



SAP Customer Experience

SAP C/4HANA

Overview and Roadmap

Dr. Thomas Vetter, SVP C/4HANA Suite, Customer Experience, SAP SE
Sven Feurer, Sr. Director C/4HANA Suite, Customer Experience, SAP SE

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SAP C/4HANA Suite Webinar Series 4 SAP User Groups



October 18

SAP C/4HANA - Are you ready for the next Customer Experience Revolution?

October 23

SAP Marketing Cloud - Provide your organization with the insight, tools and agility to meet the customer demands

October 30

SAP Commerce Cloud – Outlook, roadmap and major investment areas of the leading Commerce solution in the market

November 8

SAP Sales Cloud - How to support the sales people and make the entire sales process more efficient

November 13

SAP Service Cloud - How your company can ensure a seamless service, before and after the first sale

November 27

Automate Customer Management with SAP C/4HANA and SAP Leonardo Machine Learning Foundation

November 29

The Future of Customer Interaction – SAP C/4HANA and Conversational AI

December 4

Build trusted relationships based on security, transparency and control with SAP Customer Data Cloud

Agenda

1. SAP C/4HANA and Customer Experience Solution Overview
2. Embedded Analytics and Machine Learning in SAP C/4HANA
3. Summary & Roadmap
4. Q&A

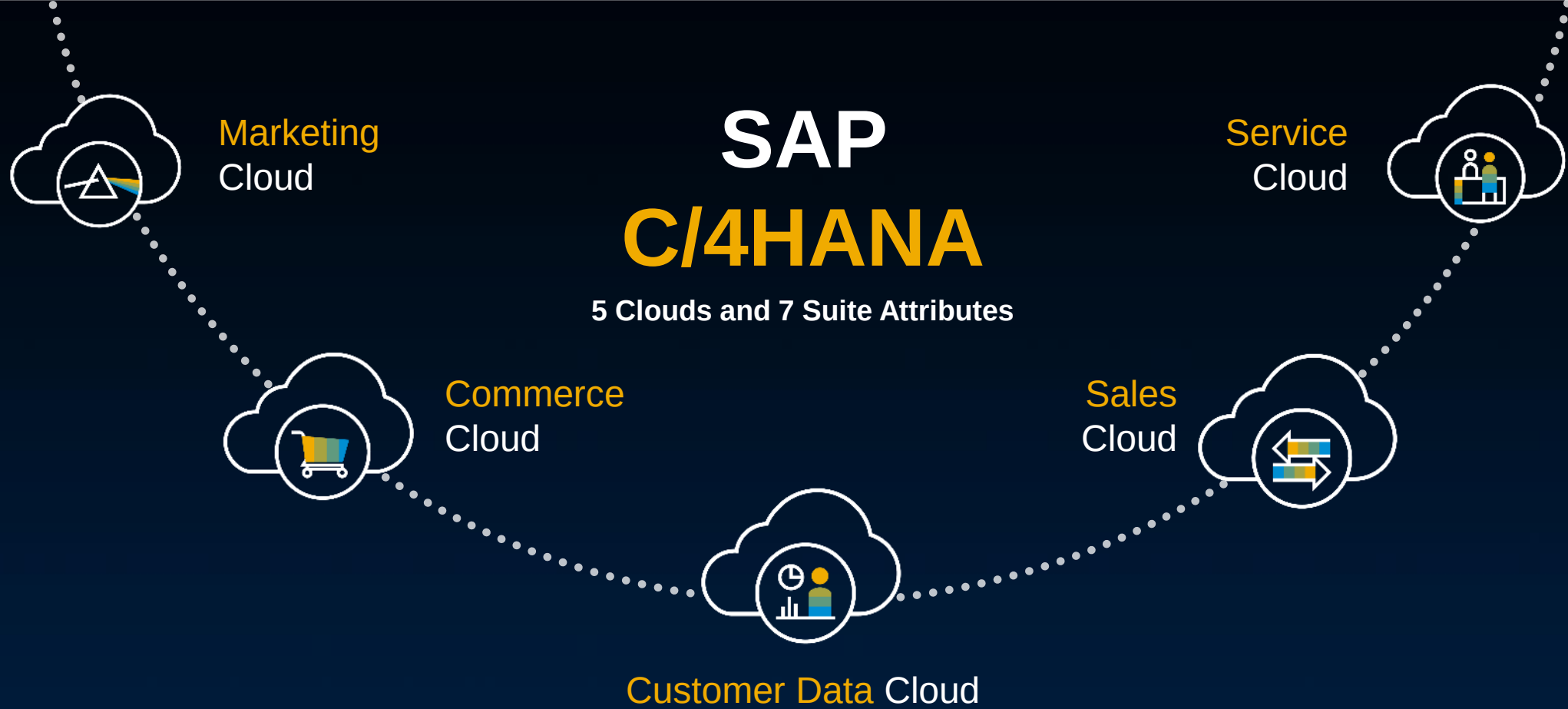
1. SAP C/4HANA and Customer Experience Solutions Overview



