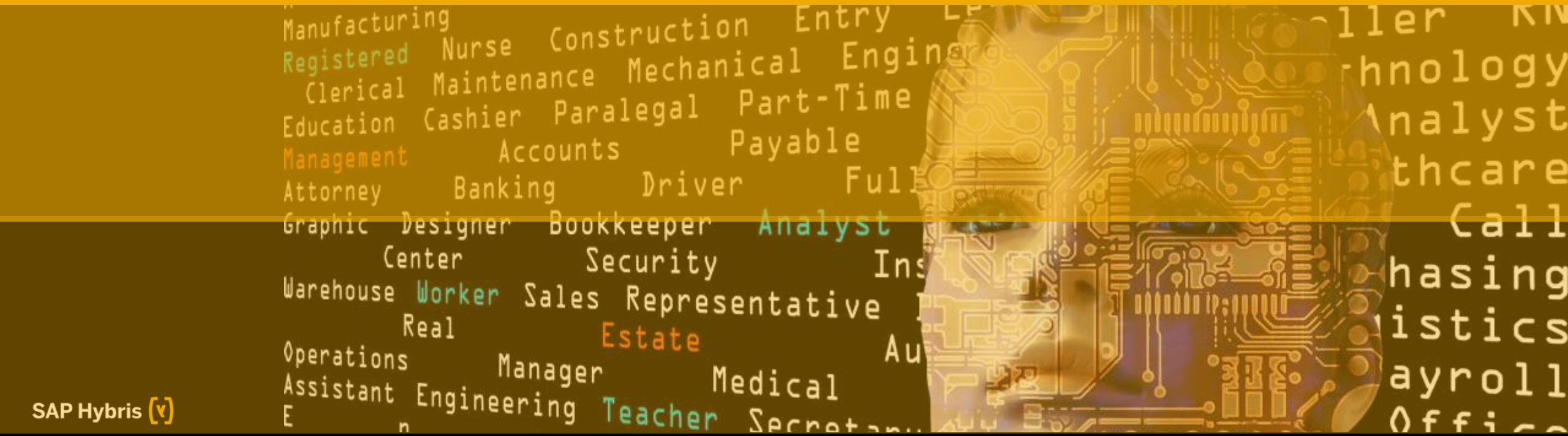


SAP Hybris

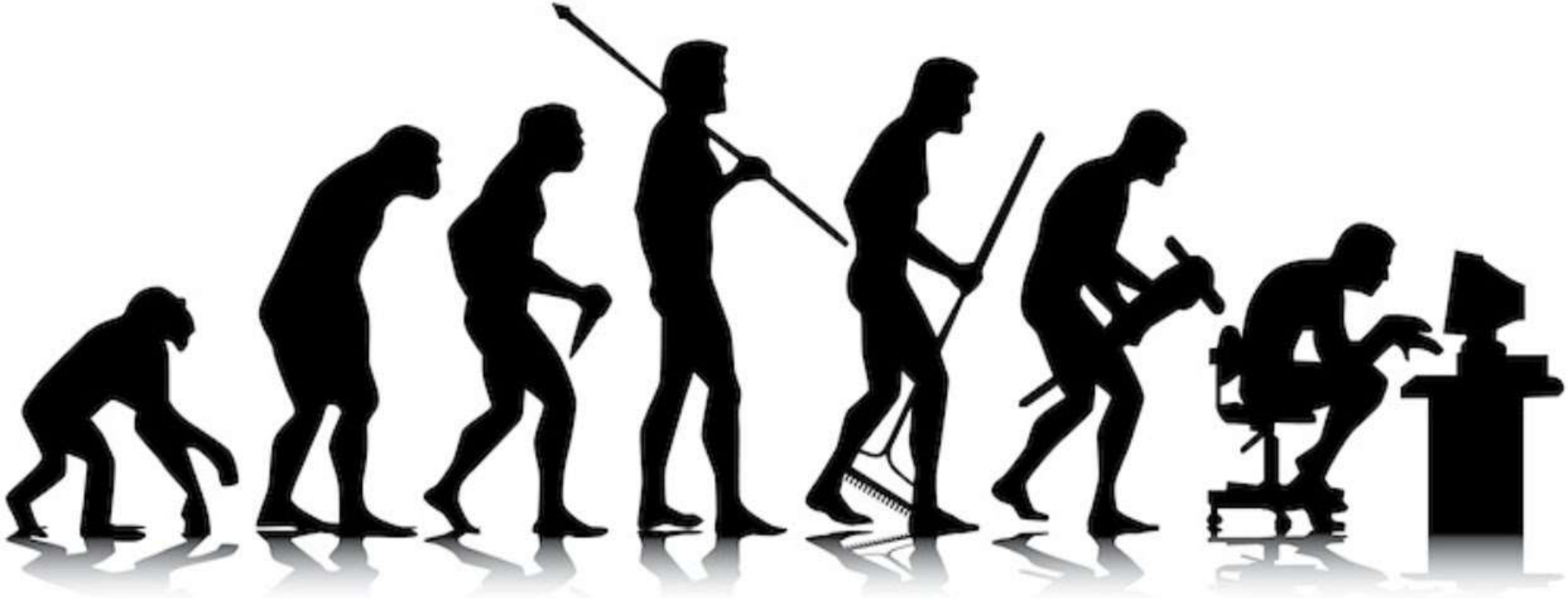
DIGITALIZACION DE LA EXPERIENCIA CLIENTE

