

SAP Customer Experience

Are you ready for the next Customer
Experience Revolution?

SAP C/4HANA

Volker Hildebrand, Global Vice President Solution Management, SAP Customer Experience
Sven Feurer, Director Solution Management, SAP Customer Experience

June 27, 2018

THE BEST RUN



Welcome to this Webinar!

June 27th, 10-11am CET
APJ & EMEA



Sven Feurer

Global Director, Solution Management
SAP Customer Experience

SAP SE

Dietmar-Hopp-Allee 16
69190 Walldorf, Germany



June 27th, 8-9am PST
NA & LATAM



Volker Hildebrand

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SAP Customer Experience

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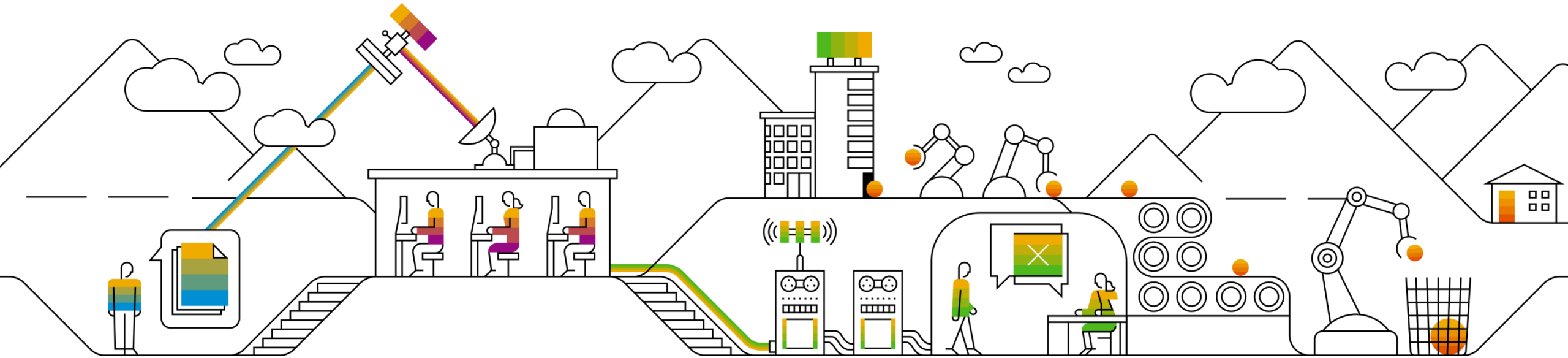
All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of their dates, and they should not be relied upon in making purchasing decisions.

Questions we want to answer in this Webinar

- What is SAP C/4HANA?
- What's the difference between SAP C/4HANA and SAP S/4HANA?
- How do the recent acquisitions – Callidus, Gigya, Coresystems, Recast.ai – fit in?
- What's the Future of SAP CRM?
- What's the Future of SAP Hybris Cloud for Customer?
- What happened to SAP Hybris?
- What's the Roadmap for SAP C/4HANA and SAP S/4HANA?
- Should I move from SAP CRM to SAP C/4HANA & S/4HANA?

Agenda

1. Customer Experience Transformation – Why SAP C/4HANA?
2. SAP Customer Experience Solutions in SAP C/4HANA
3. Changing the game with Machine Learning
4. Customer Experience Transformation – A Roadmap for SAP CRM Customers
5. Summary & Next Steps



1. Customer Experience Transformation – Why SAP C/4HANA?



Every customer journey is unique and every point of engagement matters.

Five Trends driving change in today's Customer Experience

Digital First

Global scale and adoption of new digital businesses



Complete View of Customer

Customer at center of the business (B2B2C)

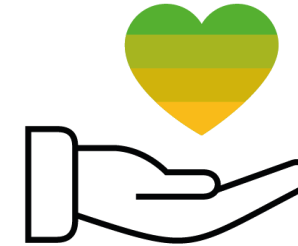


Trusted Data

Data necessary for personalization and with data privacy protected

Customers for Life

From selling products to subscription services

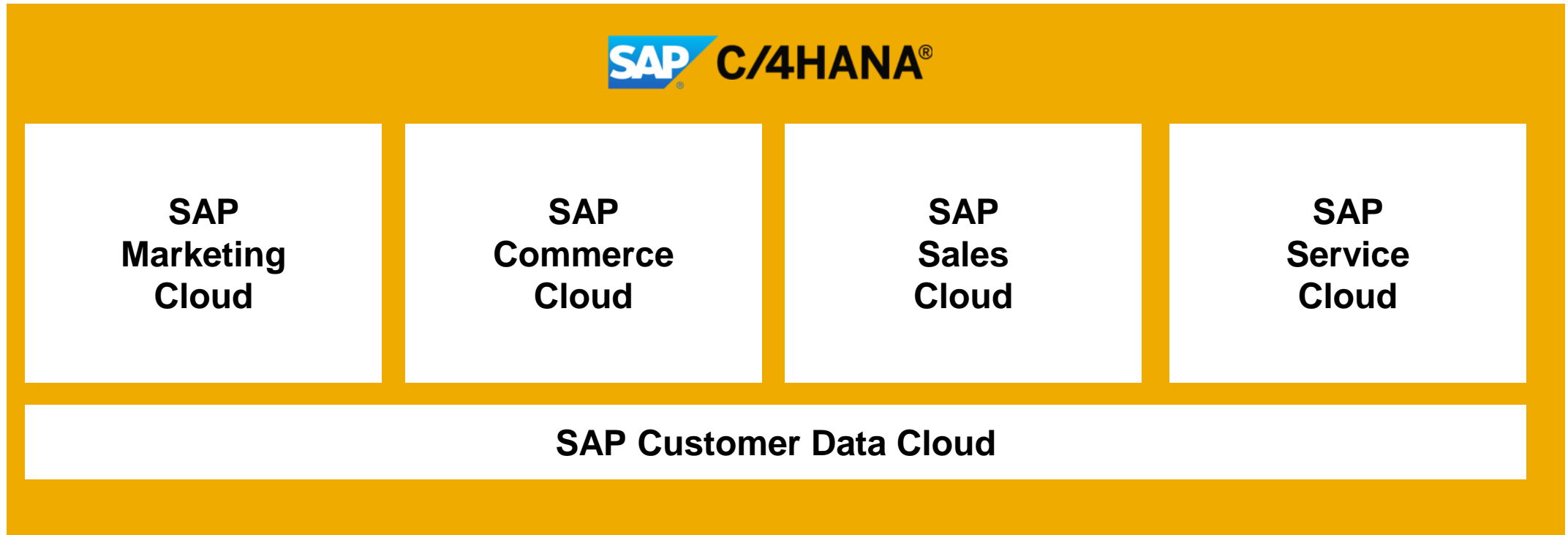


Holistic Customer Experience

Connecting front and back office

Delivering Exceptional Customer Experiences with SAP C/4HANA

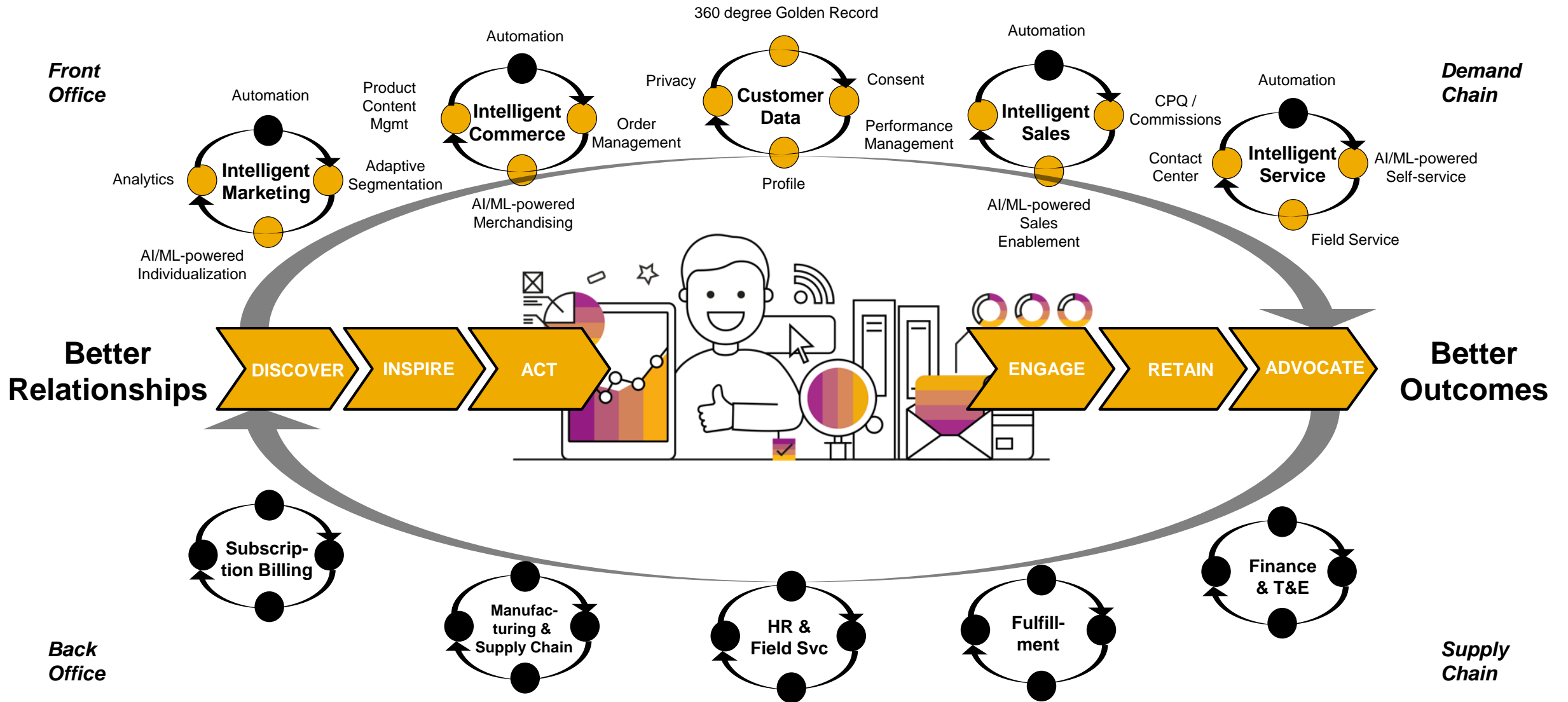
*Front
Office*



*Back
Office*



Only SAP Brings Together the Customer Journeys to Deliver Better Outcomes



SAP C/4HANA Designed for the New Customer Experience

SAP C/4HANA

Unified Intelligent User Experience

Conversational, Contextual and Intelligent UX



SAP Marketing Cloud

Market with Intelligence in the Moment



SAP Commerce Cloud

Personalized Shopping Experience across Touchpoints



Built-in Intelligence



SAP Sales Cloud

Build Relationships and guide Customers throughout their journey



SAP Service Cloud

Make Customers happy

SAP Customer Data Cloud

Build Customer Trust and Loyalty



Microservices

SAP Cloud Platform extension factory (Kyma)

