



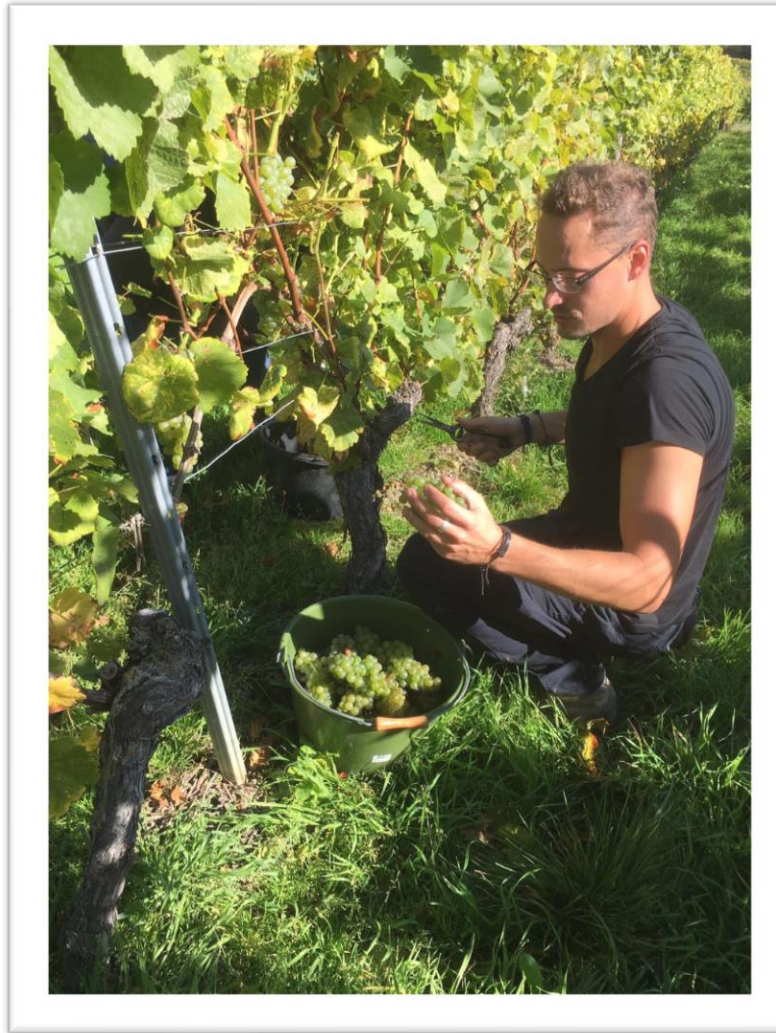
SAP Customer Experience

SAP Sales Cloud **Retail Execution**

Simon Dechent
Global Market Development Lead
SAP Sales Cloud Retail Execution



What makes me **run**

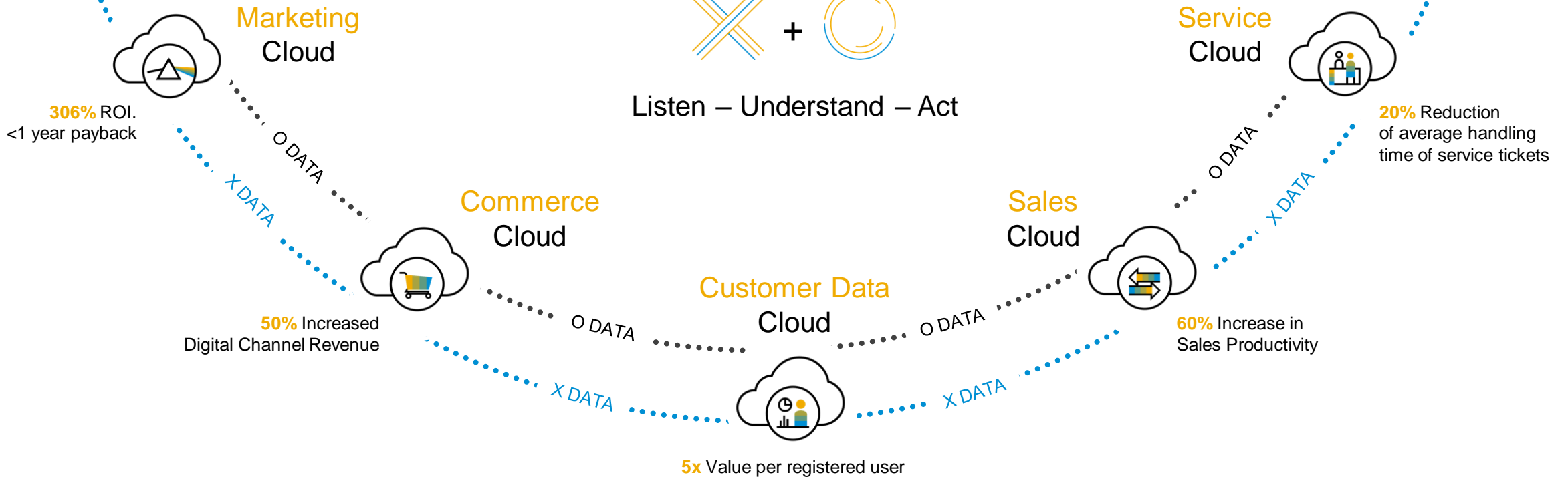


SAP C/4HANA

Delivers great Business Outcomes



Listen – Understand – Act



Experience Management

3x Increase in customer lifetime-value, 600% ROI in 3 years



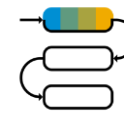
Intelligent End-to-End Industry Processes