“ **SAP C/4HANA** is the
largest development
initiative inside SAP

Hasso Plattner
Chairman Supervisory Board of SAP SE





New Generation Customer Experience Suite

SAP C/4HANA

Unified User Experience

Embedded Intelligence — SAP Leonardo



SAP
Marketing
Cloud



SAP
Commerce
Cloud



SAP
Sales
Cloud



SAP
Service
Cloud



SAP Customer Data Cloud

Master Data Management

Extension Framework and Microservices Ecosystem

SAP® Cloud Platform

SAP S/4HANA®

SAP C/4HANA

Harmonized user experience

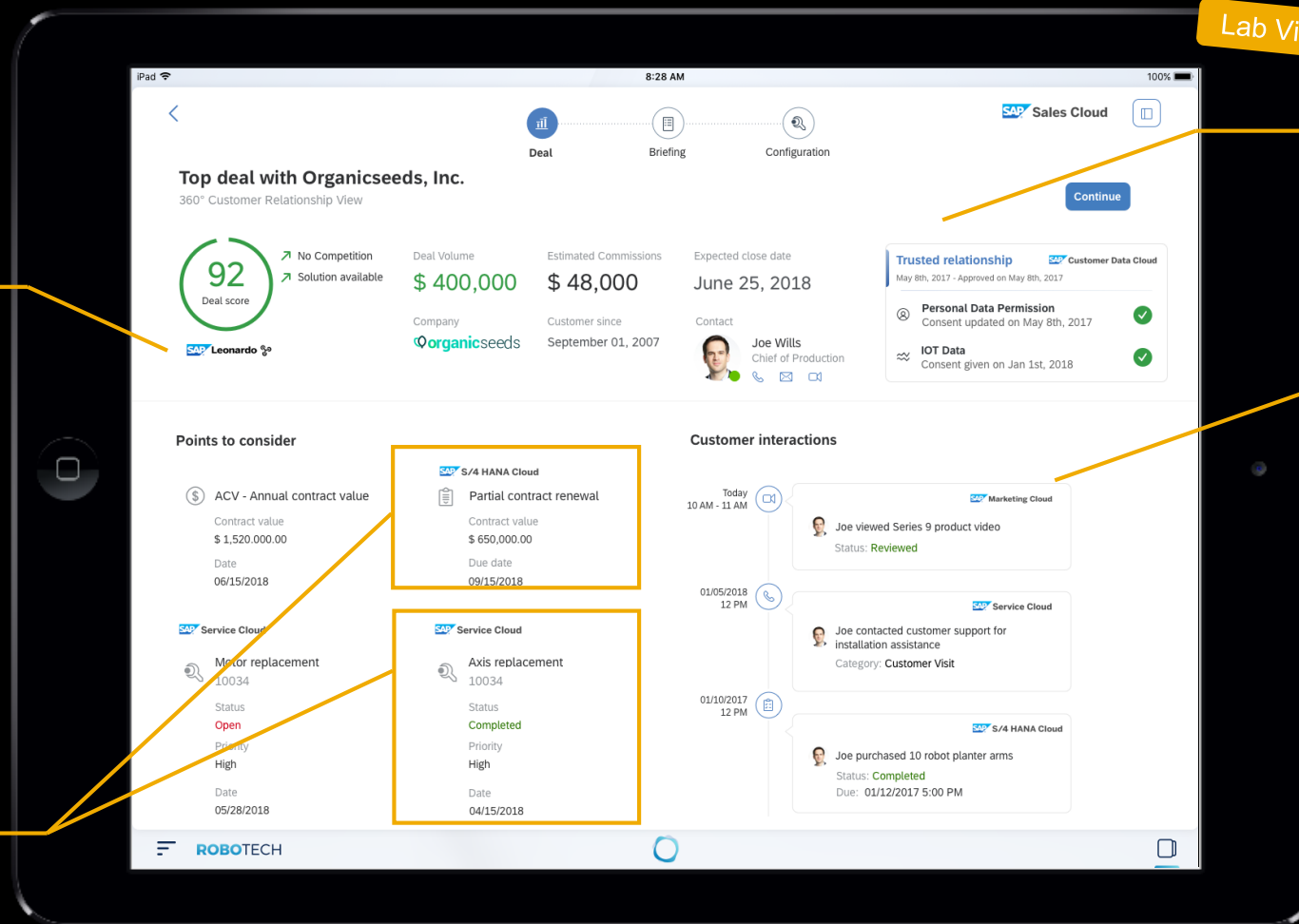


Artificial Intelligence

Embedded AI everywhere powered by SAP Leonardo

Integration with Digital Core S/4HANA

Content from multiple applications aggregated in unified screen via Cloud Widgets



Customer Profile

Customer Data Cloud: Single View of the Customer based on Consent

Full view of customer

Marketing Cloud: visibility of customer interactions across channels

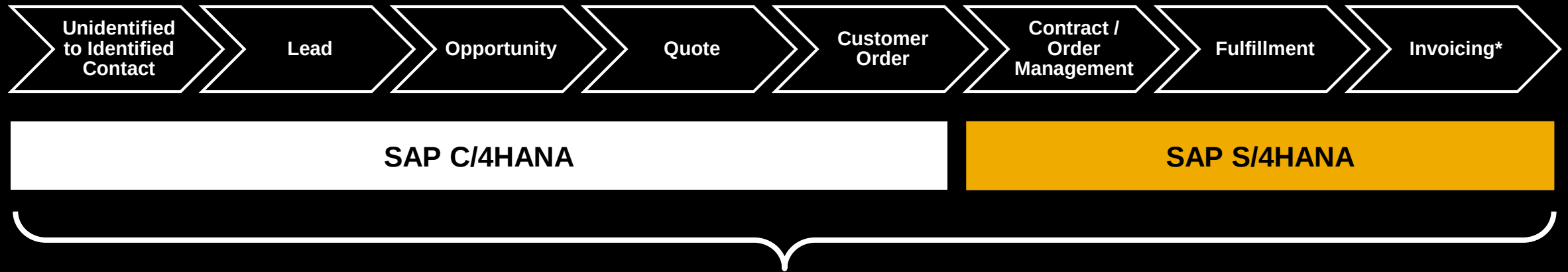
Services Cloud: all customer services tickets and touch points in one place

Sales Cloud: all sales interactions and purchase history

Integration of Front Office (SAP C/4HANA) to Digital Core (SAP S/4HANA) to deliver **end to end customer experiences**