Cloud-native Microservice based universal Innovation and Agility Platform



Extensions



Internet of Things



Machine Learning

SAP® Cloud Platform



Integration

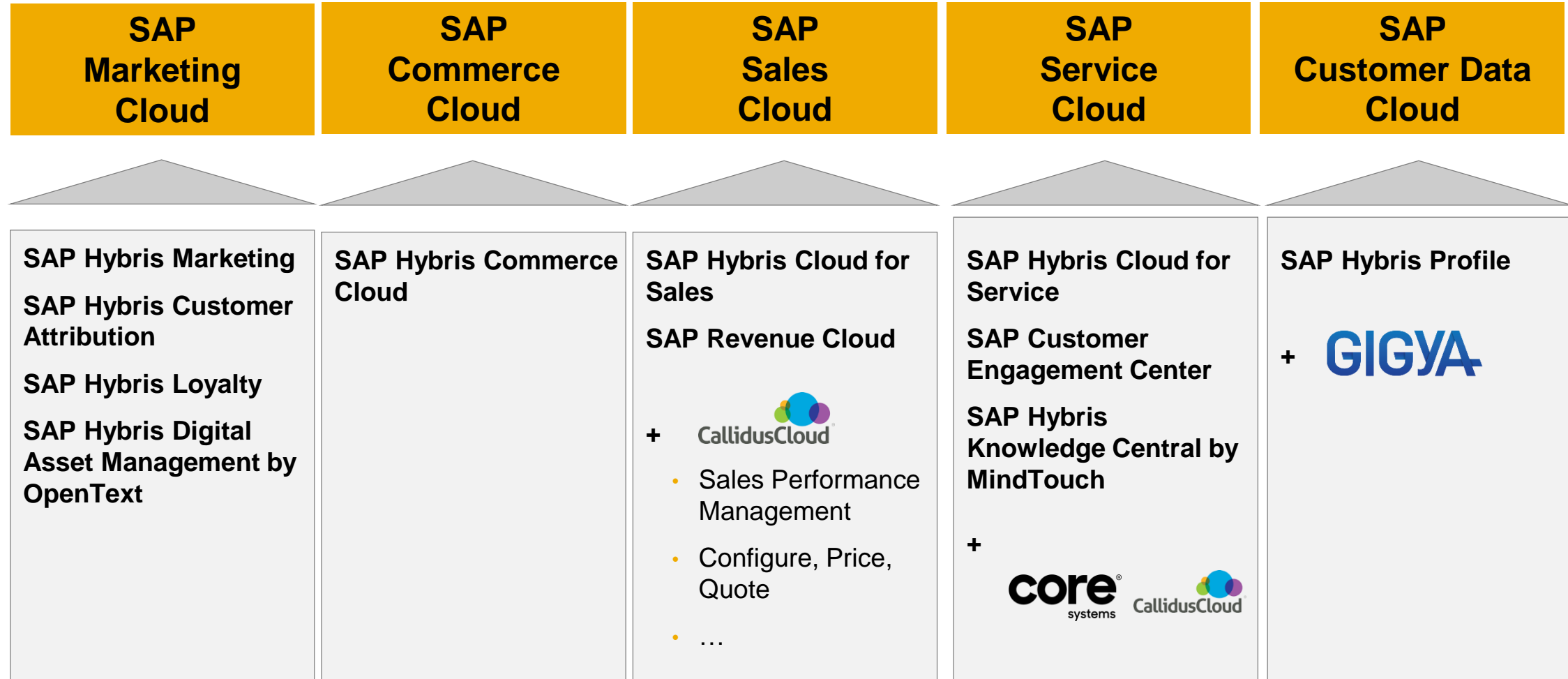


Blockchain

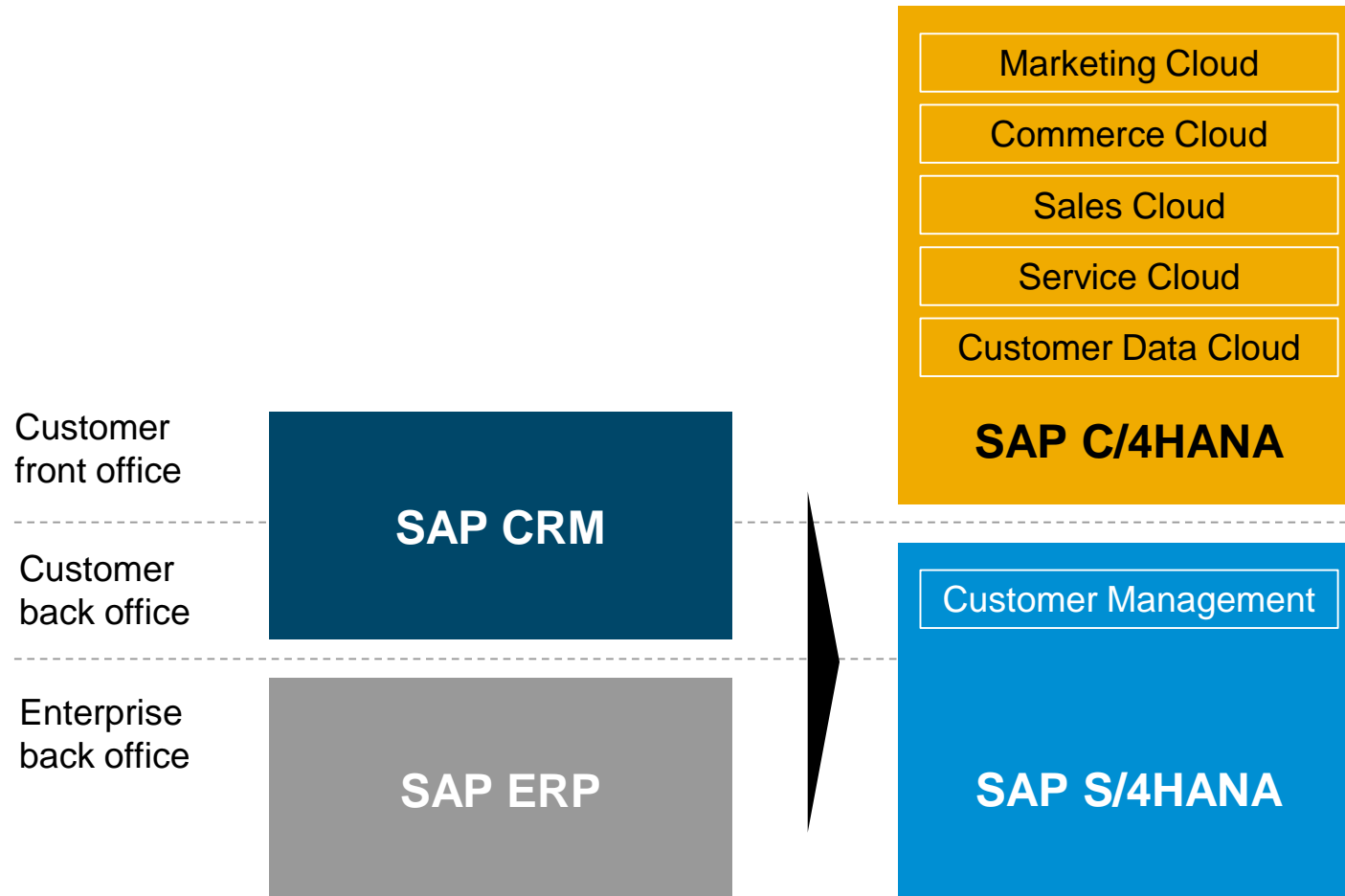
SAP S/4HANA®

SAP C/4HANA Designed for the New Customer Experience

NEW BRANDING



Transformation of SAP CRM



Transform front office with C/4HANA

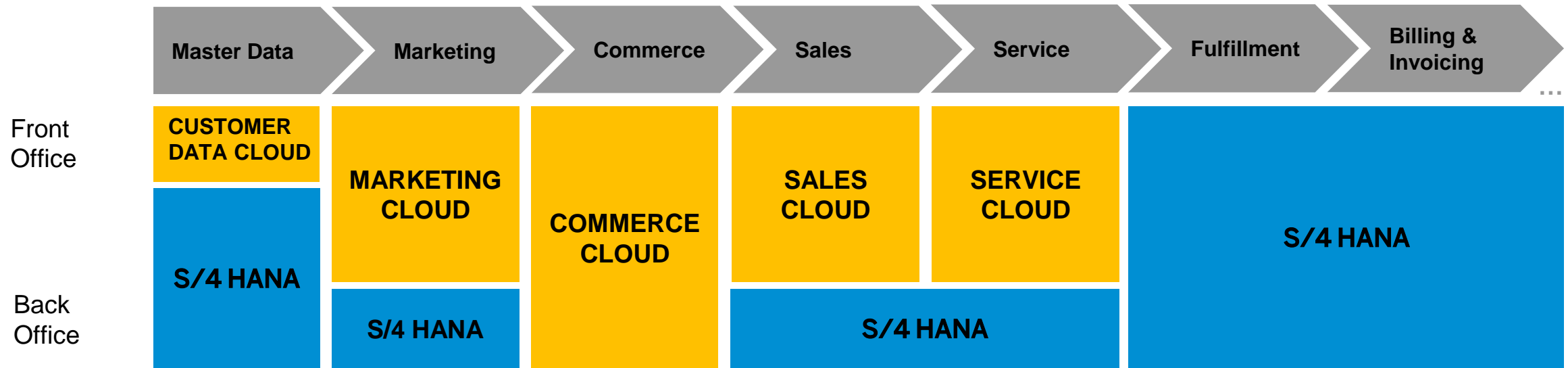
- Suite of Cloud solutions designed for the new customer era
- Can be used standalone or together for maximum synergies
- Out of the box integration with S/4HANA
- Extensible via SAP Cloud Platform

Consolidate back office onto S/4HANA

- Streamlined operations with harmonized UI
- Reduced TCO: no more middleware
- Powered by HANA
- Ready for Cloud
(On premise option available)

SAP C/4HANA and SAP S/4HANA

End-to-end processes across front office and back office

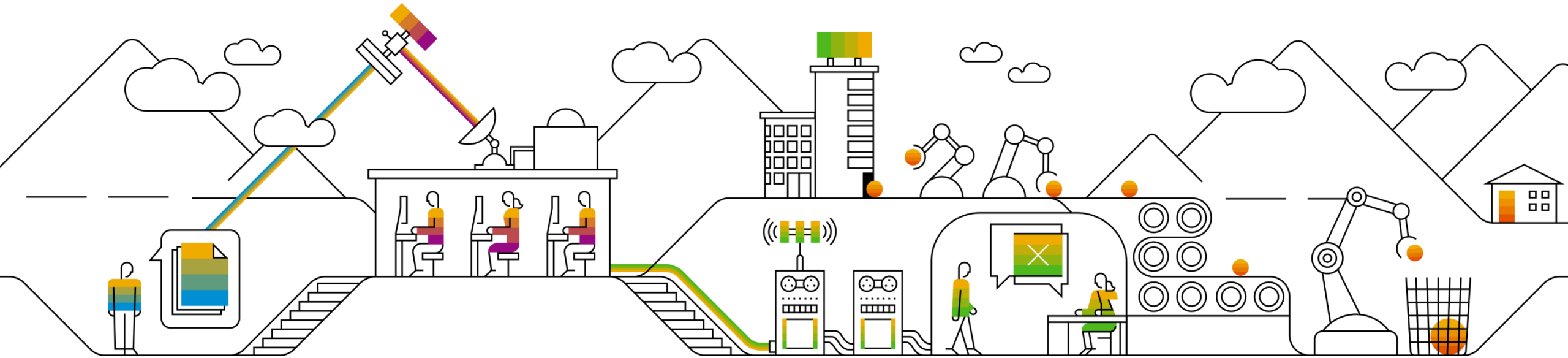


SAP Customer Experience Solution Map

	Marketing	Commerce	Sales	Service	Customer Data
SAP C/4HANA	SAP Marketing Cloud <ul style="list-style-type: none"> • Consumer and Customer Profiling • Marketing Planning • Marketing Assets and Collaboration • Marketing Automation • Marketing Measurement and Optimization • Loyalty Management 	SAP Commerce Cloud <ul style="list-style-type: none"> • Customer Experience Channels • Commerce Mgmt. • Product Content Mgmt. • Order Management 	SAP Sales Cloud <ul style="list-style-type: none"> • Lead¹ • Opportunity and Sales Force Support¹ • Configure, Price, Quote¹ • Sales Planning and Performance Mgmt. • Partner Channel Sales • Customer Master Data Management¹ 	SAP Service Cloud <ul style="list-style-type: none"> • Self-service • Omnichannel Engagement¹ • Service Management¹ • Field Service • Customer Feedback • Analytics 	SAP Customer Data Cloud <ul style="list-style-type: none"> • Customer Identity Mgmt. • Enterprise Preference and Consent Management • Customer Profile Mgmt.
SAP S/4HANA incl. Customer Management			<ul style="list-style-type: none"> • Order and Contract² • Billing and Invoicing² 	<ul style="list-style-type: none"> • Service Operations 	

¹ Related capabilities in S/4HANA for Customer Management, as on-premise alternative

² Related capabilities in Sales Cloud, as Cloud alternative



2. SAP Customer Experience Solutions

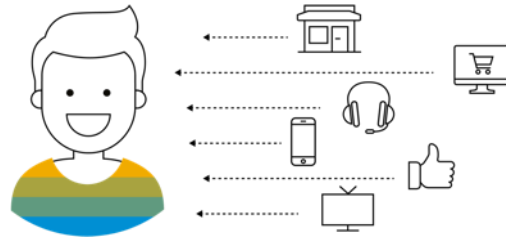
**Best-Run
Customer
Experience**



**Optimized
Marketing
Orchestration**



**Deep
Marketing
Insights**



**Perfect
Customer
Profile**

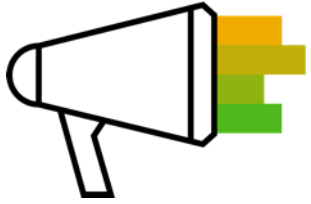


SAP MARKETING CLOUD

**World's First
Intelligent Marketing
Cloud.**

Helping marketers develop the perfect customer profile with consent, gain deep insights and optimize marketing while orchestrating the best run end-to-end customer experiences at scale.