Entender la digitalizacion de la experiencia cliente necesaria para avanzar hacia la Cuarta Revolucion Industrial

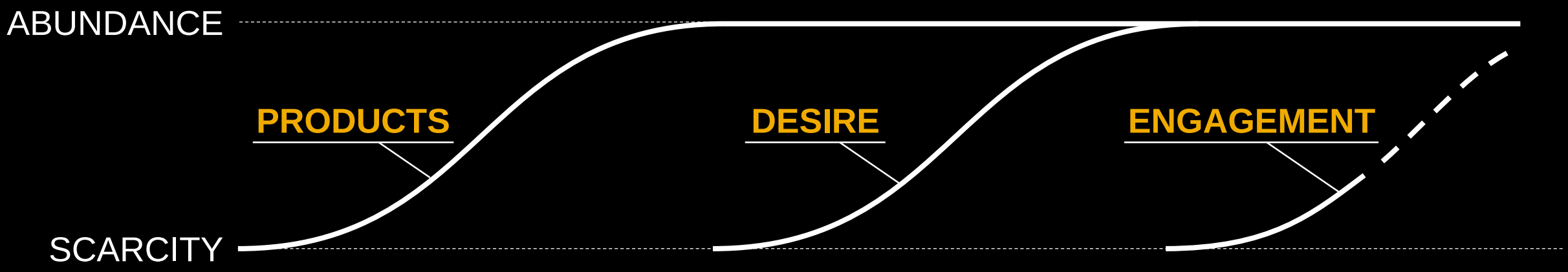
19 abril 2018

SAP Run Simple

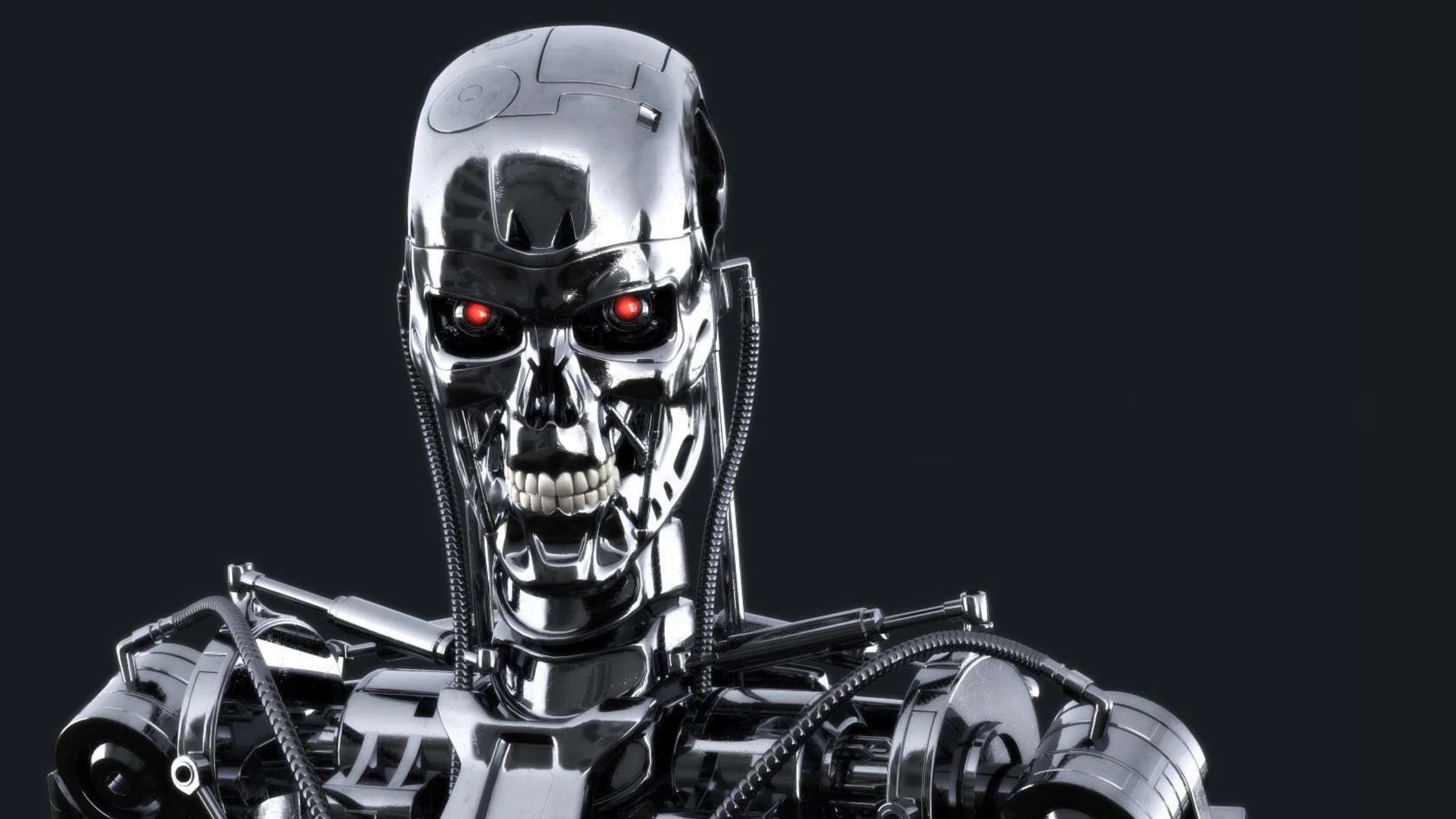
Milly Kluivers
Solution Expert CX
SAP Hybris
@millykluivers



