



SAP Customer Experience

SAP Customer Data Cloud

Build Customer Trust, Connect the Front Office to the Back Office

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THE BEST RUN

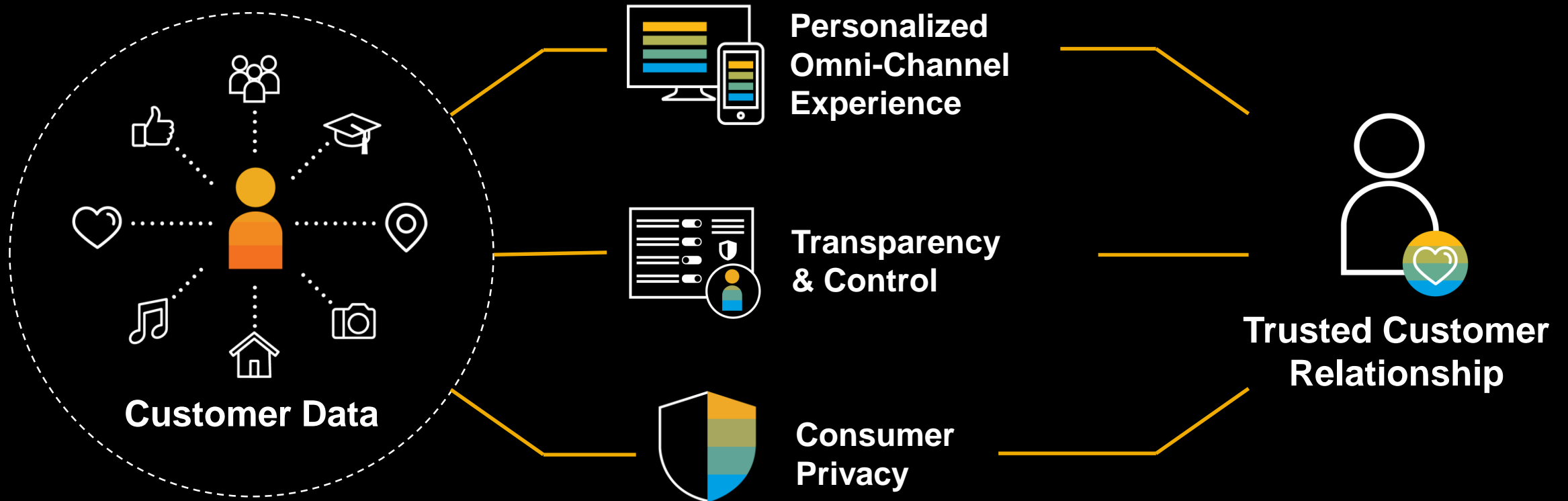


Legal disclaimer

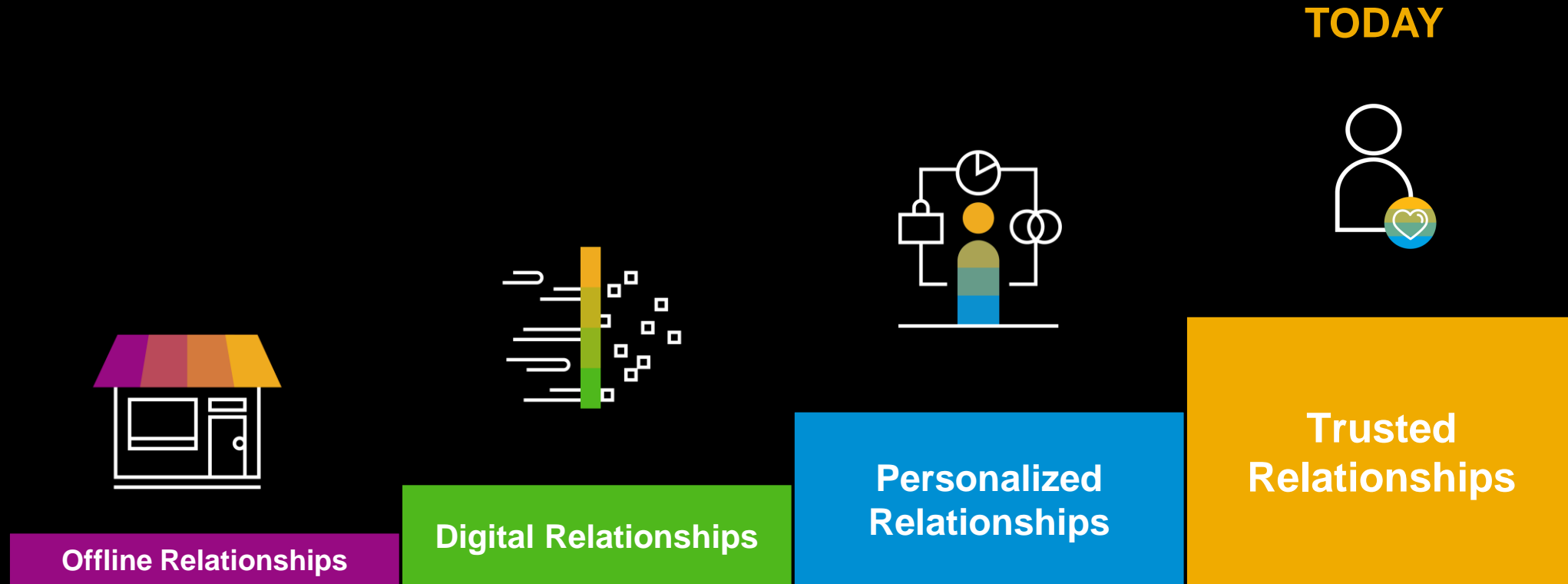
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Mega trends driving the need to build **trusted customer relationships**