New Machine Learning Scenarios for Marketing



**Channel
Affinity**



**Best
Sending Time**



**Buying
Propensity**



**Product / Offer
Recommendations**



**Sentiment
Analysis**



**Customer
Attribution**



**Facial
Analysis**



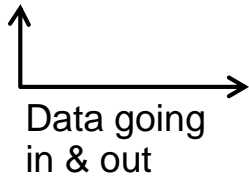
**Smart
Campaigns**



**Brand
Impact**

Preconfigured Marketing Scenarios For Rapid Time to Value

SAP and other
1st Party Applications



Consumer and Customer Profiling



Segments, Campaigns, and Journeys



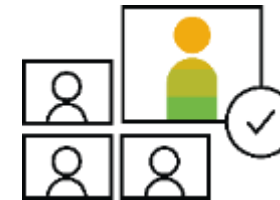
Commerce Marketing



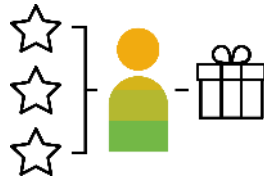
Marketing Analytics



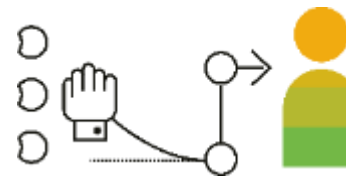
Marketing Planning and Performance



Lead Management and Nurturing

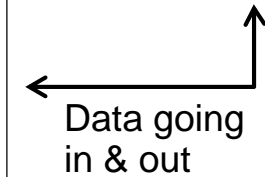







Loyalty Marketing*



Customer Attribution

SAP and
3rd Party Applications
(for data & execution)



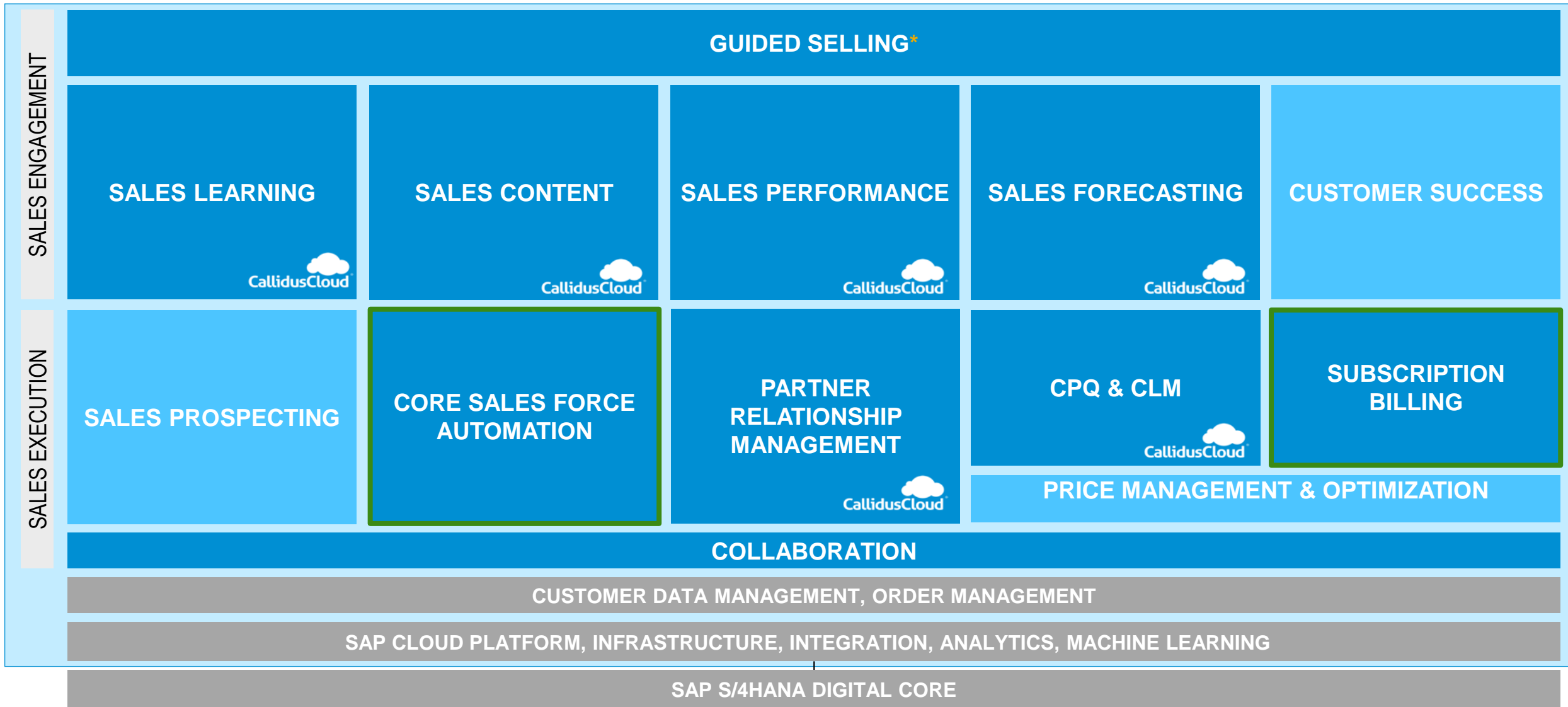
<p>Create a connection</p>	
<p>Sell right products at right price</p>	
<p>Incentivize sales to sell more</p>	
<p>Spend more time selling</p>	
<p>Monetize new business models</p>	

SAP SALES CLOUD + CALLIDUS CLOUD

World's Most Complete Sales Solution

Helping Sales professionals focus on sell more, win more deals and focus on customers rather than spend time on administrative tasks.

SAP Sales Cloud at a Glance



CallidusCloud - Undisputed Leader in Sales Performance Management



6400+

Customers



1100+

Global Employees



100+

Partners and Integrators



Seven of the top 10 **High-Tech** companies,
Seven of the top 10 **Insurance** companies,
Six of the top 10 **Telcos**
use **CallidusCloud**.

Gartner®

Five times leader in Gartner's
SPM Magic quadrant.

FORRESTER®

Leader in Forrester Wave
Configure-Price-Quote 2017

CallidusCloud SPM – Commissions, Territories and Quotas

Quickest way to increase quota attainment and sales productivity

Design comp plans without coding

Model and forecast impact

Accelerate sales performance

Resolve disputes fast

Model and define territories

Assign equitable quotas

Motivate your sales reps

Report and analyze your data easily



CallidusCloud – Configure Price Quote (CPQ)

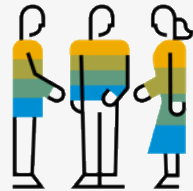
Automate the quote and proposal process so you can sell faster



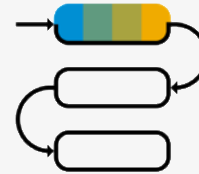
Configuration



Pricing



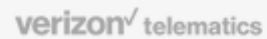
Partner Channel



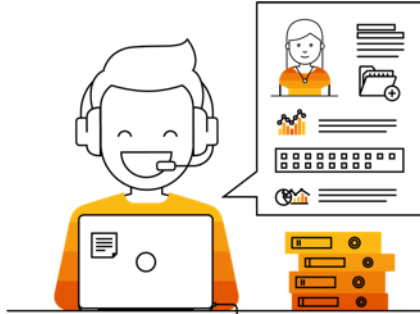
Workflow



Commerce



Highlights of the Latest Innovations



Account Intelligence
using Machine Learning



Map view for Calendar -
identify nearby accounts
and add to daily activities



LinkedIn Sales Navigator
Integration with Sales



Additional Data Privacy
and Protection

**Omni
Channel
Engagement**



**Intelligent
Customer
Service**



**Automated
Self Service
with
Chatbots**



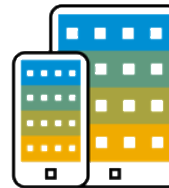
**Crowd
Service**



**Rapid
Resolution**



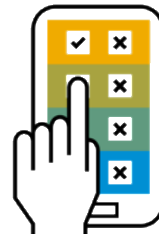
**Mobile
Online and
Offline**



**Operational
Excellence**



**Customer
Feedback
Management**



SAP SERVICE CLOUD +CORESYSTEMS +CALLIDUS

End-to-End Service Management solution.

One stop for all your customer service, field service and service management needs to deliver exceptional customer service across any channel.

