SAP Customer Experience LIVE

Look Ahead at the Road Map for SAP Commerce Cloud

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THE BEST RUN SAP

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SAP Commerce Cloud
Product Strategy

1 **Agile Commerce**

2 **Intelligent Experiences**

3 **SAP C/4HANA Suite**

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SAP Commerce Cloud
Product Roadmap

1 Agile Commerce

Agile Commerce

- **Cloud Automation**
- **Omnichannel Commerce**

Intelligent Experiences

- **Experience Management**
- **Context-Driven Services**
- **Conversational Commerce**
- **Lab prototypes & showcases**

SAP C/4HANA Suite

- **SAP Cloud Platform Extension Factory**
- **SAP Cloud Platform Integration**

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Agile Commerce

55%

of e-commerce decision makers see more agility and faster-time-to-market as important factors for high revenue growth

Source: Forrester: The Value of Agile Commerce, 2016

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The new generation of SAP Commerce Cloud

Accelerate **Simplify** **Innovate**

Microsoft Azure kubernetes docker

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Agile Commerce
Cloud Automation

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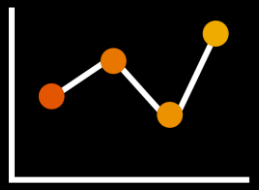
Our market leading enterprise Commerce solution available on public cloud infrastructure

Automated infrastructure

Self service tools

Cloud build platform



Simple commercial model

Automated scaling

Business continuity

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Agile Commerce
Cloud Automation

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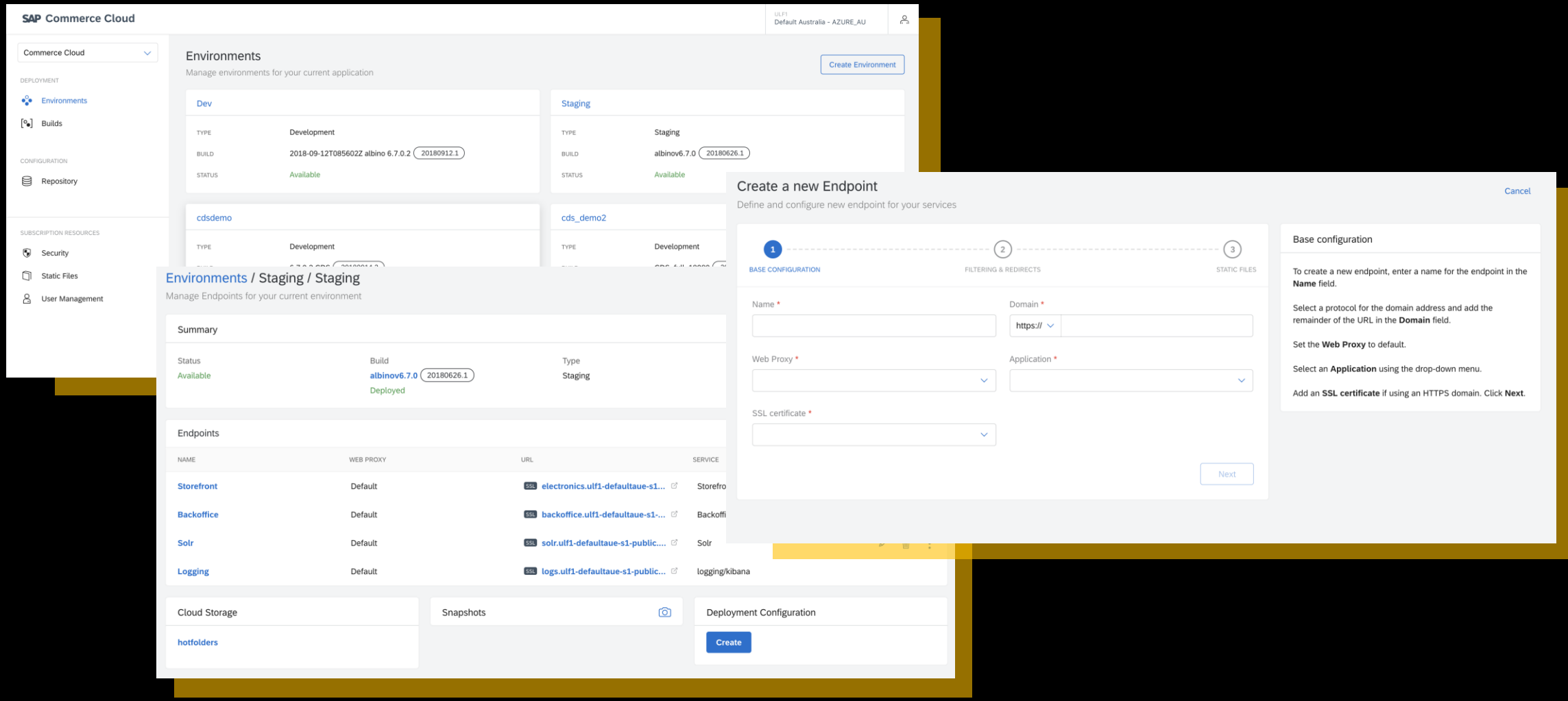

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Agile Commerce
Cloud Automation

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Our expertise is baked in for your success

Project Verification

Verification & test tools from our consulting team are being added to the build process to ensure optimal project setup

Upgrade Readiness

Tests will assess your upgrade readiness & highlight customizations that could make this more complex

Platinum Upgrades*

On a yearly basis we will provide a technical upgrade of your commerce platform

* Professional edition

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Agile Commerce
Cloud Automation

Q4

Deployments & Upgrades

- Build & Deploy insights
- Zero-downtime deployments
- Self service environment upgrades
- Auto-renewing SSL Certificates

Suite Integration

- Extension Factory (Lab Preview)

2019 Q1

Deployments & Upgrades

- Decoupled JS Storefront deploy

Performance

- Web Caching
- Traffic Sharding
- Data Caching
- Content Delivery Network

Future Outlook

Build Automation

- Local Builder
- Build Plans
- Quality & compatibility reports
- Automated Performance testing