4th Generation of establishing **customer relationships**

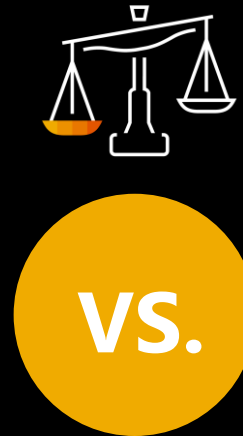


Building **Customer Relationships** have become complex

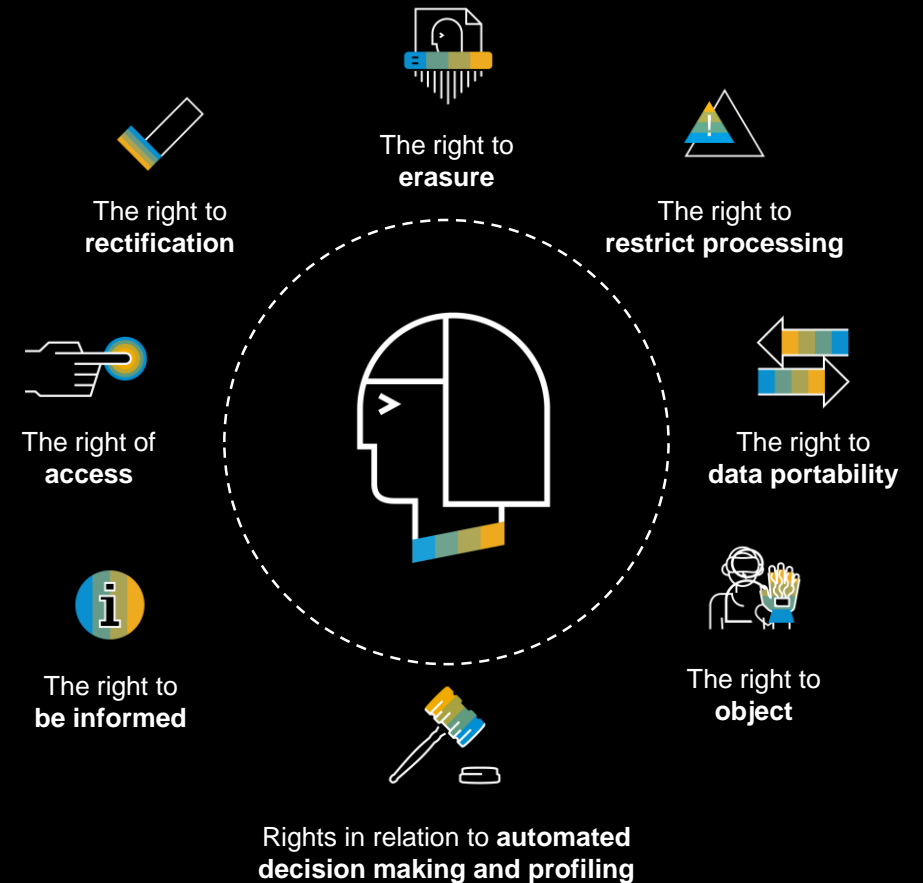
	Then	Now
Customer Data	Enterprise-owned	Customer-granted
Channels	Web	Web, Mobile, Bots, IOT
Identification	Probabilistic	Deterministic
Privacy Compliance	Limited	Comprehensive
Business Model	Product Sales	Lifetime Service

Consumers now own and control their data

Data Collected



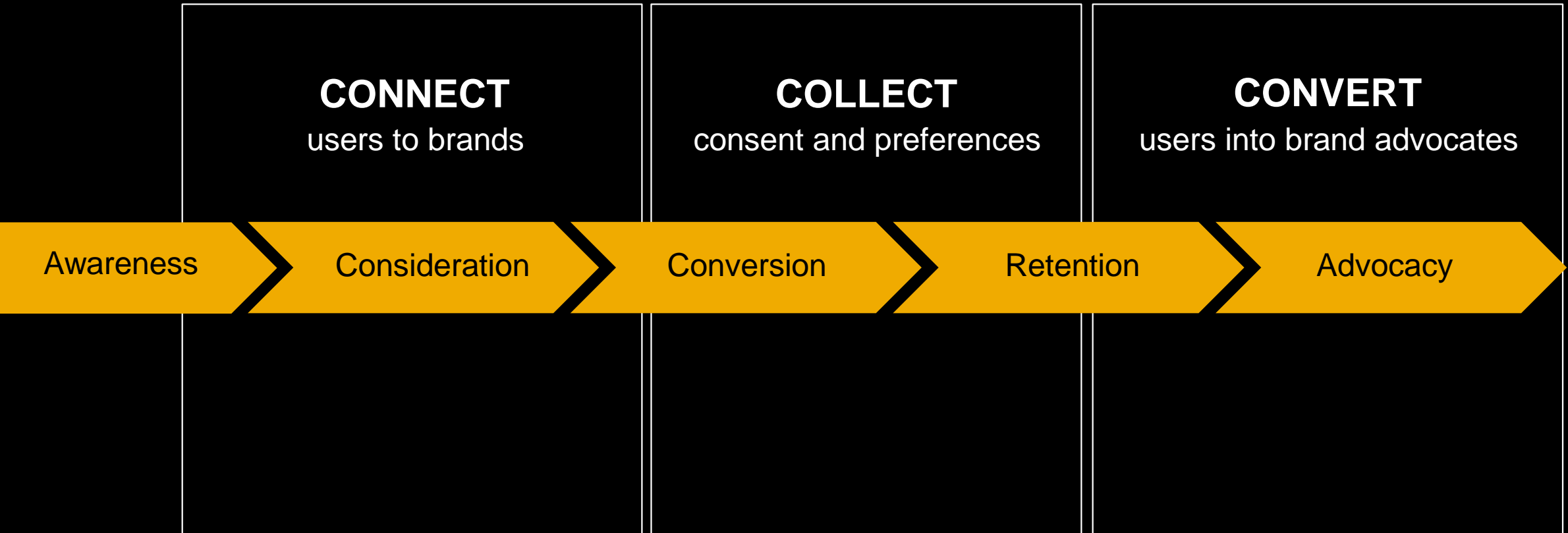
Individual Rights



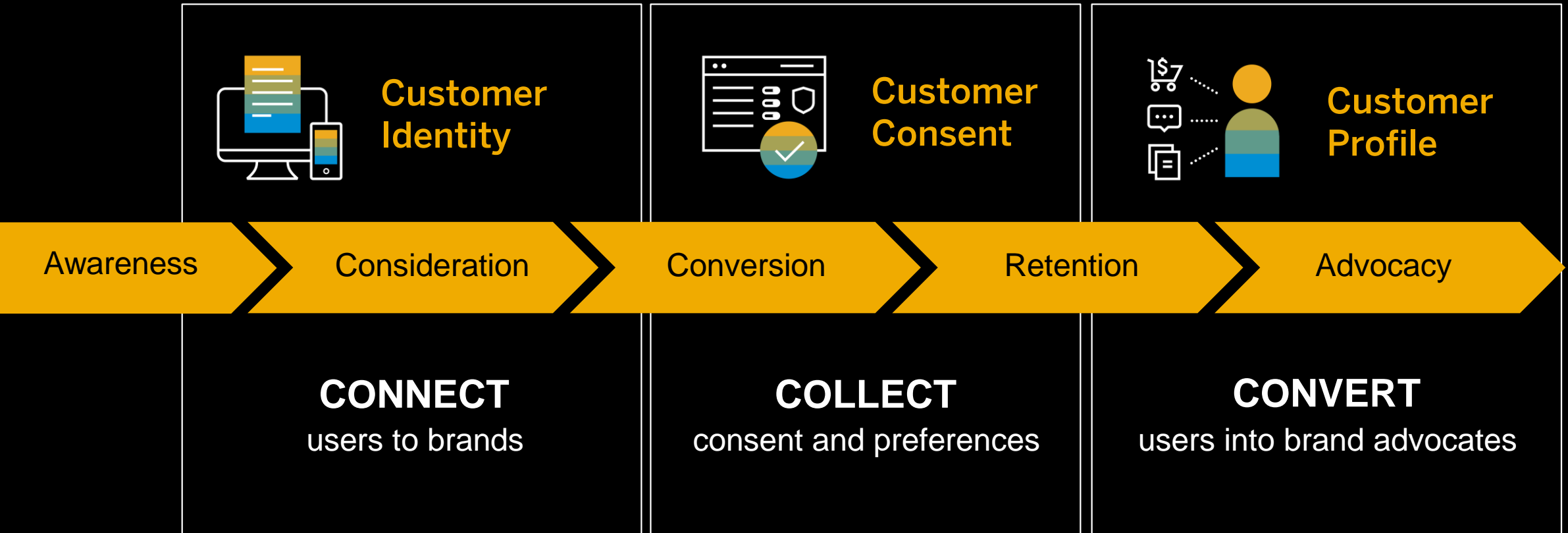
Need: **Building trust** into the customer journey