30% Increase in net sales
28% Decrease integration and operations cost



Open and Agile Innovation Platform

80% Decrease in extensibility efforts



Core Re-Use Services

Consistent data and easy innovation through open integration



Training and Collaboration

125% Increase in course completion rates, 30% of admin work saved through better collaboration

Challenges in Consumer Products Industry



Engaging entire path to purchase

Reaching consumers across channels

Repeat purchases and brand loyalty

Build volume, maximize revenue & profitability

Maximize overall spend & mitigate lost sales

Deliver high service levels

28%

Lack smart recommendations to reduce out of stocks*

25%

Lack tools and real-time information to make business decisions*

20%

Lack visibility to product, price, promotion and placement*

Different users **one solution**



Sales & Territory
Management



Key Account Manager



Sales Operations &
G2M



Retail Sales
Representative &
Merchandiser



Service Management,
Service Agents, Call
Center, Customer
Service



Service Technicians

SAP Sales Cloud

Productivity & Personalization

- Flags
- Quick Creates
- Map Views
- Tags
- Field Extensions
- Graphical Views
- Shelf
- Workflow

Groupware Integration

- Full-Featured support for MS Outlook , Google Gmail and Lotus Notes, Server side via partner (e.g. Office 365)

Integration

- Pre-built integration to SAP ERP & CRM, SAP JAM
- Partners like InsideView, Xactly & more
- Mashups with most other apps

Collaboration & Social

- Feeds, Followers and @mentions
- Internal, Customers, Partners
- Deal Sites, Social Selling

Real-Time & Predictive Analytics

- Embedded & Custom Dashboards, Forecasting
- Mash-ups with SAP BW & Business Objects
- KPIs, embedded & ad hoc reporting
- Broadcasting
- Local & Global Administration

Sales Marketing

- Target Segments, Email Campaigns
- Promotion Calendar View
- Mass Activity & Lead Generation

Account & Territory Management

- Account & Contact Update, Merging, Relationship management
- 360 Customer Intelligence, Change history
- Territory management & Alignment

Opportunity Management & Insight

- Easy Lead, Opportunity, Activity Management & timeline
- Tailored sales methodology, Guided Selling
- Competitor insight, Partner Management
- Notes History

Visit Management & Execution

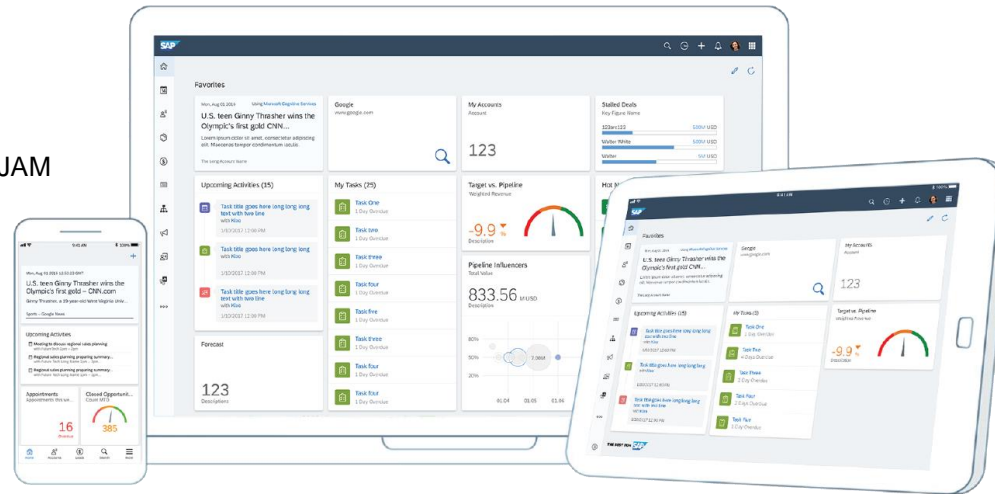
- Complete Activity and Task Management
- Visit and Route Planning and Execution, Map Views
- Survey Design and Execution

Quote & Order Management

- Integrated pricing and transactional document creation with SAP ERP or CRM
- Mobile online & offline order capture
- CPQ through partners
- Signature Capture

Mobility

- Complete mobile apps, no extra cost
- Support for iPad, iPhone, Android, Windows Tablet, Apple Watch
- Responsive UI with Off-line support
- Business Card Scanner



Platform

- Real-time, scalable, powered by SAP HANA
- Simplified enhancement tools for power users
- Easily extended for tailored UX and business processes

LEADERS !