Welcome to the digital economy.



© 2017 SAP SE or an SAP affiliate company. All rights reserved. I PUBLIC



Madrid, Spain · Homes

Host | Saved | Trips | Messages | Earn credit | Help

Dates | Guests | Home type | Price | Instant Book | Trip type | More filters

ENTIRE APARTMENT · 2 BEDS

SMART HOUSES CHUECA 31 WIFI

From €47 per night · Free cancellation

★★★★★ 24

ENTIRE APARTMENT · 2 BEDS

BEAUTIFUL APARTMENT IN CALLAO - SOL

From €32 per night · Free cancellation

★★★★½ 29

ENTIRE APARTMENT · 3 BEDS

TRIBULETE PALACE

From €8 per night · Free cancellation

★★★★★ 59 · Superhost

ENTIRE APARTMENT · 1 BED

(Belen) Modern & luxury space near Plza.Mayor

From €29 per night · Free cancellation

★★★★½ 13

ENTIRE APARTMENT · 2 BEDS

AMAZING CHIC CENTER MALASAÑA

From €50 per night · Free cancellation

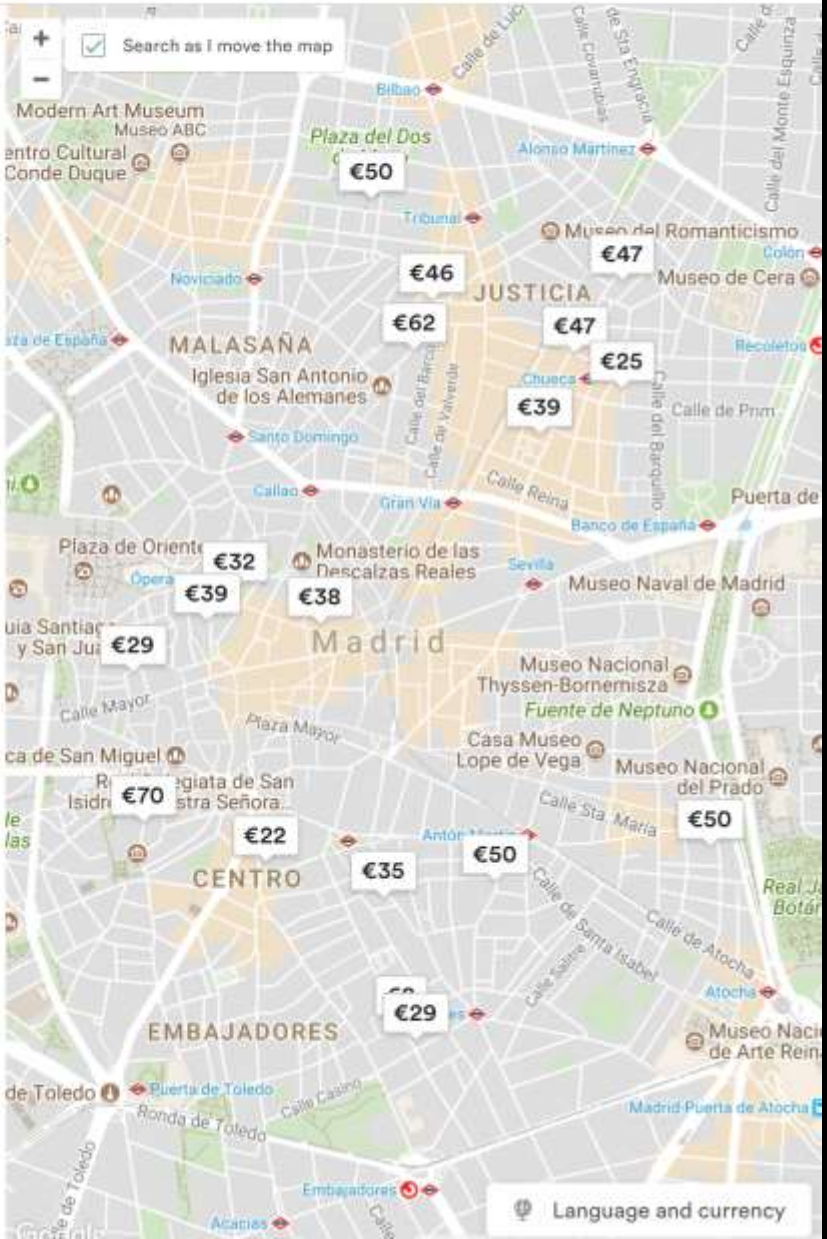
★★★★★ 53 · Superhost

ENTIRE APARTMENT · 3 BEDS

INSIDE CHUECA SQUARE! STYLE IN MADRID DOWNTOWN

From €25 per night · Free cancellation

★★★★½ 96

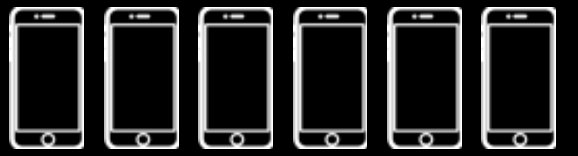


Black Mirror is coming true in China, where your 'rating' affects your home, transport and social circle

share

Digital Engagement

There are

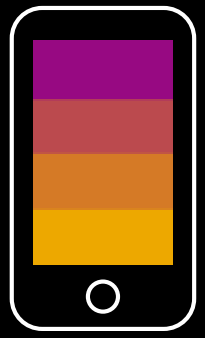


2.32 BILLION
SMARTPHONE USERS

500+ MILLION
MEMBERS

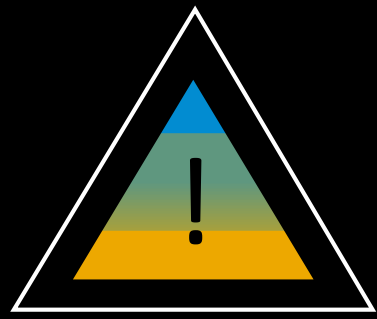
1.87 BILLION
FACEBOOK USERS

And Yet



83% of businesses are not fully ready to support a mobile-first engagement with customers

76% of businesses' existing CRM systems cannot track customer social media interactions