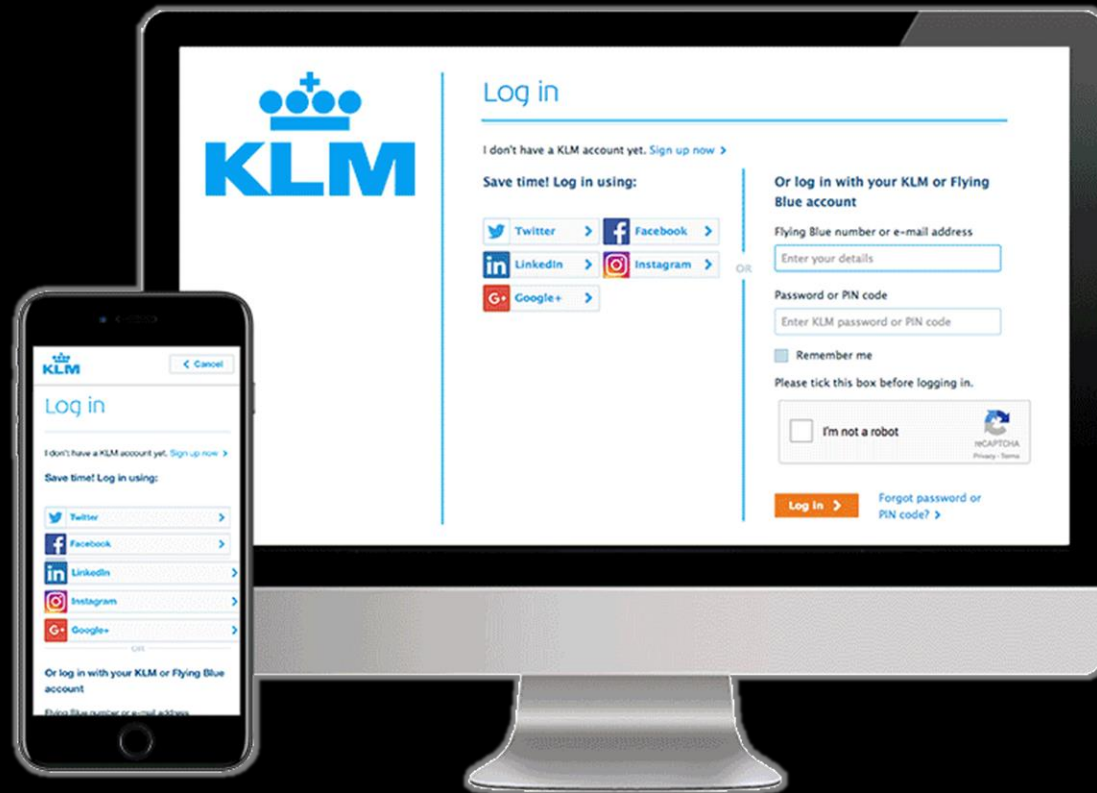
Need: **Building trust** into the customer journey




Introducing: SAP Customer Data Cloud



SAP Customer Identity: Identify customers across channels & devices



SAP Customer Consent: Build trusted relationships with transparency



John Smith
jsmith@email.com
Gender: Male
Location: Anytown, USA

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Edit Your Profile Information Below

First Name *

John


Last Name *

Smith

Email Address *

jsmith@email.com


Telephone



 ▼ +1 555 - 1234

[Save](#)

[Click here to return to your profile dashboard](#)




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jsmith@email.com
Gender: Male
Location: Anytown, USA


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Terms of Service


 July 23, 2017
Approved on July 23, 2017


Privacy Policy


 July 23, 2017
Approved on July 23, 2017

Personal Data Permission

 **Your Full Name**
To have your correct name in our partner website
Approved on July 23, 2017





 **Your Email Address**
To send a confirmation email to you
Approved on July 23, 2017




Your Privacy Matters

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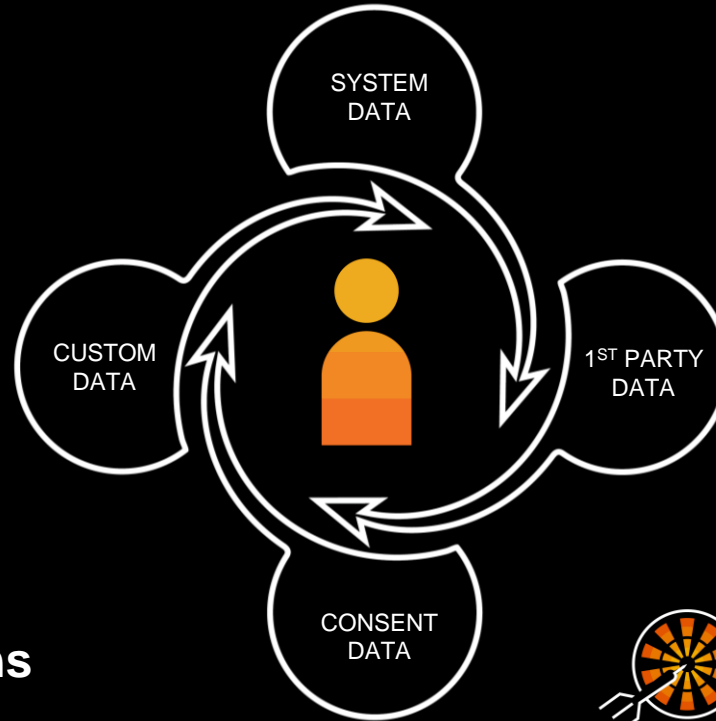


Entertainment Today



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SAP Customer Profile: Orchestrate profile, preferences and consent



