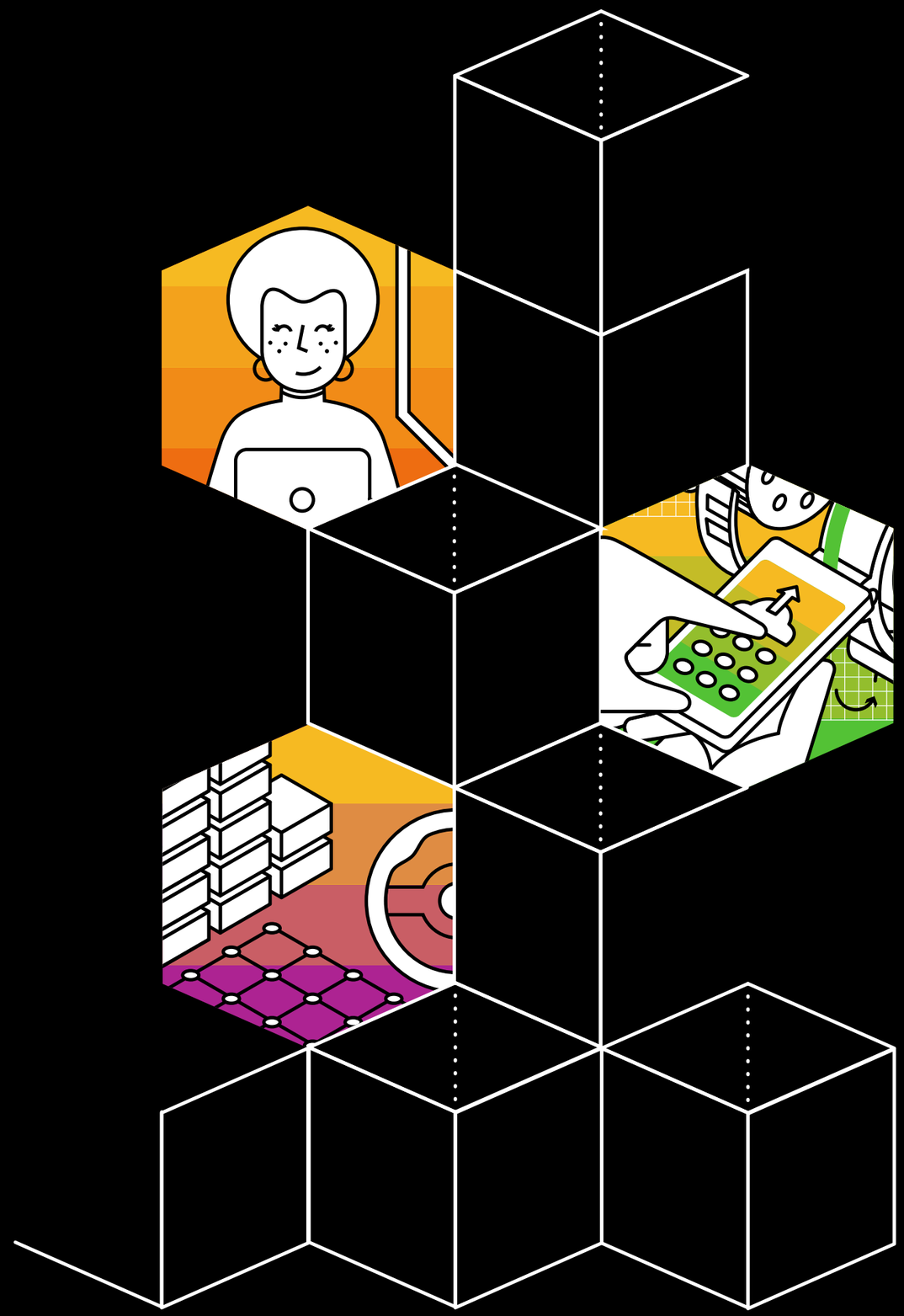
CASE STUDIES

We examine how three cutting edge companies are using SAP software to give them complete control of their business from the ground up





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1. CASE STUDY

Karma Automotive

WHAT THEY DO:
Manufacture luxury hybrid sports cars

SAP PRODUCTS USED:
SAP S/4HANA, SAP Fiori, SAP Cloud Platform, SAP Cloud for Customer, SAP Hybris Commerce

WHAT ARE THE BENEFITS?
Real-time monitoring of vehicle performance, integrated manufacture, sales and service.

"The auto industry can change instantly. It's important for us to keep pace or stay at the forefront of evolution," says Karma Automotive's Chief Revenue Officer Jim Taylor.

Hyperconnectivity and digitization are transforming the industry and Karma – a privately-held manufacturer of world-class plug-in hybrid cars that use advanced, sustainable gas-solar technology – needs to be at the forefront of this revolution.

There are many affordable, mid-priced electric vehicles on the market – but not aimed at the passionate drivers that Karma focuses on with its stunning design and luxurious driving experience. The company grew from 20 employees to 900 in three years.

Cars are connected through the cloud, and Karma's are rolling computers that generate mountains of data to monitor performance, service needs, emerging risks, and driver behavior.

Karma wanted to connect in near-real time every aspect of its business in the cloud in a consolidated place to expertly address all customers' concerns – including manufacture, sales, vehicle inspections and maintenance. It wanted speed and flexibility, with increased insight into customer interactions and vehicle performance. Streamlining ordering and warranty claims was another goal.

Having the right technology was essential. It needed a single, always-on platform to support company-wide decision-making, and a dealer platform that simplified transactions and customer engagement.

Karma built its cloud foundation with SAP S/4HANA at the core. This gave employees access to real-time information, anytime, anywhere, allowing them to make the best possible decisions. It served as the central hub for connecting cloud-based solutions such as SAP Hybris Commerce and SAP Cloud for Customer running on SAP Cloud Platform. Mikael Elley, Karma's Vice President and CIO, says: "SAP Cloud Platform provided the foundation for simplifying interactions with our customers and dealer network." The intuitive user experience delivered by SAP Fiori was added for a seamless customer experience.

Using SAP software let Karma establish one integrated platform, with a suite of cloud solutions. In the future, the company may work jointly with SAP in areas such as machine learning and the Internet of Things.

