



SAP Customer Experience

SAP C/4HANA

A Strategic Perspective

October 17, 2019

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PUBLIC



EXPERIENCE MANAGEMENT

The New Differentiator

Customer. Employees.
Product. Brand.



TRUST

The New Currency

EVERYTHING AS A SERVICE

From selling Products
to Services to create

**Customers
for Life**



INTELLIGENT TECHNOLOGIES Transforming Industries

Machine Learning,
Voice, IoT, Blockchain,
Robotic Process Automation
(RPA),++



MOBILE TAKES OVER Everything

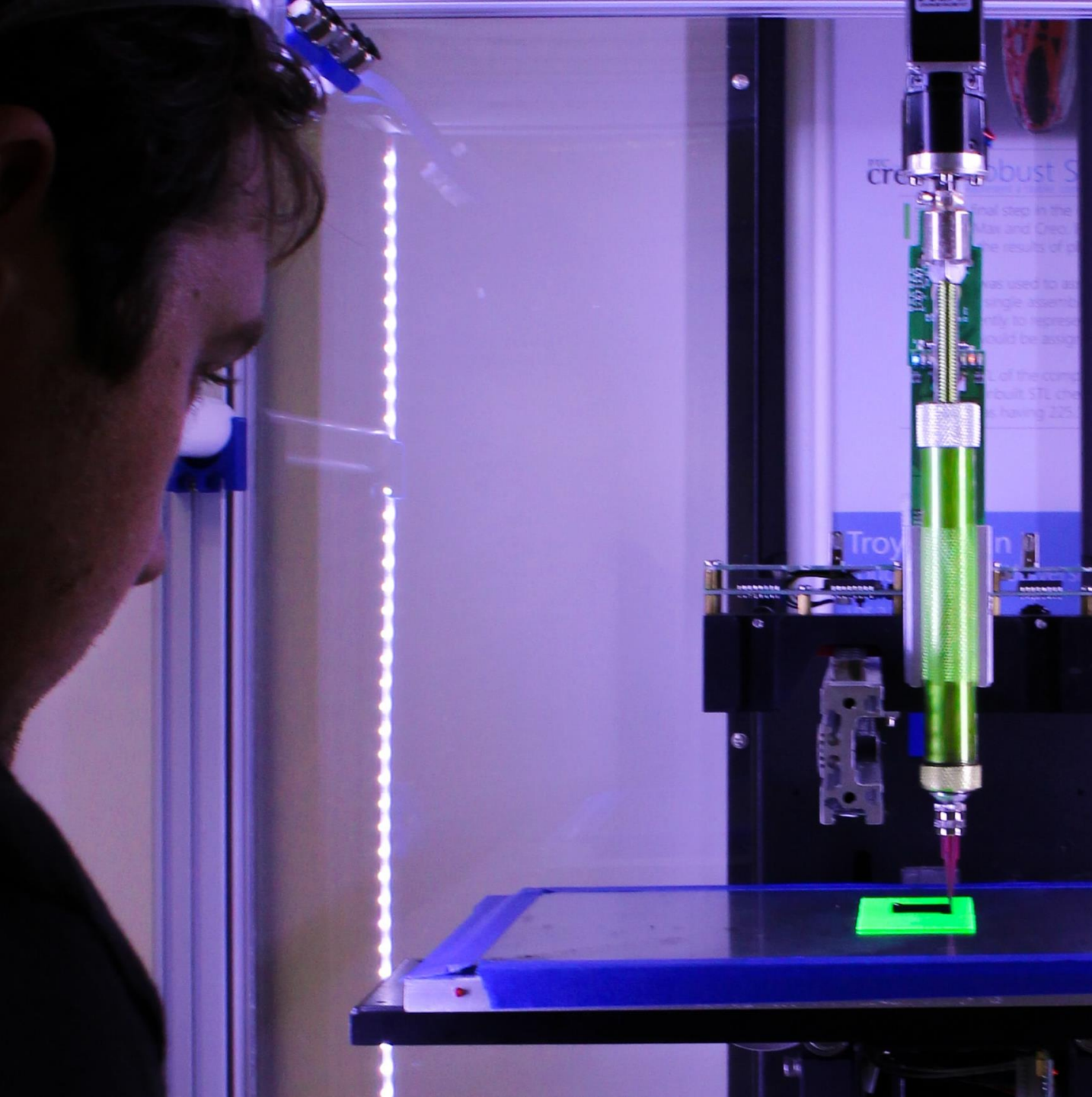
Experiences
Workforce
Service



THE NEW NORMAL Digital and Physical

Convergence





THE NEW NORMAL New Business Models

Value Chain Innovation



Millennials
are going to
be **75%** of the
world's workforce
by 2025

RADICAL COLLABORATION

New Ways

of Learning & Engagement, Gamification

WHAT WILL YOUR BUSINESS OF TOMORROW BE?