SAP Service Cloud



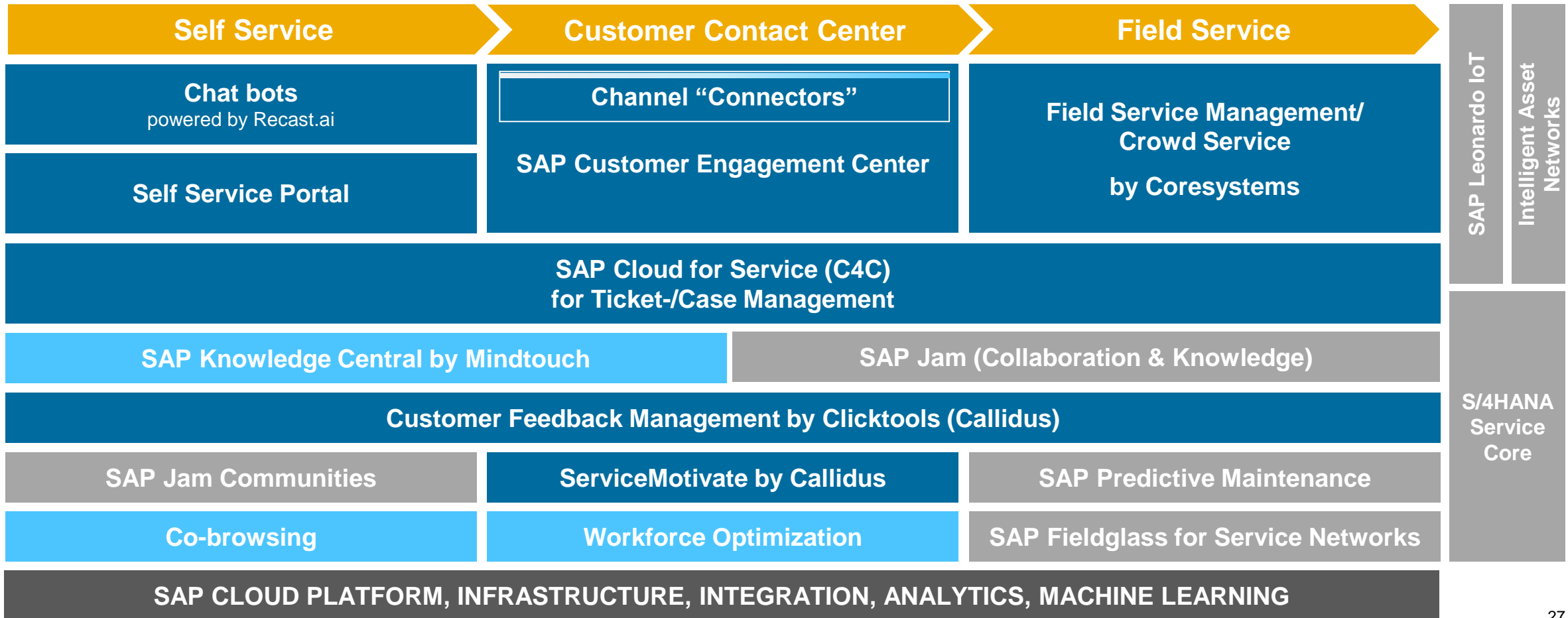
Customer Service & Support



Field Service



Service Back End



S/4HANA Service Core

New SAP Customer Engagement Center powered by SAP Cloud Platform

Omnichannel system of engagement for high volume contact centers

Omnichannel Engagement*

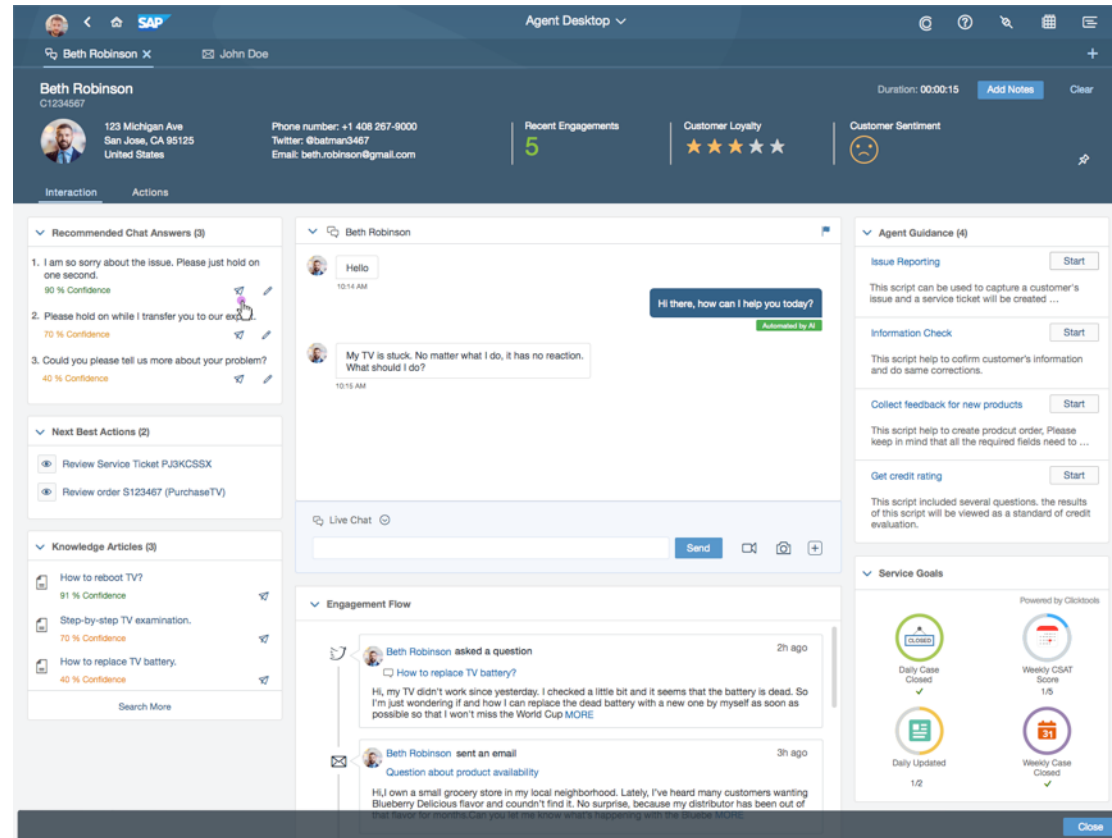
- Phone
- Text and video chat, email and digital channels
- Recast.ai chat bot
- Intelligent omni-channel routing with presence, skills, and universal queues
- Communications as a Service in the cloud

Native Business Process Integration

- Integrated with SAP ERP + IS-U, S4/HANA processes based on SAP HTML GUI, SAP Service Cloud and SAP Commerce Cloud

Self-Service

- API-based microservices provided for service ticket creation, conversations and AI/bots



Interaction Handling and agent guidance

- Customer identification, interactions and interaction history, commerce orders
- Interaction transfers with context
- Canned responses and transcripts for chat
- Agent Scripting
- Knowledge Management with MindTouch
- Integration abilities for Callidus Service Suite

Service Ticketing

- Ticketing capabilities including different ticket types as a microservice with APIs
- Classification, categorization and status management
- Internal and customer-visible notes
- Referencing of objects (i.e. Masterticket to subticket or work order) and knowledge articles
- Scheduling/dispatching capabilities with APIs

Coresystems: Next Generation Field Service Management & Crowd Service



Mobile Field Service and Apps



Work Order Management



Crowd Service



Field Service Analytics and Dashboards



Workforce Scheduling



Field Service Knowledge Management



Field Service Dispatching



Customer Self Service



Industrial
Manufacturing &
Equipment



Building &
Construction
Equipment



Energy, Power &
Utilities



High Tech &
Telecom



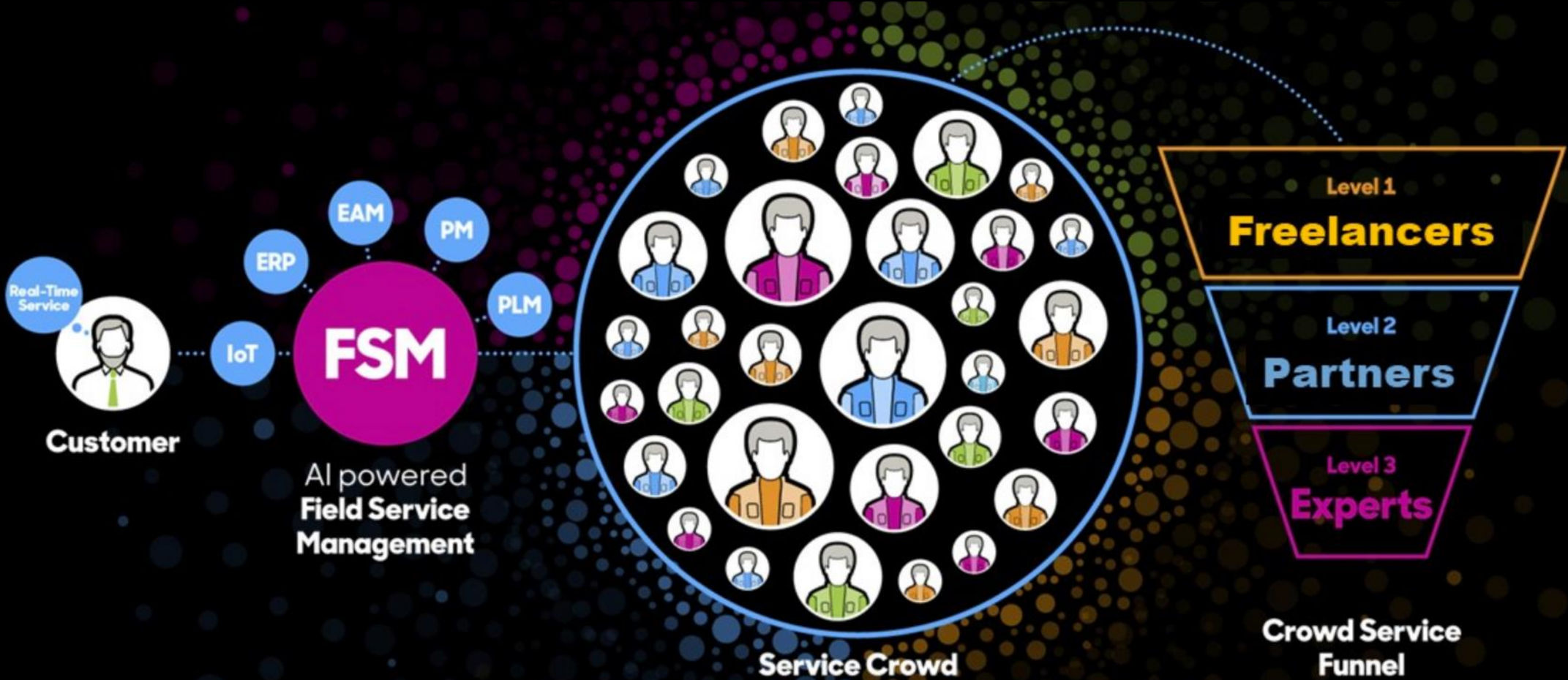
Health Sciences &
Medical
Equipment



HVAC



“Crowd Service” will revolutionize field service by enabling organizations to create on-demand service ecosystems.



Recast.ai – Delivering Amazing Bots in Record Time





Now Part of SAP



+60,000 Bots

+30,000 Users

Out of box specialize bots

			
INSURANCE Consult your file status	TELECOM Unlock your SIM card	HR Consult days off	BRAND Manage your loyalty points

Your Account Bot SFR

Hi, how much data did I spend last month?

In March, you used 4,6Go of data.

How much did that cost?

3Go of data were included in your subscription, and the 1,6Go extra cost 8€.

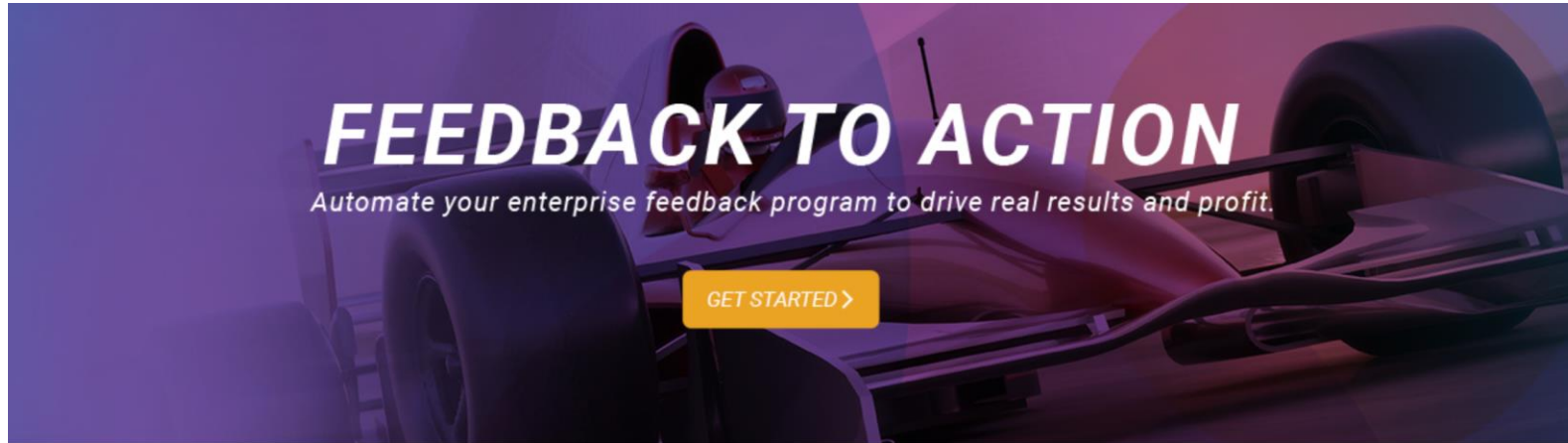
Can I see March's invoice?

Tapez votre message...

Supporting large scale deployments



World Class Solution for Voice of Customer and Customer Feedback Management with **CLICKTOOLS**



Understand Customers

Power your customer feedback program with surveys, scripts, and forms across the entire customer journey.

[See How >](#)



Drive Improvements

Increase retention, upsell, and advocacy by streamlining customer interactions across the organization.




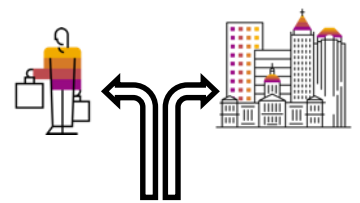

[See How >](#)



Sharpen Customer Focus

Build a better customer culture by making the voice of the customer accessible to everyone.

[See How >](#)

<p>Feature-rich commerce platform</p>	
<p>Built-in agility layer</p>	
<p>Industry-flavor Commerce</p>	
<p>B2C, B2B, or B2B2C</p>	
<p>Pre-built integrations</p>	

SAP COMMERCE CLOUD

World's most flexible solution for omni-channel B2B and B2C Commerce

Cut down on complexity, so you can spend less time on integration and more time on showcasing your products and services for a more personalized and relevant customer experience.

SAP Commerce Cloud now available in Microsoft Azure

The Market leader solution for enterprise e-commerce in public cloud.