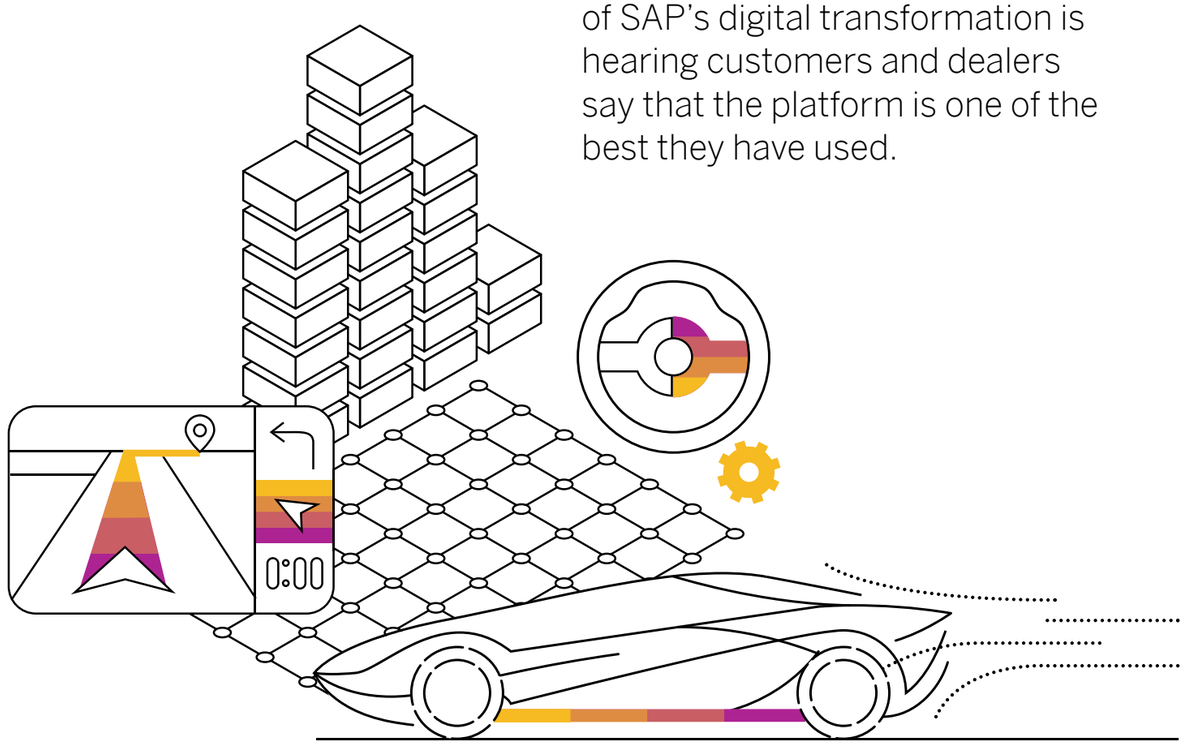
According to Elley, "From customer engagement to order fulfilment to customer care, every single operational unit uses this platform. We started with the standard best practices that came with SAP S/4HANA, explored which capabilities worked for us, and tweaked areas that did not. Approximately 90% of our processes are out of the box.

"For us, it's all about making sure we can build the highest-quality vehicle possible. From order through to delivery, we have one system of record, one version of the truth and one platform to ensure 100% customer satisfaction."

Jim Taylor adds: "Ultimately, our success comes down to our customers. They will remain loyal if we deliver convenient interactions, a great driving experience, and ease of ownership."

Karma says that perhaps the most rewarding outcome of SAP's digital transformation is hearing customers and dealers say that the platform is one of the best they have used. "Our dealer network and customers are very discerning," says Elley. "So, when we received their feedback, we were excited to hear that they felt it is easy to do business with us."

The **most rewarding outcome** of SAP's digital transformation is hearing customers and dealers say that the platform is one of the best they have used.



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2. CASE STUDY

HOERBIGER

WHAT THEY DO:
Engineering for the automotive, industrial and energy sectors

SAP PRODUCTS USED:
SAP S/4HANA, SAP Cloud Platform, SAP ERP, SAP Cloud for Customer

WHAT ARE THE BENEFITS?
Recovering data from remote units for repair, maintenance, and automatic billing, and 24/7 status updates.

Pioneering engineering company HOERBIGER has been at the forefront of innovation for over 120 years. Today it operates in more than 100 locations in more than 50 countries, servicing three major markets: automotive, the industrial sector and energy.

In this last sector, an important market for HOERBIGER is compressors for gas wells, where it is transforming its servicing and billing processes using SAP products. Head of Corporate IT Teja Ullrich explains: "HOERBIGER owns about 400 wellhead compression units, mainly in Argentina or in Mexico, spread over a very wide area."

These compressors extend the life of older gas and oil wells, where the remaining resources cannot be extracted profitably by conventional methods. A wellhead compression unit can increase output for HOERBIGER's customers significantly.

"Since the machines are really out in the field, it was necessary for an operator to travel to the machine by car, maybe hundreds of kilometers, which could take a whole day, and pick up all the information he needed, write it down on paper, and put the data into a laptop," Ullrich says. If the data showed further maintenance was needed, it entailed a second trip.

This cumbersome process is being streamlined by linking the compression units to the SAP Cloud Platform using Wi-Fi, GSM or a satellite connection. It takes about half a day to link a machine to the system. "If we need some more development, it could take longer," says Ullrich. "But it's not a big effort."

If a machine goes down, the system automatically generates a maintenance ticket. HOERBIGER can give its mechanics real-time information, even on a mobile phone, saving long inspection trips. And customers can track performance 24/7 – an executive in Vienna can check on 400 units in Latin America straight from their desk.

HOERBIGER hopes to link up more than 350 machines in 2018. "Suddenly we can better utilize and manage our mechanics," says Thomas Kriechbaum, HOERBIGER's Chief Process Officer. "It is also changing our business model. We can react instantly because we have live data."

HOERBIGER is also working on predictive maintenance, to keep machines running for longer, and automating its billing process.

Ullrich explains: "When data reaches SAP Cloud Platform, an algorithm splits it into two streams. One stream goes to SAP Cloud for Customer, the other to the SAP ERP system. If a machine goes down, a ticket is automatically created in the SAP Cloud for Customer system, so the operator can evaluate if it's necessary to travel to the machine. " The ERP system handles payments. "We have fully digitized our billing process, so operating hours are sent to the system, and bills and invoices created automatically."

Kriechbaum says: "With SAP we have a 20-year history of joint developments. They have all the experience we were looking for. We are currently standardizing all our processes in SAP S/4HANA, which we are rolling out globally."

The next step is working with SAP on digitalizing the supply chain. Ullrich adds: "One of the major reasons for choosing SAP systems is that they are integrated. HOERBIGER is a very innovative company and we want to try to bring in the newest technologies. One of those is SAP Cloud Platform, which opens the way for complete digitization of our processes."

HOERBIGER is a **very innovative company** and we want to try to bring in the newest technologies. One of those is SAP Cloud Platform.