From Lead to Cash: Delivering what our competition can't do

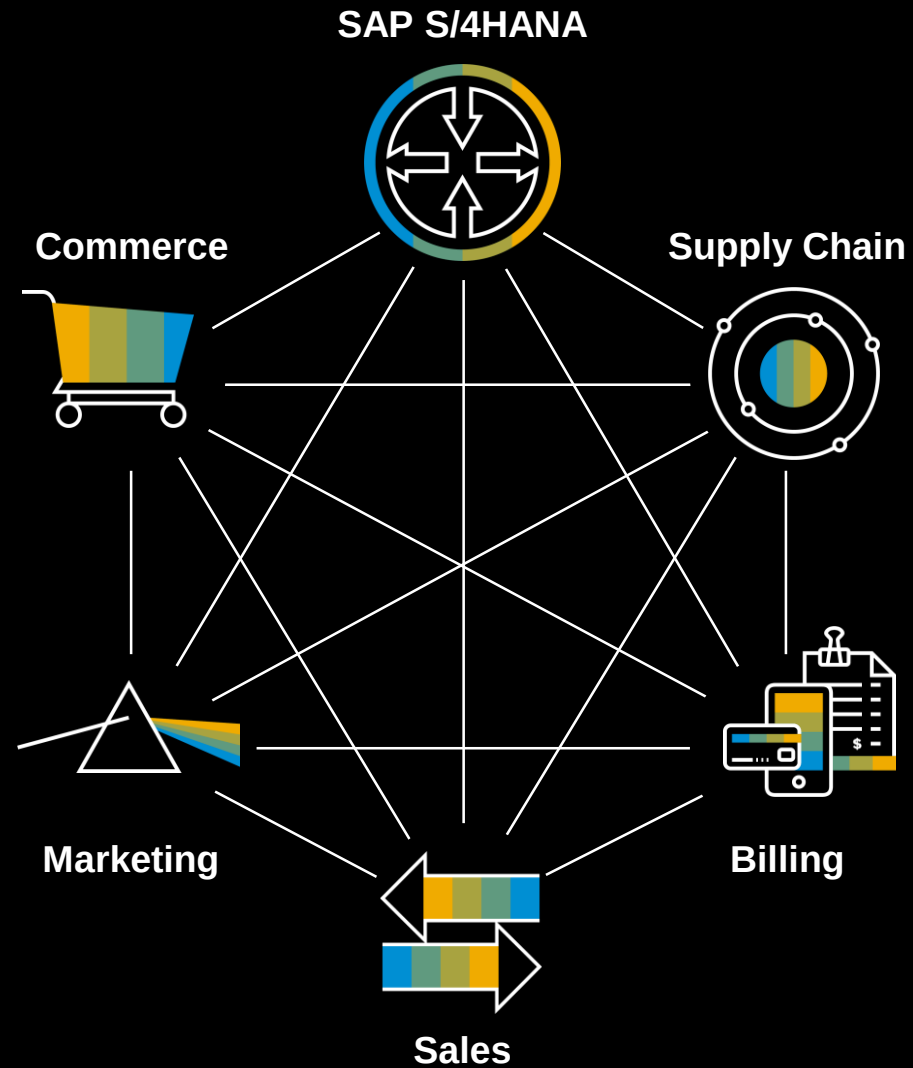


**End to End
Customer Experience**



* Agile billing solution in C/4HANA

SAP C/4HANA Foundation – Common Master Data



Leveraging SAP Analytics Cloud (SAC) – our vision



SAP Commerce Cloud

Personalized Shopping
Experience across Touchpoints



SAP Marketing Cloud

Market with Intelligence
in the Moment



SAP Customer Data Cloud

Build Customer Trust and Loyalty



SAP Service Cloud

Effortless service experiences
with end-to-end Interaction-to-Resolution



SAP Sales Cloud

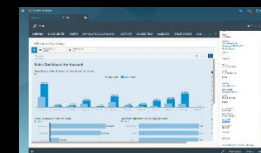
Build Relationships and guide
Customers throughout their journey