Operational Tooling

- Self-service Monitoring
- Service Reports

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Agile Commerce
Omnichannel Commerce

Different Flavors of Product Content Management

Commerce PCM

ON PREMISE & PRIVATE CLOUD

Highly flexible,
fully customizable for enterprise needs

Product Content Cloud

PUBLIC CLOUD SAAS

Intuitive, state of the art user experience,
ready to use

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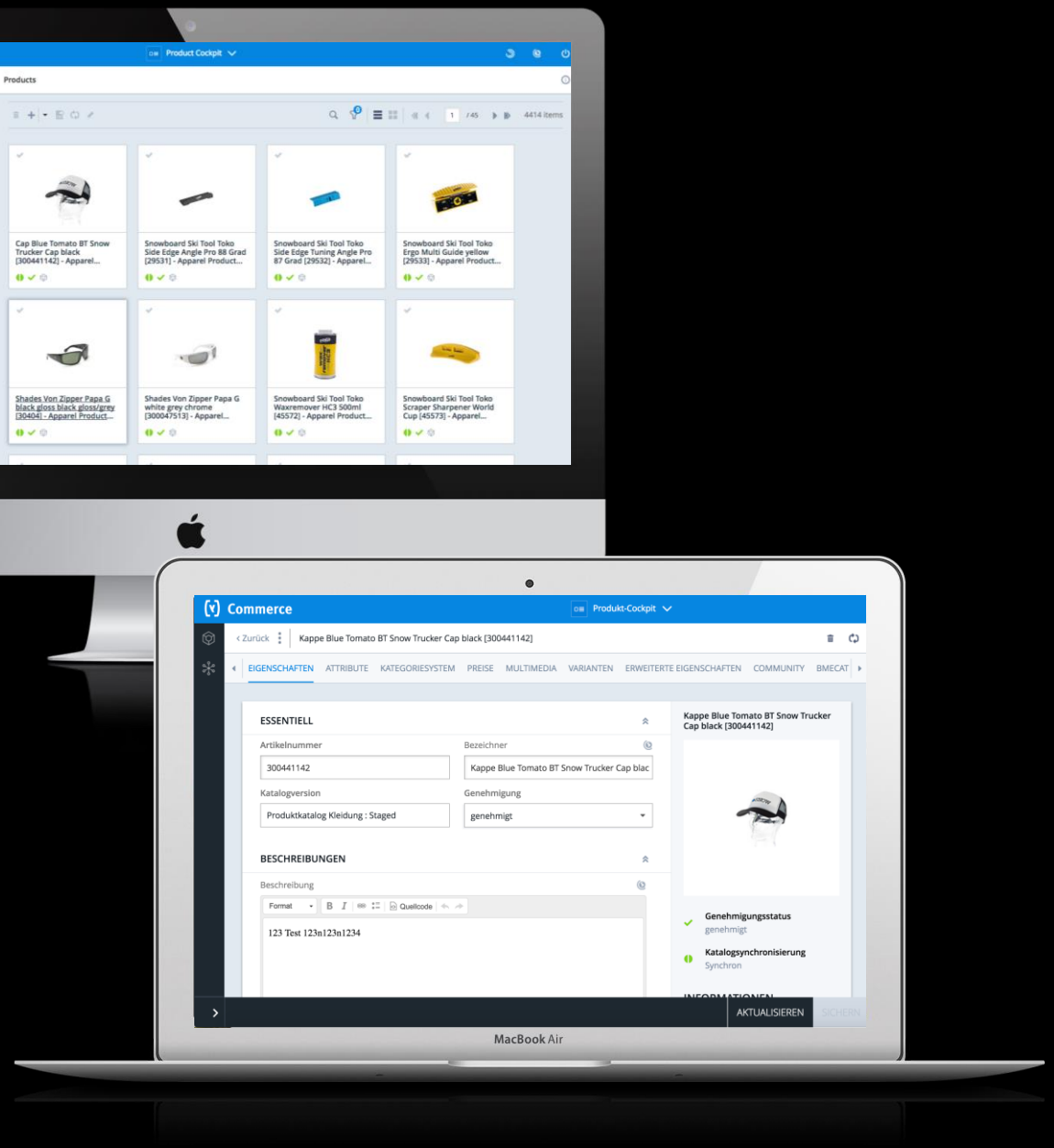
Agile Commerce
Omnichannel Commerce

Product Content Management

Deliver a next-generation user-centered product content management application to revolutionize the industry

- ✓ As simple as possible
- ✓ As sophisticated as needed
- ✓ As performant as necessary



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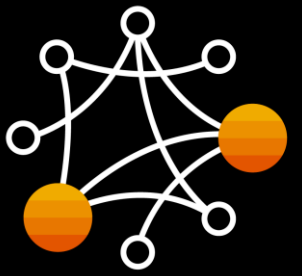
Agile Commerce
Omnichannel Commerce

Product Content Management
Future outlook

Dashboards

Supplier Portal

Product Bundles



Product Insights

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Agile Commerce
Omnichannel Commerce

SPARTACUS

Now Open Source!

github.com/sap/cloud-commerce-spartacus-storefront

What is it?

Spartacus is a lean, open source, Angular-based, JavaScript storefront for SAP Commerce Cloud

Try it today!

- Run the storefront
- Send feedback
- Create issues
- Contribute!