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3. CASE STUDY

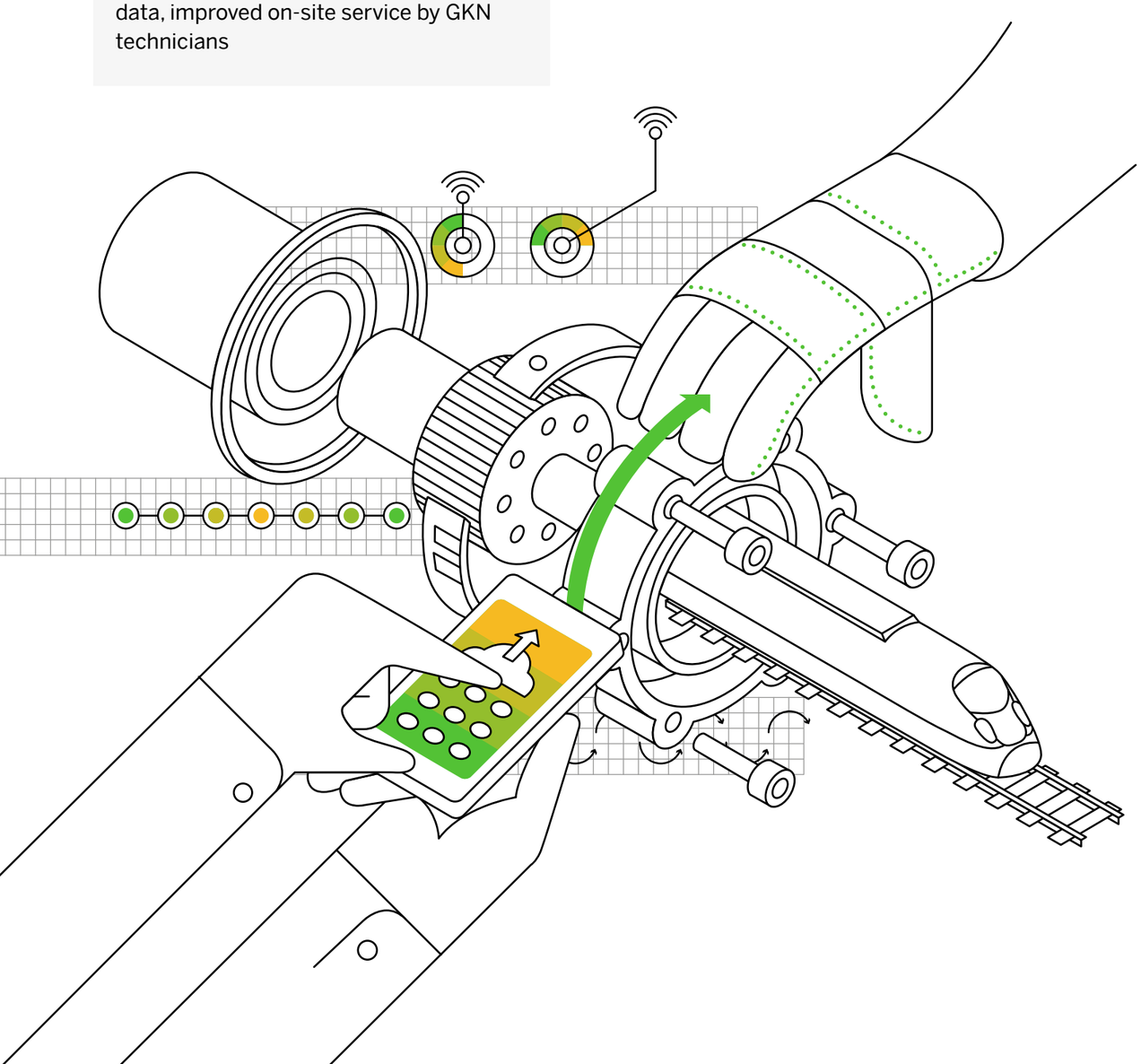
GKN Off-Highway Powertrain

WHAT THEY DO:
Industrial machinery and components

SAP PRODUCTS USED:
SAP Service Cloud, SAP Cloud Platform

WHAT ARE THE BENEFITS?
Simplified digital processes, improved customer care through better insight into data, improved on-site service by GKN technicians

In 2014, GKN Off-Highway Powertrain, the market leader in manufacturing drive shafts and gearboxes for Europe's train industry, decided to prepare for the future and maintain its status at the top of its sector by transforming itself from a sole producer into a service company.



The new business model, which included the digitization of processes, involved a "performance management" approach that switched from simply selling products to marketing GKN as a maintenance service for those products via a subscription model.

IT Services Director Thomas Wasmuth says the company needed software that could be used by every employee on multiple devices. SAP Service Cloud was the only solution that suited these challenging requirements. He says: "By digitizing our services, we gain access to tomorrow's most exciting business models. SAP Customer Experience gave us the vision and SAP Cloud Platform helped make it possible."

To start the transition, GKN worked with SAP to find a specific solution to support the entire service process from sales to billing. SAP Service Cloud proved to be the key, and laid down the technological grounds for the next innovations.
There were many challenges. First was the need to digitize the field service department. Technicians supporting customers needed real-time access to their data and process information.

Therefore, the company's software needed to support all processes from sales to billing, taking customer care to a new level. Although the producer had to manage a huge base of important customer data, it had not managed to fully understand and use these data properly and immediately on-site.

SAP was the only business capable of putting all these requirements into one cloud solution supporting the entire service process. The collaboration resulted in a new business model based on performance data. All GKN employees could access information via their mobile devices. A variety of processes have been simplified by intuitive interfaces. That way, technicians can use customers' data during an on-site assignment.

Overall, the project took 13 months – and thanks to the simple software interface, employees did not need special training to work with it. GKN has initiated a project aiming at the expansion of the SAP Customer Experience solution, and the company wants to further establish the use of the software and extend its functionalities.

The software uses condition monitoring and artificial intelligence to improve processes. Wasmuth says: "Condition monitoring and artificial intelligence present us with a host of new opportunities. The next few years will see us making great strides forward."

SAP was the only business capable of putting all these requirements into one cloud solution supporting the entire service process.

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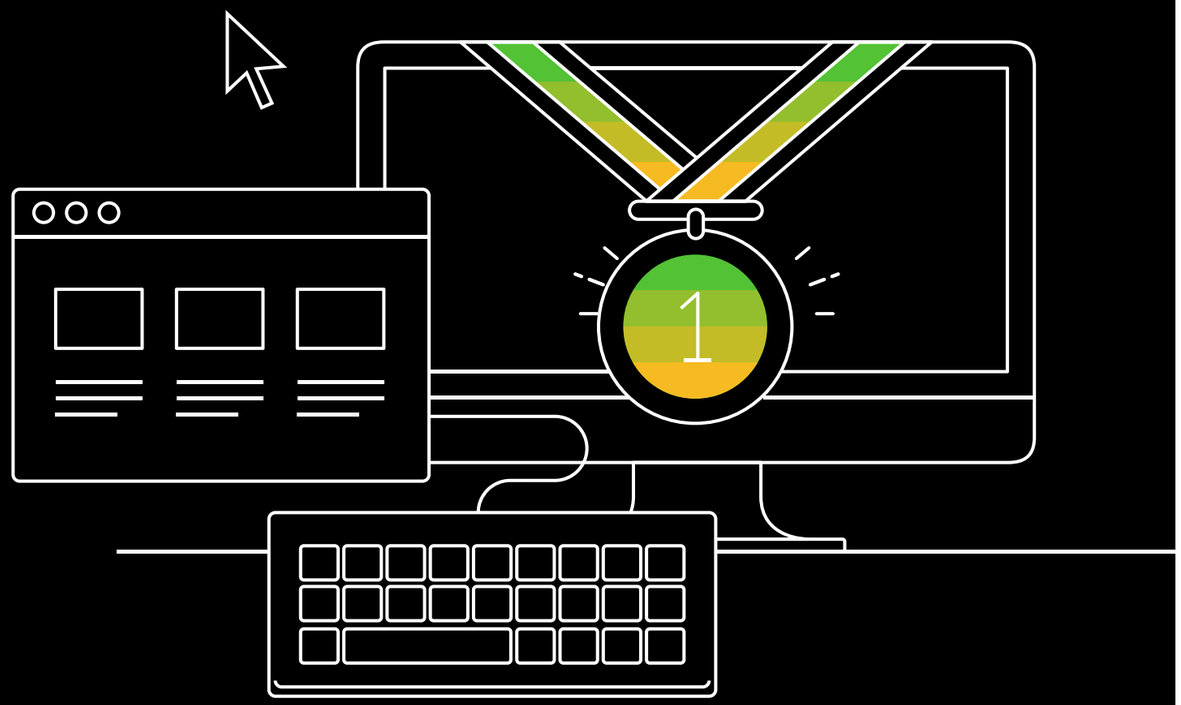
SAP APP CENTER



The SAP App Center is the digital marketplace where customers can discover, try, buy and manage access to these innovations across all SAP lines of business and platform groups.

Currently included on SAP App Center are ~1,500 enterprise-class apps from 1,000 partners and growing, providing customers with real-time access to innovative solutions, microservices and plugins to extend their SAP solutions and digitally transform their business.

Customers are benefiting from SAP App Center in various ways. They can maximize their investments in SAP solutions and address their most demanding business challenges with a mix of free and paid partner apps designed to help them conduct business.

They can take advantage of seamless integration into their existing landscapes and gain immediate access to their apps from a launchpad enabled with single sign-on. With streamlined procurement, designed for the enterprise, customers can manage the entire lifecycle of their purchases, from license acquisition to user management and renewals, simply and centrally.

