

SAP Innovation Day for CX

Build Your Foundations for Success with Customer Data Management



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Where would you start?



**Customer Data Management
provides the foundations to grow
a successful business.**

SAP Customer Data Solutions



Collect



Unify



Activate

Solid Foundations



Consent

Privacy

Security

Compliance



Collect





The Front Door



SAP Customer Data Cloud

Customer Identity and Access Management (CIAM)

- ✓ User Experience
- ✓ Progressive Registration 
- ✓ Authentication Options 
- ✓ Full Consent and Preference Management
- ✓ Customer Control



Unify



A Full House!

77%

Global Transactions touch an SAP system

- Loyalty
- POS
- Ad Server
- Social Listening

Analytics

- Demographic Data
- Firmographic Data
- Contextual Data
- Engagement Data

Digital

- Phone Calls
- Case
- Registered Products
- Emails
- SMS
- Chat

Customer Service

- Organisations
- Leads
- Opportunities
- Appointments
- Visits

Sales

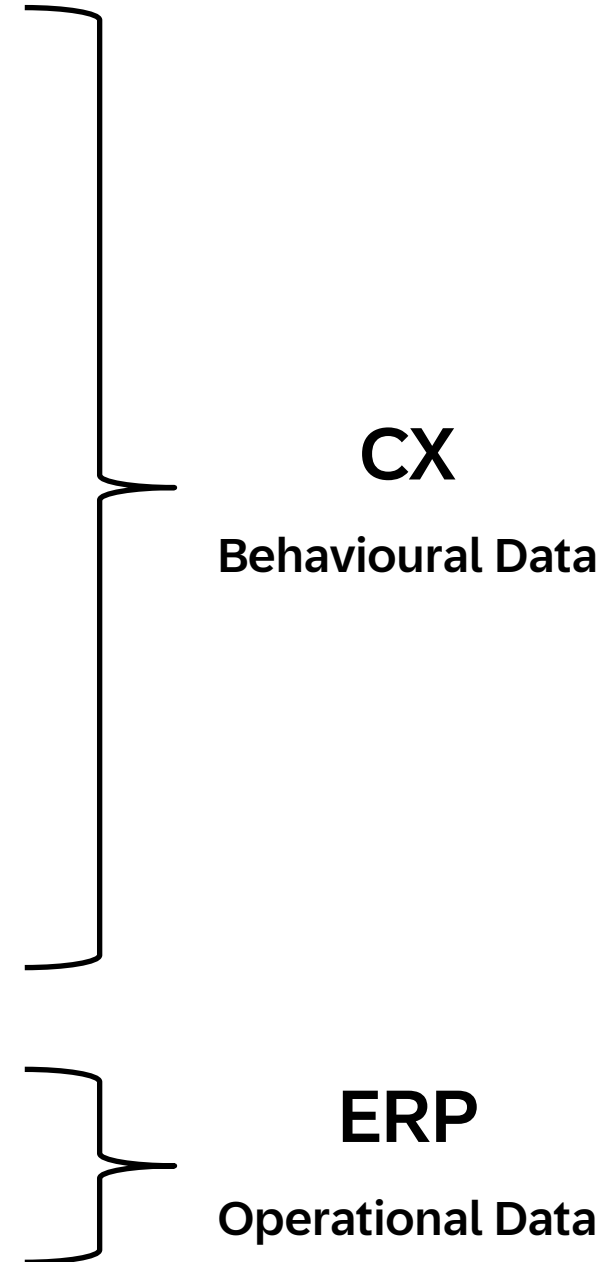
- Orders
- Return Requests
- Customer Reviews
- Product Interests
- Product Views
- Category Views
- Cart Updates
- Checkout

Commerce

Marketing

- Email Sent
- Email Open
- Email Click
- Email Bounce
- Email Complain

Back-Office



The Basement (Back-Office)