- Speed and scale
- Customer can **self-provision** their contracted environment the first day of receiving their credentials (1hr vs. 2 weeks)
- **Fast time to value** - certified environment templates based on our experience of deploying 100s of commerce projects
- **High confidence** with hyperscale infrastructure and disaster recovery
- Continuous Integration/Continuous Delivery for build cycle automation

Launching Cloud Automation

Business View and Benefits

Standardize, Streamline and Simplify the Commerce Application Lifecycle



Automated deployment of customer-ready Commerce environments (using Kubernetes)

Dedicated public cloud infrastructure (Microsoft Azure)

Cloud Portal for customer self-service

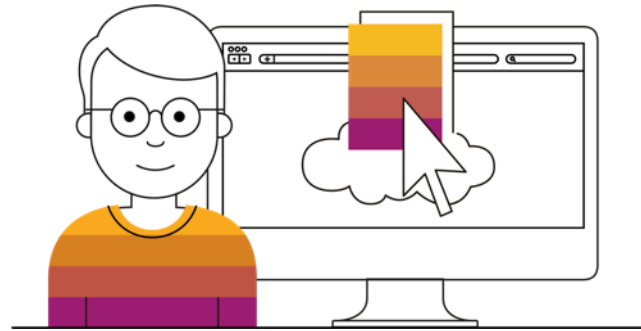
Continuous Integration / Continuous Deployment tools

Cloud Automation – Innovation Highlights



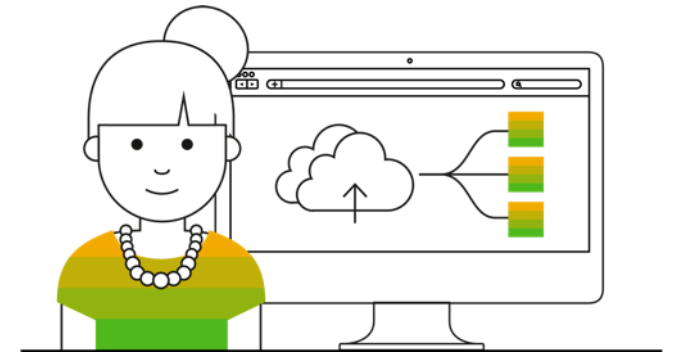
Environment Management

Deploy production-grade
Commerce environments in
minutes.



Cloud Build Platform

Simplify development with a
cloud-based build platform
& quality reporting.



Automated Deployments

One-push automated
deployments using the
Cloud Portal.

SAP CUSTOMER DATA CLOUD + GIGYA



**SAP CUSTOMER
IDENTITY**



**SAP CUSTOMER
CONSENT**

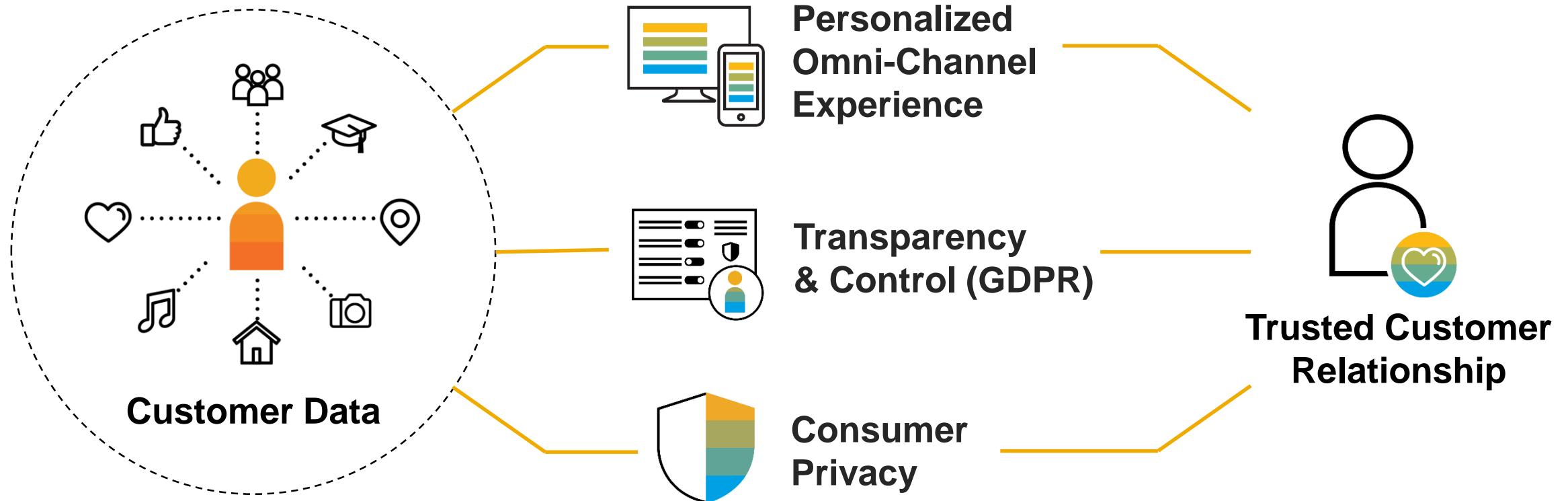


**SAP CUSTOMER
PROFILE**

**World's most advanced
Customer Data
Management solution for
the new GDPR world.**

Identify and engage customers across channels and devices and build trusted customer relationships based on transparency and control.

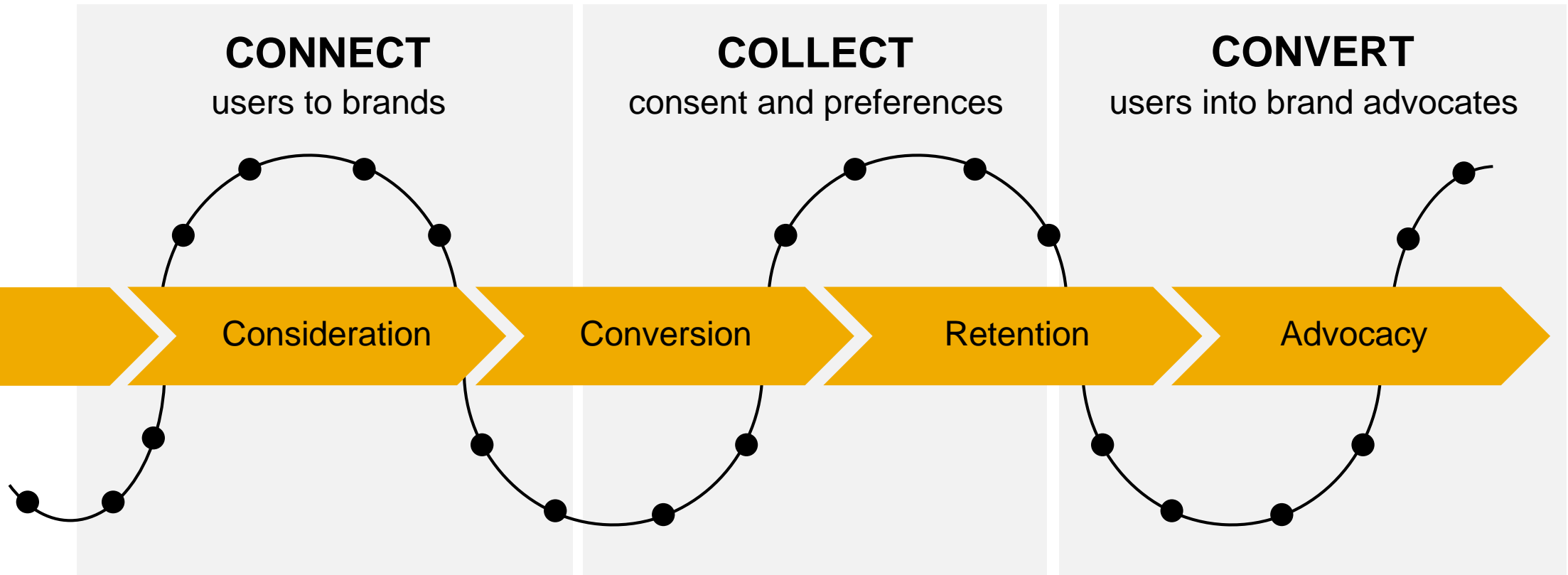
Mega trends driving the need to build trusted customer relationships



American Red Cross



Need: Building trust and transparency in the customer journey



Privacy built into Customer Experience by Design

Key Capabilities

Customer Data Cloud

SAP CUSTOMER IDENTITY Identify and engage customers across channels and devices



Registration-as-a-Service



Social Login



Federation & Single Sign On

SAP CUSTOMER CONSENT Build trusted customer relationships based on transparency and control