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Agile Commerce
Omnichannel Commerce

Spartacus JavaScript Storefront

Beta Q1 2019, Launch Q2 2019

Try it Today

- Home, Search, Product Details, Add-to-Cart, Checkout
- Responsive design

Coming Soon

- Extend the storefront
- Customize styling

Future Outlook

- Add to Home
- App shell caching
- More PWA features
- SmartEdit support
- … and rest of MVP

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SAP Commerce Cloud
Product Roadmap

2 Intelligent Experiences

Agile Commerce

- Cloud Automation
- Omnichannel Commerce

Intelligent Experiences

- Experience Management
- Context-Driven Services
- Conversational Commerce
- Lab prototypes & showcases

SAP C/4HANA Suite

- SAP Cloud Platform Extension Factory
- SAP Cloud Platform Integration

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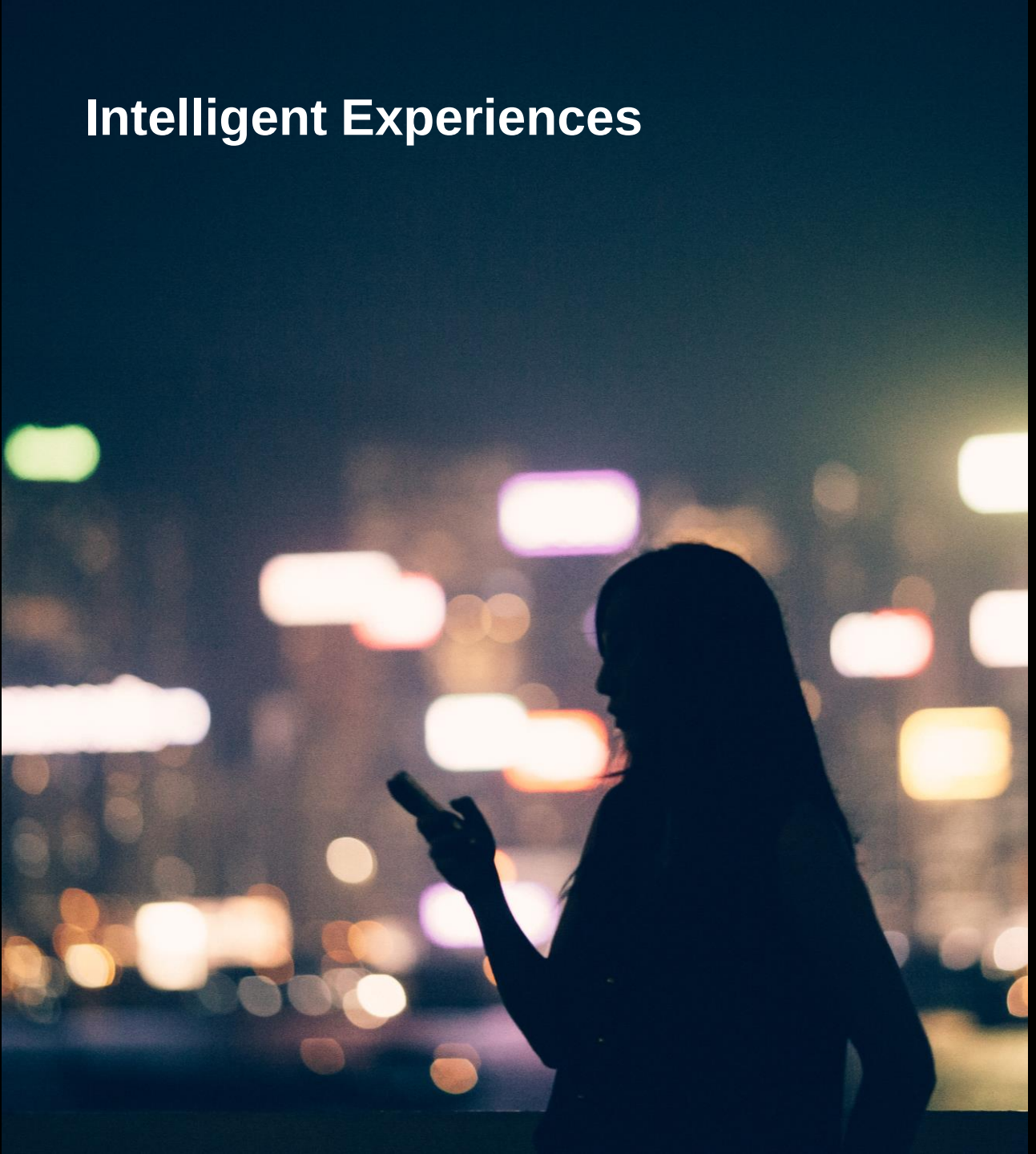
Intelligent Experiences



79%

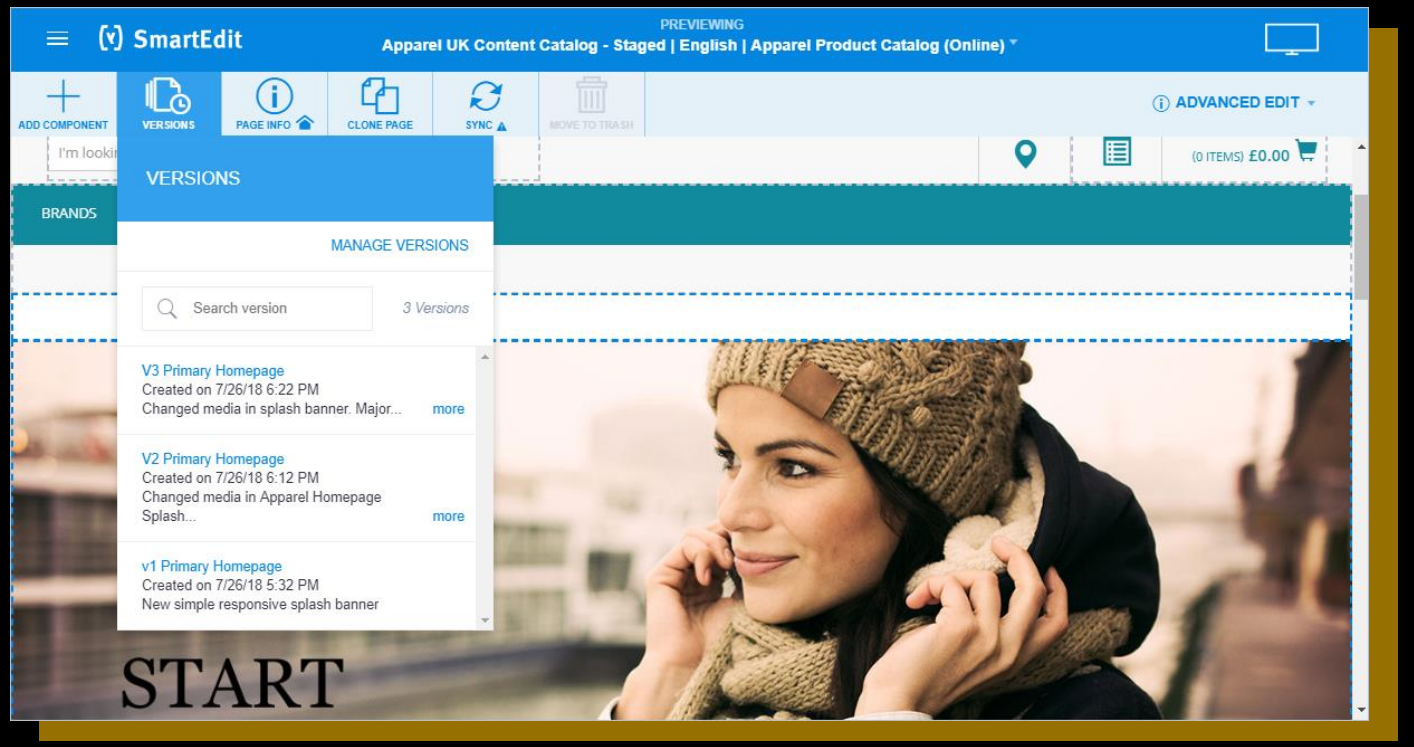
of consumers are willing to share personal data for clear personal benefit