In today's business environment, the transition to digital software procurement is challenging for enterprise customers, cutting across many business processes.

The SAP App Center allows customers to explore solutions at their own pace, from discovering to trying, to ordering to paying, and to managing the third-party solutions they purchase. Customers can choose to go entirely digital/frictionless across all of these steps or take a progressive approach, one step at a time.

On the SAP App Center, SAP has simplified the enterprise procurement process by bringing it into a digital form-factor. Customers can buy application licenses directly from SAP partners, with the flexibility to negotiate and receive the best price, including support for custom terms and conditions. They can then centrally manage multiple application subscriptions, billing and vendor communications in a unified experience.

Customers have a choice to either receive and pay invoices using SAP Ariba Pay or credit cards, or they can choose to settle outside of the system. SAP App Center supports roles-based, workflow-driven orders. It also includes support for multiple currencies, and application usage analytics.
With it, SAP has truly engineered procurement for the enterprise.

Find more SAP partners:
www.sapappcenter.com/productLines/15

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1 Sprinklr

sap.com/sprinklr

WHAT DOES IT DO?
Sprinklr works across a number of SAP platforms and enables companies to monitor, analyze and react to conversations on social channels. It is an integrated solution that works company-wide.

"Listening to consumers is essential for growing businesses," explains Forest Yule, Senior Director of Partner Marketing, Global at Sprinklr. "Social media should be the foundation of the way companies listen, communicate and engage. It is essential they understand what's being said about them and then act upon this."

WHAT IS THE BENEFIT?
Sprinklr and SAP Commerce Cloud can analyze key trends to improve social advertising, and the identification and habits of influencers. When used with the SAP Cloud for Customer solution, companies can automatically create SAP Service Cloud tickets directly from engagement on social channels. At the same time, SAP Marketing Cloud and Sprinklr work together to enable companies to develop understanding of real-time customer experiences and perceptions of the brand, and to engage with audiences in their preferred channel.
Yule says the combination of Sprinklr and SAP can be most powerful when the various elements work in an integrated way. "An example is the way social insights, often noted by social care teams, can be used to improve products. Product faults can be spotted and addressed on social, so they don't wind up causing a crisis.

"This can also then impact on both marketing and advertising," adds Yule. "Companies not only know their customers better, but are also able to engage with them on a deeper level, and act on that insight. Sprinklr helps break down the silos. We help SAP do an even better job by delivering better data that leads to enhanced engagement."

WHO'S IT GOOD FOR?
"There are many solutions for medium and smaller companies," explains Yule. "However, we are most tightly focused on Fortune 100 companies, and can boast Nike, Cisco, Microsoft and IBM as customers."

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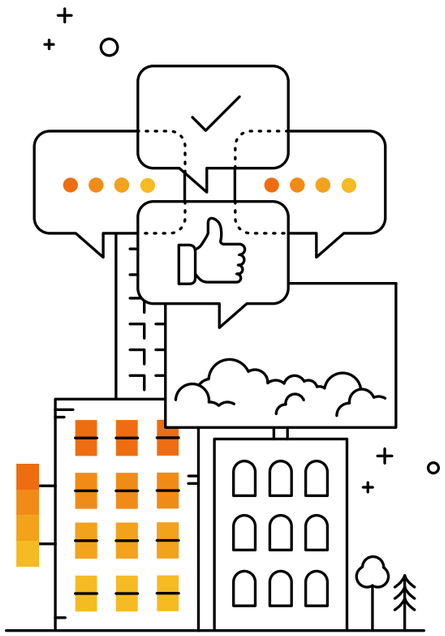
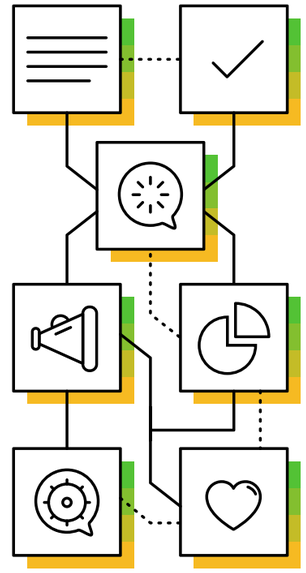
WHAT SAP PRODUCTS DOES IT INTEGRATE WITH?
Sprinklr works with SAP Commerce Cloud, SAP Cloud for Customer, SAP Marketing Cloud.



2 Mediafly

sap.com/mediafly

WHAT DOES IT DO?
Mediafly is a sales empowerment platform for SAP Cloud for Customer, designed to enable presenters to tailor the content of their presentations in a dynamic and agile way.
"Salespeople often present in a linear fashion," explains Tony Kavadas, the company's EVP Global Sales and Alliances. "Yet during the sales process, things invariably don't progress that way. Customers interrupt, ask questions, focus on different points and ask for calculations on the fly."
Mediafly is based around a concept called "Evolved Selling". Presenters can respond by accessing relevant and appropriate content – be that Microsoft PowerPoint slides, PDFs, charts, or video – quickly and easily. This enables them to optimize the presentation to suit their customers' requirements dynamically.



WHAT IS THE BENEFIT?
"We think Mediafly enables the presenter to map their selling methodology in the application rather than the person changing the way they sell to match an application," says Kavadas.
In addition to meeting the requirements of the customer and delivering a more organic sales process, Kavadas believes that Mediafly offers two other key benefits.

Firstly, there's a significant time saving for the salesperson who no longer has to be constantly creating or updating presentations. According to Kavadas, this could potentially decrease the time they can spend on actual sales presentations by up to 25%.

Secondly, each presentation is tracked. So, for example, companies are able to capture and analyze the interactions during each meeting and use that data to inform their future sales strategy. All the content is stored on the device (laptop/ iPad etc), so there's no requirement for Wi-Fi or a mobile network. Mediafly has also added tools, such as a calculator, to enable presenters to offer projections or prove return on investment without having to leave the app.

WHO'S IT GOOD FOR?
Mediafly has already been deployed by sales teams in a wide spectrum of industries, including consumer products, healthcare and life services, media, and financial services. Clients include Pepsi, Miller, Sony, NBC and Goldman Sachs.

WHAT SAP PRODUCTS DOES IT INTEGRATE WITH?
Mediafly is compatible with SAP Sales Cloud and SAP Service Cloud. Plans are underway to add compatibility with SAP Marketing Cloud, too.

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3 Adform

sap.com/adform

WHAT DOES IT DO?
Adform is an advertising suite designed for agencies and advertisers who want to use personalized targeting and real-time bidding in display advertising. The suite provides a data-management platform, a demand-side platform and an ad server using cloud technology that can be used independently or as an integrated platform for enhanced benefit.

Adform is built with privacy as a central focus and meets a number of important certifications including being ISO/IEC 27001 certified for Information Security Management, which is critical for GDPR compliance, Media Rating Council (MRC) accredited for viewability measurement across desktop, mobile Web, and app environments for both display and video ads, EDAA Trust Seal Certified, IAB certified and was granted the Certified Against Fraud seal by Trustworthy Accountability Group (TAG).

WHAT IS THE BENEFIT?
It can be difficult to ensure you're reaching the right people with adverts. Adform simplifies and targets the display-advertising process. It extends the omni-channel engagement for SAP Marketing Cloud and SAP Commerce Cloud into the world of digital advertising.

Alfonso Mariniello, Vice President, Global Partnership at Adform, says: "It makes sure planning, buying, optimizing and analyzing display campaigns are all done in one place, thus saving time and resources." He adds: "Tailored ads follow the modern user's behavior and because they integrate in an unobtrusive way within the content they're looking at, they allow the advertiser to tell a story on different devices and in a more involving way than standard advertising." This means media spend can be used elsewhere more effectively to convert browsers into valuable customers.