Communication Preferences & Opt-in Management



Self-Service Preference Center



Consent Management

SAP CUSTOMER PROFILE Power trusted digital experiences with customer data



Data Transformation & Unification



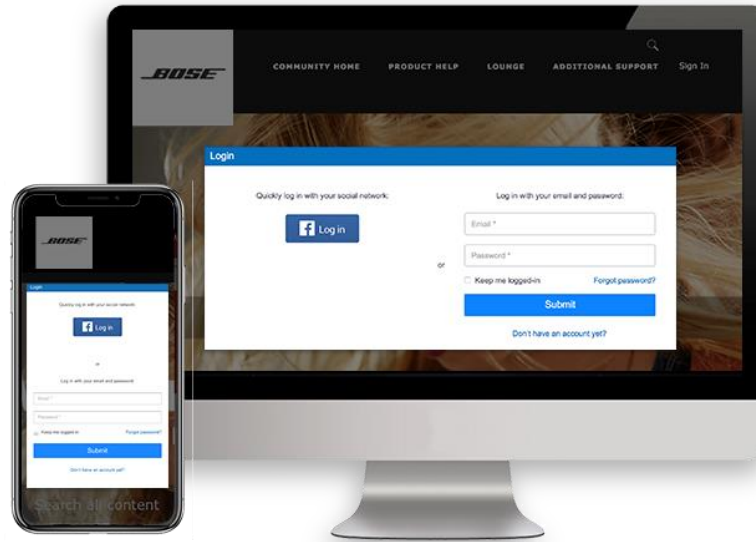
Orchestration & Governance



Customer Insights



Profile, Preferences and Consent Data Store



TURN UNKNOWN USERS INTO KNOWN, LOYAL CUSTOMERS

Identity | Consent | Profile

1.6B

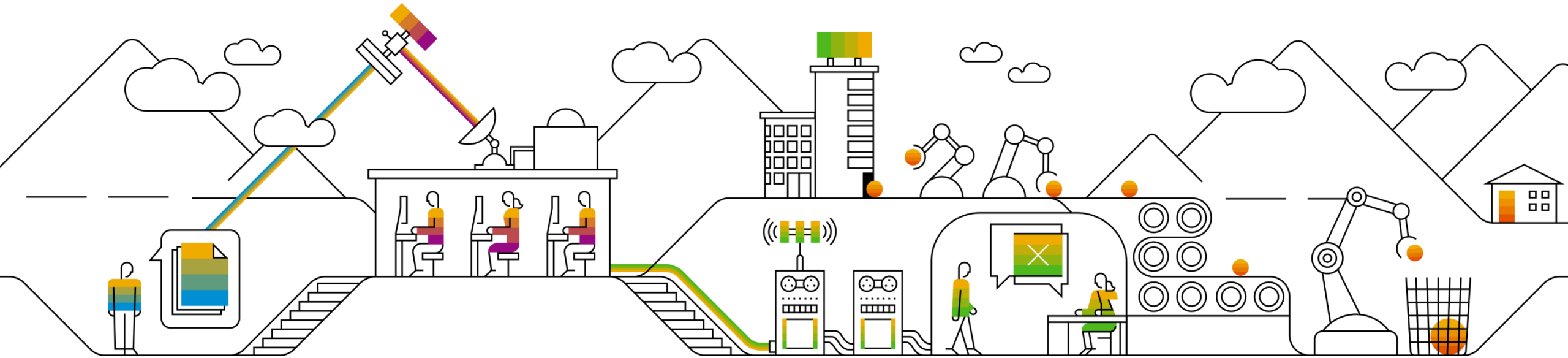
Identities

4.8B

Devices

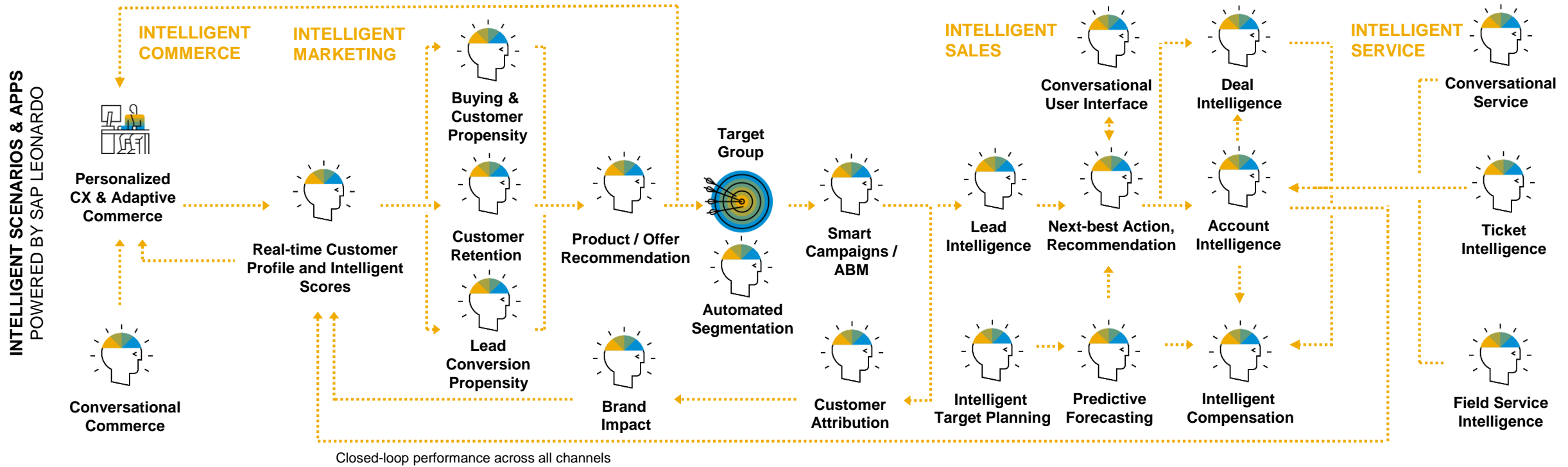
15B

API Calls / Month

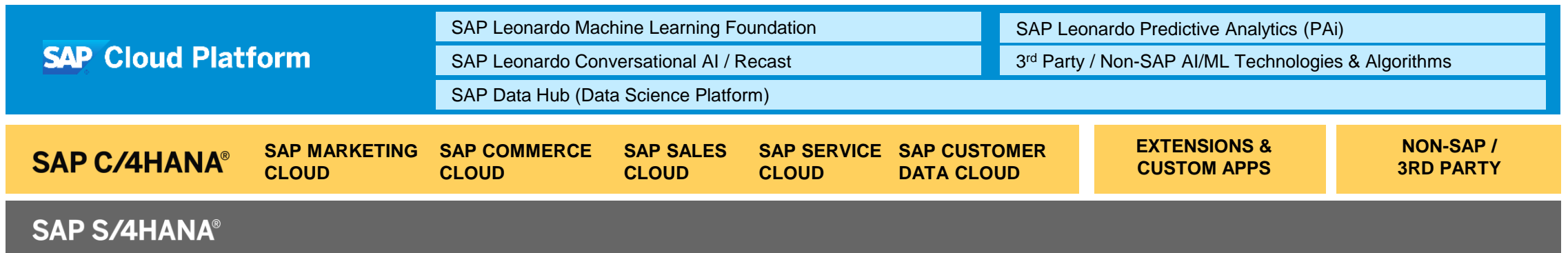


3. Changing the game with Machine Learning

End-To-End Machine Learning Processes Vision



FRONT +
BACK OFFICE
AI/ML + DATA
PLATFORM



Machine Learning and Predictive Scenarios

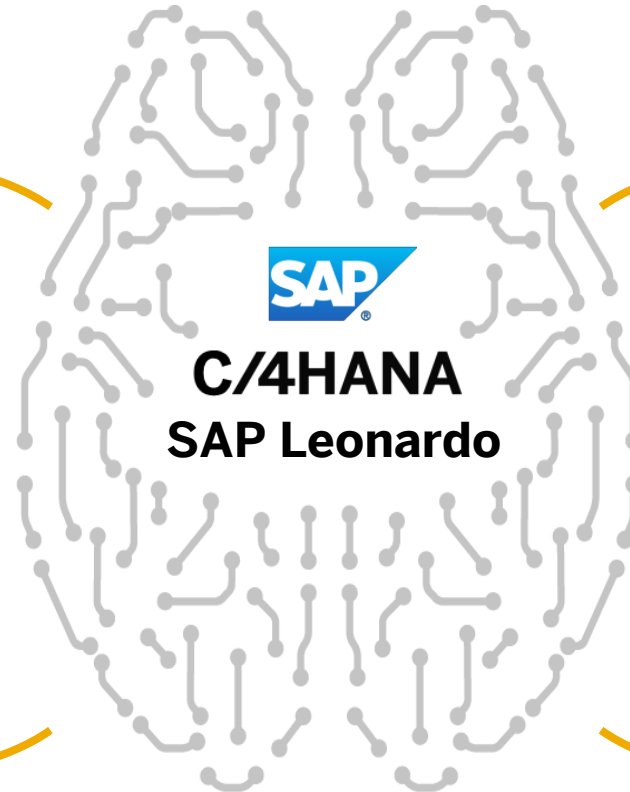
Key Innovations

Commerce

- Personalized CX
- Contextual Merchandizing
- Conversational Bot*
- In-Store Assistant*

Sales

- Deal Intelligence
- Lead Intelligence
- Account Intelligence
- Imagine Intelligence by Ricoh
- Deal Influencer Map
- Product Recommendations
- Predictive Ordering*
- Predictive Forecasting*
- Sales Assistant*



Marketing

- Product and Offer Recommendations
- Best Channel and Sending Time
- Affinity Scoring
- Sentiment Analysis
- Customer Attribution
- Customer Journey Insights*
- Smart Campaigns*
- Brand Intelligence*
- Customer Retention*
- Behavior Segmentation*

Service

- Ticket Intelligence
- Conversational Bot API
- Similar Ticket Recommender*
- Solution Recommender *
- Parts Recommender*
- Supervisor Insights*
- Service Assistant*

* Prototype / Planned

This is the current state of planning and may be changed by SAP at any time.

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SAP Customer Experience named as a Major Player in IDC's AI MarketScape

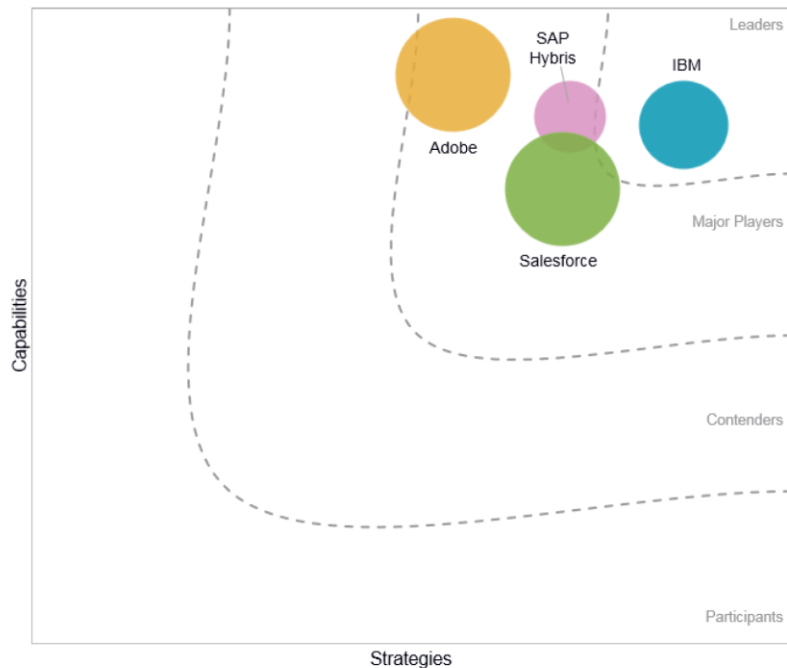


IDC MarketScape

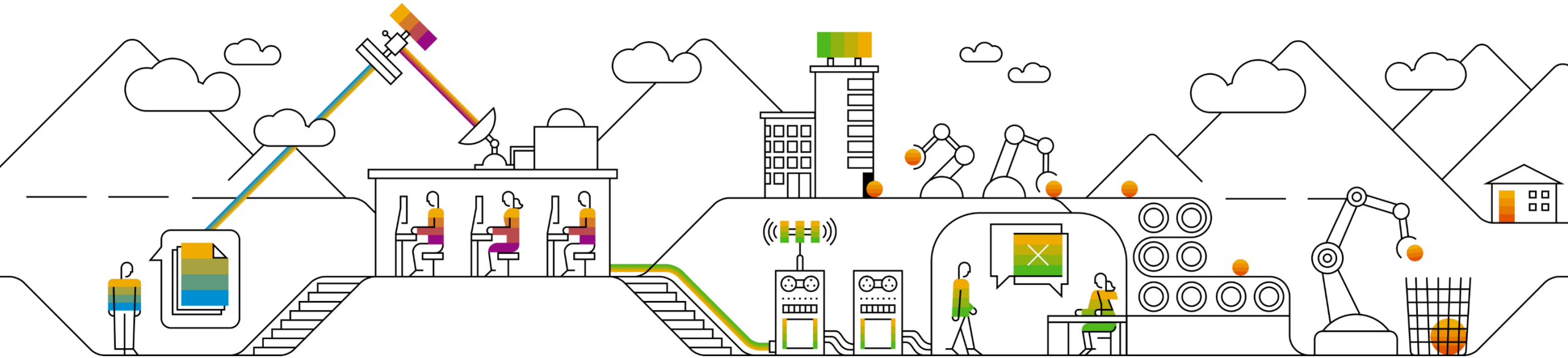
IDC MarketScape: Worldwide Artificial Intelligence in Enterprise Marketing Clouds 2017 Vendor Assessment