50+ pre-built integrations



~4M Integration jobs in Q1 2018



Email
Marketing



Marketing
Automation



Data Management
& Ad Serving



Web
Analytics



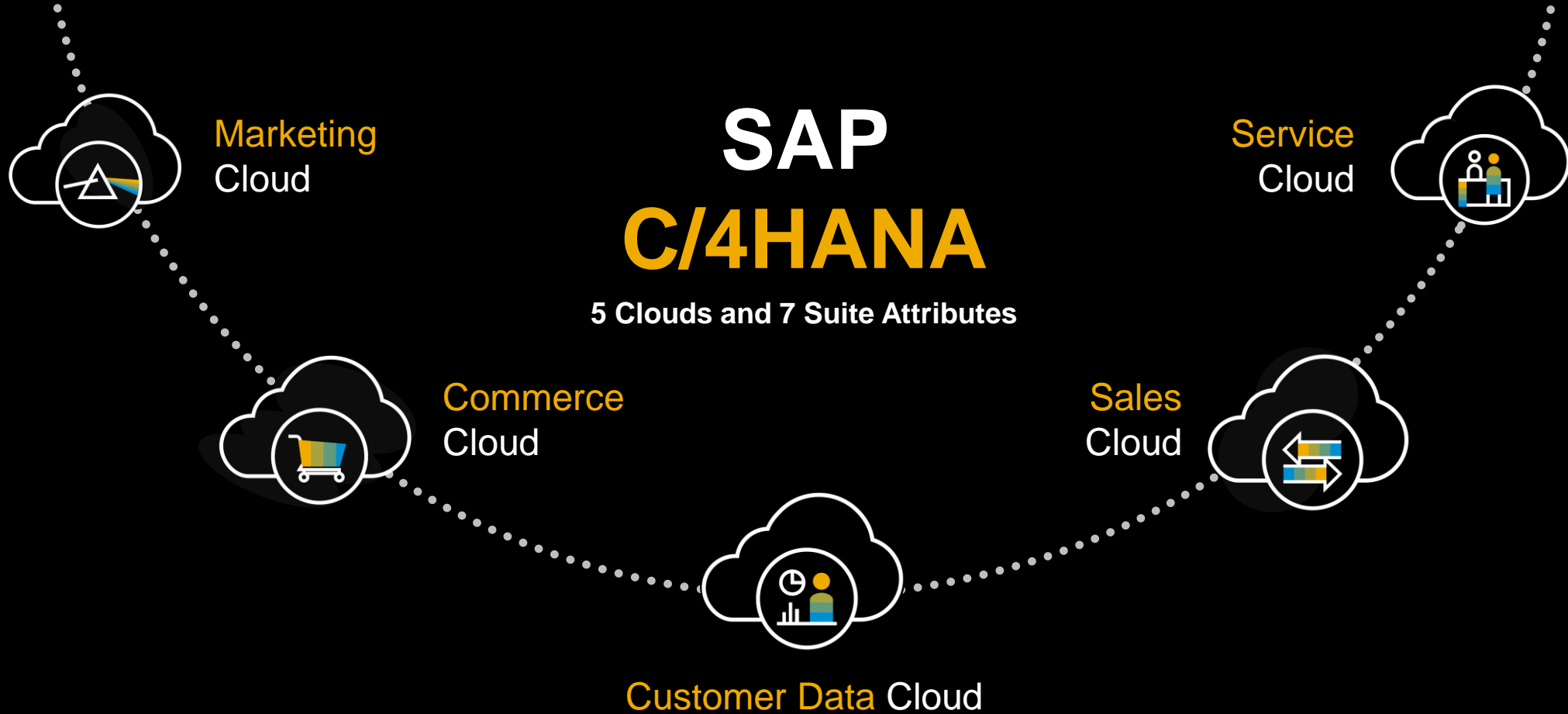
Ecommerce
& CMS



Recommendation
& Personalization



Master Data
Management



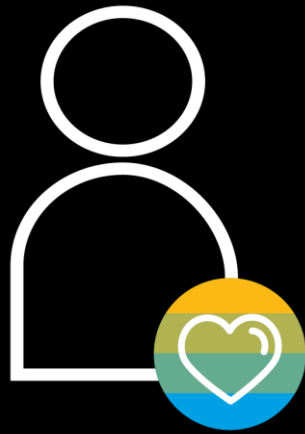
A Year in Review

SAP Customer Data Cloud



SAP Customer Data Cloud

Recent areas of investment



Building trusted customer relationships through transparency and control



Building the framework for the customer view



Investing in the leading Customer Identity Management (CIAM) solution

SAP Customer Data Cloud

SAP Customer Consent for managing preferences and consent

Preference and consent capture

Present and collect consent from the customer in a transparent and compliant way

Configure

NEW CONSENT STATEMENT [Back to list](#)

Type: Terms of service ID : * ukTermsOfService

Versioning by : ☒ Date ☐ Number

Effective as of : * Sep 20, 2018 Re-consent cut-off : * Jun 1, 2018

LOCALIZED TEMPLATES

CUSTOM DATA

ADD CONSENT TEMPLATE

Locale : * English (en)

Purpose : By checking this box, I agree to the terms of service.

Document URL : https://www.sap.com/terms/documents/tos_sept20-2018.pdf

CANCEL

CANCEL

Present

Registration

Quickly register with your social network:

Log in

Google

Twitter

LinkedIn

Amazon Login

Yahoo

or

Register with your email and password:

Email *

First name

Last name

Password *

Confirm password *

☐ Subscribe to our weekly email newsletter

☐ I have read and understood the [Terms of Use](#)

☐ I have read and agree to the [Privacy Policy](#)

Submit

Have an account already?

SAP Customer Data Cloud

SAP Customer Consent for managing preferences and consent

Version control

Automate re-consent to keep the customers consented to the latest policies

Update

Other Consent Statements			
ID	DETAILS		ACTIVE
other.dataProcessingPersonalize	Effective as of:	1.6	<div>ON</div>
	Re-consent cut-off:	1.2	
other.dataThirdPartySharing	Effective as of:	Nov 1, 2017	<div>OFF</div>
	Re-consent cut-off:	Oct 1, 2017	
other.dataAnalytics	Effective as of:		
	Re-consent cut-off:		

Reconsent request

Updates To Our Policies

We've updated our policies, please review and update accept the following:

- ☐ I agree to the [Terms & Conditions](#) *
- ☐ I agree to the [Privacy Policy](#) of this site *

Submit

SAP Customer Data Cloud

SAP Customer Consent for managing preferences and consent

Version control

Store the consent actions within the consent vault for 7 years

CONSENT HISTORY

[Developer's Guide](#) | < > | [Back to List](#)

Date Range


Consent Type


Action


Additional Details


Consent ID

21 Jun, 2018

 09:41:43 | User opted in to the subscriptions.sub1 communication consent.

 09:41:03 | User granted consent for the myTerms terms of service.

 09:41:03 | User granted consent for the myPrivacy privacy policy.

 09:41:03 | User granted consent for the contest statement.