Adform's platform will only process pseudonymized personal data and does not use Directly Identifiable Personal Data leading to limited risks for clients, reduced requirements, added security and safety for consumers and a true Privacy by Design setup. This makes it a secure place for both customers and advertisers. Users can access several features including campaign planning, ad serving, optimization, analytics or reporting. This also results in increased ROI from marketing budgets.

The customer is changing, says Mariniello. "We are moving towards being able to understand their behavior in a much more thorough fashion. This means advertisers reach the right target at the right time with a relevant message for the customer."

WHO'S IT GOOD FOR?
Adform is designed for agencies, trading desks, publishers, and advertisers, allowing them to manage tailored ad campaigns on desktop, mobile, and in-app more effectively in real time.

WHAT SAP PRODUCTS DOES IT INTEGRATE WITH?
Adform integrates with SAP Marketing Cloud and SAP Commerce Cloud.

4 Ysance

sap.com/ysance

WHAT DOES IT DO?
Ysance is a first-party data management platform (DMP) for the retail industry. It specializes in retail marketing and its solution complements and works with SAP Marketing Cloud and SAP Commerce Cloud. It uses offline and online data to help companies make the most of their customer-relations management systems, content and social advertising.

The platform is powered by an artificial intelligence algorithm that identifies the intentions of customers to buy products. The company is proactive in maintaining customer privacy. It is also GDPR compliant.

WHAT IS THE BENEFIT?
Romain Chaumais, Ysance's co-founder and Chief Strategy Officer, identifies three key benefits for customers. "First, enhanced customer profiles. Ysance empowers retailers to recognize the customer behind each visitor. Being able to match a person's digital behavior with their in-store transactional behavior, taken from digital receipts, store accounts and so on, means retailers can accelerate conversions of both online and offline purchase intentions."

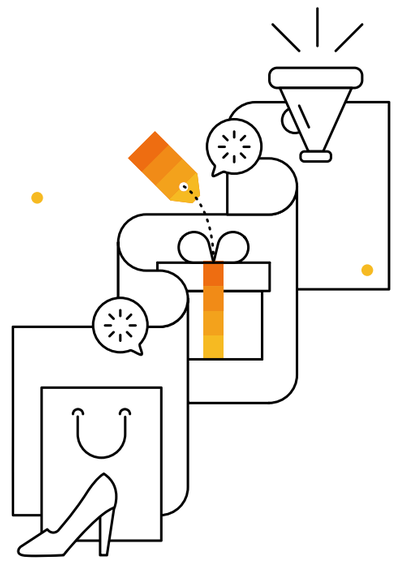
A second benefit is spotting customer intent. This is provided by the integration of artificial intelligence and machine learning, using a predictive scoring system to gauge how likely a customer is to buy. Chaumais believes that by harnessing this data and acting on it, retailers can increase overall sales revenue (online and offline) by as much as 5%.

"Thirdly, enhanced targeting. The data means that companies can send the right content to the right person," adds Chaumais. "Whether through the CRM and email, or social advertising on Facebook and Google, we can optimize the customer acquisition process to ensure it targets the most appropriate prospects."

Ysance is also embedded within the ad-tech ecosystem, and the targeting can have a significant impact on online and offline sales.

WHO'S IT GOOD FOR?
Ysance is mainly used by retailers in consumer goods in more than 40 countries. Its customers tend to be large multinational companies, typically boasting revenues greater than US$1 billion. Customers need to have in place a strong CRM program such as loyalty cards and digital receipts to enable the harnessing of offline data.

WHAT SAP PRODUCTS DOES IT INTEGRATE WITH?
Ysance works with SAP Marketing Cloud and SAP Commerce Cloud.



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5 Mirakl

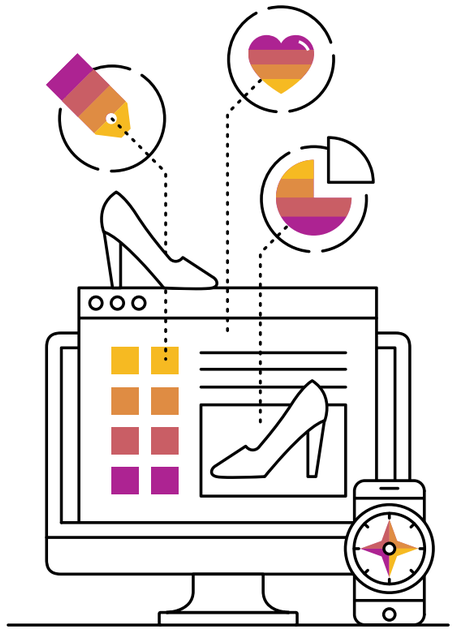
sap.com/mirakl

WHAT DOES IT DO?
Mirakl is the leader in online marketplace solutions and a SAP partner for marketplace technology. It works as a feature functionality extension to SAP Hybris Commerce.
Founded in 2012, Mirakl helps companies provide a better customer experience as part of an omni-channel and product content-management strategy.

It gives retailers, distributors, manufacturers, and brands the ability to use their ecommerce site as a marketplace where third-party sellers can push their products and services, says Eric Lessard, Director of Alliances and Channels for Mirakl. This allows those organizations to offer a wider range of goods and services without the need to carry inventory, so increasing profitability due to lower overheads.

WHAT IS THE BENEFIT?
Amazon has been a major disruptor in the B2C sector for many years, but the arrival of Amazon Business – a version aimed at B2B companies – has meant many providers need to seek such a marketplace platform to remain competitive. Mirakl offers that alternative.

Marketplaces are platforms for organizations to grow revenue and scale significantly. With Mirakl B2B, retailers can easily increase their product offering, at competitive prices, improve search-engine ranking and create more opportunities to build loyalty. Manufacturers can offer a direct route to market, while distributors can integrate new products and offer them for sale in minutes. The Mirakl marketplace platform is modular and easy to integrate, and automates seller onboarding, service quality control, and order distribution.
The Mirakl Marketplace Platform is a turn-key SaaS solution that automates the hard things –



seller onboarding, product data management, service quality control, and order distribution – on an API-based solution that's modular and easy to integrate into any e-commerce platform.

WHO'S IT GOOD FOR?
B2B retailers, distributors and manufacturers, but increasingly niche operators such as insurance, science and telco companies seeking a marketplace strategy to reach a wider audience. Clients include Best Buy Canada, Carrefour, Condé Nast, Darty, Galeries Lafayette, Urban Outfitters, and J.Crew.

WHAT SAP PRODUCTS DOES IT INTEGRATE WITH?
SAP Hybris Commerce solutions in product content management and order management.

6 Productsup

sap.com/productsup

WHAT DOES IT DO?
Productsup is an enterprise product content-syndication platform. It empowers users to assess channel readiness and then transform, optimize and distribute high-quality content to thousands of destinations. These can include retailers, marketplaces, and marketing channels such as Google, Amazon and Facebook. It works seamlessly with SAP Hybris Commerce to rationalize time-consuming processes.

WHAT IS THE BENEFIT?
Many marketing execs face the challenge of delivering high-quality, accurate information to a number of channels, which often demand widely differing criteria. Tricky content management systems complicate things more and marketers invariably have to rely on IT departments to complete processes.

Productsup simplifies things by harnessing a visual data-mapping tool integrated into SAP Hybris Commerce to syndicate content to more than 1,500 partners. Emile Bloemen, Senior Vice-President, Enterprise and Commerce, believes Productsup's key attribute is its usability. "There is no coding required; it is a simple drag-and-drop process," he says. "It enables marketers to be faster to market in a greater number of channels. This will ultimately deliver more revenue-generating opportunities."