S/4HANA DIGITAL CORE

Operational Data

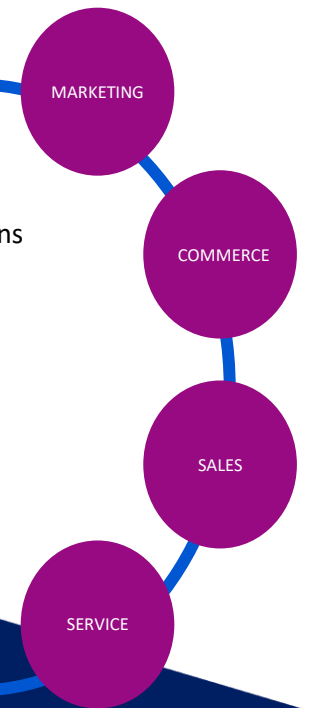
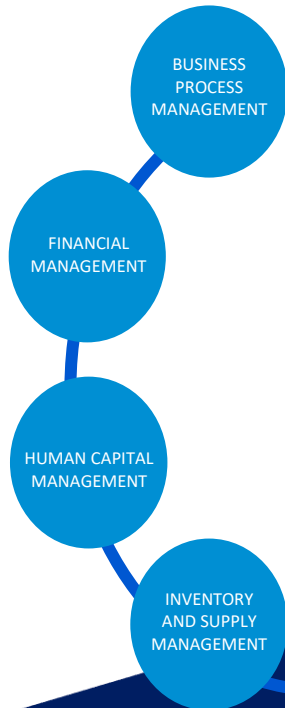
- ✓ Orders
- ✓ Returns
- ✓ Supply Chain
- ✓ Manufacturing
- ✓ Product (Attributes, Availability)
- ✓ Financial
- ✓ Payment Terms
- ✓ Buyer Permissions



CX

Behavioral Data

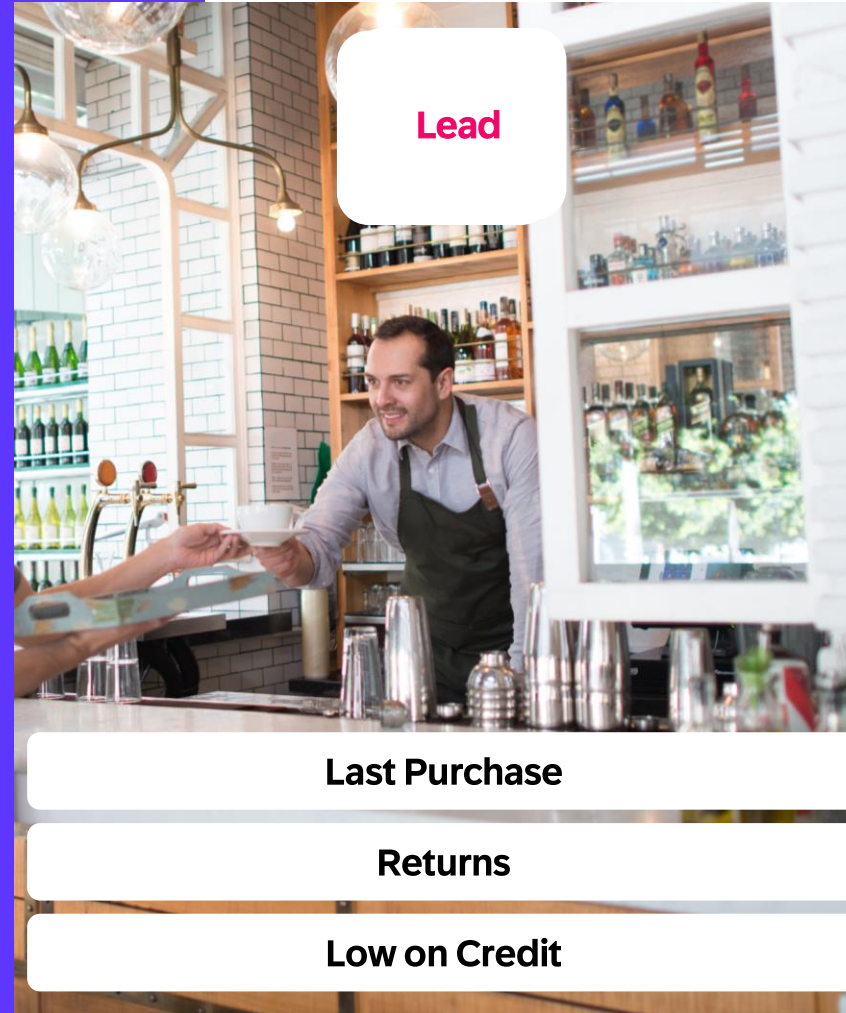
- ✓ Browsing history
- ✓ Interactions
- ✓ Sentiment
- ✓ Churn Risk
- ✓ Product Recommendations
- ✓ Content Recommendations
- ✓ Demographics
- ✓ Segments



INTELLIGENT ENTERPRISE *powered by BTP*

Expiring goods?

Who is my ideal buyer?