Product Assessment

Vendor/Category	Product Aptness & Flexibility	Delivery Flexibility	Solution Completeness	"Sell More" Capabilities	User Experience	Analytical Capabilities	Product Vision	Configurability
MC1	●	◐	●	◐	●	●	◐	●
Pitcher	●	◐	●	●	●	●	◐	●
Repsly	●	◐	◐*	◐	●	●	◐	●
SAP	●	●	●	●	◐	●	●	●
Spring Mobile	●	◐	●	●	●	●	●	●
StayinFront	●	●	●	●	●	●	●	●
Univera	●	●	●	◐	●	●	◐	●



Retail Merchandising Functionality

Company	Call Planning Execution	Image Capture	Image Recognition	Analytics	GPS/Mapping Integration
Accenture	■	■	■	■	■
AFS Technologies	■	■	■	■	■
Asseco Business Solutions	■	■	■	■	■
Axienta	■	■	■	■	■
Comarch	■	■	■	■	■
eBest Mobile	■	■	■	■	■
eLeader	■	■	■	■	■
Externis	■	■	■	■	■
GoSpotCheck	■	■	■	■	■
ITC Infotech	■	■	■	■	■
Ivy Mobility	■	■	■	■	■
Kantar Retail	■	■	■	■	■
Klee Group	■	■	■	■	■
MC1	■	■	■	■	■
Oracle	■	■	■	■	■
Pepperi	■	■	■	■	■
Pitcher	■	■	■	■	■
RW3	■	■	■	■	■
SAP	■	■	■	■	■
SimpliField	■	■	■	■	■
Spring Mobile Solutions	■	■	■	■	■
StayinFront	■	■	■	■	■
Vincle	■	■	■	■	■
Zaptic	■	■	■	■	■

■ Has functionality ■ Doesn't have functionality

Customer Logos Retail Execution



CUSTOMER WIN – REX



Need

- Improve relationship with B2B customers
- Grow sales by improve average deal size
- Get connected with end customer B2B2C by understanding customer behavior.
- Improve Sales Team productivity and efficiency
- Build a single repository for customer engagement and market intelligence data, embed and automate key sales and marketing processes.

Why SAP

- SAP had the most comprehensive CX platform to support their business objectives with strong functionality OOTB.
- REX Integrated to CRM onprem and SAP Marketing.
- Ability to get own developed application data integrated.

Partner: IBM

SAP CX Products Sold:
SAP Sales Cloud, SAP REX,
Service Cloud, Marketing Cloud;
Commerce Cloud;

Date of Purchase: June 29, 2018

Go live: Jan 2020

CUSTOMER WIN – REX



Need

- No single view on customers and activities
- Asynchronous processes and Data spread across different business models and channels
- No connection between marketing and sales.
- CAS going out of maintenance
- Lack of mobile and offline capabilities.

Why SAP

- SAP had the best ROI and lowest TCO to support their business objectives with strong functionality OOTB.
- REX Integrated to SAP Marketing.
- Flexible Cloud business model with ramped up contract over 5 year contract.