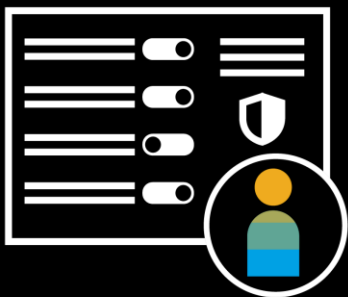
SAP Customer Data Cloud

SAP Customer Consent for managing preferences and consent

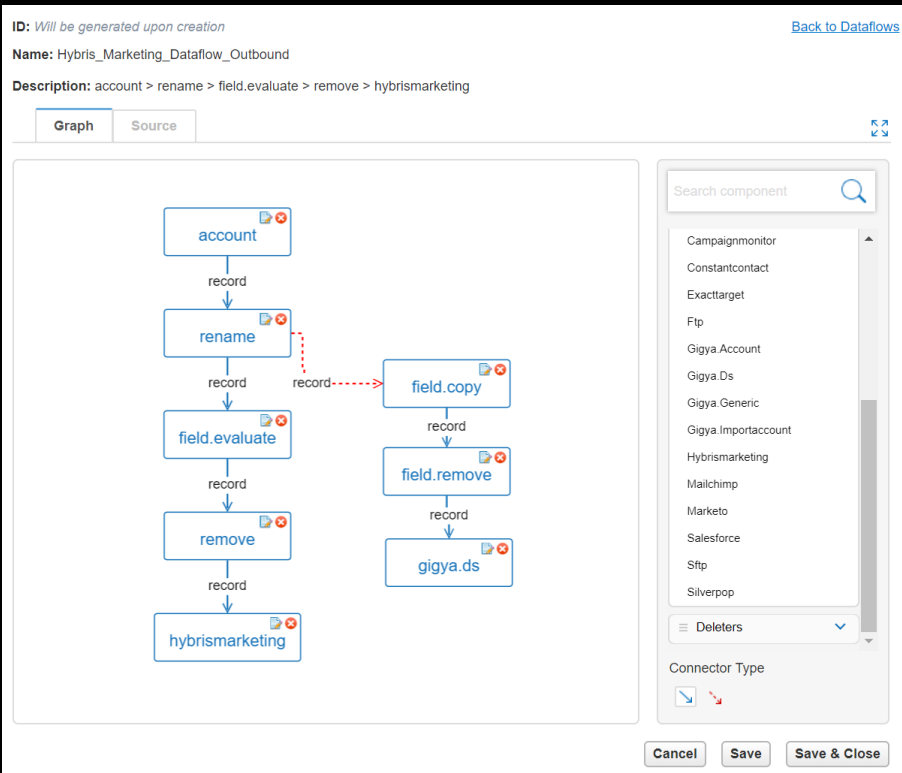
Accurate and governed records

Orchestrate

Orchestrate changes in consent and preferences to downstream systems



Preference changes



SAP Marketing Cloud




SAP Customer Data Cloud

SAP Customer Consent for managing preferences and consent

Self-service preference center

Put control back in the customers' hands with the enhanced preference centers



John Smith

jsmith@email.com

Gender: Male

Location: Anytown, USA

Profile

Privacy

Communication

Edit Your Profile Information Below

First Name *

John


Last Name *

Smith

Email Address *

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Telephone



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To have your correct name in our partner website


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To send a confirmation email to you


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SAP Customer Data Cloud

Updates to the customer view in our identity, consent, and profile solutions

- Recent investment in improving the customer management and view of the customer
- View the current state of consent and preference and manage them within the portal
- View the complete history of consent and profile changes

The screenshot displays the SAP Customer Data Cloud customer view interface. On the left, a sidebar contains a list of navigation options: ACTIONS, PROFILE (highlighted), PREFERENCES, PRIVACY, CONSENT HISTORY, AUDIT LOG, and LOYALTY. The main content area is divided into two sections: ACCOUNT INFORMATION and PERSONAL INFORMATION. The ACCOUNT INFORMATION section includes fields for Login Enabled (ON), Registered (R), Reg Source (http://ukdeveloper.co.uk/), and Locked Out (false). The PERSONAL INFORMATION section includes fields for Name (Joe Bloggs), Emails (joe.bloggs@ukdeveloper.co.uk), and Locale (en). A right-hand sidebar contains a list of navigation options: ACTIONS, PROFILE (highlighted), PREFERENCES, PRIVACY, CONSENT HISTORY, and AUDIT LOG. The interface also features a top navigation bar with 'Full Account' and 'Email Account' toggles, and a bottom navigation bar with 'Edit' and 'Back to List' buttons.

Full Account ☒ Email Account ☐ ?

Edit [Back to List](#)