Source: USA Consumer Data = Deloitte To share or not to share (9/17)
Note: n = 1,538 USA customers surveyed in cooperation with SSI in 2016

Intelligent Experiences
Experience Management

RELEASED IN 2018

SmartEdit business tooling to create, layout and manage highly personalized sites and deliver relevant, intelligent customer experiences



Create pages | Manage content | Build site navigation | Preview changes | Publish content | Manage versions

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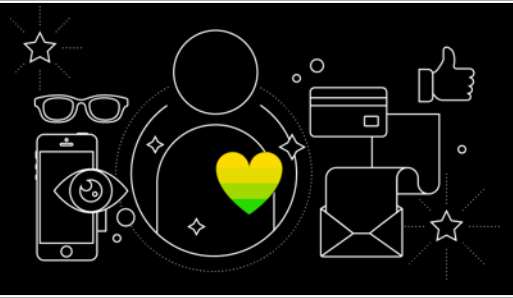
Data-driven content enrichment

Real-time context

Personalized experiences and product offers

Adaptive and intelligent channels



Intelligent Commerce

Adaptive commerce for higher conversion and optimized channel performance

Simpler for product managers and merchandizers

Relevant portfolio and channel for the customer

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Intelligent commerce: End-to-end vision with machine learning

Real-time context
Track customer behavior

Personalized experiences and offers
Personalize commerce

Adaptive and intelligent channels
Channel orchestration

Real-time context

Product affinities

Channel preferences

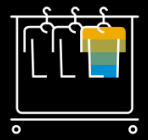
Location data

Conversion probability

Price sensitivity

Individualized promotions

Individualized product sets and recommendations



Individualized search and merch

Conversational commerce & search

Visual and NLP product search

Fully dynamic landing pages

Adaptive pricing

Intelligent channel selection

Product category and assortment optimization

Rating and review insights

Data-driven content enrichment
Auto-enrich product content, media, attributes | Auto-categorize products

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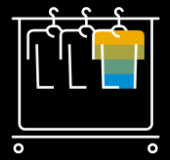
SAP Commerce Cloud

AI and ML scenarios

Available

Context-driven services

Real-time micro-segmentation



Context-driven merchandising

In process

H2 2018

Conversational commerce

Research

Product category suggestion

Visual search

Natural language product search

Predictive auto-scaling on SAP Commerce Cloud

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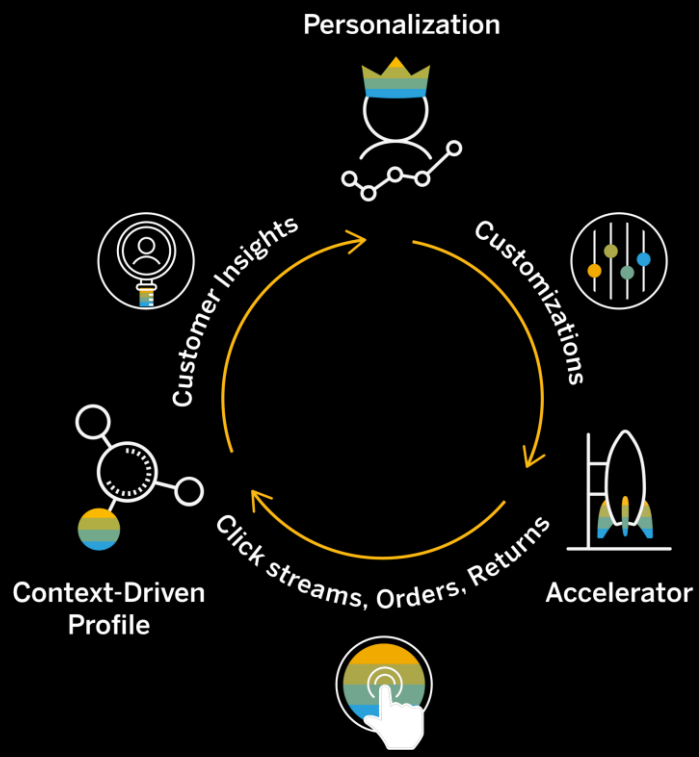
Intelligent Experiences
Context-Driven Services

RELEASED IN 2018

Contextual, real-time personalized experiences for known and unknown users



SPLIT
SECONDS
DETERMINE
WIN OR LOST
OPPORTUNI-
TIES

Real-Time Agile Customer Experience

1. LISTEN

We listen to what customers are saying and doing

2. UNDERSTAND

We process information into an understanding of the customers intentions

3. DECIDE

We decide on the best course of action

4. IMPROVE

We learn from the outcome of the interaction

in split-seconds, fully consent managed

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Intelligent Experiences
Context-Driven Services

RELEASED IN 2018

Context-Driven Service
Foundation for real-time customer behavior tracking

Interprets real-time signals from digital channels

Anonymous to known identity journey

Derive insights, score affinities using machine learning

Privacy is key, fully GDPR compliant.