Partner: Reply

SAP CX Products Sold:
SAP Sales Cloud, SAP REX,
SAP Marketing Cloud

Date of Purchase: Dec 18, 2018
Go live: Apr 2019

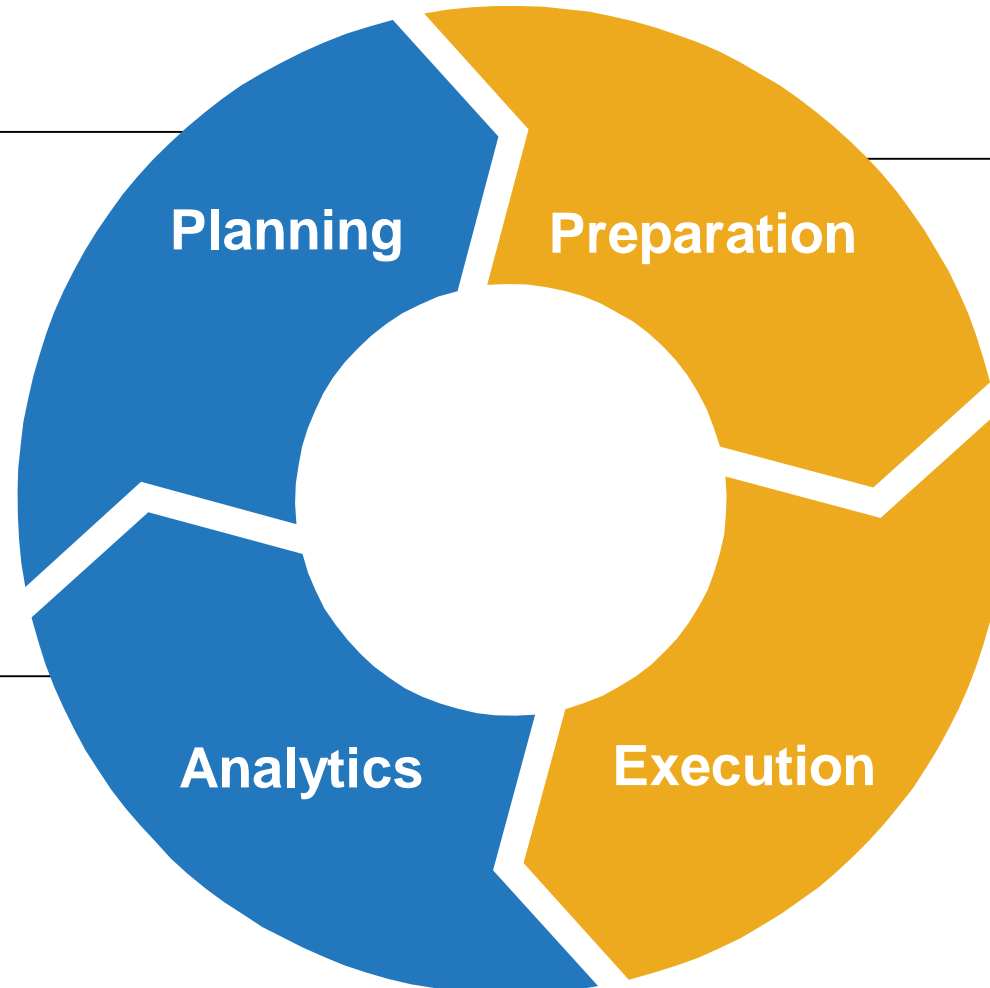
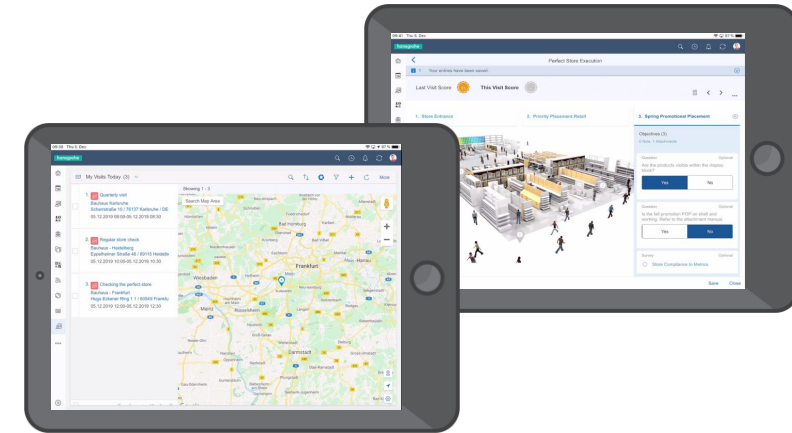
SAP Sales Cloud

Retail Execution

PERSONAS:

Sales Operations, Sales Management, Key Account Management (KAM)