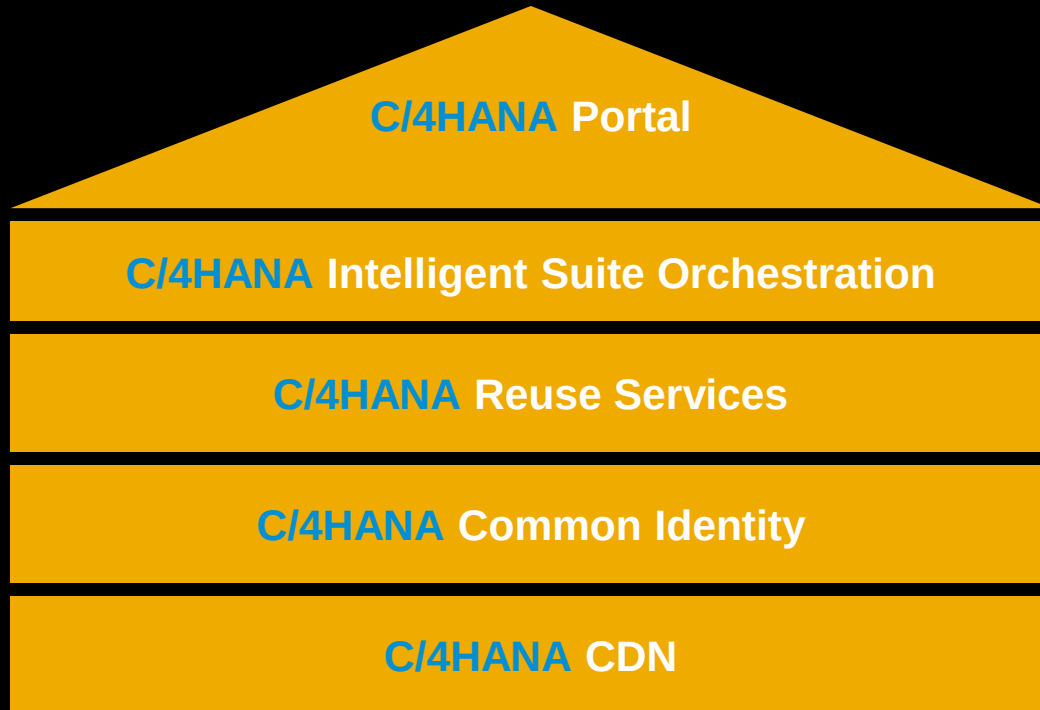
Intelligent Digital Boardroom



Customer 360



SAP C/4HANA Platform Services

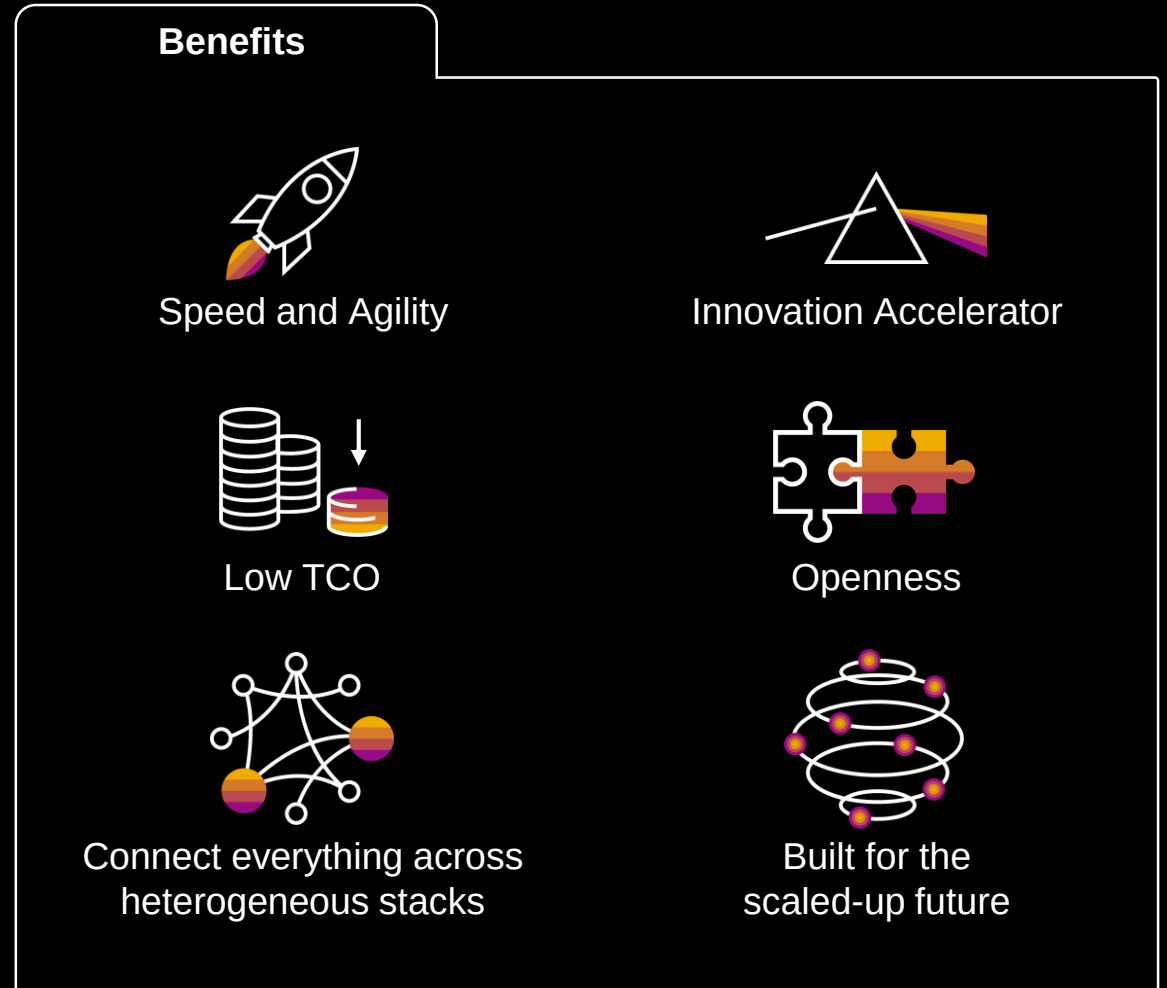
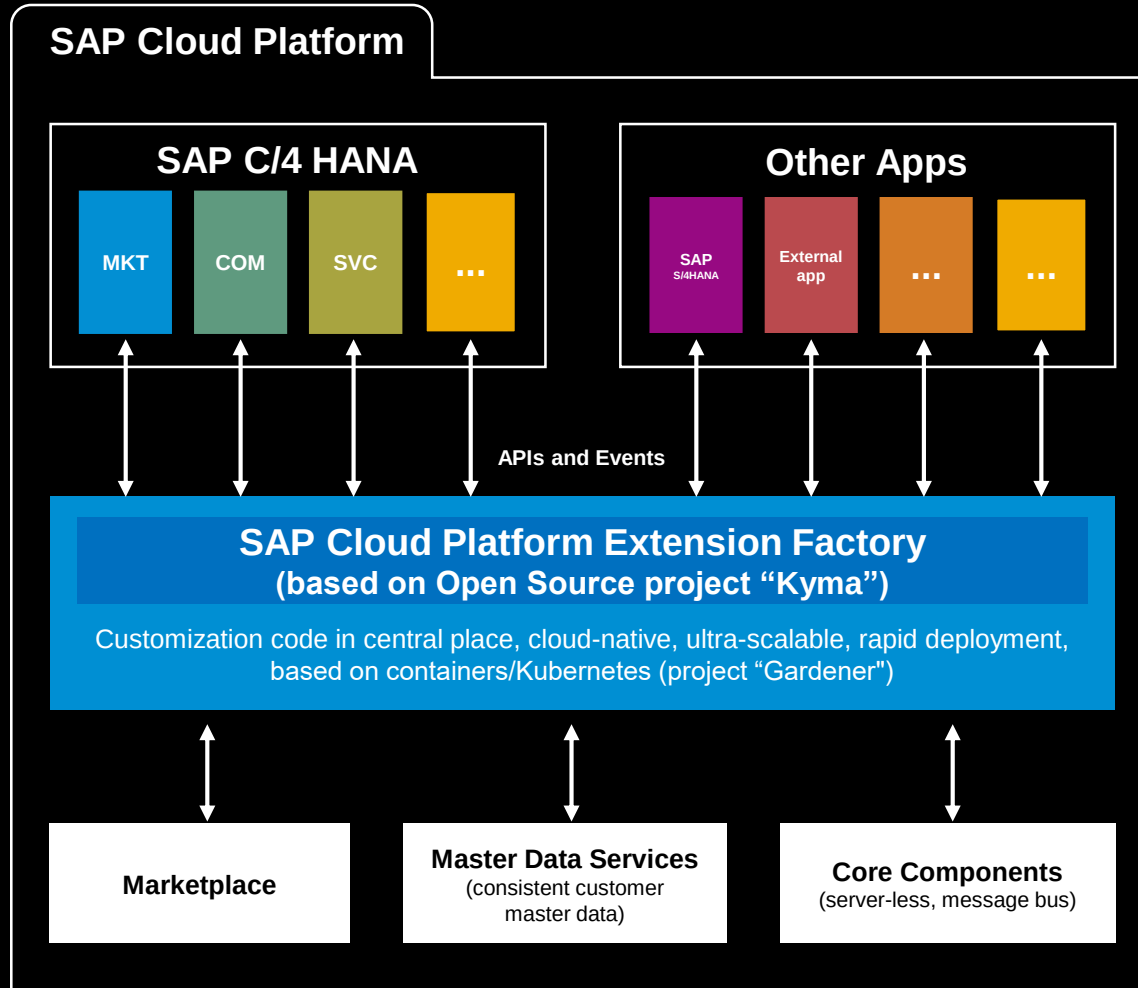


C/4HANA Platform Services offers a cluster of several solutions to accelerate our Suite vision:

