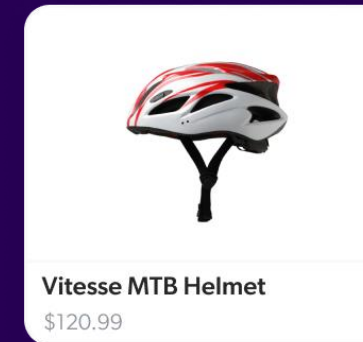


Use Case: AI Search, Recommendations & Generative Experiences

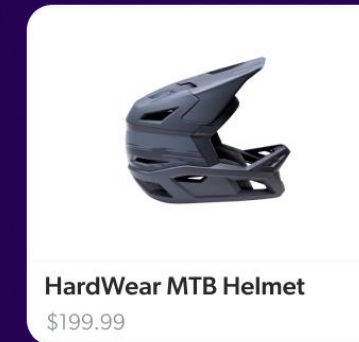
Deliver the relevant experiences shoppers expect despite the complexity of your catalog. Our enterprise class AI platform can be deployed on top of SAP, as part of SAP composable commerce, and quickly help companies get the most out of their SAP commerce cloud solution, while maximizing profitability.



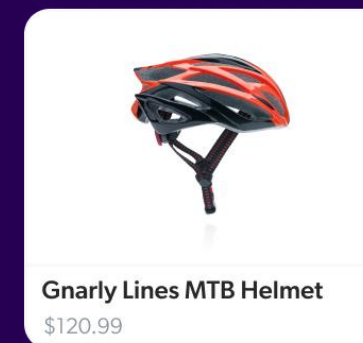
Jocelyn
Mountain biker



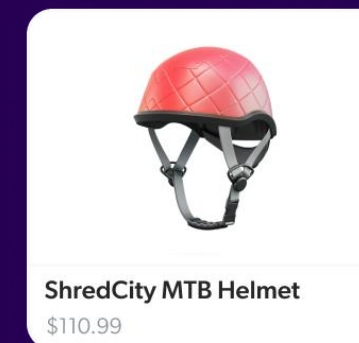
Vitesse MTB Helmet
\$120.99



HardWear MTB Helmet
\$199.99



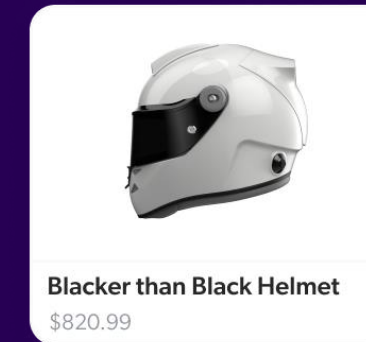
Gnarly Lines MTB Helmet
\$120.99



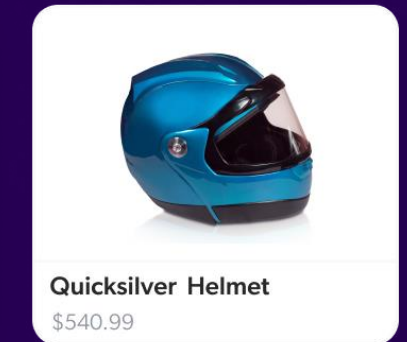
ShredCity MTB Helmet
\$110.99



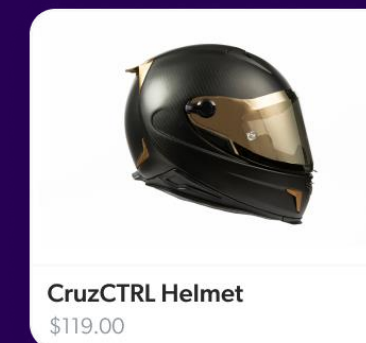
Katie
Cross-country motorcyclist



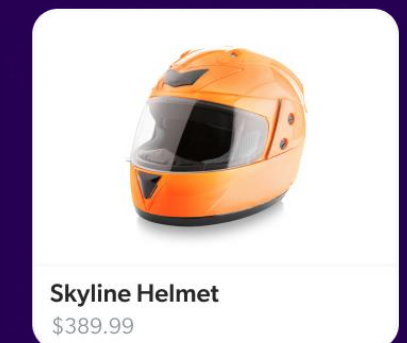
Blacker than Black Helmet
\$820.99



Quicksilver Helmet
\$540.99



CruzCTRL Helmet
\$119.00



Skyline Helmet
\$389.99

Get the AI-Experience Advantage:

- Semantic search
- AI recommendations
- GenAI answering
- Unified personalization



Customers



Coveo Search & Recommendations for SAP Commerce

Commerce AI Search, Recommendations and Generative Experiences

Why do anything?