Business Models
Value Chain
Innovations
Industry convergence

Unlock the Intelligent Enterprise

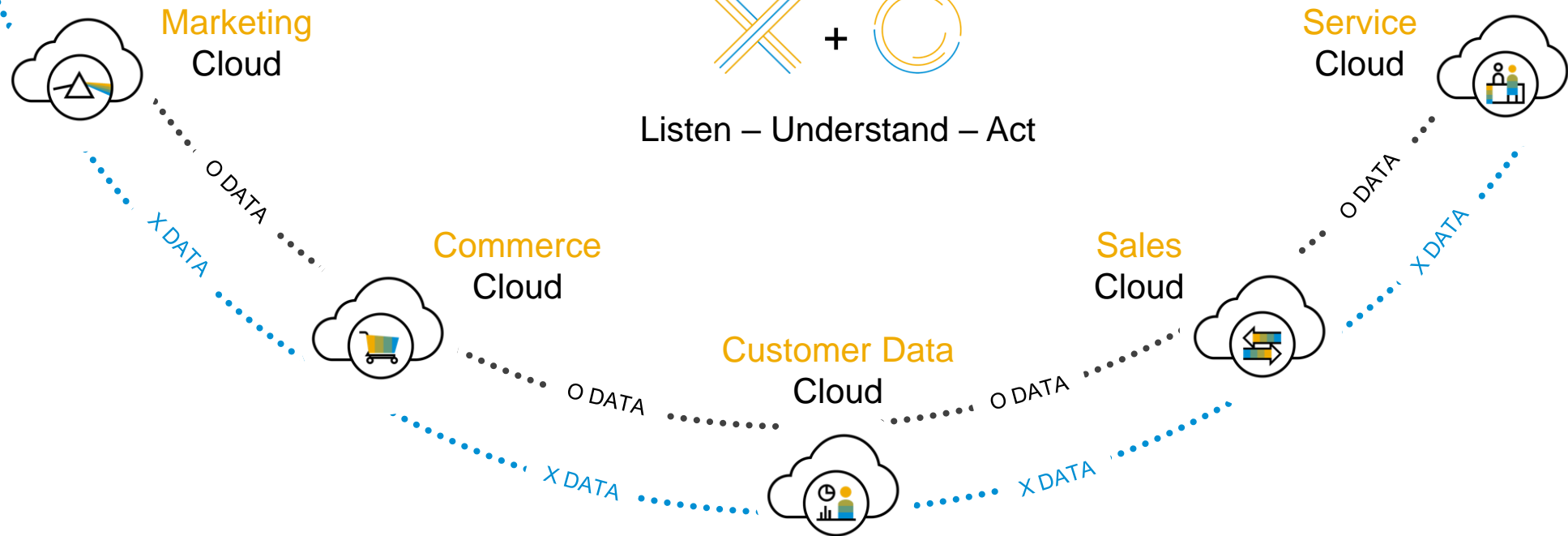


SAP C/4HANA

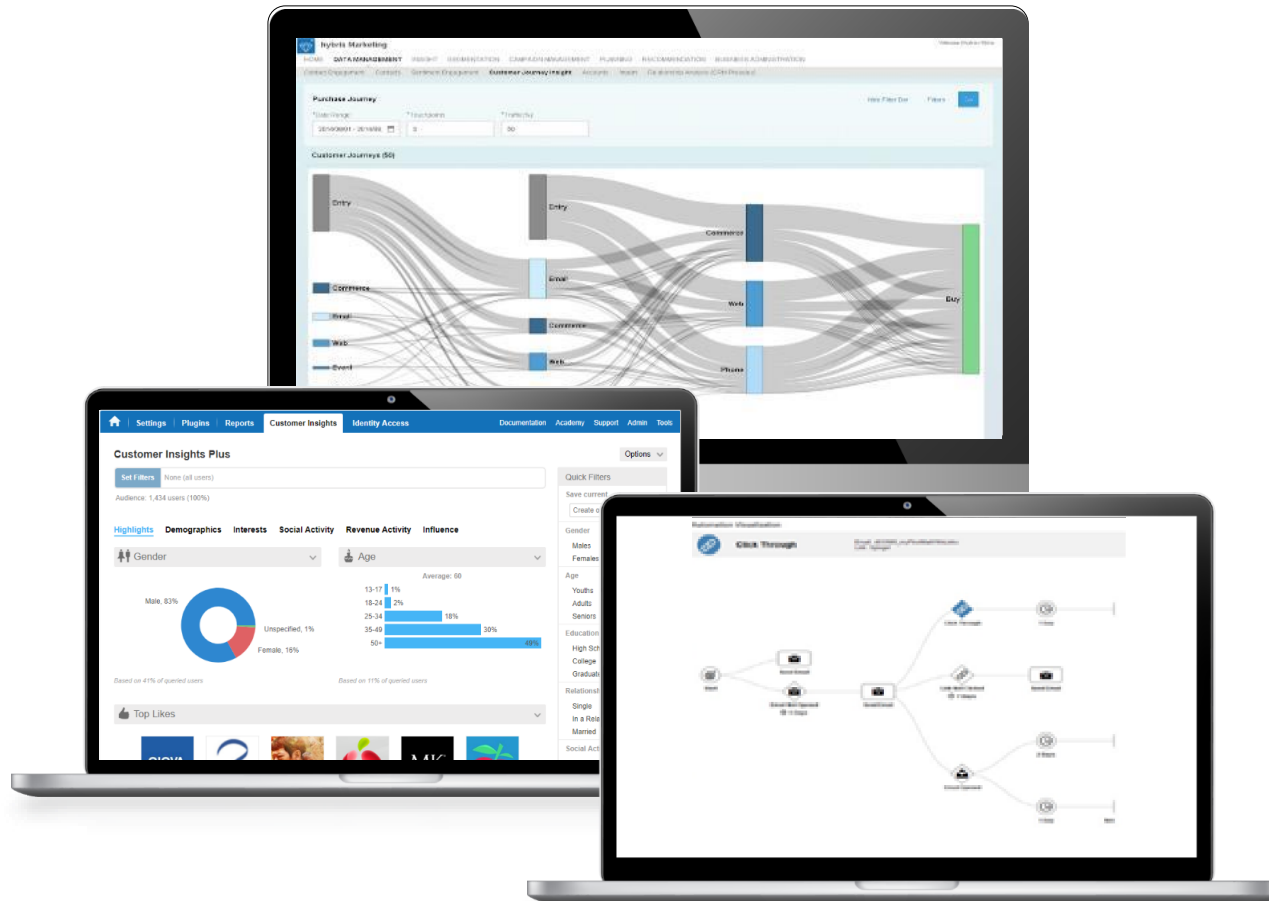
The modular
Customer Experience Suite



Listen – Understand – Act



Deeper Customers Insight and Personalization



40%

Improvements in Email Conversion Rate

5%

Increase in Average Order Value

306%

ROI. <1 year payback

40%

Decrease in Marketing System Costs from consolidation.