Bloemen argues that Productsup will also save marketers significant time, freeing them up to invest in other activities. Another key benefit is that the syndication process ensures uniform descriptions of the products are maintained throughout.

WHO'S IT GOOD FOR?
Productsup is currently being deployed by a variety of businesses in different roles. The former include ecommerce agents who need to distribute optimized product feeds to online shopping and marketing channels and at the same time keep abreast of the constantly changing product attributes, information and requirements of those channels.

Productsup is also being used by marketing agencies who face the challenge of constantly optimizing their clients' product feeds. Other companies that can benefit from Productsup include data aggregators – such as marketplaces, comparison shopping engines or affiliate channels – whose businesses depend on the accuracy of the data they present. For an aggregator whose client submits their feed via a different source and in a different format, significant problems of standardization can be easily addressed by Productsup.

WHAT SAP PRODUCTS DOES IT INTEGRATE WITH?
Productsup works with SAP Commerce Cloud solutions in product content management (PCM).

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7 Worldpay Extension

sap.com/worldpay

WHAT DOES IT DO?
Worldpay is the market-leading global payment provider, offering payment services to omni-channel retailers. The Worldpay Payments and Fraud Extension is a plug-in for SAP Hybris Commerce Customers, providing a pre-built and accredited connection to the Worldpay payment platform. Through one single integration, businesses gain access to popular cards, fraud prevention and local payment types across the globe.

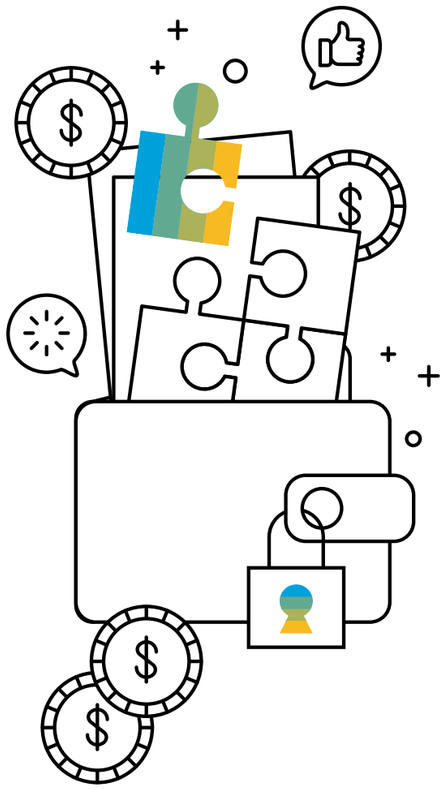
WHAT IS THE BENEFIT?
The Worldpay SAP Hybris Commerce extension enables faster and more efficient global expansion thanks to reduced development and integration costs, and the potential for reaching more shoppers in more places around the world. The extension also provides pre-built code and clear documentation for quick customization.

Yasmin Sharp, Worldpay's Global Partner Director, says: "We wanted a 'plug-and-play' model for SAP Hybris Commerce customers to select the features they want without further development." The extension features pre-built integrations to more than 200 global payment methods, including Alipay, Boleto, China UnionPay, iDeal, Qiwi and Yandex. There's also in-built 3D Secure and fraud screening.

WHO'S IT GOOD FOR?
The Worldpay SAP Hybris Commerce add-on is beneficial for any business using SAP Hybris Commerce (version 5 and above), including B2C and B2B. "Businesses have to make lots of decisions," says Sharp, "and one of these is to ensure they're future-proof."

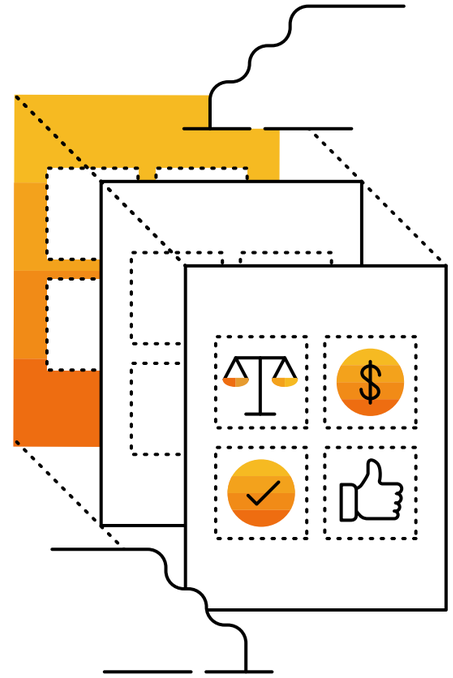
She adds: "Ours is a scalable solution that takes away the need for more decisions and further changes down the line. We worked with a range of customers to ensure we met their need in various environments."

WHAT SAP PRODUCTS DOES IT INTEGRATE WITH?
This is the only SAP Hybris Commerce gold-accredited payments extension and it integrates with B2C, Responsive, Paypal Express Checkout, OMS and Cockpit NG. Flexible payment-page integrations and scalable add-on development also support future Microservices functionality.



8 Cybersource

sap.com/cybersource



WHAT DOES IT DO?
CyberSource | A Visa Solution offers a global payment management platform that helps businesses grow sales, mitigate risk, and operate with greater agility. Only CyberSource provides an integrated payment management platform, comprised of modular services, built on secure Visa infrastructure, with the payment reach and fraud insights of a more than US$400 billion global processing network.

CyberSource has a payment management platform integrated within the SAP Hybris Commerce solutions that
helps businesses to deliver digital solutions that optimize cross-channel customer experiences.

WHAT IS THE BENEFIT?
One of the key challenges facing many retailers is how to significantly grow their customer base by expanding globally. CyberSource facilitates this with its on-the-ground network in 195 countries and territories to help ensure smooth and seamless international transactions in approximately 40 currencies.

The company says it is highly cognizant of the nuances of payment systems in different territories. It adds value by reducing the abstract complexity of payments so you can focus on your customer in addition to having a platform for broader commerce services such as security, fraud, and sales tax. It also enables integrated commerce across interaction channels via one connection.

Suzanne Monaco, Director Strategic Alliances at the company, states that in a highly competitive market, it is essential to mitigate the risk of downtime and the temptation for consumers to move elsewhere, so the robust and agile nature of CyberSource is a major benefit.

Countering fraud and data theft is also integral to the system. "A suite of quality services helps ensure that sensitive and confidential data is handled discreetly by CyberSource and not accessible via customer networks," adds Monaco.

WHO'S IT GOOD FOR?
CyberSource merchants include B2B, B2C, and vertical business sectors.

WHAT SAP PRODUCTS DOES IT INTEGRATE WITH?
CyberSource runs on SAP Commerce Cloud.

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9 Impinj

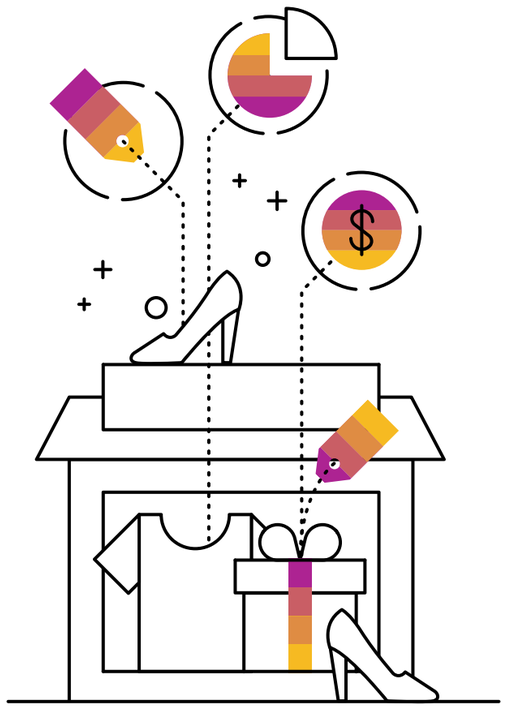
sap.com/impinj

WHAT DOES IT DO?
Impinj is an Internet of Things (IoT) solution provider that is integrated within SAP Commerce Cloud. It delivers accurate real-time inventory data as part of an advanced IoT strategy for omni-channel operations.
It comprises three core elements: a tiny RAIN RFID tag, which is added to items within stores; reader systems that are physically placed in the stores to monitor the tags; and a software platform that delivers real-time and accurate inventory data to the retailer, enabling them to optimize the sales process.

