

Connecting the X's and O's

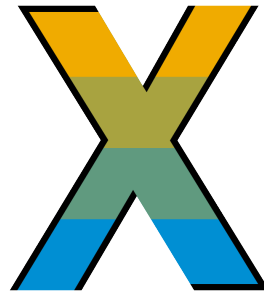
Experience

Why things are happening

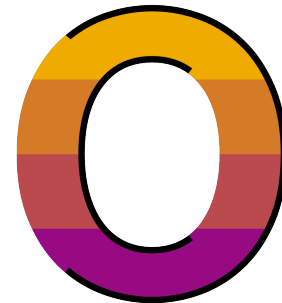
Operational

What's happening

The human factor:
feedback, emotions,
and sentiments.



X-data helps to uncover what matters
most to customers and employees.

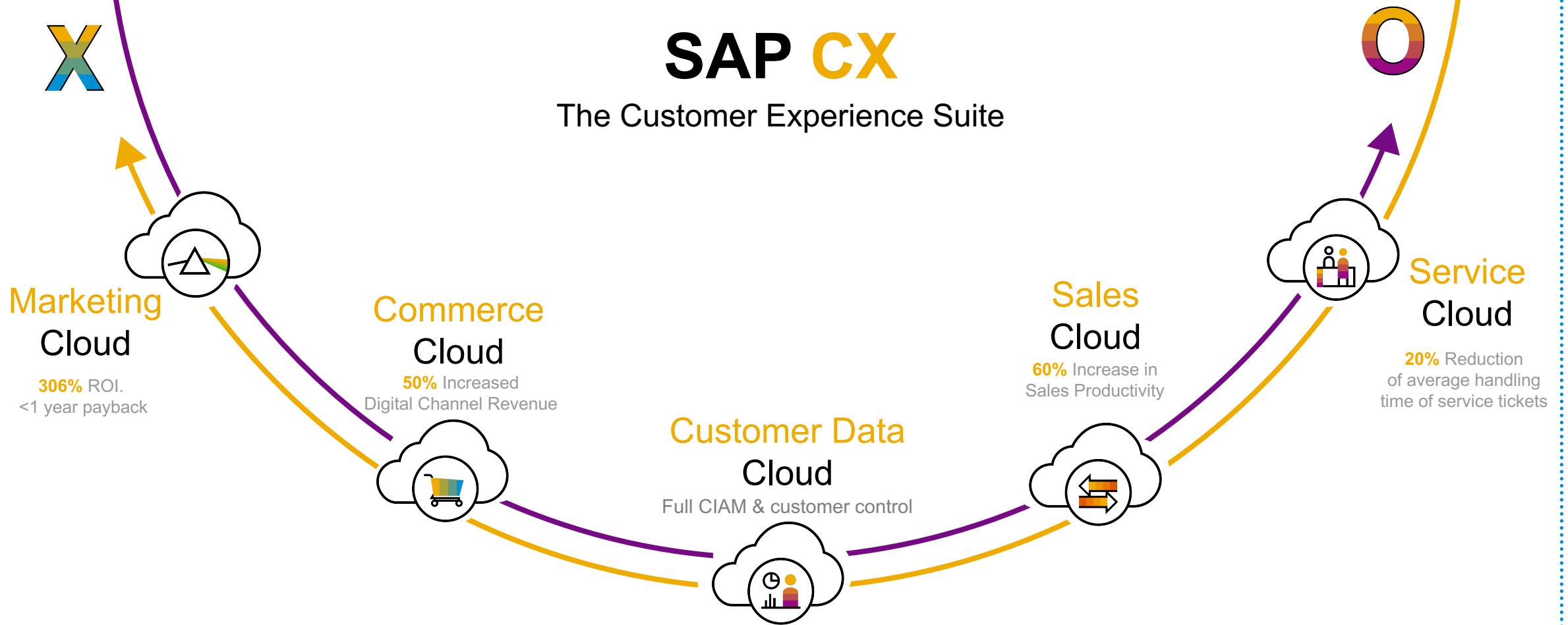


Insights from your day-
to-day operations, like
sales, finance, win rates,
time to close.

O-data helps you
run your business.

SAP CX

The Customer Experience Suite



XM POWERED by Qualtrics

SAP Customer Experience Suite Architecture: Capabilities View

Experience Management/Annex Cloud

Intelligent Industry End-to-End Processes

Marketing Cloud	Commerce Cloud	Customer Data Cloud	Sales Cloud	Service Cloud
Contextual Intelligence	Omnichannel Commerce	Trusted Relationships	High Touch Experience	Customer For Life
<ul style="list-style-type: none"> Dynamic Customer Profiling Segmentation, Campaigns, Journeys Commerce Marketing Lead Management Marketing Planning & Performance Marketing Analytics 	<ul style="list-style-type: none"> Experience Management Product content & data management Context driven services Omnichannel commerce management B2C & B2B Commerce Retail Industry Commerce 	<ul style="list-style-type: none"> Customer Identity Management Enterprise Consent Management Customer Profile Management 	<ul style="list-style-type: none"> Sales planning, performance & forecast Sales content & learning Sales force automation Partner relationship management Sales quotation management Sales contract management Subscription Billing & Revenue 	<ul style="list-style-type: none"> Self Service Customer Service & Support Field Service Management

Frontend

Core Re-Use Services

Training & Collaboration

Open & Agile Innovation

SAP Cloud Platform

SAP S/4HANA

Backend