Sales Representative/Merchandiser or KAM

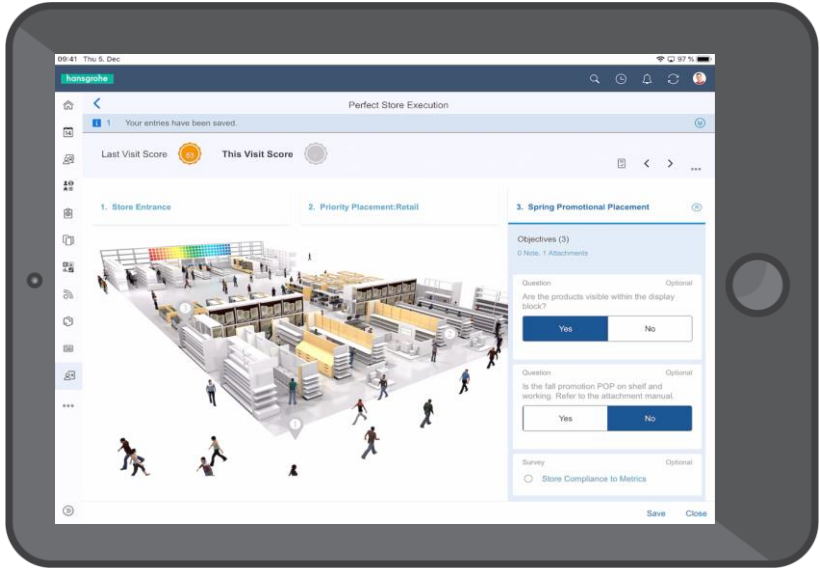
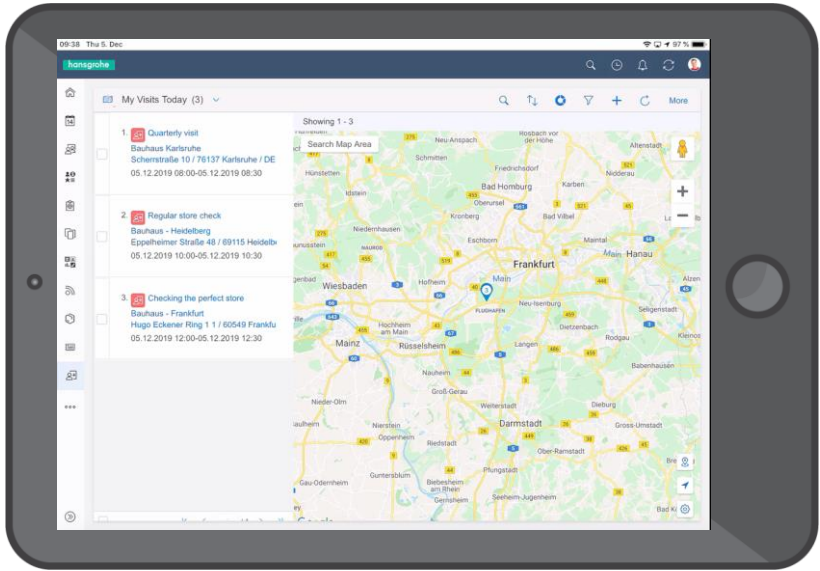
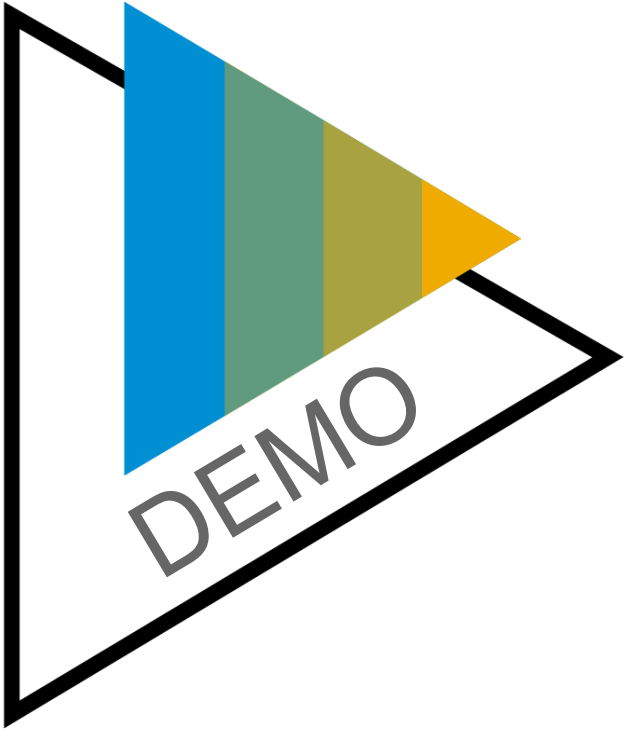


- Territory planning
- Survey and priority planning
- Headquarter route and visit planning
- Content and picture Assignment

- Audit analytics
- Survey results and scoring metrics
- Perfect store analytics

- 360-degree store view
- Order history
- Visit task and audit preparation
- Check past notes and results
- Check content and pictures
- Check store performance

- Guided in-store execution
- Product-/ competitor product audit
- Store-/ shelf checks
- Imaging Intelligence
- Promotional activities and documents
- Manage and install POSM
- Orders management (Including Pricing)
- Asset check and service
- Collections
- Visit summary and next visit planning



[Offline Click Through Demo](#)
[How to demo](#)
[Video: Plan](#)
[Video: Execute](#)
[Video: Measure/Analyze](#)

Visitas Visita EJEMPLO 5 TODO 2

Puntaje de última visita **100** Puntaje de esta visita **64**

1. JUEGO MERCHANDISING 2. CABERNET 3. CARMENERE 4. MERLOT

Objetivos (5) 79
0 Nota, 0 Anexos

Indicadores de rendimiento clave (5)

CARMENERE ASSORTMENT CAT 2	60
CARMENERE ASSORTMENT CAT 1	75
CARMENERE MERCHANDISING CAT 1	100
CARMENERE SHELVING CAT 1	1

SAP Sales Cloud

My Calendar Visit Besuch Krombacher Showroom

Last Visit Score **72** This Visit Score **72**

1. Markt Aufbau 2. Regal am Eingang 3. Kühlschrank

Objetivos (3)
0 Note, 0 Attachments

Question Optional
How many auxiliary placements are available in store?

Task Mandatory
 Ist der Kühlschrank voll intakt? Low

Survey Optional
 Krombacher Kühlschrank

Show Done (3)

SAP Sales Cloud

My Calendar Visit Visit Mini Super San Miguel

Last Visit Score **0** This Visit Score **79**

1. Store Entrance CR 2. Coolers CR 3. Primary Exhibits CR

Objetivos (2)
0 Note, 0 Attachments

KPIs (3)