57% of businesses still can't be contacted by social media

© 2017 SAP SE or an SAP affiliate company. All rights reserved. I PUBLIC

CREAR EXPERIENCIAS CLIENTE

© 2017 SAP SE or an SAP affiliate company. All rights reserved. I PUBLIC

END-TO-END

CUSTOMER EXPERIENCE

© 2017 SAP SE or an SAP affiliate company. All rights reserved. I PUBLIC

The simplified front office with SAP Customer Experience

Experience Management

SAP Hybris Commerce | Marketing | Service | Sales CallidusCloud | Revenue

GIGYA Identity I Consent I Profile

Data & Process Management
Customer | Product

SAP Leonardo
Machine Learning | IoT | Blockchain | Analytics

SAP CLOUD PLATFORM & INTEGRATIONS
SAP S/4HANA DIGITAL CORE

© 2017 SAP SE or an SAP affiliate company. All rights reserved. I PUBLIC

GDPR
Are you ready?
ctrl
alt

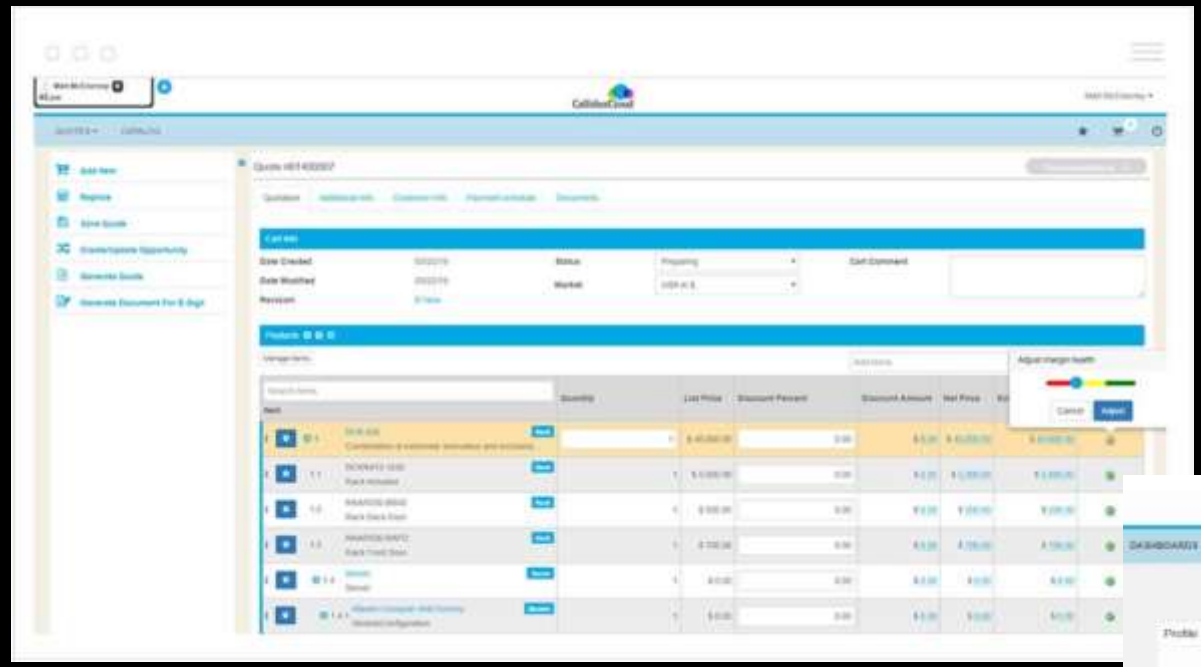
Identity I Consent I Profile

© 2018 SAP SE or an SAP affiliate company. All rights reserved. I PUBLIC

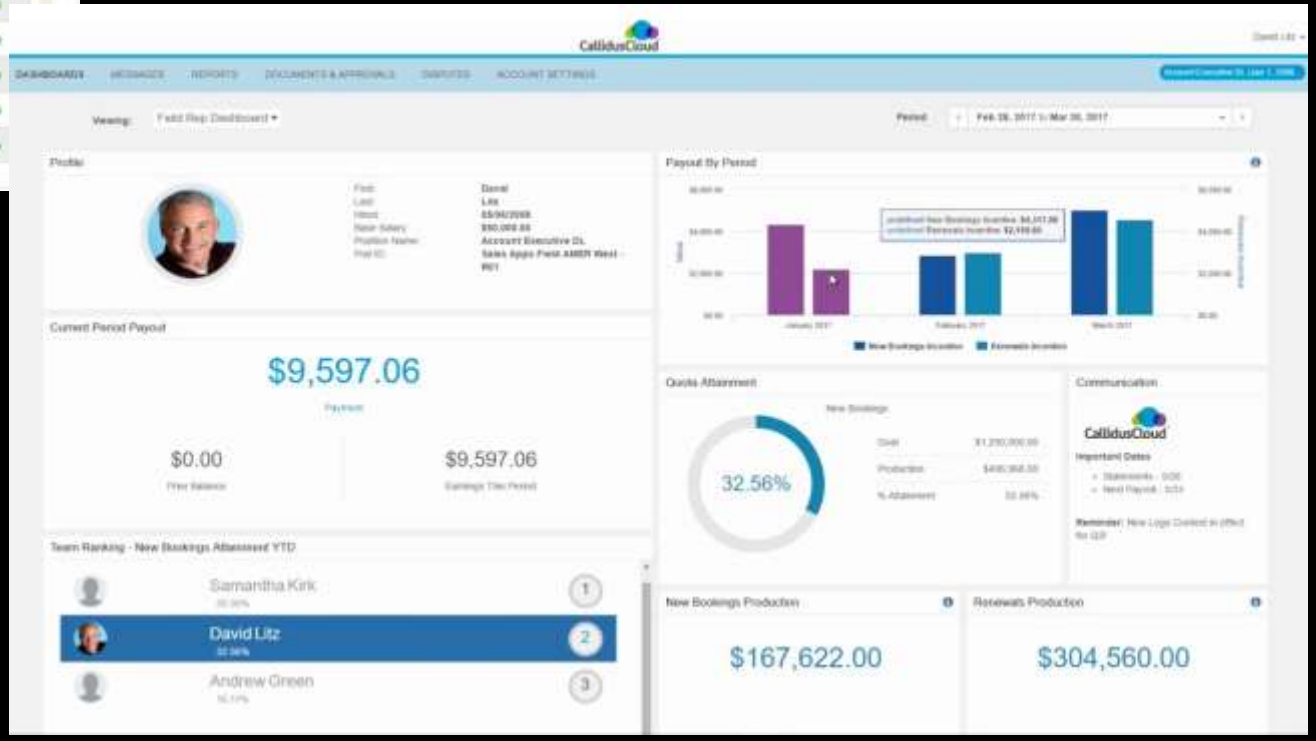
VYNECREST
PINOT NOIR
LEHIGH VALLEY
Estate Bottled
2013
VYNECREST
CHAMBOURCIN
LEHIGH VALLEY
Estate Bottled
2014