Cloud-native extensibility

Optimized for Commerce

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LISTEN | We are capturing real-time customer behavior (with their consent)

Time and date of the (return) visit

Devices used

Returns (partial, complete)

Referrer URL

Operating Systems

Contact details

Locations

Order shipping status

Orders placed

Funnel Level

Categories & products viewed

Search events

Add to cart, remove, change quantity,…

fully consent managed

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This data can be used to UNDERSTAND your customers better, and take decisive actions to PERSONALIZE the commerce experience

Affinity to certain products

Price sensitivity

Affinity to categories

Order patterns

Predominant time of activity

Return rates

Preferred locations

Typical sites customer is coming from

Preferred devices

And much more…

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Intelligent Experiences
Context-Driven Services

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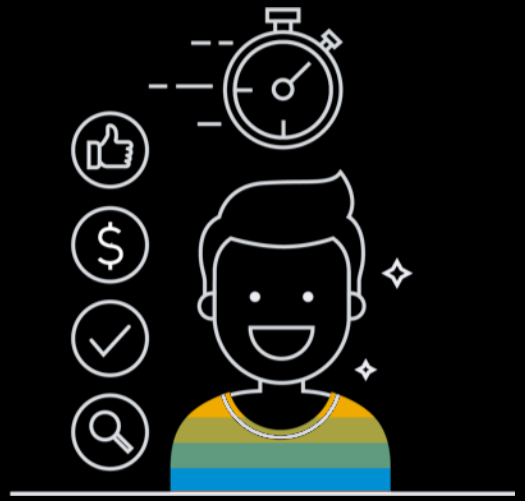
Foundation



Customer Behavior Tracking

Segmentation

Segmentation

Merchandising

Product Carousels

Customer Recovery

Cart and Browse Abandonment Emails

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Intelligent Experiences
Conversational Commerce

SAP Enterprise Chatbot for Commerce

- Charly the Chatbot moves out of CX Labs
- SAP Enterprise Chatbot brings your favorite brand and retailer to your preferred messaging channel
- Cloud-enabled bot requires no installation
- Cloud-based configuration and maintenance cockpit

RELEASED IN 2018

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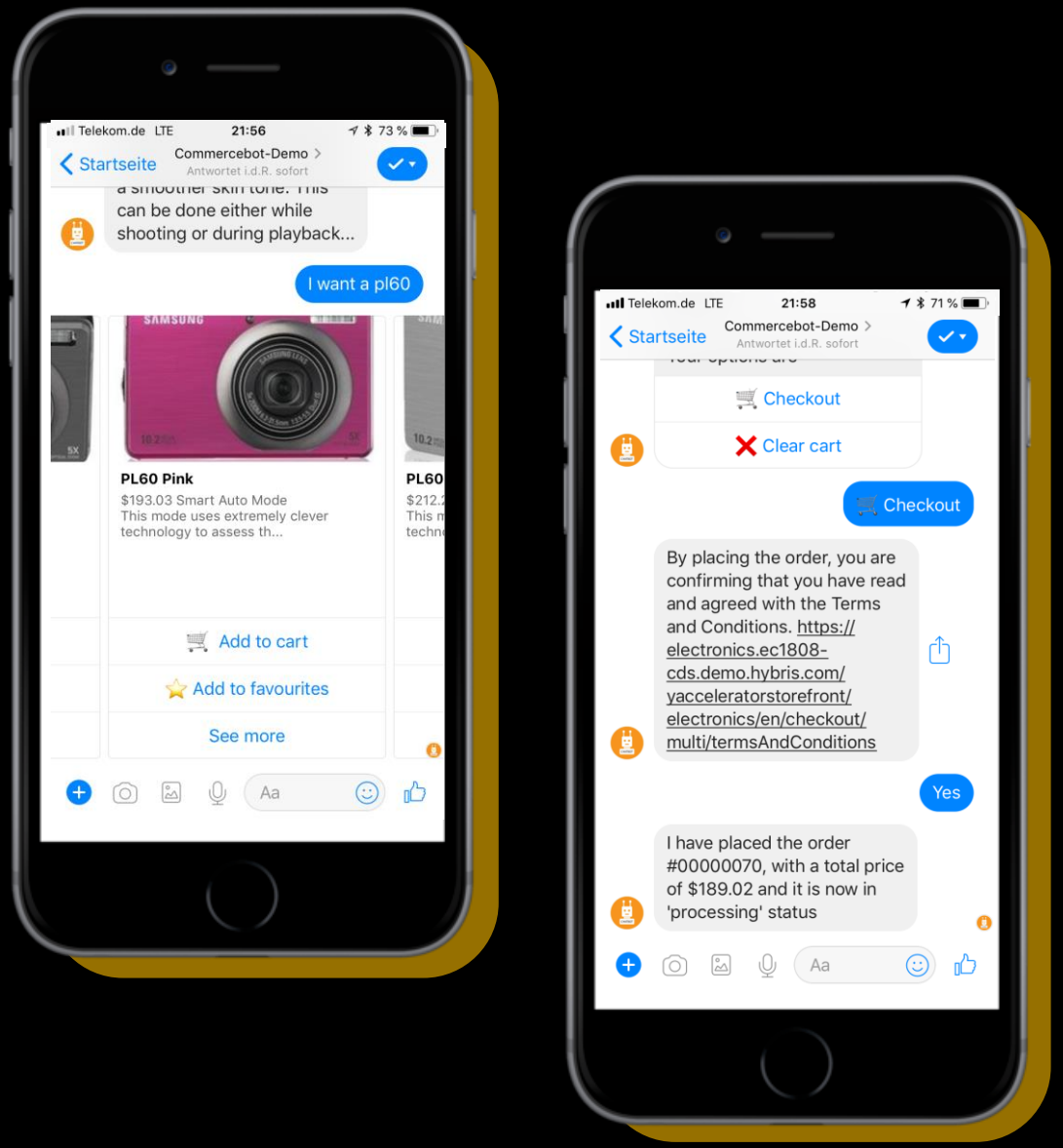
Intelligent Experiences
Conversational Commerce