ACCOUNT INFORMATION

Login Enabled : ☒ ON

Registered : ☒ R

Reg Source : http://ukdeveloper.co.uk/

Locked Out : false

Identities : ... 0

Created : Last Update

Show Empty Fields

PERSONAL INFORMATION

Name : Joe Bloggs

Emails : ☒ joe.bloggs@ukdeveloper.co.uk

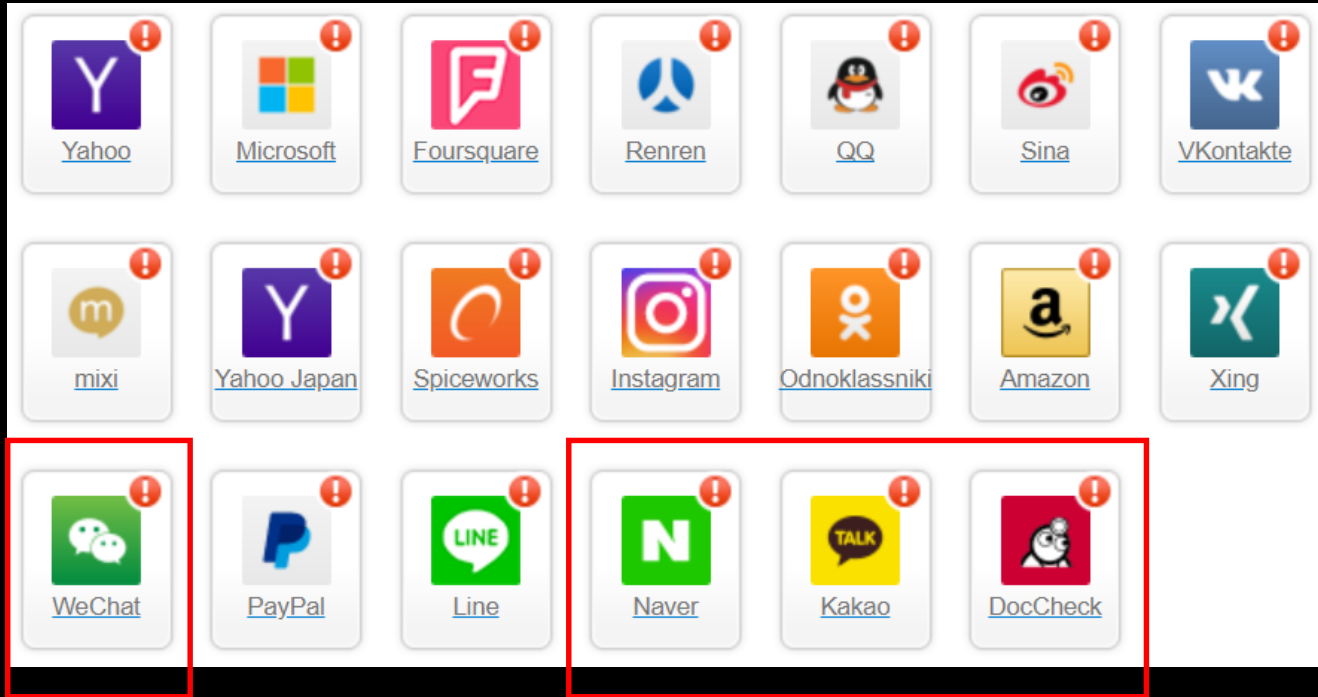
Locale : en

Show Empty Fields

ACTIONS > PROFILE > PREFERENCES > PRIVACY > CONSENT HISTORY > AUDIT LOG >

SAP Customer Data Cloud

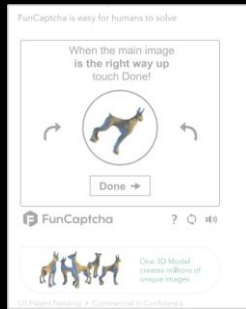
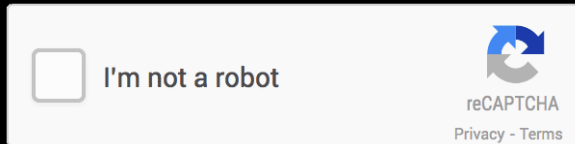
SAP Customer Identity enhancements



- Bring-your-own-identity (BYOID) enhancements
- Support for:
 - WeChat (Web, iOS, Android)
 - Naver
 - Kakao
 - DocCheck