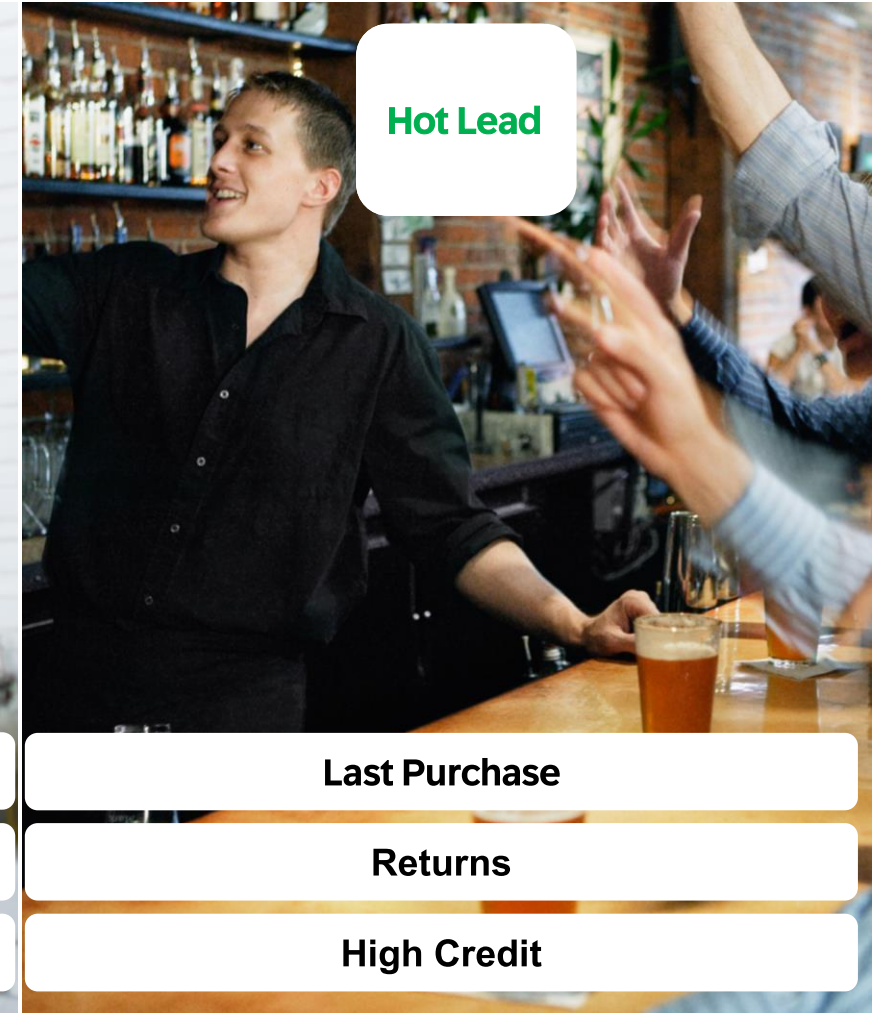


Lead

Last Purchase

Returns

Low on Credit



Hot Lead

Last Purchase

Returns

High Credit

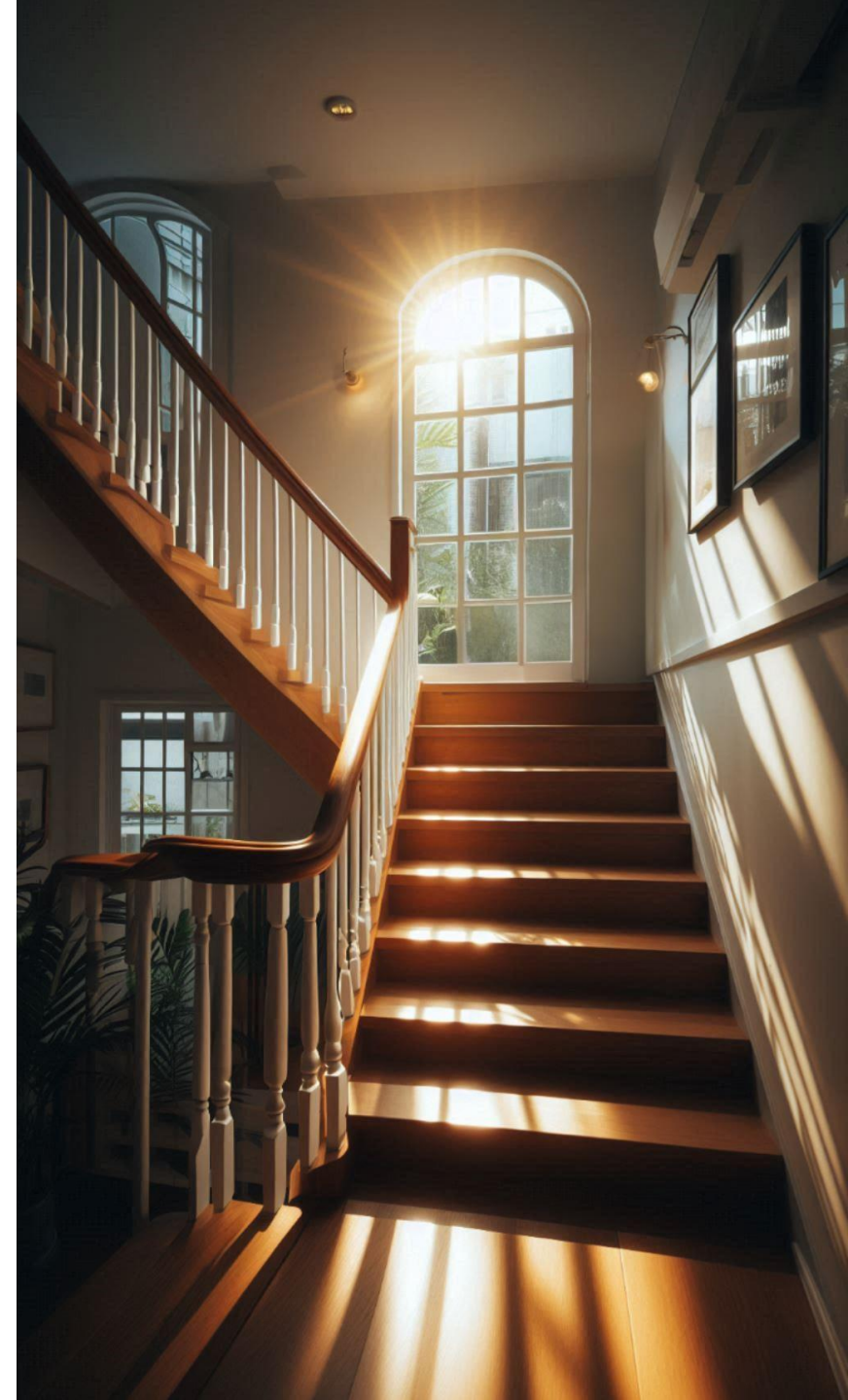
The Staircase



SAP Customer Data Platform

Seamless integration with SAP and non-SAP solutions

1. Applications Library = 60+ out-of-the-box connectors to external tools and solutions
2. Connector Studio = Low-code/no-code connector builder
3. File ingestion/activation via Cloud Storage (AWS, Google Cloud, Azure)
4. Direct REST API (ingestion or query)



Activate



The Smartwaiter



SAP Customer Data Platform

- ✓ Delivers contextual data and insights to each room / team at exactly the right time
- ✓ CX Flows automate connected processes and aligns teams