SAP Enterprise Chatbot for Commerce

- Voice, WhatsApp channel
- Enhanced Commerce checkout support
- Voice authentication and face recognition
- C/4HANA integrations
- Chatbot form completion with yForms integration



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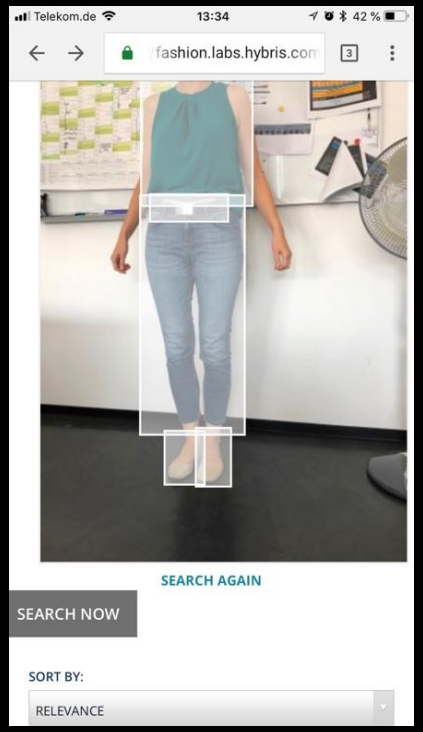
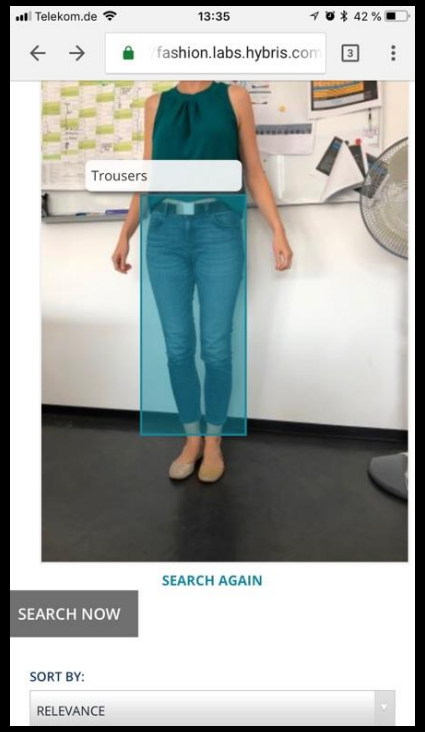
IDENTIFY AND SHOP PRODUCTS YOU LIKE BY SIMPLY **TAKING A PICTURE OF THEM**

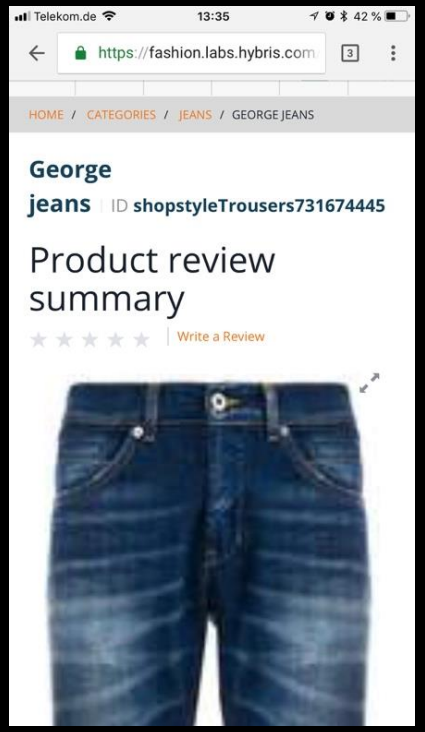
Fashion labs

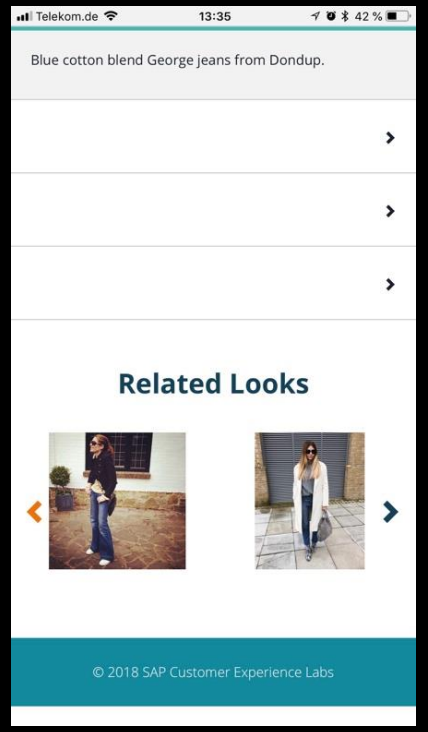
Visual search for consumers to find products that attract their buying interest