> 1M

CUSTOMER PROFILES
MANAGED

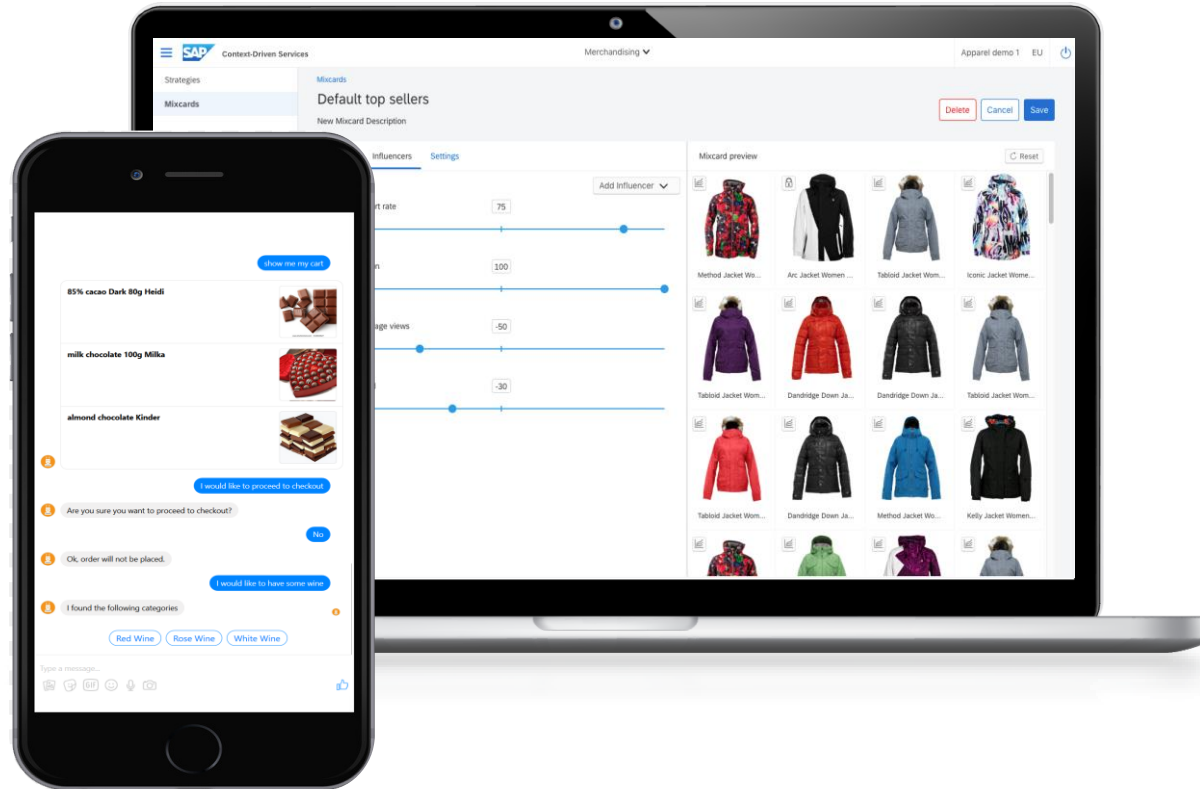
FAST

ADOPTION THANKS
TO SAP EARLY
ADOPTER CARE

“**SAP solutions** helped us enhance our consumer journey through **consumer-centered, omnichannel communication** that is driven by insight. Expert guidance from SAP gave us the confidence **to go live early** so we could benefit from the solutions before our peak season.”