WHAT IS THE BENEFIT?
"Knowing exactly what items you have is essential to any retailer," explains Julie Tieman, Senior Staff Solutions Architect, Retail, at Impinj. "Our system makes it simple to keep track of those items and that information enables retailers to sell with confidence across all channels.

"The benefits are numerous. There are obvious ones, like retailers saving time by not having to search for items in store. And subtler ones, too – for example, retailers no longer need to set safety limits of stock as they know exactly what items they have available, which means they can reduce capital costs. They can also sell every item down to the last one, which will reduce markdowns."

Tieman argues that Impinj should be at the heart of an omni-channel strategy. "Knowing exactly what stock is available avoids disappointing customers whose orders cannot be fulfilled in store. There is also a reduction in the cost of fulfilment when orders are routed to stores that don't have a particular item."



There are also important data insights that could spark business decisions. For example, when an item that is moved around the store frequently, such as to the changing room, is not sold, it might be an indication that it is priced too highly.

WHO'S IT GOOD FOR?
The Impinj system works for any retailer, from the smallest boutique to the largest global enterprise. However, as Tieman explains, it works best for retailers who carry a large amount of SKUs and have a requirement to monitor stock levels.

WHAT SAP PRODUCTS DOES IT INTEGRATE WITH?
Impinj has been optimized to work with SAP Commerce Cloud.

10 Kit

sap.com/kit

WHAT DOES IT DO?
KIT provides a complete omni-channel view of customer activity, allowing store associates immediate access to customer needs, preferences and purchasing history.

WHAT IS THE BENEFIT?
"KIT connects store associates with customers," explains Keytree's Head of Retail, Adrian Slater. "When a customer walks into the store, the sales associate can bring up all their previous info, look at all the available products on the app, without having to leave the customer's side – the storeroom can bring out the products."

Built using machine learning and speech and image recognition, the app connects hardware, sensors, POS systems, Wi-Fi access points, RFID (Radio Frequency Identification) networks, iBeacon and Bluetooth technologies to identify nearby customers (integrating loyalty apps and Apple Passbook).

Features include Style Builder, which groups products so a customer can see how they might fit together, and tech that allows the sales associate to push content to a nearby TV screen. The app also enables the store associate to communicate via SMS, WhatsApp, WeChat and wider social media channels during and after the transaction.

"It's a full omni-channel sales tool," says Slater. The app, which is used by major retail clients, also fits into existing technology sitting on top of a retailer's SAP Customer Experience technology, for example. It is easily integrated with back-end systems without the need for new, expensive software implementations.

The KIT dashboard allows the user to manage tasks centrally, creating, editing and managing tasks, calendars, team meetings and client appointments directly from the app.

Sales associates can identify who's entering the store and create bespoke styles online to match customer preferences. The app also features flexible payment handling and provides retailers with the ability to create a truly differentiated experience for the customer. "Ultimately," says Slater, "it helps drive new sales and is easy to use, with little to no training required."

WHO'S IT GOOD FOR?
This is ideal for all retailers where the store associate plays a pivotal part at some point in the customer's overall buying experience.

WHAT SAP PRODUCTS DOES IT INTEGRATE WITH?
Designed in collaboration with SAP and Apple, KIT sits on SAP Cloud Platform and integrates directly with the SAP for Retail solutions.

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11 Revegy

sap.com/revegy

WHAT DOES IT DO?
Revegy is a strategic account planning and execution platform that provides enterprise key account teams with the clarity they need to uncover customer challenges, identify high-value revenue opportunities and maximize the lifetime value of key accounts.

CRM was not designed to handle the unique complexities of key account management. Revegy integrates with CRM to allow key account teams to manage their most strategic accounts, drive revenue and margin growth, and enhance operational efficiency.

Because of CRM limitations, most companies still use Microsoft PowerPoint or Excel for account planning and account management. Revegy puts the power of visualization to work inside of CRM to expose what really matters to a company's most strategic customers. Put simply, Revegy translates customer intelligence into value for the client and revenue for the company.

WHAT IS THE BENEFIT?
Revegy manages the entire account management process from segmentation (identifying the best customers to focus on) to key account growth planning to execution and business reviews. At every step of the process, Revegy's visual tools enable companies to align their solutions with their customers' goals and objectives to uncover larger, more strategic sales opportunities that drive more predictable, long-term revenue forecasts. In addition, data-driven insights deliver greater management visibility, resulting in more effective revenue generation and margin improvement.

Says Tim Braman, Revegy's VP, Corporate Strategy: "It's a platform that's designed to help sales teams grow revenue in their largest and most important customers." He adds: "For most companies, 80% of their revenue comes from 20% of their customers. We help them drive global team-based collaboration to more deeply penetrate the wallet of these key customers." The difference between Revegy and its competitors, says Braman, "is it's quickly and easily adapted to the customer's process. Moreover, it's extremely visual, which drives critical thinking and strategic alignment both internally with key account stakeholders and externally with customers."

WHO'S IT GOOD FOR?
Revegy works predominantly in information technology, healthcare, life sciences, financial services and manufacturing. Braman says: "Revegy is focused on B2B companies that sell expensive or complex solutions to extremely large, heavily matrixed organizations. Companies that employ a solution like ours typically have win rates 12%-15% higher than their peers."

WHAT SAP PRODUCTS DOES IT INTEGRATE WITH?
Revegy integrates with SAP Sales Cloud.

12 AppBuddy Cloud

sap.com/appbuddy

WHAT DOES IT DO?
Getting a single, actionable view of a customer can be hard when you're working with data from multiple sources. AppBuddy Cloud provides a spreadsheet-like workspace for acting quickly on core enterprise data within SAP Sales Cloud and SAP Service Cloud or across other enterprise systems.

WHAT'S THE BENEFIT?
Many operational processes that support the customer experience force users to navigate across multiple click-heavy screens and applications.

AppBuddy Cloud allows the user to manage and act immediately on opportunities, leads and campaigns, account plans, support cases, financial data, and more – all within a 360-degree view of the customer, without having to leave the SAP application they're working in.

It is fully configurable and quick to set up so IT can deliver tailor-made user experiences without the cost and time of custom development. AppBuddy's unique approach to data virtualization also means that users work directly against existing application data, no data syncing or copying required.

And because AppBuddy provides an intuitive, spreadsheet-like experience that users are already comfortable with, user adoption increases without a need for extensive training. Users work faster and smarter, forecasts and other key business data are far more accurate, and everyone is better able to serve the customer.

WHO'S IT GOOD FOR?
AppBuddy Cloud works for anyone who needs to access and update complex sales or customer data. Any salesperson or sales leader managing more than a dozen opportunities at a time will benefit, as will account teams who need to manage complex account data for their enterprise customers. Editable grids can be created for support teams as well, where reps must frequently view and update multiple fields and records related to customer cases in a single operation.