Labs Prototype/ PoC









FashionLabs
Visual-Search. Discovery. Attribution

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Labs Prototype/ PoC

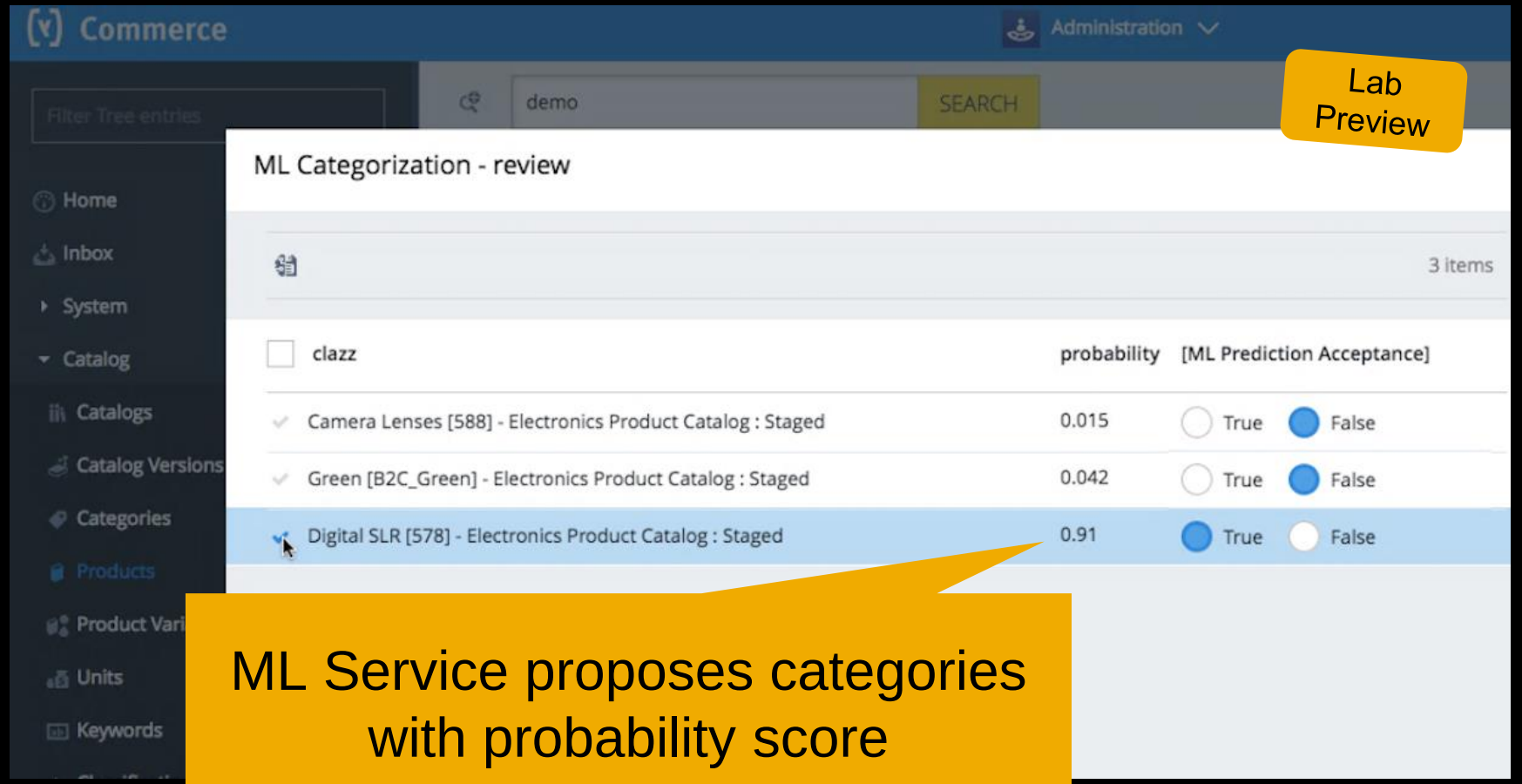
LET AI **SUGGEST CATEGORIES** FOR **YOUR PRODUCTS**

SPEED UP AND **INCREASE QUALITY IN DATA ONBOARDING AND MANAGEMENT** OF YOUR PRODUCT ASSORTMENT

Category Suggestions

Categorize products consistently and automatically

Labs Prototype/ PoC



Key benefits

- Mass-onboard products and categorize them fast and easy
- Improve data quality with help of artificial intelligence

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SAP Commerce Cloud
Product Roadmap

3 SAP C/4HANA Suite

Agile Commerce

- Cloud Automation
- Omnichannel Commerce

Intelligent Experiences

- Experience Management
- Context-Driven Services
- Conversational Commerce
- Lab prototypes

SAP C/4HANA Suite

- SAP Cloud Platform Extension Factory
- SAP Cloud Platform Integration

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SAP C/4HANA

Marketing Cloud

Service Cloud

Commerce Cloud

Sales Cloud

Customer Data Cloud

Harmonized User Experience

Intelligent End-to-End Processes

Business Services

Platform Services and APIs

Extensibility and Integration

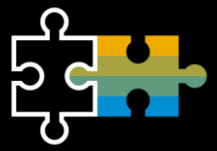
Open Ecosystem

SAP C/4HANA Suite

SAP Cloud Platform Extension Factory

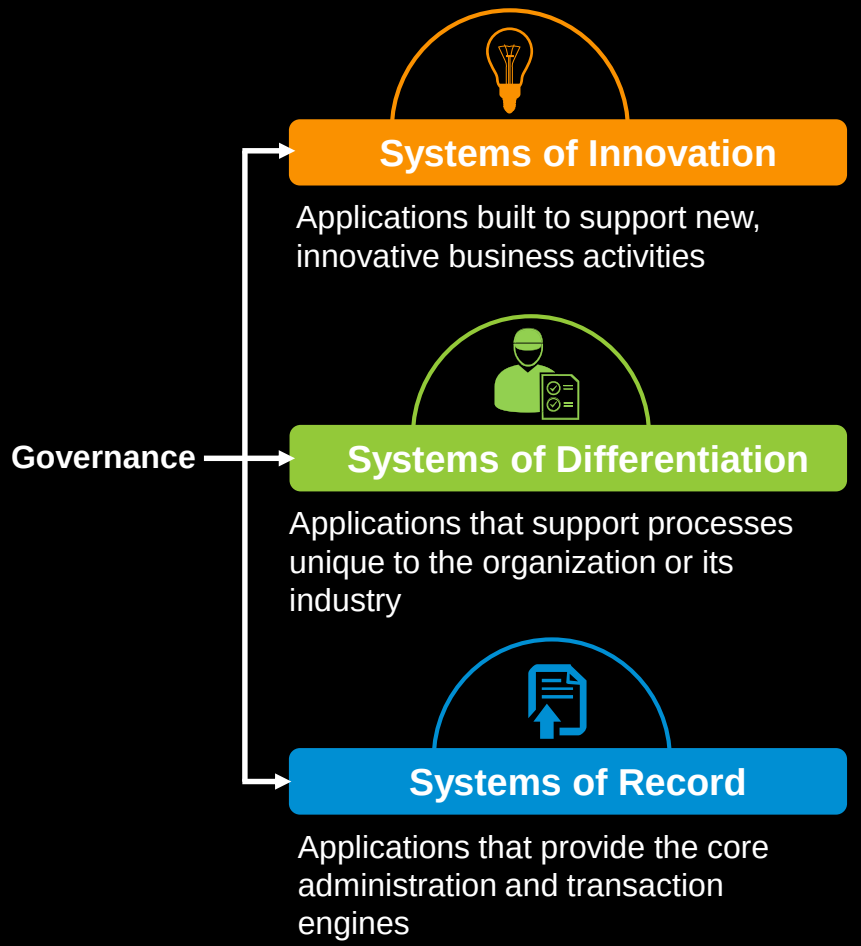
SAP Cloud Platform Extension Factory is a flexible and easy way to connect and extend enterprise applications in a cloud-native world