- **Portal** to administer and manage our Solutions in one stop shop experience
- **Suite Orchestration** to ease system provisioning process and onboarding
- **Reuse Services** and **Common Identity** to bring one single view of our golden Customer master data and sign on capabilities
- **CDN** for good performance experience

SAP Cloud Platform Extension Factory (powered by **Kyma** Open Source)

The fastest and easiest way to reinvent Customer Experience



Open Ecosystem - SAP Cloud Platform



12000+ Customers

+230% Increase over last 2 years

Extend
Cloud & On-Prem
Apps



Experience
People & Data



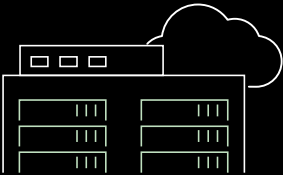
Build
Differentiating
Digital Apps



Integrate
Apps, Data & Processes



17+
Data centers 7x24



10K+
Managed databases

1,300+ Partners
with **1,500+** apps on SAP App Center

14k Developers use API Hub

5k Integration customers

365k Trial accounts

60k Live Virtual Machines

Biweekly zero downtime releases

2. Embedded Analytics and Machine Learning in SAP C/4HANA



Real-time Customer Insights And Decision- Making Support using **SAP Analytics Cloud**



Today Customer Experience tops the Boardroom Agenda

Enterprises request access to live customer data in a Digital Boardroom environment