Waldemar Breitling
Head of Digital Marketing, Ravensburger AG

Omni-Channel Success



50%

Increased Digital Channel Revenue

307%

3 year ROI. Payback < 1 Year

30%

Productivity Improvements

5%

Increase in Average order Value

70%

Decrease in Order Processing Costs



**B2C AND
B2B**

**ON THE SAME
PLATFORM**

LIVE IN

**5
MONTHS**

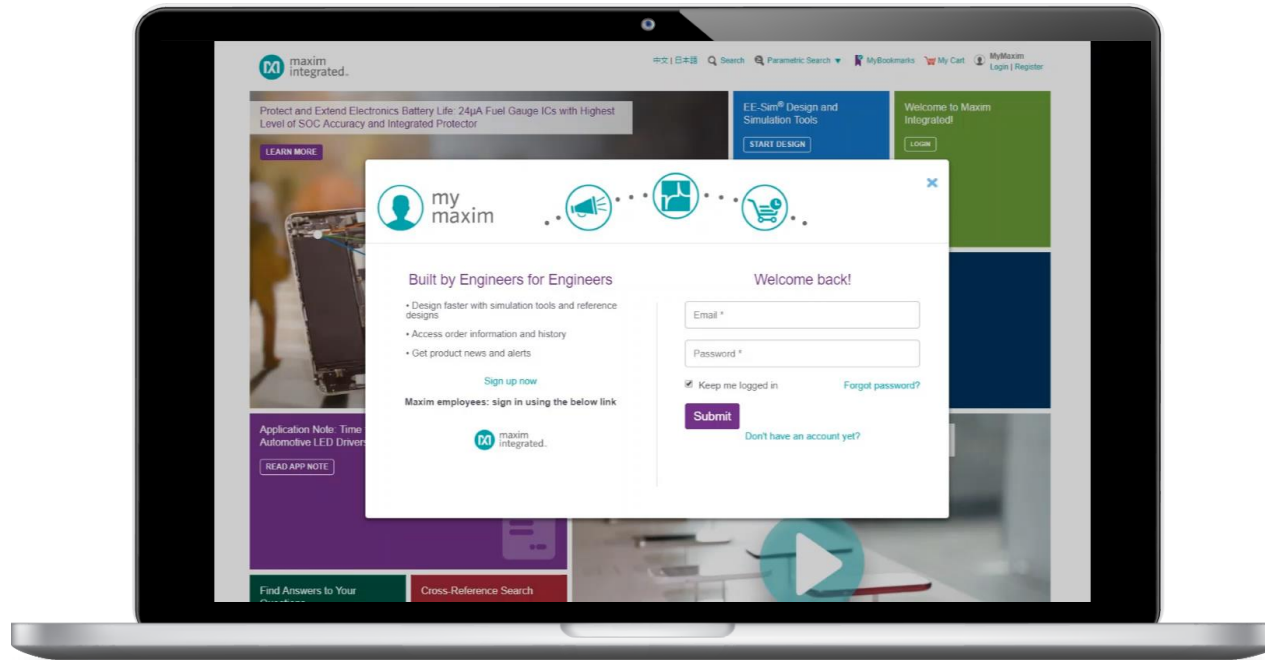
BETTER

**PERFORMANCE AND
SCALABILITY**

“Our goal was to have a **global B2B and global B2C platform** and **integration to our SAP system** was important to us... SAP Commerce Cloud was a natural fit.”

Lorenz Gan,
CIO, New Era Cap Company, Inc

Identify, access and consent customers across channels and devices



5x

Value per registered user

48%

Increase registration rates

25%

Decrease IT infrastructure costs

3 Months

Over 50% of clients implement within 3 months

12 Months

Average Development time saved



“Putting [SAP Customer Data Cloud] at the **center of our customer experience** has been a success. Not only can we **identify and understand our customers**, but we can take this data to drive relationships, retention and ultimately **revenue across channels**”