CONFIGURAR & AUMENTAR BOMS

INCREMENTAR COMISIONES PARA LOS COMERCIALES

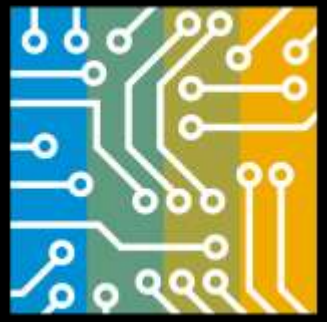


‘LEAD-TO-CASH’



© 2017 SAP SE or an SAP affiliate company. All rights reserved. I PUBLIC

INNOVATION HIGHLIGHTS



PLATFORM

SAP S/4HANA

MACHINE LEARNING

SAP Leonardo

USER EXPERIENCE

SAP Fiori

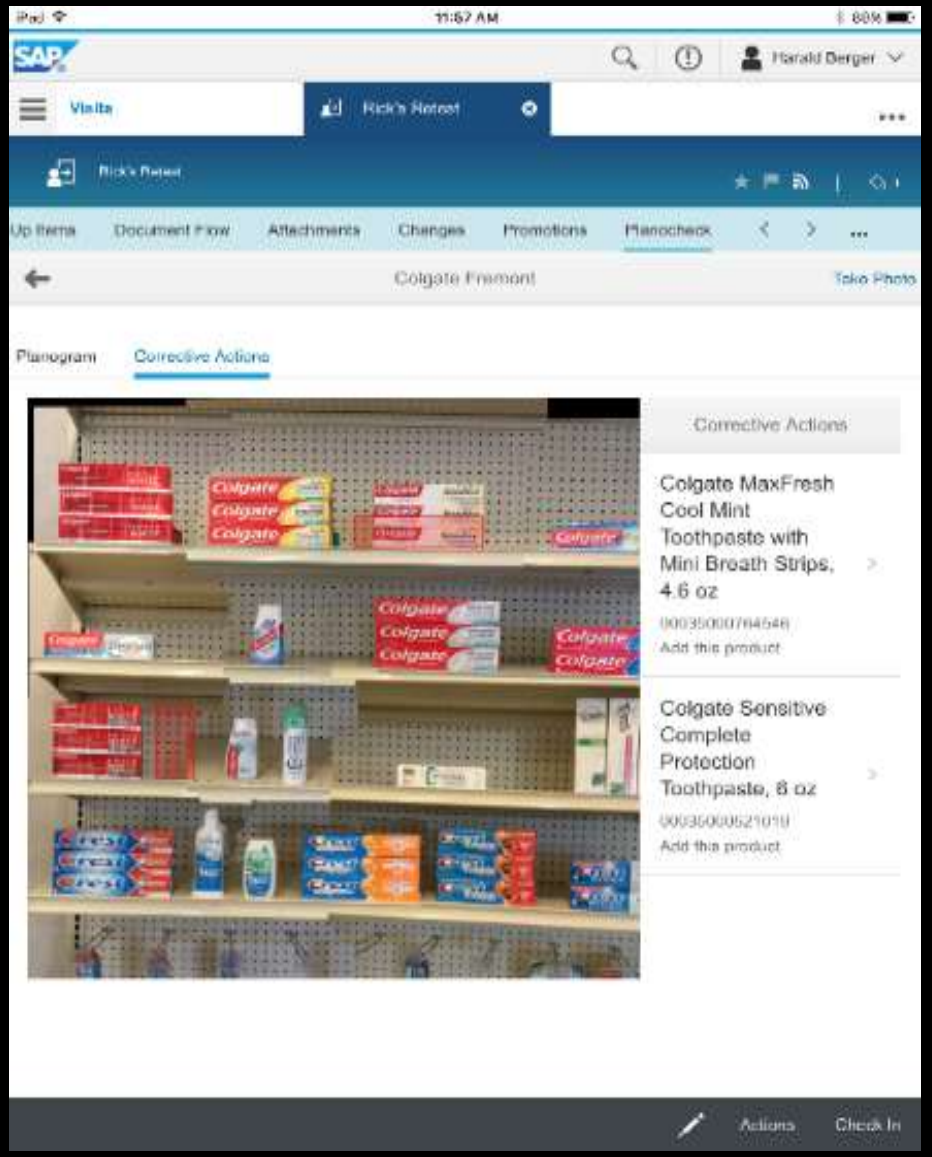
Apple Partnership

NEW BUSINESS MODELS

Cloud

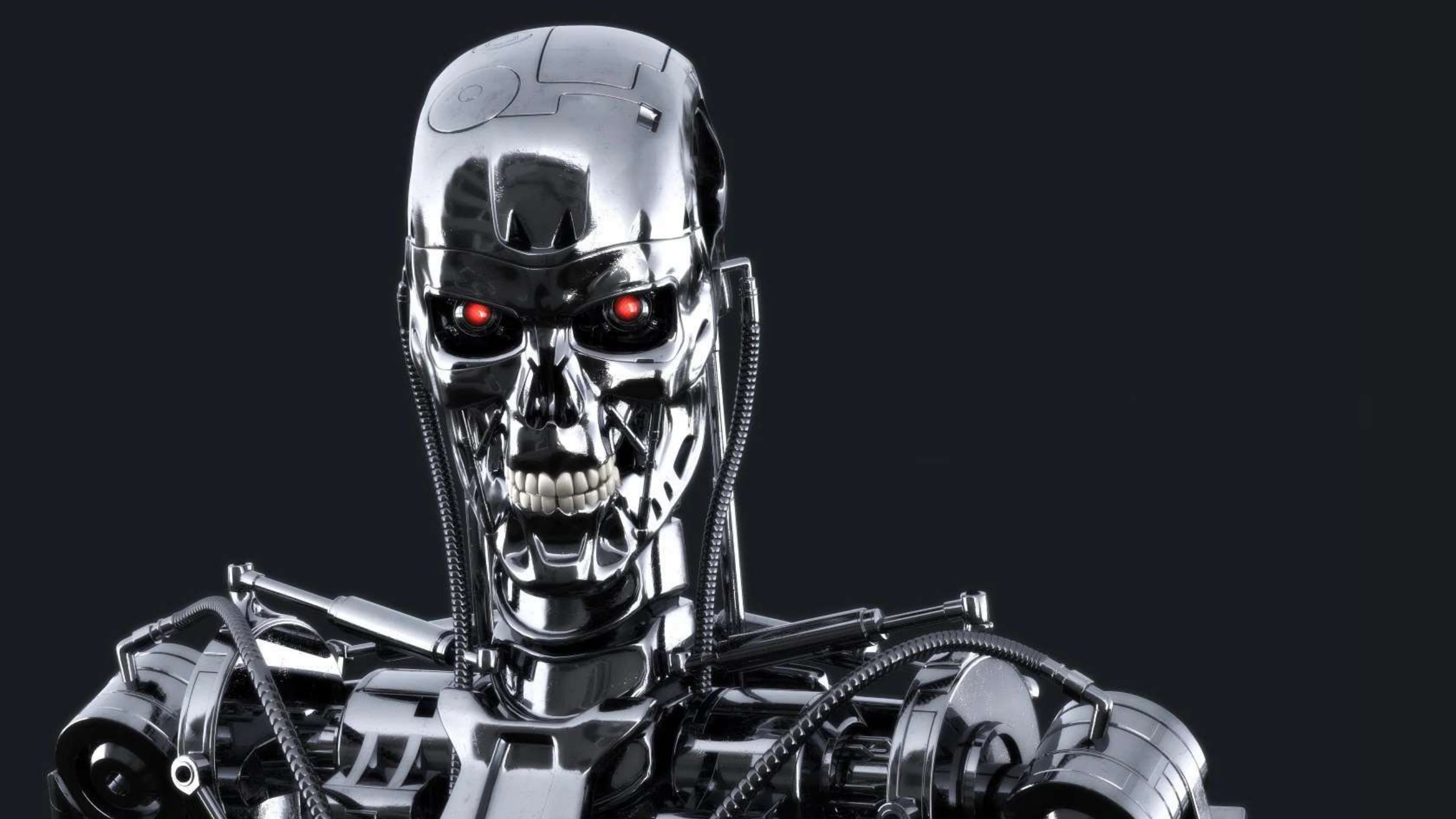
© 2017 SAP SE or an SAP affiliate company. All rights reserved. I PUBLIC