On Shelf Availability	82
Espacio - Exhibiciones	82
Price Audit - Exhibiciones	73

Task Optional
 Is the Primary Exhibits well setup? Normal

0 Note, 0 Attachments

PERFECT STORE: CURRENT PROCESS & WHAT WE LIKE



Last Visit Score **4** This Visit Score **4**

1. CHECKLIST 2. TRACK 3. ACT 4. TRAIN

Objetivos (1)
0 Note, 0 Attachments

Objetivos (1)
0 Note, 0 Attachments

Objetivos (1)
0 Note, 0 Attachments

Objetivos (1)
0 Note, 0 Attachments

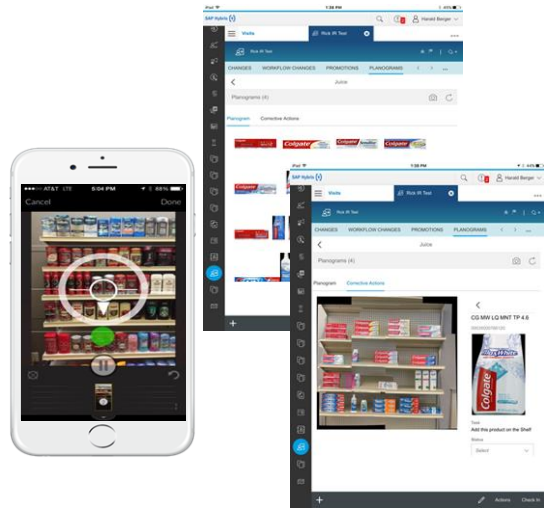


- Perfect store "guided" process
- Perfect Store Score (real time feedback)
- In App reports
- "Sell In" (Sales Data) integration

Key Roadmap Highlights

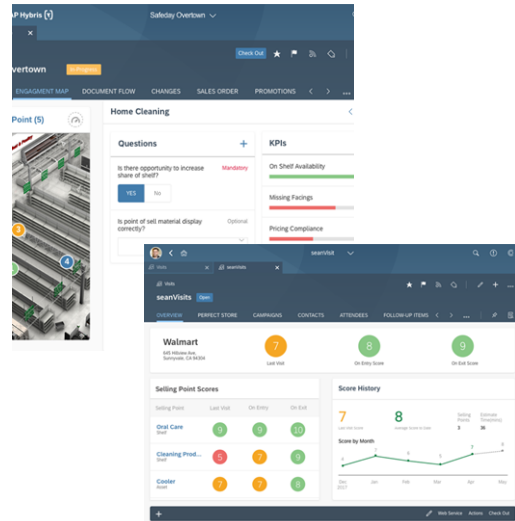
Subject to change

Image Intelligence



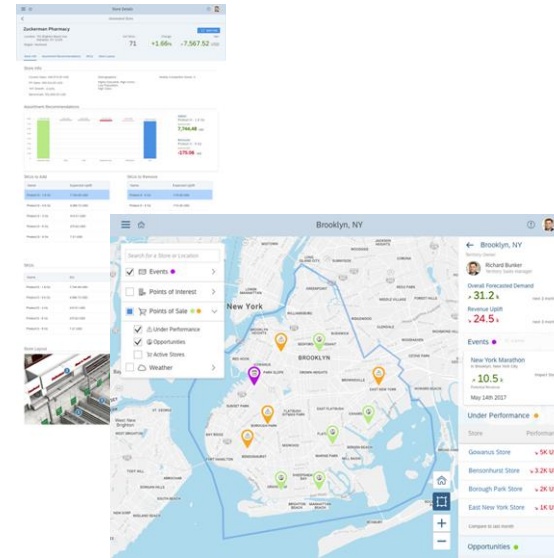
Enhance current IR offering with generic plug-in open to integration with IR providers for improved sales rep productivity.

Perfect Store Execution



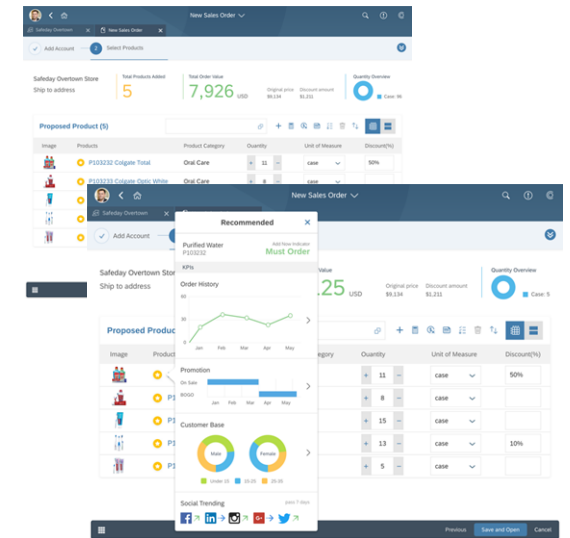
Actionable Perfect Store Execution to convert quantitative benchmarks into corrective actions and gamification points.

Dynamic Routing



Dynamically prioritize visits and activities based on internal and external data such as audit history, POS data, marketing initiatives, etc.