Gerry Murray

THIS IDC MARKETSCAPE EXCERPT FEATURES SAP HYBRIS

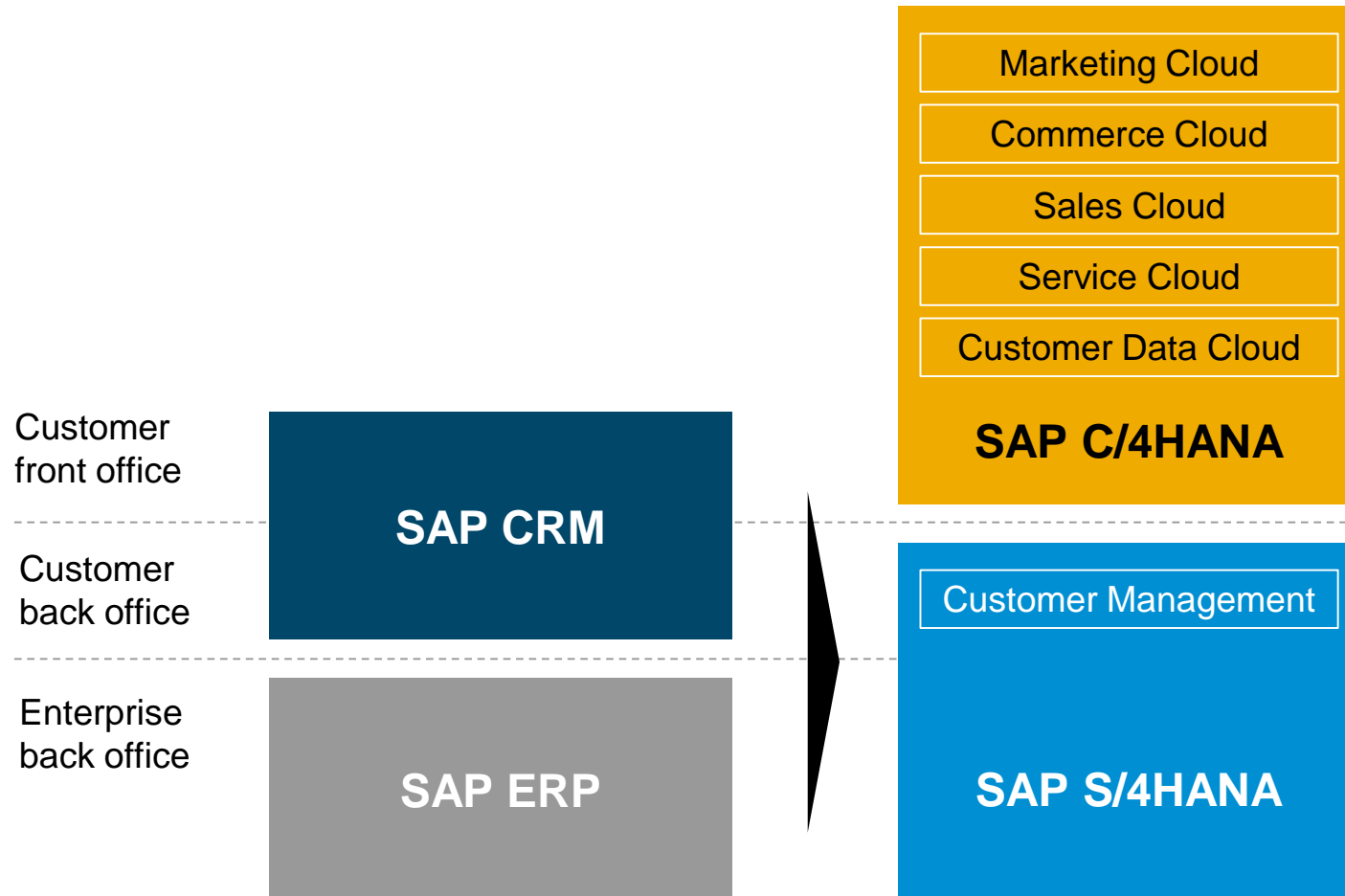


- This IDC MarketScape evaluated key customer engagement vendors with machine learning and artificial intelligence capabilities.
- SAP Customer Experience solutions, especially SAP Marketing Cloud are positioned as a Major Player in this IDC MarketScape on AI in enterprise marketing clouds. SAP C/4HANA offers a full suite of customer-facing solutions including marketing, sales, commerce, revenue, and service. It has more than 3,000 customers across many regions and industries with a fairly even mix of B2C, B2B, and B2B2C use cases.
- SAP Customer Experience was early into the open API and microservices models that are critical to the underlying orchestration work needed to manage customer experience holistically across these functional systems. Therefore the report states that SAP Marketing Cloud solutions "give customers great opportunity to work with AI and ML across many use cases and levels of complexity."
- Curious? Please download a complimentary excerpt of the report: <https://www.hybris.com/de/gmc61-idc-report-ai-marketing>



4. Customer Experience Transformation: A Roadmap for SAP CRM Customers

Transformation of SAP CRM



Transform front office with C/4HANA

- Suite of Cloud solutions designed for the new customer era
- Can be used standalone or together for maximum synergies
- Out of the box integration with S/4HANA
- Extensible via SAP Cloud Platform

Consolidate back office onto S/4HANA

- Streamlined operations with harmonized UI
- Reduced TCO: no more middleware
- Powered by HANA
- Ready for Cloud

Scope Comparison with SAP CRM

Marketing

	SAP CRM	C/4 + S/4HANA
Consumer & Customer Profiling		
Marketing Planning		
Marketing Assets & Collaboration		
Marketing Automation		
Marketing Measurement & Optimization		
Loyalty Management		

Commerce

	SAP CRM	C/4 + S/4HANA
Customer Experience Channels		
Commerce Management		
Product Content Mgmt.		
Order Management		

Customer Data

	SAP CRM	C/4 + S/4HANA
Customer Identity Management		
Enterprise Preference & Consent Mgmt.		
Customer Profile Management		

Sales

	SAP CRM	C/4 + S/4HANA
Lead Management		¹
Opportunity & Sales Force Support		¹
Configure, Price, Quote		¹
Sales Planning & Performance Mgmt.		
Partner Channel Sales		
Customer Master Data Management		¹
Order & Contract		²
Billing & Invoicing		²

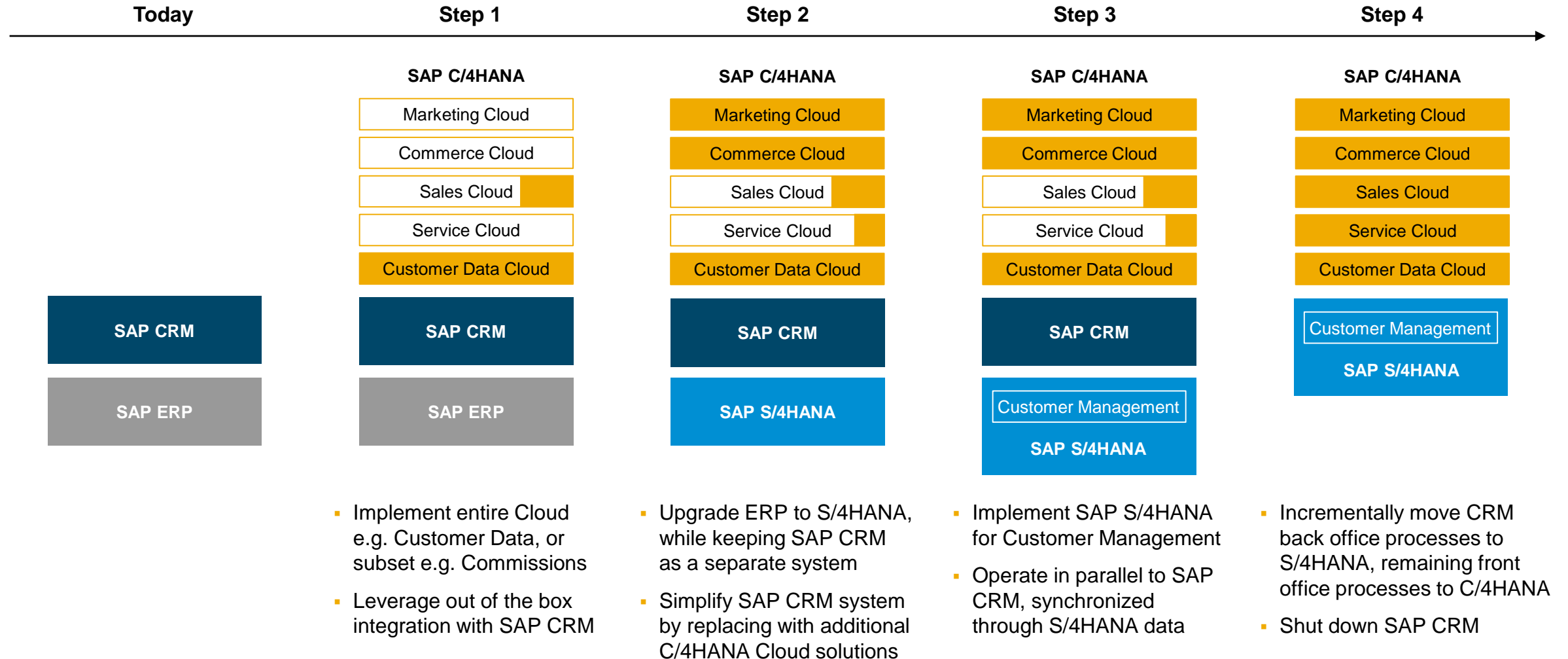
Service

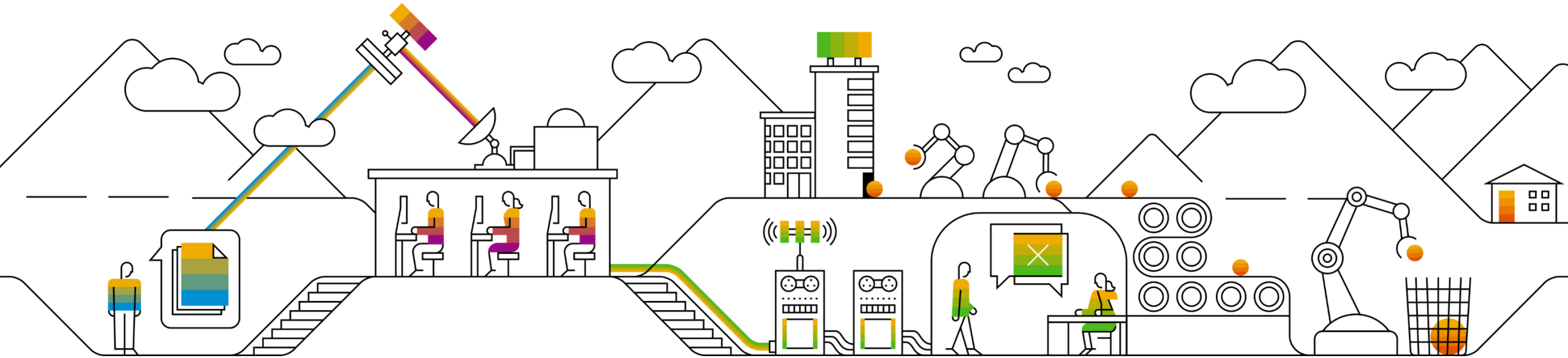
	SAP CRM	C/4 + S/4HANA
Self-service		
Omni Channel Engagement		¹
Service Management		¹
Field Service		
Service Operations		
Customer Feedback		
Analytics		

¹ Related capabilities in S/4HANA for Customer Management, as on-premise alternative

² Related capabilities in Sales Cloud, as Cloud alternative

Sample Customer Transformation Path (Illustrative)





Solution Map Details

General guidance only. To be adapted to specific customer situation.

SAP Solution Map for Marketing

Based on current roadmap.
Subject to change

SAP CRM
SAP C/4HANA
SAP S/4HANA
Other/partner

	SAP CRM	Recommended solution	
Consumer and customer profiling	Marketing profile	SAP Marketing Cloud	
	Real-time prediction and scoring	SAP Marketing Cloud	
	Social listening & sentiment analysis	SAP Marketing Cloud	
Marketing planning	Planning and program management	SAP CRM Marketing	
Marketing assets and collaboration	Digital asset management	SAP DAM by OpenText	
	Marketing collaboration	SAP Marketing Cloud	
Marketing automation	Audience targeting	SAP Marketing Cloud	
	Customer segmentation	SAP CRM Marketing	
	Campaign management	SAP CRM Marketing	
	Campaign optimization	SAP Marketing Cloud	
	Cross-channel engagement	SAP Marketing Cloud	
	Marketing recommendations	SAP Marketing Cloud	
	Remarketing	SAP Marketing Cloud	
	Marketing lead management	SAP Marketing Cloud	
	Social campaigns & engagement	SAP Marketing Cloud	
	Marketing measurement and optimization	Insights and performance mgmt.	SAP Marketing Cloud
		Customer attribution	SAP Marketing Cloud
Loyalty management	Loyalty management	SAP CRM Marketing	
		SAP Marketing Cloud ¹	

SAP Solution Map for Commerce

Based on current roadmap.
Subject to change

SAP CRM
SAP C/4HANA
SAP S/4HANA
Other/partner

	SAP CRM	▶ Recommended solution
Customer experience channels	Omnichannel customer experience	SAP Commerce Cloud
	Omnichannel touch points	SAP Commerce Cloud
	Digital merchandizing	SAP Commerce Cloud
Commerce management	Search and navigation	SAP CRM Web Channel
	Bundling & subscription mgmt.	SAP CRM Web Channel
	Pricing & promotions	SAP CRM Web Channel
	Cart	SAP CRM Web Channel
	Checkout and payment	SAP CRM Web Channel
	Product content & catalog mgmt.	SAP CRM Web Channel
Product content management	Data aggregation and validation	SAP CRM Web Channel
	Digital asset management	SAP DAM by OpenText
	Localization & internationalization	SAP CRM Web Channel
	Workflow and collaboration	SAP Commerce Cloud
	Order management	Order orchestration and mgmt.