- ▶ Delivers the predictive search, tailored recommendations, and generative answers shoppers now expect, driven by AI.
- ▶ Delights shoppers with unified personalization, providing individualized experiences at scale while driving superior business outcomes.
- ▶ Helps merchandisers rapidly deploy campaigns and promotions to optimize Revenue per Visit.

Why Do You Need to Act Now?

- ▶ 25% conversion lift with Search
- ▶ 10% increase in cart value from recommendations
- ▶ 96% decrease in bounce rate
- ▶ 2-7% RPV Uplift

Why Coveo?

- ▶ Coveo delivers immediate ROI and better store performance
- ▶ Coveo is a leader in AI and innovation with a suite of ML models to elevate CX across all critical touchpoints
- ▶ Leading composable commerce solution to keep up with customer expectations

How?

- ▶ Helps deliver intelligent search and product listings, relevant recommendations, generative experiences and revenue lifting product badging

Elevator Pitch / Value Drivers

- ▶ Adds an AI intelligence layer to SAP storefront experiences for search, recommendations and personalization driving e-commerce growth.
- ▶ Poor Search/Manual Rules. Delivers relevant results & recommendations based on context and intent without a lot of manual tuning.
- ▶ Large/complex catalogs. Simplifies indexing & optimizes for search avoiding complex nesting rules with proven scalability.
- ▶ Lack of Personalization. Combines catalog vector mapping and behavior to fuel AI-based personalization. Provides merchandisers with intuitive UI for rapid execution.
- ▶ Real-time Inventory. Combines products, attributes & availability at time of search.

Key Benefits / Solution Capabilities

- ▶ Improved conversions. Predictive, typo-tolerant search, and relevance ranking.
- ▶ Increased average order value. Automates recommendations with over 16 strategies powered by Machine Learning.
- ▶ Rich Brand Experience. Delivers personalization in real time without manual tuning or high volume of data. Surfaces product & content (expert blogs, videos or articles) within a single search to support shoppers in their purchase decision. Generative Answering provides answers to shopper questions in a more dynamic, intuitive, and natural format.
- ▶ Optimizes for Business Outcomes. Provides complete search journey & attribution analytics.
- ▶ Automatically scales to meet demand during peaks, across multi-branded sites and geographies.
- ▶ Reduces internal IT support overhead and empowers merchandisers.

Solution Portfolio

- ▶ [SAP Store Listing](#) SAP Commerce / SAP Commerce Cloud

Regional Scope



Key Competitors

- ▶ Customized Solr and other open source solutions or built-in search
- ▶ Intelligent Selling Services and Emarsys are the two SAP solutions that partly overlap with Coveo's recommendations
- ▶ Separate point solutions for search, recommendations and personalization

Target Customer Segmentation

- Large & Medium Enterprise
- ▶ Retail, CPG & Brands (B2C)
 - ▶ Industrial Manufacturers, High Tech & Distributors (B2B)

Estimated Avg Deal Size

- ▶ ~ 200k USD ACV

Key Assets & Resources (links)

- ▶ [Website](#)
- ▶ [Coveo for SAP Commerce video](#)
- ▶ [Coveo for SAP Commerce \(Short demo\)](#)

What's in it for the SAP Field?

- ▶ Endorsed Solution on the SAP store
- ▶ Extend the utility of existing investments in SAP/hybris
- ▶ Modernize store performance, for current customer expectations

SAP Contacts

[Craig Schertler](#)

Partner Contacts

[Ari Schur](#)

Customers