Imaging Intelligence with Ricoh Innovations Corporation



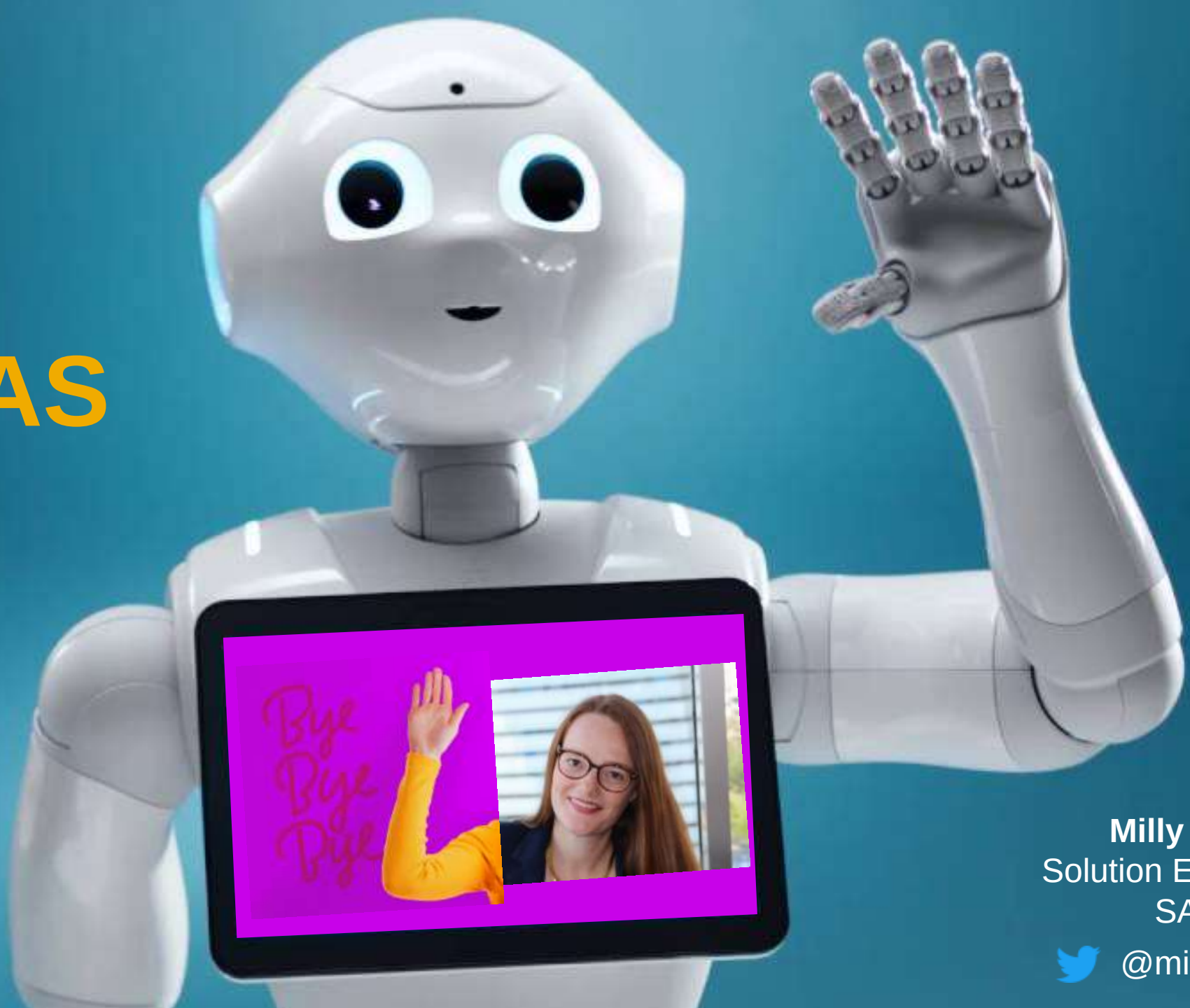
© 2017 SAP SE or an SAP affiliate company. All rights reserved. I PUBLIC

SMART MIRROR



pepper

GRACIAS



Milly Kluivers
Solution Expert CX
SAP Hybris
@millykluivers