SAP Customer Data Cloud

SAP Customer Identity enhancements



reCAPTCHA

- Invisible reCAPTCHA and v2
- FunCaptcha for use in China*



Connector updates

- Updates to Magento, AEM, WordPress, Drupal, and more connectors



OpenID Connect

- Enhancements to OpenID Connect with customer scopes and claims

3 Big Things



Deliver transparency and control with
SAP Customer Consent



Enable trusted B2B engagements with
SAP Customer Data Cloud



Extend the value of customer data
Open Data Initiative → Front to Back Office



SAP Customer Consent

The Present



Trust is a currency
earned through
**transparency and
control**



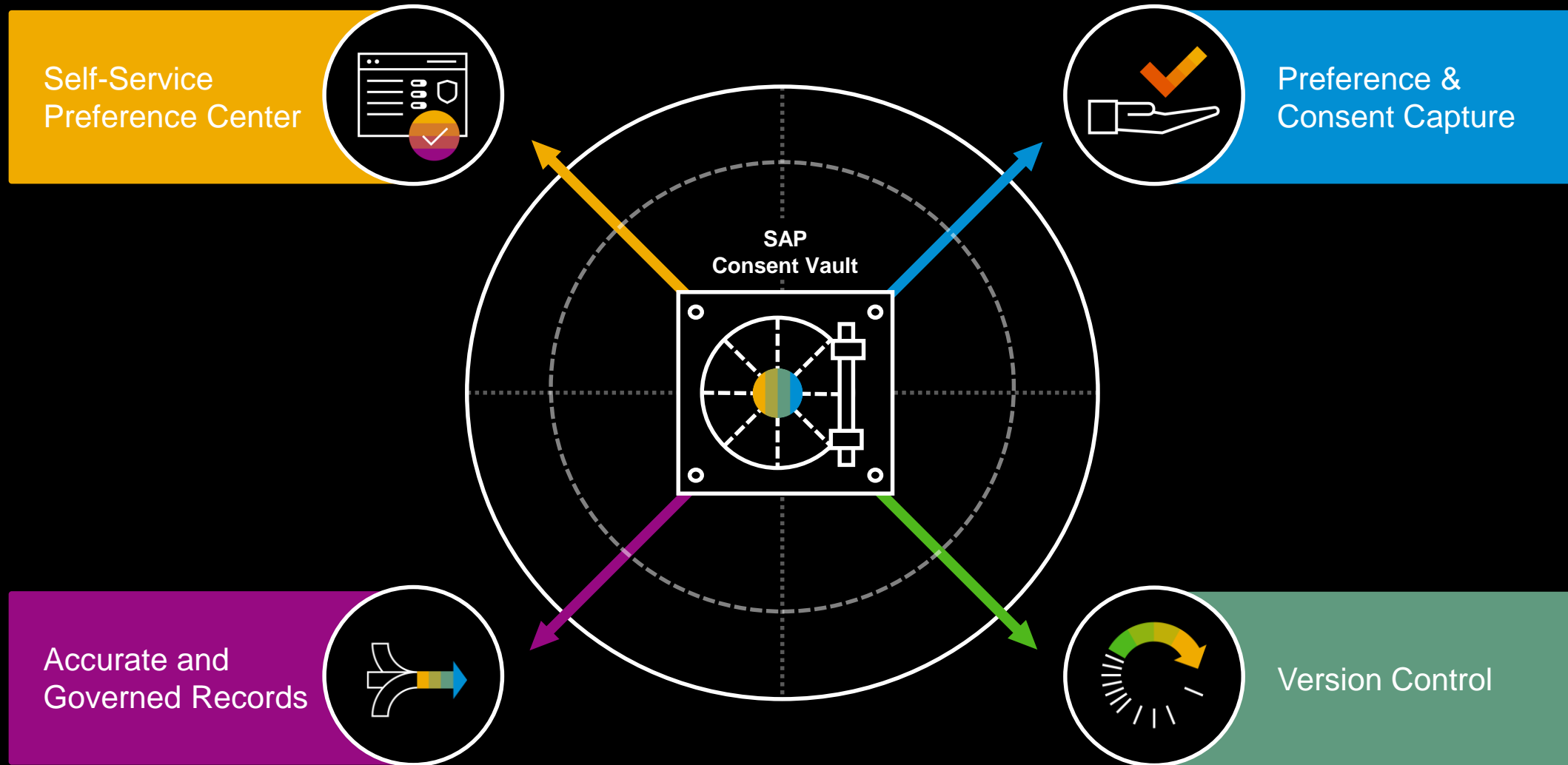
**Since the Launch
in Q4 2017...**



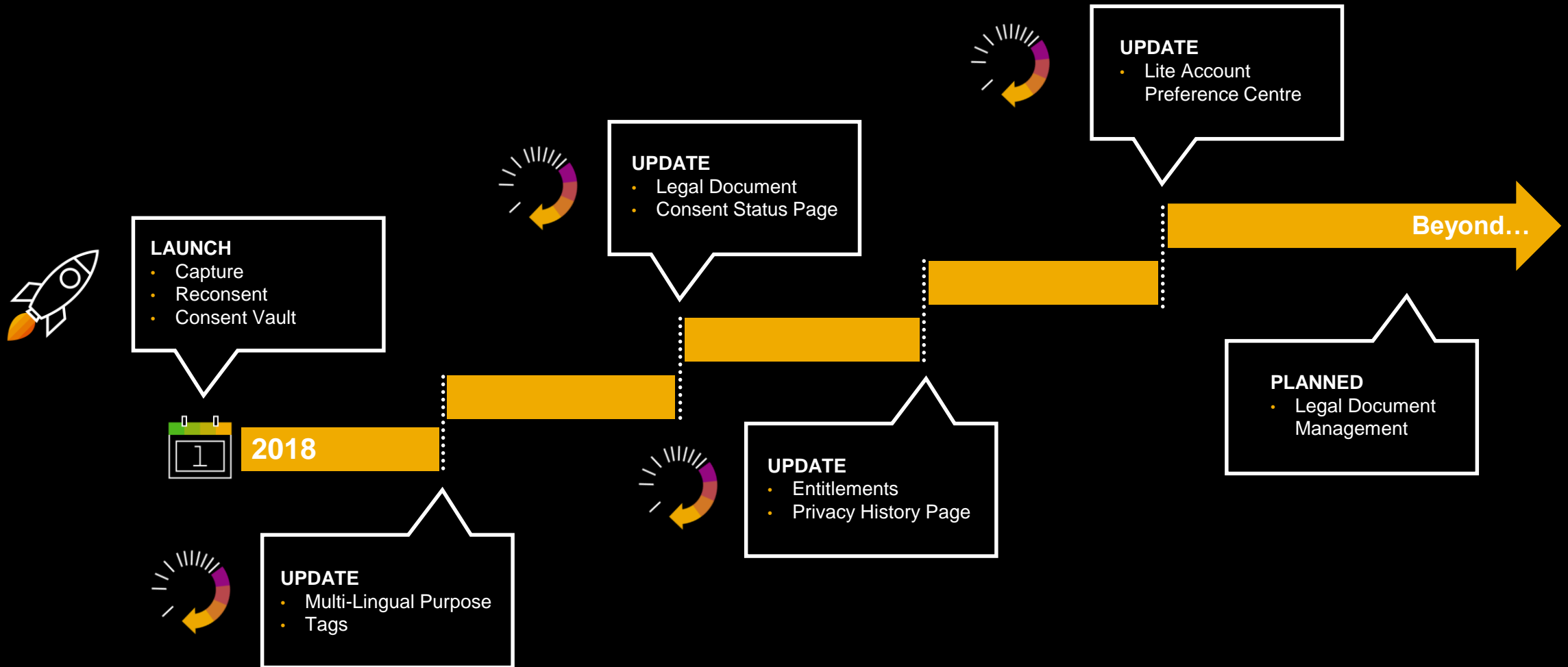
1.3 BILLION
Global Consent Transactions

7 year consent vault

SAP Customer Consent for managing preferences and consent



And it doesn't stop there!



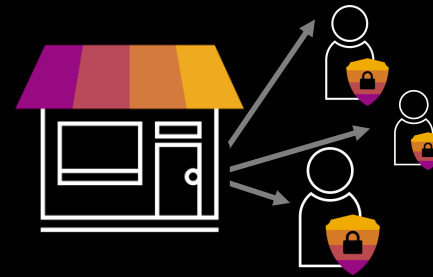
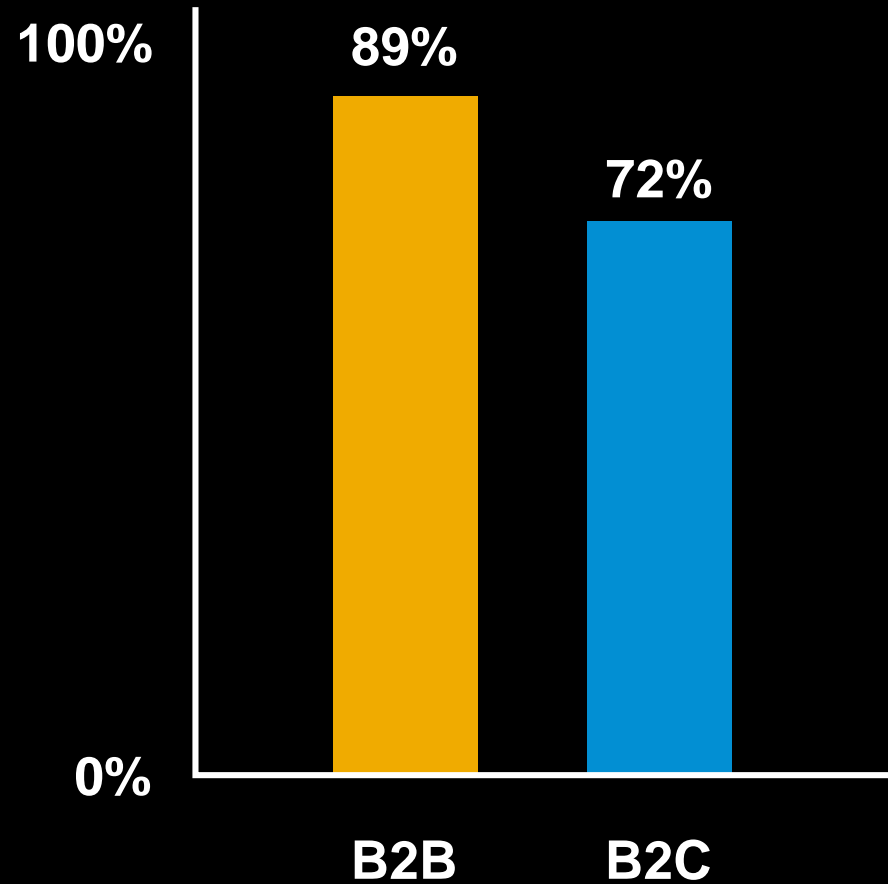
Let's see it in action...

SAP Customer Data Cloud for B2B

The Future



Expectations are high



Business users expect organizations to understand their unique needs

Understanding the Differences

B2C

VS.