WHAT SAP PRODUCTS DOES IT INTEGRATE WITH?
AppBuddy Cloud works with SAP Sales Cloud and SAP Service Cloud.

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13 maiTour

sap.com/maitour

WHAT DOES IT DO?
maiTour is a dynamic tour planner, rooted in SAP Sales Cloud, targeted at companies with sales teams on the road. It enables salespeople to arrange their appointments for the day in a way that is both time and route efficient, and totally aligned with company goals. Salespeople input data about customers and their behavior and maiTour's intelligent automization system considers variables such as revenue, customer classification and interests before delivering an optimized route.

maiTour is flexible, too, in that salespeople can also edit, customize and enhance the route using geo data to see who is nearby. The app also includes GPS and traffic information enabling sales staff to find the fastest route to their prospect and customers.

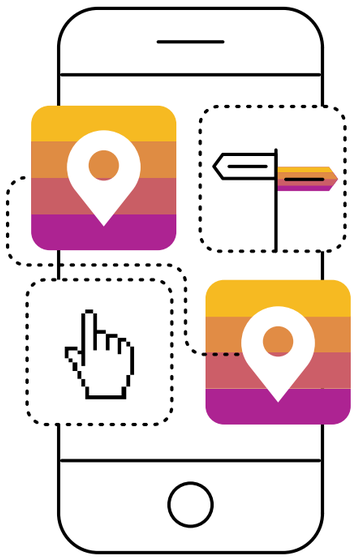
The company claims that the app's interface is simple to negotiate and that in many instances a day's preparation can be concluded within three clicks.

WHAT IS THE BENEFIT?
Eva Tabbert, Product Sales Manager of maiHiro, the company that developed maiTour, believes the key advantage for salespeople who use the app is the time they are able to save. "We believe that maiTour can significantly improve the efficiency and effectiveness of salespeople. For example, for a sales team of 100 people who average six visits per day, we think that by switching to maiTour that company can expect to spend a further 800 hours per month with clients. It really means that the time required for preparation for a day's visits is kept to a minimum, enabling salespeople to spend more time actually selling."

Tabbert also stresses that an increased number of visits, especially when determined by maiTour's intelligent optimization feature, will increase sales and revenue.

WHO'S IT GOOD FOR?
maiTour has largely been deployed by companies with a large number of sales representatives in the field. Tabbert says that the main users of the app so far have been companies that specialize in consumer-goods industries, for example, Henkel, owner of brands such as Loctite and Pritt as one of its higher profile customers.

WHAT SAP PRODUCTS DOES IT INTEGRATE WITH?
maiTour works with SAP Sales Cloud



14 maiCatch

sap.com/maicatch

WHAT DOES IT DO?
maiCatch is a business-card scanner that has been developed to work seamlessly with SAP Cloud for Customer. It is versatile enough to recognize and store data from a number of formats including analog items, such as paper business cards and event badges, as well as digital ones like email signatures. maiCatch scans the information and stores it in the solution.

Users can take images via their phone camera of a construction sign, for example, and the app will extract the relevant data and store it. The data can be categorized in a number of ways, storing it as leads, contacts or private contacts in SAP Cloud for Customer. Each contact is automatically checked to ensure there are no duplicates. maiCatch also stresses that the app meets the high security standards of the SAP Cloud Platform.

At the current time, maiCatch works with many different languages, with Simplified Chinese and Japanese due to be added shortly.

WHAT IS THE BENEFIT?
Eva Tabbert, Product Sales Manager of maiHiro, the company that developed maiCatch, believes that the key benefit for customers is the time that maiCatch saves. "maiCatch is very simple to use and will save significant amounts of time for busy execs who would otherwise be inputting contact data manually. It is very useful in situations like trade shows and business trips, when the cards can start piling up."

The integration with SAP Cloud for Customer is seamless, and the additional features – such as customization of the contacts, especially the option of adding images and voice memos – means users can create bespoke entries.

WHO'S IT GOOD FOR?
maiCatch has universal appeal in that it is an ideal tool for anyone who uses SAP Cloud for Customer and needs to store contact information. Its ability to quickly capture cards and email signatures makes it especially good for anyone in sales or business development, particularly those in the field.

WHAT SAP PRODUCTS DOES IT INTEGRATE WITH?
maiCatch currently works with SAP Cloud for Customer. Plans are underway to optimize it to work with SAP Marketing Cloud.

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Unified Customer Experience

SAP MARKETING CLOUD

Market with intelligence to each unique customer

- Dynamic customer profiling
- Segments, campaigns and journeys
- Planning & performance management
- Impactful marketing analytics
- Customer attribution
- Lead management and nurture
- Commerce marketing
- Build loyalty & advocacy

SAP COMMERCE CLOUD

Connect customers' needs to the products and services

- B2C Commerce
- B2B Commerce
- Product content management
- Industry accelerators
- Contextual commerce experiences
- Personalization
- Omnichannel order management
- Commerce for SME
- Prebuilt integrations

SAP SALES CLOUD

Be helpful by guiding customers throughout their journey

- Sell more from anywhere
- Sales force automation
- Sales performance management
- Retail execution
- Intelligent sales with machine learning
- Sales learning
- Configure, price, quote (CPQ)
- Sales forecasting
- Subscription billing

SAP SERVICE CLOUD

Make customers happy

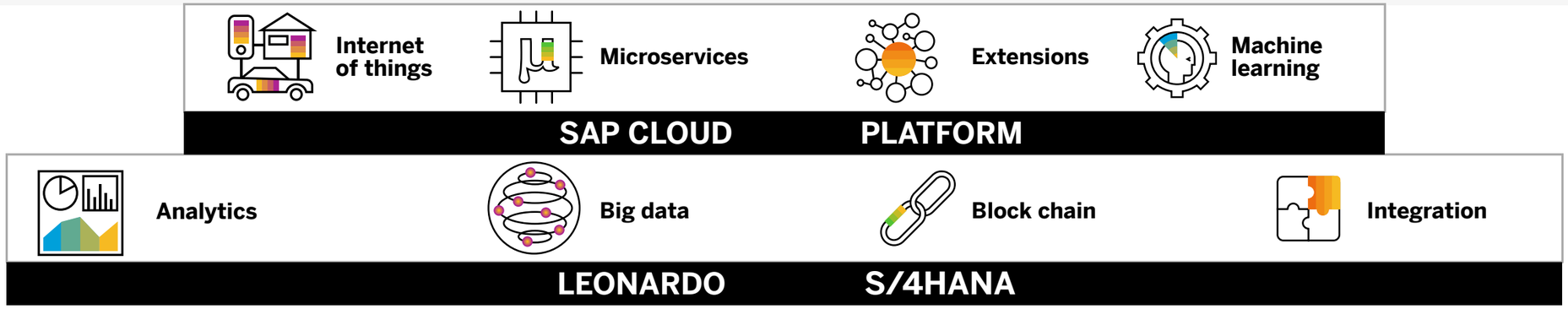
- Comprehensive self service
- Omnichannel contact center
- AI chatbot
- Proactive field service
- Offline mobility
- Preventive maintenance
- Knowledge management
- Intelligent recommendations

SAP CUSTOMER DATA CLOUD

Build customer trust and loyalty

SAP C/4HANA

- Single, unified profile
- Registration as a service
- Enterprise preference & consent management
- Customer profile and preference management
- Profile orchestration & governance
- GDPR readiness



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“The consumer-driven growth revolution will require all businesses to change. SAP’s completeness of vision is built to deliver a single view of the consumer. Only SAP can provide 4th generation CRM that seamlessly connects the front-office to the back-office.”

BILL McDERMOTT
CEO, SAP

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SAP® Customer Experience

cx.sap.com

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