Max Goijarts, Technology Manager
at Nutricia-Danone

Service Success



363% 3 Year ROI

60% More leads generated in field service visits

50% Increased Upsell success rate

56% Of customer's reported improved customer experience

40% Increase in Service team productivity

60% Reduction in customer Equipment downtime

20% Reduction of average handling time (AHT) of service tickets

10p. Increase in Net Promoter Score in one year

20%

FASTER SERVICE
EXECUTION

INCREASE IN LEADS
THROUGH
TECHNICIAN
RECOMMENDATION

60%

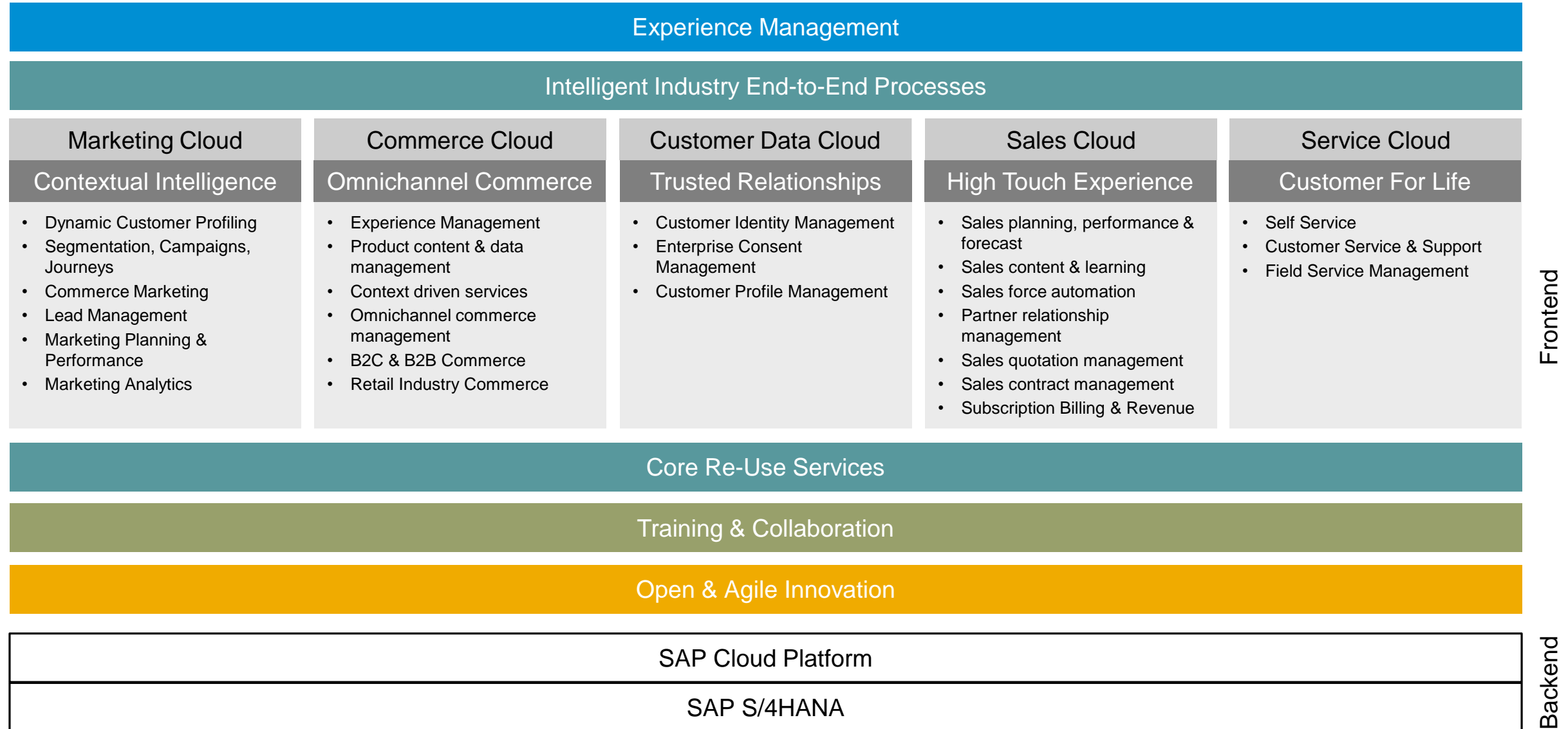
TRUST

IN THE BRAND
INCREASED

“With SAP Service Cloud we have automated a wide range of **field service processes**, which has resulted in a **more efficient field service operation** and, perhaps more importantly, a **better customer experience**.”