Cloud-native extension framework for creating innovative customer experiences



Out-of-the-box integration with the SAP C/4HANA solutions

Experiment, extend and innovate with microservice and get to market fast



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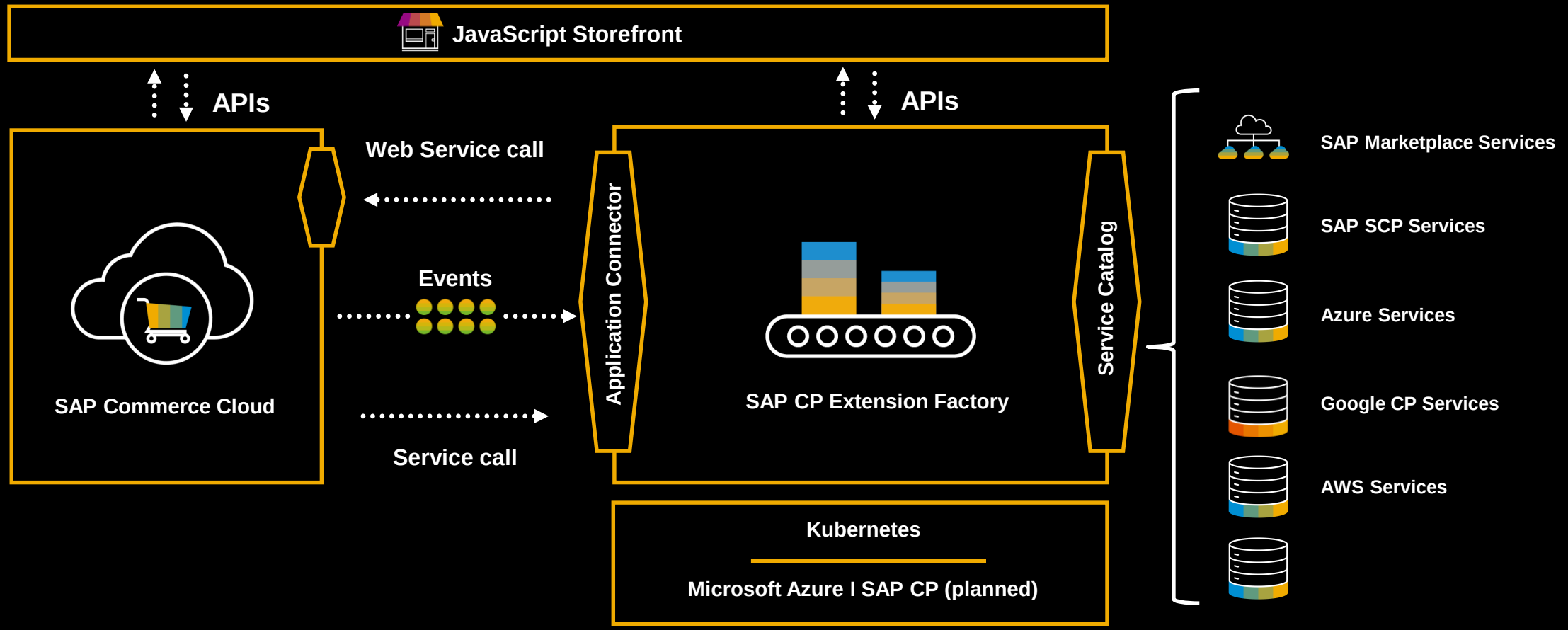
SAP C/4HANA Suite

SAP Cloud Platform Extension Factory



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SAP Commerce Cloud
Product Roadmap Highlights

Recent Innovations
Q2 and Q3 2018

Cloud Automation
- **Commerce Cloud on Public Cloud Infrastructure (Microsoft Azure)**
- Fully Automated Environment Provisioning, Builds and Deployments
- Data Snapshot & Restore

Omnichannel Commerce
- Commerce API enhancements

Experience Management
- **Context-Driven Services**
- SmartEdit: Content Versioning

Commerce Data Management
- PCM Microsoft Excel Import/Export enhancements

SAP Integration
- **Integrating SAP Commerce Cloud using SAP Cloud Platform Integration (SCPI) via APIs**

Platform
- Improved server start-up time

Extensibility
- **Project „Kyma“ open source launch**

Planned Innovations
Q4 2018

Cloud Automation
- Datahub Support
- Self-Service Environment Upgrades
- Content Delivery Network

Omnichannel Commerce
- **JavaScript Commerce Storefront**
- **SAP Enterprise Chatbot for Commerce**

Experience Management
- Context-Driven Merchandising
- Context-Driven Customer Recovery

Commerce Data Management
- PCM Dashboard

SAP Integration
- Omnichannel Commerce Quotation Management with SAP CPQ
- User Provisioning for Backoffice user with SAP IAS and SAP IPS

Platform
- Cart & price calculation optimizations
- Cloud readiness improvements

Future Outlook
Q1 2019 & Beyond

Cloud Automation
- Internationalization
- Event Notifications

Omnichannel Commerce
- JS Storefront – PWA Enhancements
- Promotion Wizard

Experience Management
- SmartEdit: Workflow
- Context-Driven Testing and Optimization

Commerce Data Management
- Visual product data modeling
- Backoffice Supplier Cockpit

SAP Integration
- SAP Cloud Platform Integration - Content Packages for Integration with SAP S/4 HANA Cloud
- Identity Management with SAP Customer Data Cloud

Extensibility
- **SAP Cloud Platform Extension Factory (based on Kyma) launch**

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