SAP Solution Map for Sales 1/3

Based on current roadmap.
Subject to change

SAP CRM
SAP C/4HANA
SAP S/4HANA
Other/partner

	SAP CRM	Recommended solution
Lead	Lead management	SAP CRM Sales
	Lead intelligence	SAP Sales Cloud ¹
Opportunity and sales force support	Activity management	SAP CRM Sales
	Visit planning	SAP CRM Sales
	Opportunity and pipeline mgmt.	SAP CRM Sales
	Opportunity scoring	SAP Sales Cloud
	Sales forecasting	SAP CRM Sales
	Retail execution	SAP CRM Sales
	Mobile sales	SAP CRM Sales
	Sales analytics	SAP CRM Sales
	Sales content	SAP Sales Cloud
	Sales collaboration	SAP Sales Cloud
	Customer insights	SAP Sales Cloud
	Productivity & personalization mgmt.	SAP CRM Sales

¹ S/4HANA for Customer Management as on-premise alternative

SAP Solution Map for Sales 2/3

Based on current roadmap.
Subject to change

SAP CRM
SAP C/4HANA
SAP S/4HANA
Other/partner

		SAP CRM	▶ Recommended solution
Configure, price and quote	Quotation management	SAP CRM Sales	SAP Sales Cloud ¹
	Product configuration	SAP CRM IPC	SAP Sales Cloud ¹
	Price management	SAP CRM Sales	SAP Sales Cloud ¹
	Solution sales configuration	SAP CRM Sales	SAP Sales Cloud
	Package and solution offering	SAP CRM Sales	SAP Sales Cloud ¹
	Sales agreement lifecycle mgmt.		SAP Sales Cloud
	Signature management		SAP Signature by DocuSign
Order and contract mgmt.	Sales order mgmt. and processing	SAP CRM Sales	SAP S/4 HANA SD ²
	Subscription order management	SAP CRM Sales	SAP Sales Cloud ¹
	Sales contract management	SAP CRM Sales	SAP S/4 HANA SD ²
	Taxes and rebates	SAP CRM Sales	SAP S/4 HANA SD
	Sales billing	SAP CRM Sales	SAP S/4 HANA SD
Billing and invoicing	Subscription billing		SAP Sales Cloud
	Entitlements management		SAP Sales Cloud

¹ S/4HANA SD / for Customer Management as on-premise alternative

² B2B order management capabilities being developed in SAP Sales Cloud

SAP Solution Map for Sales 3/3

Based on current roadmap.
Subject to change

SAP CRM
SAP C/4HANA
SAP S/4HANA
Other/partner

		SAP CRM	▶ Recommended solution
Sales planning and performance management	Territory management	SAP CRM Sales	SAP Sales Cloud
	Quota planning	SAP CRM Sales	SAP Sales Cloud
	Sales planning and monitoring	SAP CRM Sales	SAP Sales Cloud
	Sales monitoring and analytics	SAP CRM Sales	SAP Sales Cloud
	Strategic account planning	SAP CRM Sales	SAP Sales Cloud
	Incentive & commission management		SAP Sales Cloud
	Sales learning		SAP Sales Cloud
Partner channel sales	Partner management	SAP CRM Sales	SAP Sales Cloud
	Channel sales	SAP CRM Sales	SAP Sales Cloud ¹
	Channel analytics	SAP CRM Sales	SAP Sales Cloud
	Partner compensation		SAP Sales Cloud
Customer master data management	Account and contact management	SAP CRM Sales	SAP Sales Cloud ²
	Account intelligence	SAP CRM Sales	SAP Sales Cloud
	Sales master data management	SAP CRM Sales	SAP Sales Cloud ²

¹ Deal registration, partner lead and opportunity management; does not include high tech specific channel management

² S/4HANA for Customer Management as on-premise alternative

SAP Solution Map for Service 1/2

Based on current roadmap.
Subject to change

SAP CRM
SAP C/4HANA
SAP S/4HANA
Other/partner

		SAP CRM	▶ Recommended solution
Self-service	Self-service support portal		SAP Service Cloud
	Communities		SAP Jam Communities
	Chat bots		SAP Leonardo
Omnichannel engagement	Multichannel customer engagement	SAP CRM Service	SAP Service Cloud ¹
	Knowledge management	SAP CRM Service	SAP KC by MindTouch
	Inbound/outbound contact centers	SAP CRM Service	SAP Service Cloud ¹
	Social customer engagement	SAP CRM Service	SAP Service Cloud ¹
	Service agent motivation		SAP Service Cloud
	Service agent scripting	SAP CRM Service	SAP Service Cloud ¹
	Service ticket management	SAP CRM Service	SAP Service Cloud
	Service request and order management	SAP CRM Service	S/4HANA for CM
Service management	Mobile service execution	SAP Service Manager	SAP Service Cloud
	Channel service	SAP CRM Service	SAP Service Cloud

¹ S/4HANA for Customer Management as on-premise alternative

SAP Solution Map for Service 2/2

Based on current roadmap.
Subject to change

SAP CRM
SAP C/4HANA
SAP S/4HANA
Other/partner

		SAP CRM	▶ Recommended solution
Field service	Scheduling & dispatch		SAP Service Cloud
	Customer-centric field service		SAP Service Cloud
	Service network		SAP Service Cloud
Service operations	Complaints management	SAP CRM Service	S/4HANA for CM
	Claims, returns and refund mgmt.	SAP CRM Service	S/4HANA for CM
	Service contract management	SAP CRM Service	S/4HANA for CM
	In-house repair management	SAP CRM Service	S/4HANA for CM
	Service billing	SAP CRM Service	S/4HANA for CM
	Warranty management	SAP CRM Service	S/4HANA for CM
	Installed base management	SAP CRM Service	S/4HANA for CM
Customer feedback	Customer feedback management		SAP Service Cloud
Analytics	Service management analytics	SAP CRM Service	SAP Service Cloud ¹

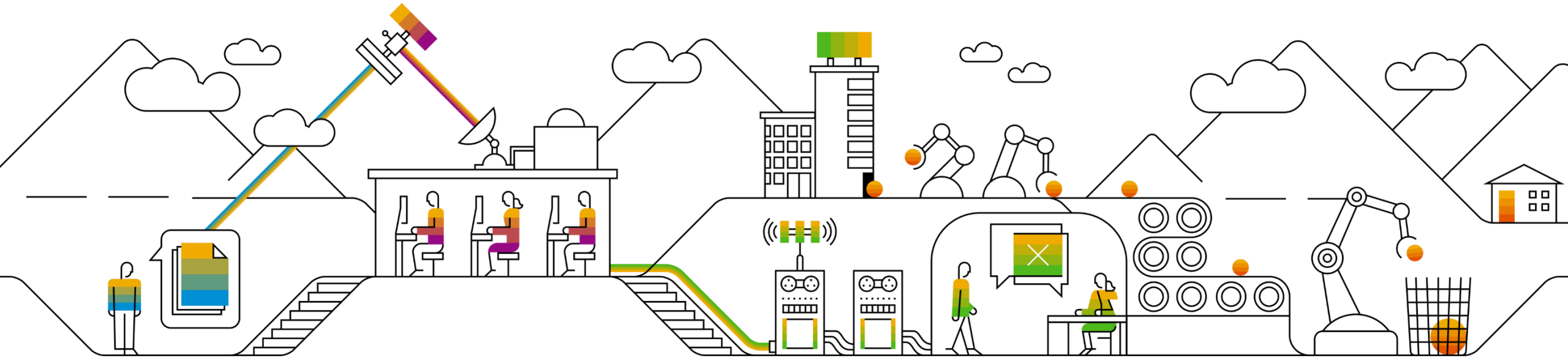
¹ Service operations analytics as part of S/4HANA for Customer Management

SAP Solution Map for Customer Data

Based on current roadmap.
Subject to change

SAP CRM
SAP C/4HANA
SAP S/4HANA
Other/partner

	SAP CRM	▶ Recommended solution
Customer identity management	Registration management	SAP Customer Data Cloud
	Social login	SAP Customer Data Cloud
	Federation and SSO	SAP Customer Data Cloud
Enterprise preference and consent mgmt.	Communications preferences and opt-in mgmt.	SAP Customer Data Cloud
	Self-service preference management	SAP Customer Data Cloud
	Consent management	SAP Customer Data Cloud
Customer profile management	Data transformation and unification	SAP Customer Data Cloud
	Automated profile, preference and consent mgmt.	SAP Customer Data Cloud
	Orchestration & governance	SAP Customer Data Cloud
	Customer insights	SAP Customer Data Cloud



5. Summary & Next Steps

Get ready with SAP C/4HANA designed for the New Customer Experience

SAP C/4HANA

Unified Intelligent User Experience

Conversational, Contextual and Intelligent UX



SAP Marketing Cloud

Market with Intelligence in the Moment



SAP Commerce Cloud

Personalized Shopping Experience across Touchpoints



Built-in Intelligence



SAP Sales Cloud

Build Relationships and guide Customers throughout their journey



SAP Service Cloud

Make Customers happy

SAP Customer Data Cloud

Build Customer Trust and Loyalty



Microservices

SAP Cloud Platform extension factory (Kyma)

Cloud-native Microservice based universal Innovation and Agility Platform



Extensions



Internet of Things



Machine Learning

SAP® Cloud Platform



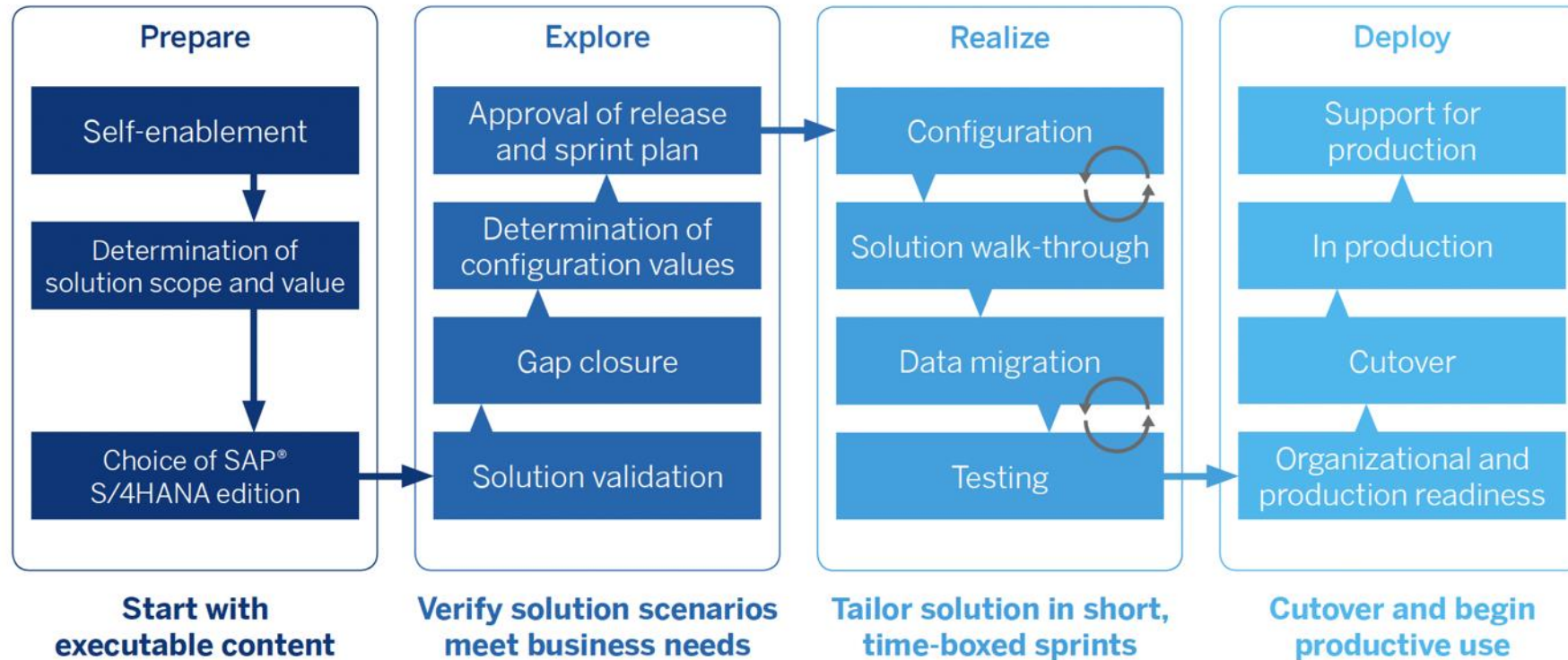
Integration



Blockchain

SAP S/4HANA®

Services to Help You Transform



SAP uses the **SAP Activate** methodology, a combination of SAP Best Practices, accelerators and guided configuration, optimized for Cloud solution deployments to shorten implementation times



Questions?

Next steps



Contact your rep



Schedule a workshop



See a demo

A woman in profile, running towards the right, is silhouetted against a bright sunset. Her hair is in a ponytail and is blowing in the wind. The background shows a cityscape with a river and hills under a golden sky. The text 'New horizons with SAP Customer Experience' is overlaid on the left side of the image.

New horizons with
SAP Customer
Experience



SAP Customer Experience

THANK YOU.

THE BEST RUN 