- ✓ Respond to changing behaviour with the full context of the customer
- ✓ Faster time to value with Industry Accelerators – Retail & Utilities



What's Next?



Thinking about an extension?



How solid are your foundations?

Can they support the structure?



Don't wait for cracks to appear!

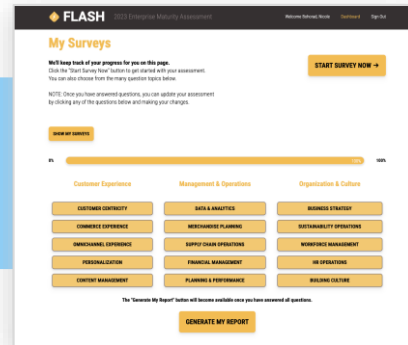
Future Solutions



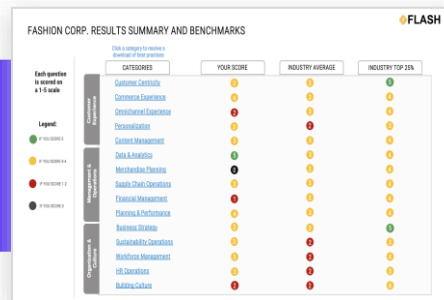
FOUNDATIONS

Home Survey Report: **FLASH** Enterprise Maturity Assessment

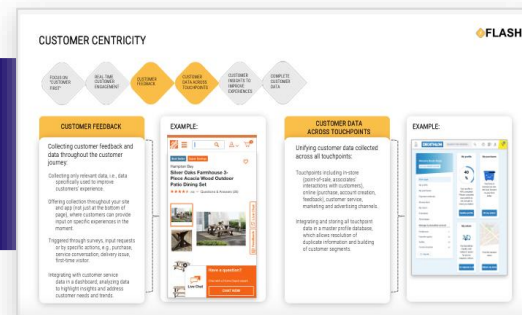
Benchmark company capabilities in less than 20 minutes



Receive a personalised company report showing strengths and opportunities



Get best practice recommendations on how to improve your business



[Start an Assessment](#)



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