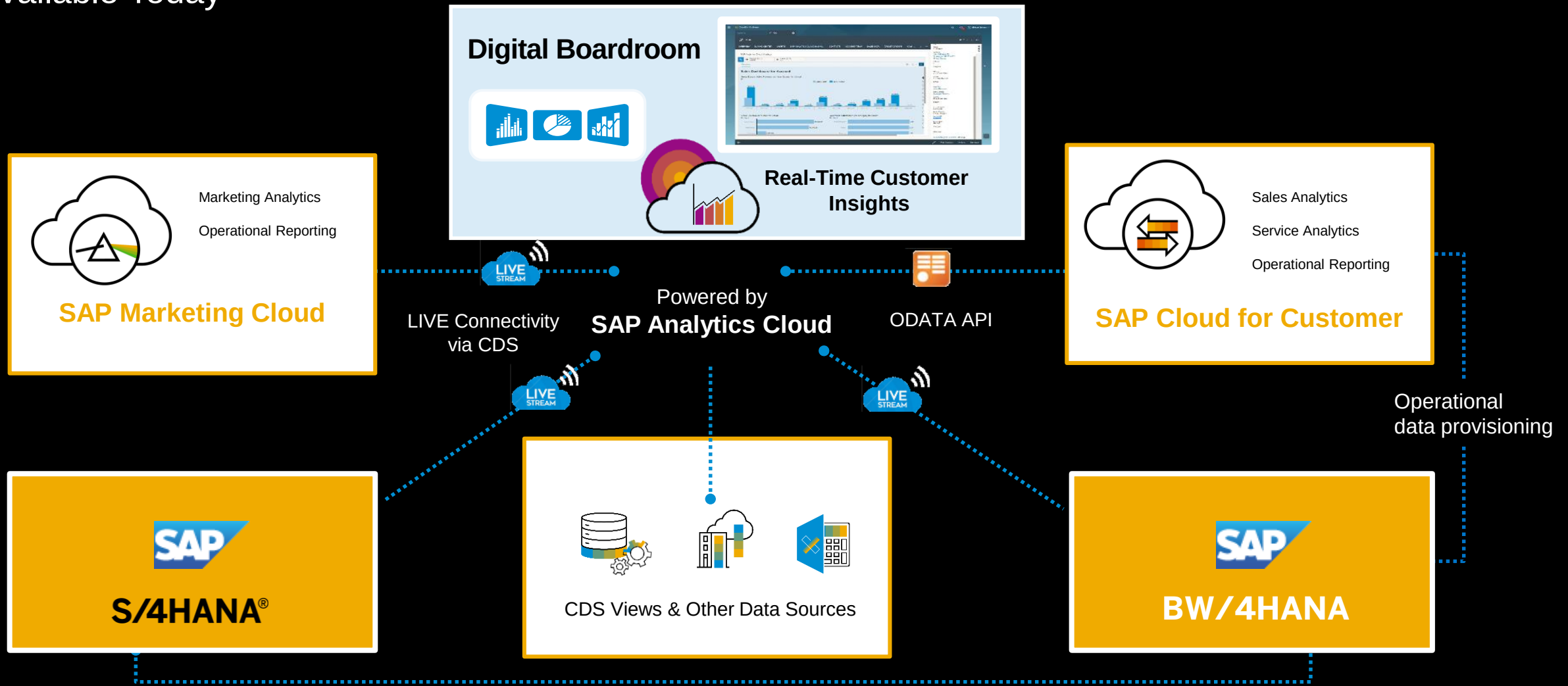


Campaign Effectiveness
Marketing Cloud

Pipeline & Forecast Sales Cloud

SAP Analytics Cloud and SAP Digital Boardroom

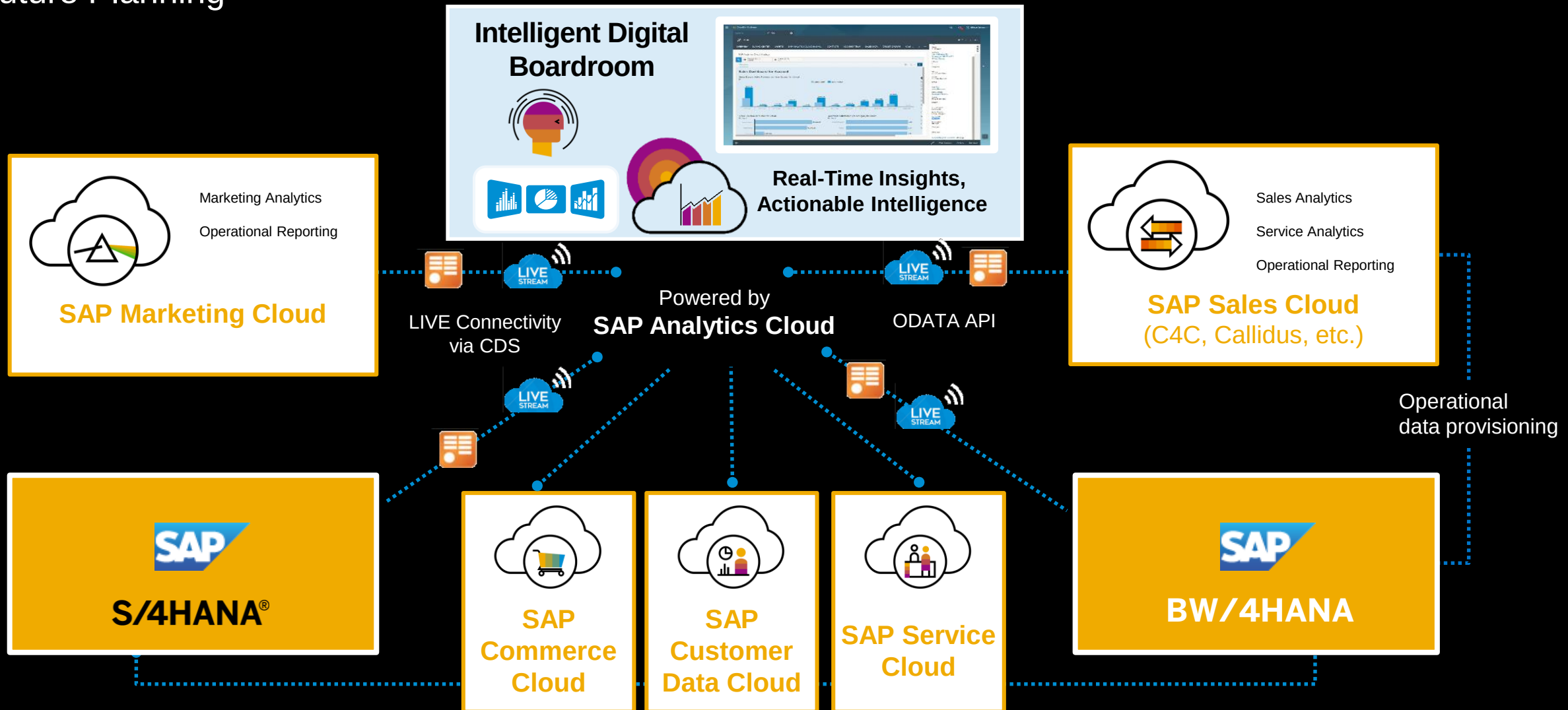
Available Today



SAP Analytics Cloud and SAP Digital Boardroom

Future Planning

Subject to change





Search to Insight

Search ...



Nothing Searched Yet

Search for answers, discover new insights

Show Top 5 **Sales Managers** by **Sales**

Show **Actuals** vs **Forecast Sales** in **North America**

Show **Sales Revenue** for the third quarter of 2017

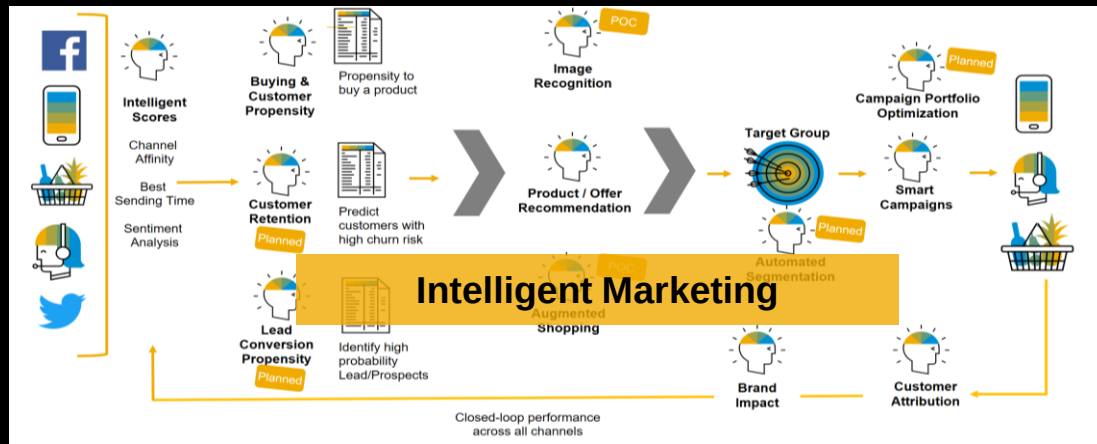
the **bold text is an example, try names specific to your data.*

Reimagine Customer Experiences using Artificial Intelligence and **SAP Leonardo Machine Learning**