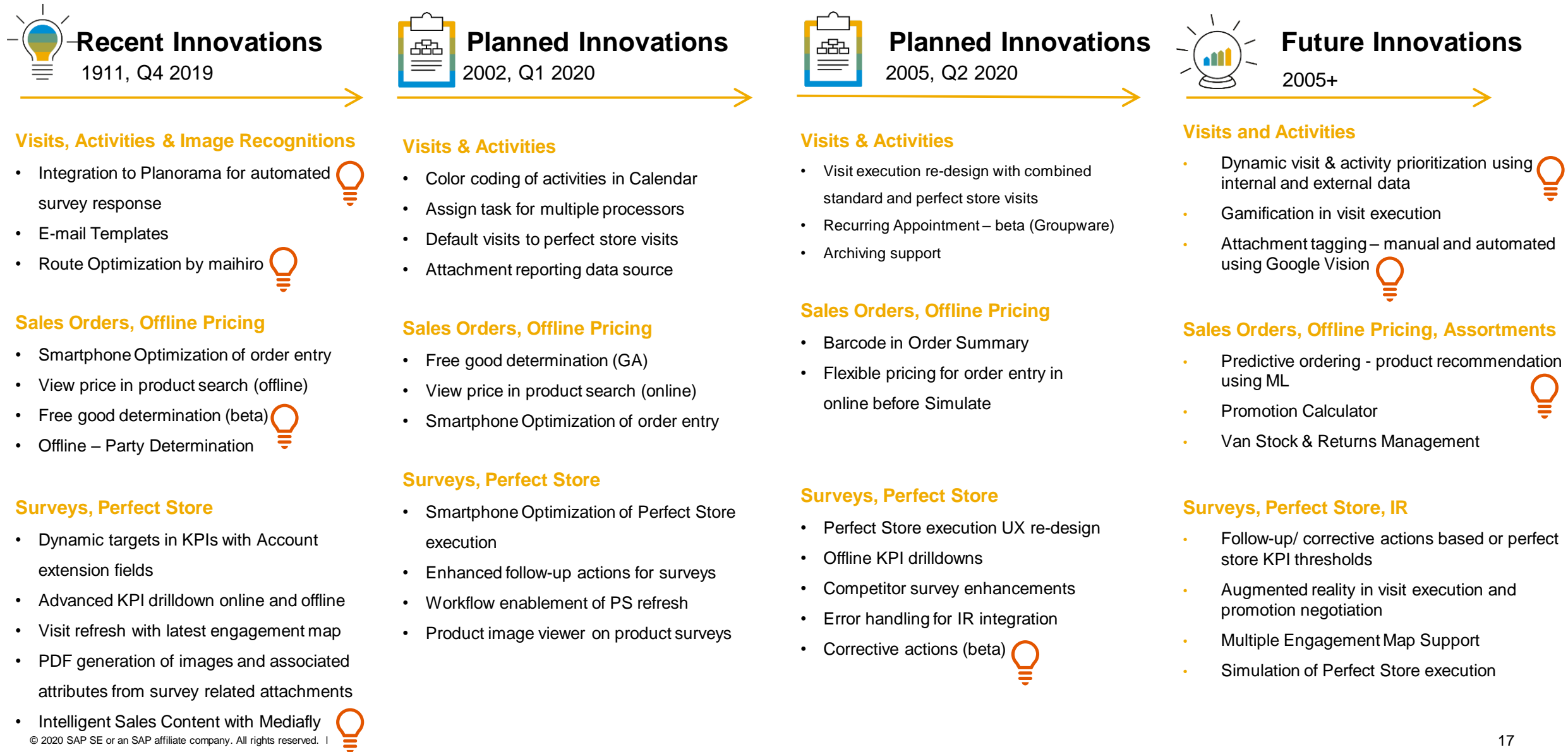
Intelligent Ordering



Intelligent Ordering with conversational AI and using Machine Learning on historical transactions, products on promotion and external data such as trends, demographics, etc.

SAP Sales Cloud – REX Product Roadmap

Intelligence 



Corrective Actions

- Tasks, Surveys, Questions and/or Actions
- Points assigned

The screenshot shows the SAP Perfect Store Execution interface. At the top, it displays 'Last Visit Score' (8) and 'This Visit Score' (6). Below this, there are two columns of corrective actions:

- 1. POE One:**
 - Objectives (5): 1 Note, 4 Attachments
 - KPIs (3):
 - On Shelf Availability: Score 80
 - Missing Facings: Score 60
 - Pricing Compliance: Score 40
 - Survey:
 - Competitor Products Audit (Optional)
 - Task:
 - Set Up Promotion Display (Optional)
- 2. POE Two:**
 - Objectives (5): 1 Note, 4 Attachments
 - Question: "Is there an opportunity to share of shelf or cooler?" (YES)
 - Survey:
 - *Q4 Oral Care Prod
 - Competitor Product
 - Task:
 - Set Up Promotion Display

At the bottom right, there are 'Save' and 'Close' buttons.

The screenshot shows the SAP Perfect Store Summary interface. At the top, it displays 'Last Visit Score' (8) and 'This Visit Score' (6). Below this, there are two columns of KPIs:

- KPIs (4):**
 - Out of Stock: Last Visit: 20, This Visit Score: 35
 - On Shelf Availability: Last Visit: 65, This Visit Score: 40
 - Pricing Compliance: Last Visit: 90, This Visit Score: 100
 - Missing Facings: Last Visit: 40, This Visit Score: 30

A modal titled 'Corrective Actions (3)' is open, showing three actions:

- Question:** "Is there an opportunity to increase the share of shelf or cooler?" (+3 POINTS). Options: YES, NO. Estimated Time: 36 mins.
- Quick Action:** "Create New Order" (+3 POINTS).
- Task:** "Set Up Promotion Display" (+3 POINTS). Description: "This is a task description. It can also default to the first line of the task."