Jack Rijnenberg, Director of Global Customer Service
at Markem-Imaje

SAP C/4HANA Suite Architecture: Capabilities View



Customer Experience First **Strategy Blueprint**

01



SINGLE VIEW OF THE BUSINESS

Customer, Inventory, Product, X+O data

02



TRUSTED DATA

Consent, Identity and Privacy baked-in

03



AUDIENCE OF ONE, CONTEXTUAL MICRO-PERSONALIZATION

In the Moment
Experiences based on Trust & Transparency

04



SUPERIOR EXPERIENCES ANYWHERE, ANY DEVICE

Focus on complete Customer Journey, Emotional connections

05



NEW AND RE-INVENTION OF BUSINESS MODELS

E2E Intelligent process innovation, Customer for life mindset

06



ENGAGED WORKFORCE

Responsible, Empowered and Motivated People to focus on Customer Success

07



MAKE THE PROMISE, KEEP THE PROMISE

Vertically Integrated Intelligent Enterprise

08



DEMOCRATIZED INSIGHTS

Predictive Analytics / Embedded Intelligence, Intelligent Boardroom

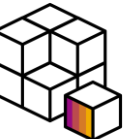
09



FASTER(ER) EVERYTHING

Optimizing Micro-processes at scale, rapid innovation, time-market, Agility

10



OPENESS

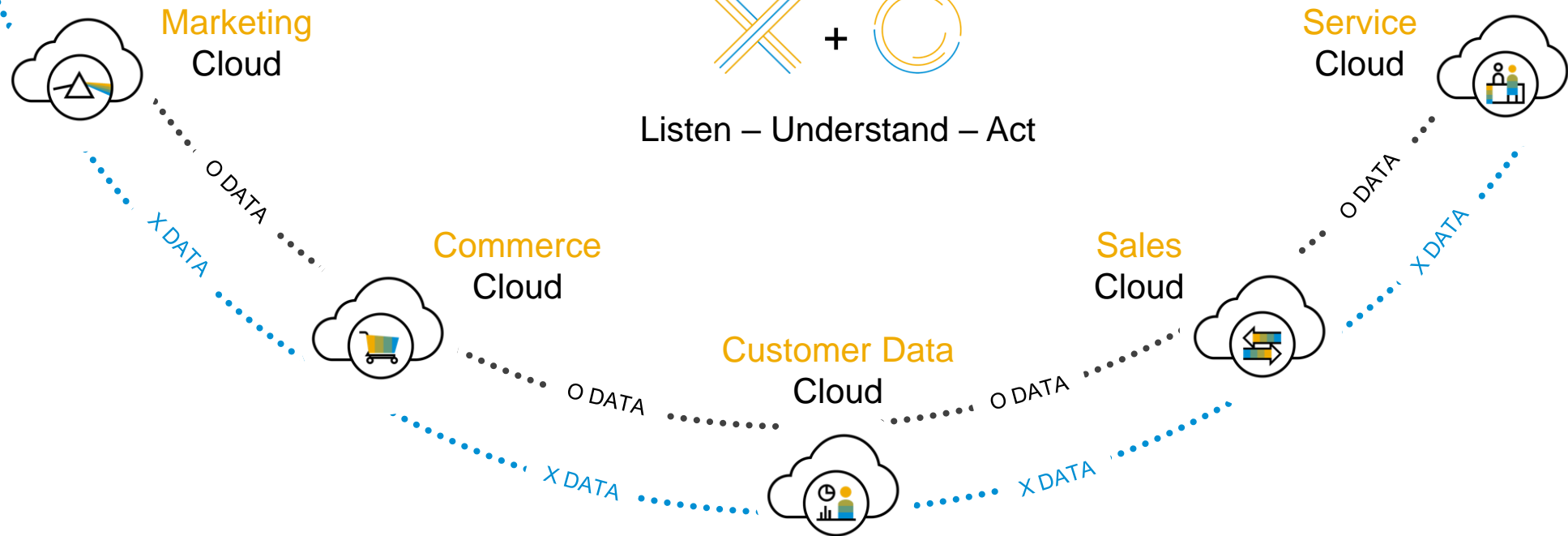
Modular, APIs everywhere, Open Data Initiative, Extensibility, Ecosystem

SAP C/4HANA

The modular
Customer Experience Suite



Listen – Understand – Act



Best-of-Suite: Bringing the Suite to the next level with 5 key differentiators



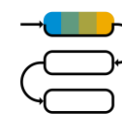
Experience
Management



Intelligent End-to-End
Industry Processes



Open and Agile
Innovation Platform



Core Re-Use
Services



Training and
Collaboration

SAP C/4HANA

The modular
Customer Experience Suite



Listen – Understand – Act



Marketing
Cloud



Service
Cloud

Best-of-Breed: Recognized product leadership



Forrester Wave for **B2C Commerce Suites**



Gartner Magic Quadrant for **Sales Performance Mgmt**



Forrester Wave for **B2B Commerce Suites**



Gartner Magic Quadrant for **Configure, Price, Quote**

Commerce
Cloud



Gartner Magic Quadrant for **Field Service Mgmt**



Gartner Magic Quadrant for **Sales Force Automation**

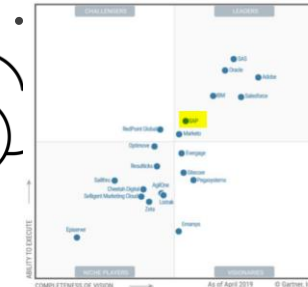
Customer Data
Cloud



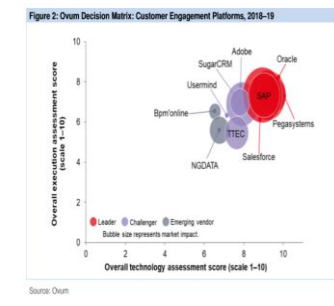
Forrester Wave for **Digital Experience Platforms**



Forrester Wave for **Customer Identity Mgmt**



Gartner Magic Quadrant for **Multichannel Marketing**



Ovum Leader **Customer engagement Platforms**

WHY SAP Customer Experience?

1. **Customer Experience** – Collect customer feedback at every interaction and combine it with operational data to provide the best Customer Experience anywhere and anytime
2. **Trust** – One single view of the customer based on consent-driven customer data
3. **Modular Suite that scales with your Business** – Start where you have the biggest need, grow as you want and don't care about infrastructure and scale
4. **Intelligent Industry Processes** – integrate demand and supply chain with embedded intelligent technologies – specific to your industry
5. **Modern and innovative Business Platform** – manage change & agility: microservices, APIs and modern extensibility framework to adjust to your business needs
6. **Recognized CX Leader** for Digital Experience Platforms (DXP) and across all domains

Thank you.

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