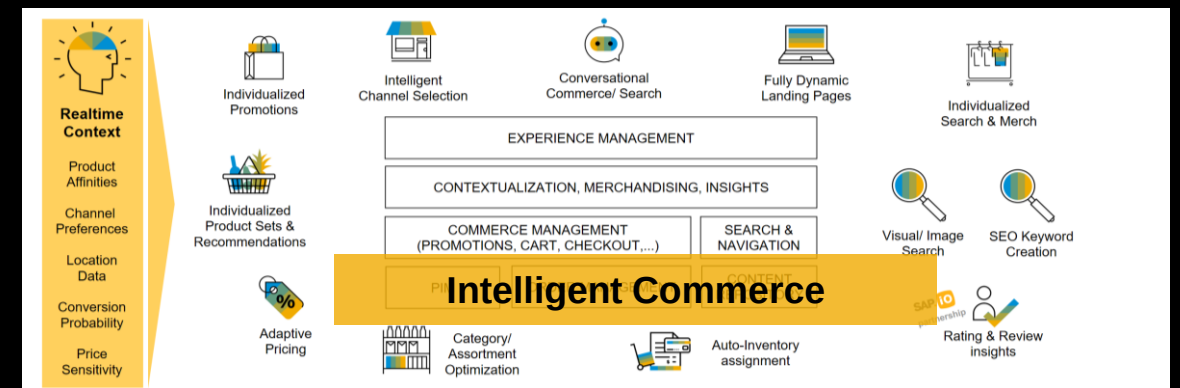


Reimagine Customer Experience using SAP Leonardo Machine Learning

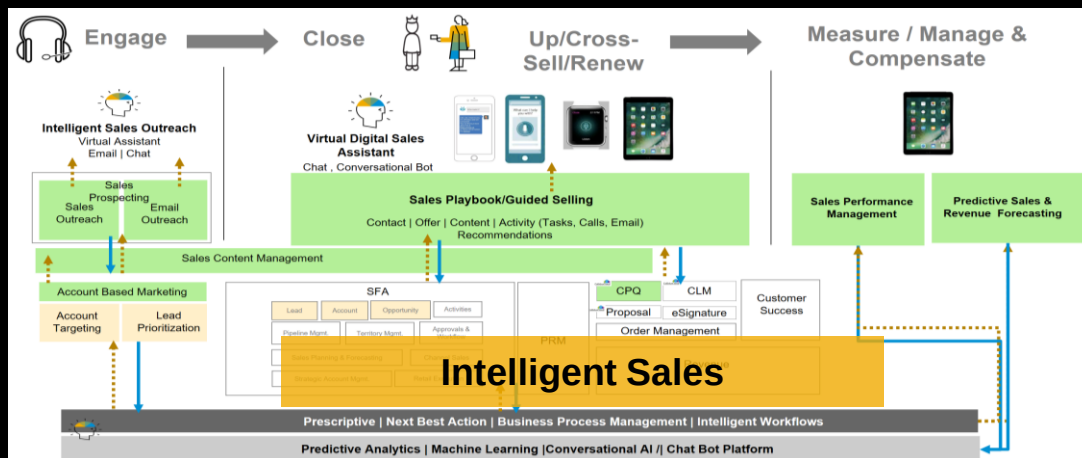
» Track Customer Pulse & Personalize Customer Engagement«



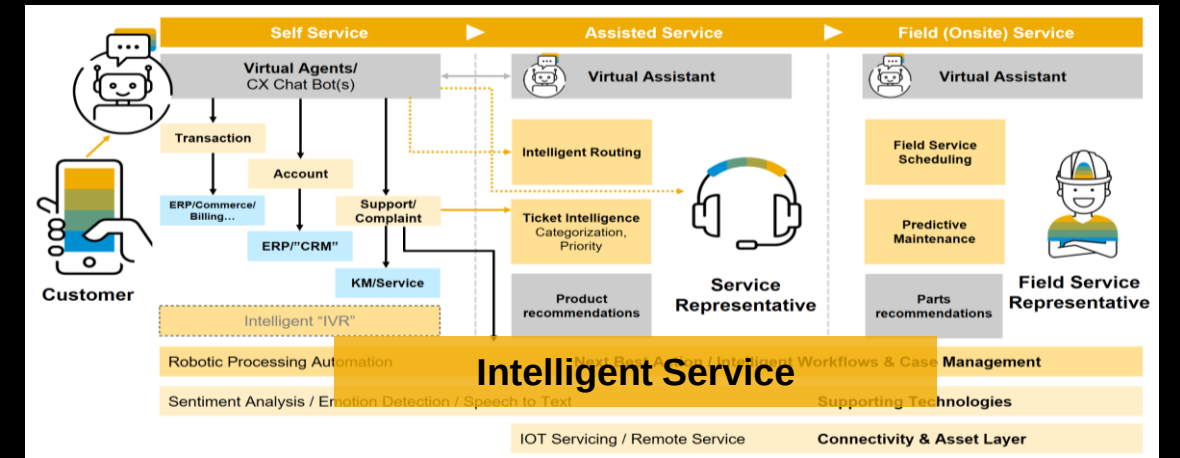
» Deliver personalized & contextual experiences «



» Always have a Sales Coach in your pocket «

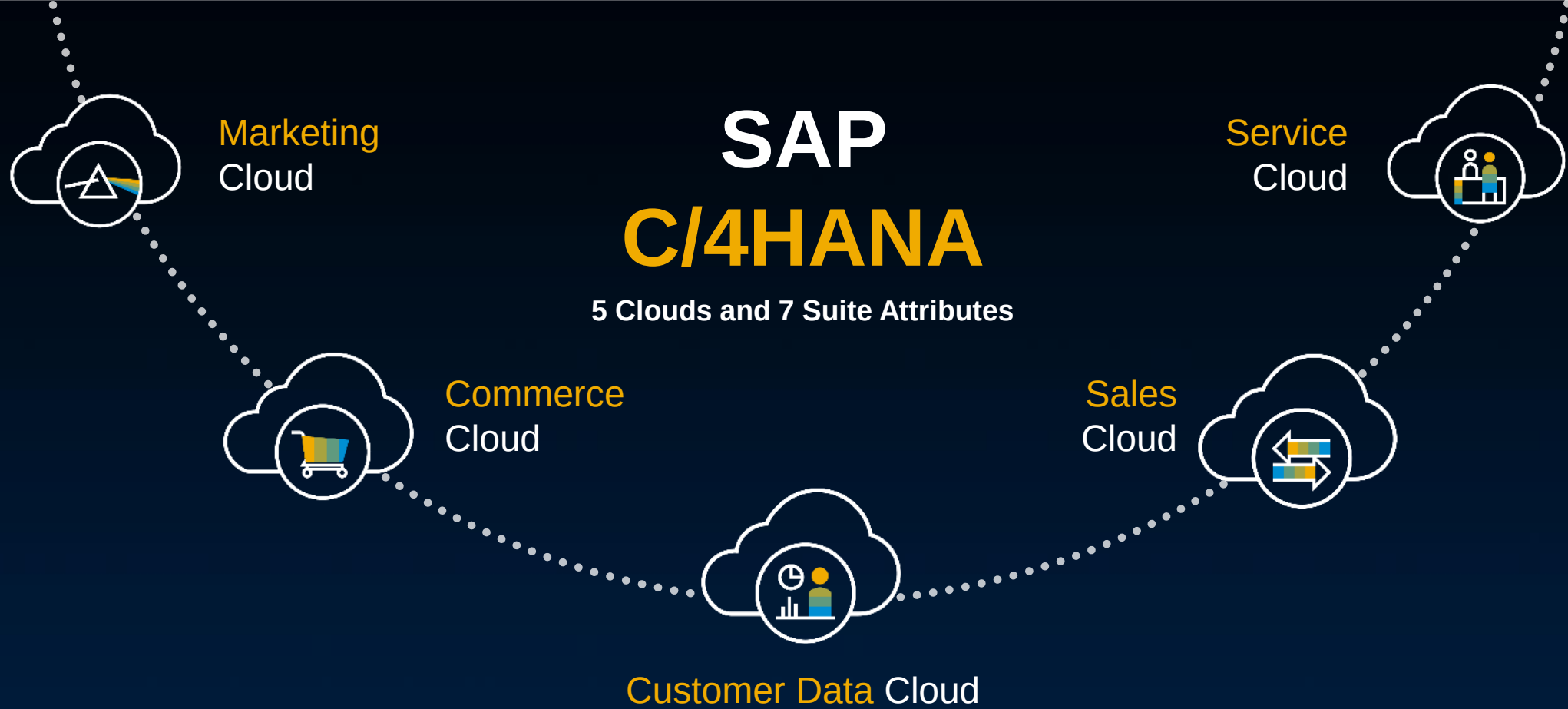


» The symbiosis of Human and Virtual assistant «



3. Roadmap





SAP C/4HANA

Roadmap Highlights



Recent Innovations

Harmonized UX

- Flexible, modular UI design with support for nonproprietary coding languages

End-to-End Processes

- Integration between CX Clouds and S/4HANA

Business & Master Data Services

- Simplified master data management
- Consent and preference-driven data collection and transparency