B2B

Buyer



Moderately Informed

Highly informed

Transactions



High Volume; Low Value

High Value; Low Volume

Personalization



Me-focused

Business-focused

Privacy Compliance



Limited

Comprehensive

Business Model



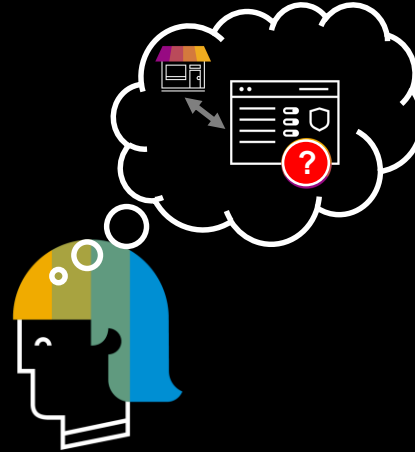
Sell To

Sell Thru

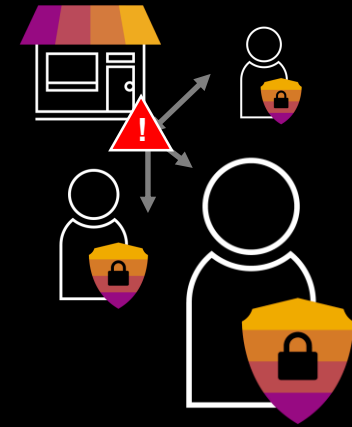
Challenges Facing Businesses



Organizations can't afford to **underdeliver**

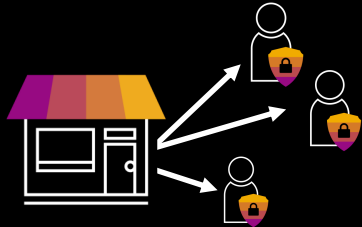


Consent and preferences still apply, businesses are at risk



With distributed organizations, **securing resources is critical**

SAP Customer Data Cloud for B2B



**ORGANISATIONAL
STRUCTURE**



**IDENTITY
FEDERATION**



**ATTRIBUTE BASED
ROLE MANAGER**



**DELEGATION &
PROVISIONING**



**Foundational
First Party, Consent and Preference Drive Profiles**

Connecting the **End-to-End** Customer Journey

Research in Progress



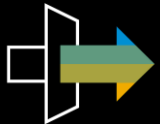
The Customer Data Challenge



The average business has **16**
silos of customer data



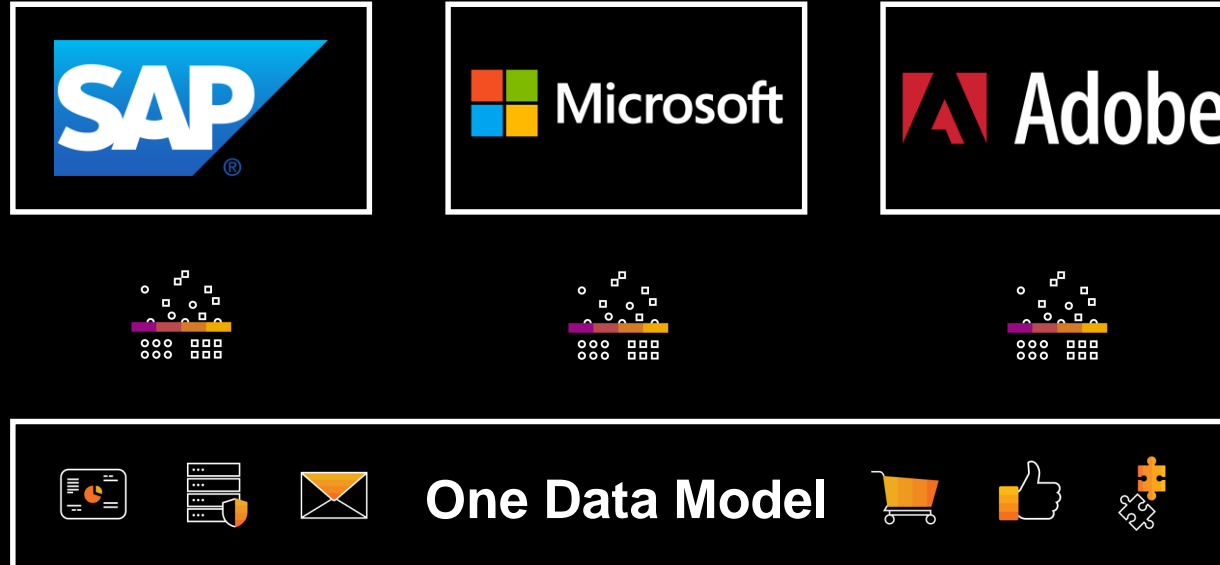
With 5,300+ marketing
technology solutions, **the**
problems aren't getting easier



Customers often have a
disjointed experience
across the entire journey



Open Data Initiative – Reimagining Customer Experience



Customer ownership and control
AI-driven business outcomes
Open and extensible

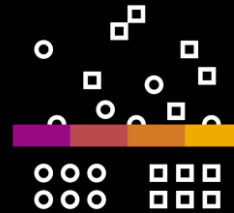
Customer Data Cloud - **Creating the Unified Customer View**



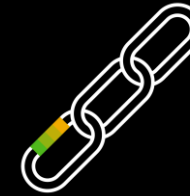
Resolve customer data



Highest levels of data
quality possible



Gather the 360 view of
the customer

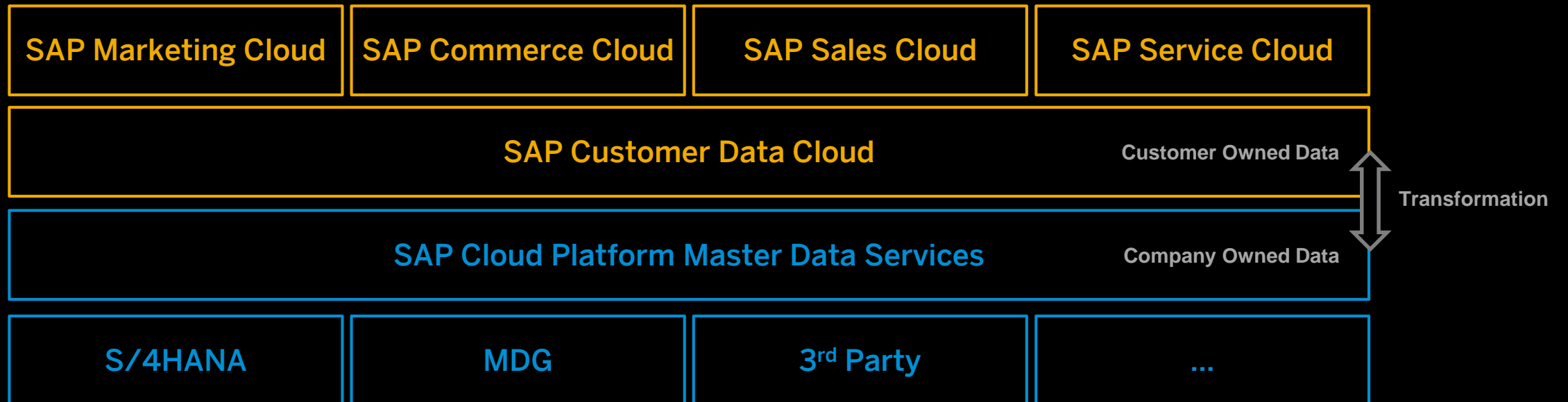
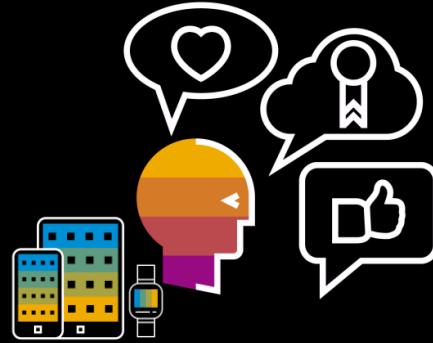


Source of truth for
trusted, unified persons
profile for the front and
back office



Connect both SAP and
3rd party solutions

Connecting the Front to Back Office **for the Entire Customer Journey**



Thank you.

Contact information:

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Sergey Krayniy

Head of Solution Architects, Customer Data Cloud

sergey.Krayniy@sap.com

SAP Customer Experience

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