maiCatch - The new innovative Business Card Scanner for SAP Cloud for Customer

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Agenda

SAP Product Strategy & Update Business Card Scanning

maiCatch
- Product Vision
- Use Cases
- Pricing

Demo

Questions
SAP Product Strategy & Update Business Card Scanning
SAP Product Strategy & Update Business Card Scanning

- SAP Sales Cloud do not plan to expand the scope of current business card scanner capabilities.
- We will support lead creation from business card scanner with no plans to cover other objects like contacts, accounts etc.
maiCatch - Product Vision
“maiCatch enables with OCR to simply trigger C/4HANA processes.”
maiCatch – What does this mean?

Simple, intelligent, integrated into SAP C/4HANA, and faster than you can type!

Three easy steps:
- 1. Select your catch
- 2. Start the OCR Processing
- 3. Trigger the business Process in C/4HANA
maiCatch – Use Cases
Design Principles and why we developed this for our customers?

- Tried-and-true processes developed with customers
- Recording and adding to master data is incredibly easy
- Makes your work easier
- Comprehensive coverage of different countries
- Excellent recognition rate
- Data security
- Appealing design and usability
- Runs on any device; designed for mobile use
- Available on the App Store and on Google Play
maiCatch is build on SAP technology and aligned with SAP Product Management

The benefits of maiCatch at a glance

Fast, precise recognition of all information on a business card, email signature, construction-site sign i.a.

Supplementary addition of photos, videos, or audio files for later processing

Option of live-capture of photos or later addition of saved photos

International coverage: USA, Canada, Australia, Europe (except for Greek and Cyrillic)

Meets the highest security standards; based on the SAP Cloud platform

Guarantees a quality management process with duplicate check
maiCatch architecture “High-Level”

maiCatch Architecture

Cloud Data Center - SAP

REST API

SSO - Connection

End-User with App

SAP

SAP C/4HANA

maiCatch Hybrid
Mobile App on SAP
Cloud Platform

OCR Scan API

Server in EU
maiCatch is based on “Catches”

**Catch Lead**
- Create a lead
- Add images, voice videos, papers, ...
- Maintainance of a survey
- Add custom fields
- Make use of variants

**Catch Contact**
- Creation of prospects
- Add images, voice videos, papers, ...
- Create/Update existing contacts incl. duplicate check
- Add custom fields

**Catch Privat Contact**
- Creation of contacts
- Add images, voice videos, papers, ...
- Add custom fields

- Make use of variants

**more to come**
- e.g. catch Opportunity

**In General e.g.**
- Marketing Cloud integration
- Country recognition: Simplified Chinese and Japanese
### Key User Admin Interface
- Activate / De-Activate Catches
- User Management

### Customizing Setup
- Customize your fields
- Enrich Fields (Custom Fields on Header Level)
- Setup of Variants
Pricing

Basic (Scan Package needed):
- 8.99 euros per user and month (for three years)
  +
Unlimited number of scans (Packages coming soon):
- 1.99 euros per user and month
## Get your personal - maiCatch demo

<table>
<thead>
<tr>
<th>Download maiCatch</th>
<th>Scan QR code</th>
<th>Login with PW &amp; User</th>
<th>Define &amp; remember App-Code</th>
<th>Have fun catching</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Download maiCatch via AppStore or Google Play</td>
<td>▪ Allow access to your camera</td>
<td>▪ PW and user will be provided per mail</td>
<td>▪ Define App-Code &amp; Touch ID</td>
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<tr>
<td>▪ Scan QR Code</td>
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- [Download on the App Store](#)
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![QR Code](#)
Questions

http://sap.com/maicatch
or http://maicatch.info
Thank you.

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