Suite Intelligence & Analytics

- Cloud specific intelligence use cases
- Integration of Marketing, Sales and Service Cloud to SAP Analytics Cloud
- Build-in analytics in cloud pillars



Planned Innovations

Harmonized UX

- Fiori 3 Design Theme incl. Branding
- SAP C/4 Experience Design

End-to-End Processes

- Lead-to-Cash Process with focus on Discrete Manufacturing, including C/4HANA and S/4HANA

Business & Master Data Services

- Reusable service for customer master data on SAP Cloud Platform (golden record)

Suite Intelligence & Analytics

- Further cloud specific intelligence use cases
- Integration of all CX Clouds to SAP Analytics Cloud
- Board level dashboards



Future Outlook

Harmonized UX

- Login Screen (+Branding)
- Cont. harmonization Fiori 3 Design Theme incl. Branding
- Conversational UI

End-to-End Processes

- Adaption of Lead-to-Cash Process for further industries (Consumer Products, Utilities, Retail)
- Further End-to-End Processes

Business & Master Data Services

- Further re-usable services for product, price, order, etc.

Suite Intelligence & Analytics

- C/4HANA level intelligence services
- Continued enhancements and new intelligence scenarios within cloud pillars
- Cross SAP C/4HANA content for SAP Analytics Cloud

SAP C/4HANA

Roadmap Highlights



Recent Innovations

Extensibility & Integration

- Open sourced of project Kyma – the cloud native Extension Framework for enterprise applications.
- SAP Cloud Platform Extension Factory (Lab preview Program) , the commercial offering of project Kyma fully integrated into SAP Cloud Platform

Platform Services

- First GA of a Cloud Admin Portal with SSO (Commerce Cloud on Azure) and fully automated Provisioning/Onboarding



Planned Innovations

Extensibility & Integration

- Release of SAP Cloud Platform Extension Factory
- Cloud Pillar Adaptors for SAP Cloud Platform Extension Factory

Platform Services

- Provisioning/Onboarding for all cloud pillars incl. Global Portal Integration (C/4 Home)
- Authentication and Identity Service for Single-Sign on (Browser + API)
- Unified Application Performance Monitoring build into our solutions

Open Ecosystem

- Exposure of business and platform services through APIs
- Pilots for ecosystem partners



Future Outlook

Extensibility & Integration

- Expansion of SAP Cloud Platform Extension Factory with support for end-to-end processes

Platform Services

- Intelligent SAP C/4HANA Suite Orchestration Framework for Enhanced Application Onboarding
- Re-usable Content Delivery Network (CDN) Service for global performance and scale

Open Ecosystem

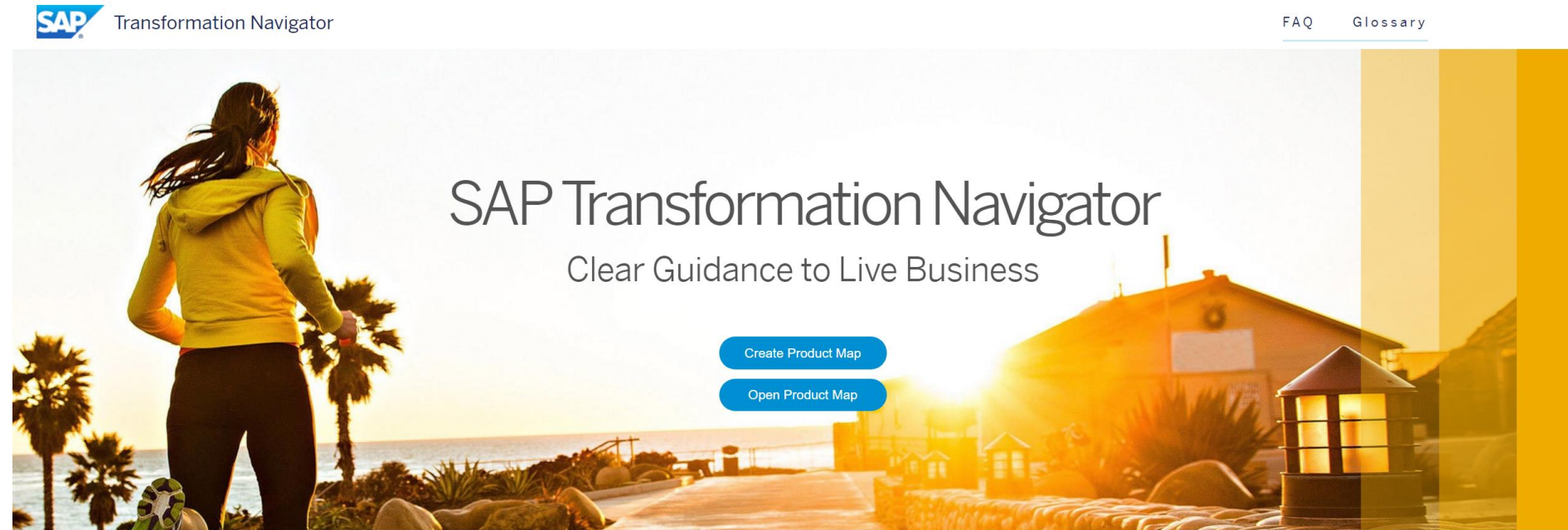
- Launch of unified SAP Marketplace to build, monetize and consume SAP and partner extensions / applications

4. Q&A



Thank you.

Define your Transformation Journey using **SAP Transformation Navigator**



Get started on your digital transformation journey

We'll help you choose the right SAP products and solutions for your digital transformation journey.



www.sap.com/transformationnavigator

SAP Customer Experience

SAP folgen auf



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