At the bottom right, there are 'Actions' and 'Check Out' buttons.

Retail Execution Roadmap

Team	2019	2020	2021
Perfect Store Assessment	<ul style="list-style-type: none"> Offline Perfect Store Execution & KPI calculation Custom KPI exits IR Integration (partner) 	<ul style="list-style-type: none"> Corrective Actions based on scores and KPIs UI/Smartphone Optimization Conversational Execution 	<ul style="list-style-type: none"> VR/AR based consultative selling Advanced KPI enhancements and trends PSE on SCP / CRM2020
In-Store Execution & Merchandizing	<ul style="list-style-type: none"> Follow-up actions for surveys Enhanced Calendar with configurable color coding Gamification integration 	<ul style="list-style-type: none"> Key Account Planning Response capture using IR Notes Analysis 	<ul style="list-style-type: none"> Crowd sourcing integration Visit Execution on SCP / CRM2020 Product mix recommendation
Order Entry & Pricing	<ul style="list-style-type: none"> Free good determination Exits in offline pricing Returns Entry 	<ul style="list-style-type: none"> Promotion Calculator Stock/Inventory data Voice Assisted Order Entry 	<ul style="list-style-type: none"> Distributor Management Order Entry on SCP / CRM2020 Native Android App (for Asia / LATAM)
Visit & Route Planning (SDD-1)	<ul style="list-style-type: none"> Route group, visit plans and visit lists Central Planning cockpit for unified visit and activity planning 	<ul style="list-style-type: none"> Route Simulation & Optimization Support for delivery driver, van selling and pre-selling scenarios Include dynamic proposals into planning cockpit 	<ul style="list-style-type: none"> Capacity Planning New store onboarding Intra-day dynamic routing Call Planning and follow-up Dynamic proposal of call activities
Activity Intelligence & Integration (SDD-2)	<ul style="list-style-type: none"> Integration to S/4 Transportation Management Integration to C/4 and TPM for proposals based on promotions 	<ul style="list-style-type: none"> Dynamic scoring of visit proposals based on marketing events and planned / ongoing promotions Sales Analytics & 360-degree customer view 	<ul style="list-style-type: none"> Intelligent visit proposals based on external data- PoS, Nielsen (Datahub integration) Integration of PoS data and external demand signals ML based visit prioritization Integration with call center solution

Thanks.

Contact Information:

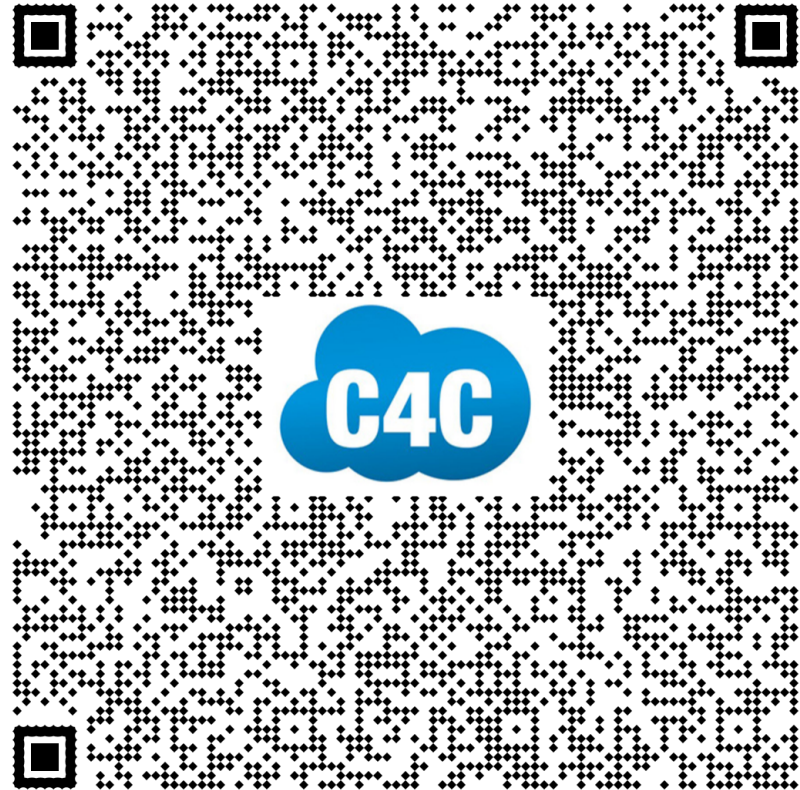
Simon Dechent

Global Market Development Lead

SAP Sales Cloud Retail Execution

simon.dechent@sap.com

+49 151 53858929



SAP Customer Experience



THE BEST RUN 