SAP Customer Data Cloud from Gigya

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B2B and B2C are moving towards “Me2B”

„Forget the idea that your company is managing the customer relationship.“
Customers continue to demand more from their digital relationships

CUSTOMERS WANT BETTER EXPERIENCE

63%

• of customers are more willing to engage with companies that deliver better customer experiences.

ONLY EXPERIENCE MATTERS

By 2020

• Customer experience will overtake price and product as key brand differentiator.

CUSTOMERS PROVIDE PERSONAL DATA

70%

• willingly will give personal information in exchange for a better experience

Source of Forrester Consulting study is a research conducted for SAP Hybris in 2017: https://dam.sap.com/a/Xomnnl
Me2B: Are you able to listen to your customers?

CUSTOMERS PROVIDE PERSONAL DATA

70%

- Willingly will give personal information in exchange for a better experience
Organizations cannot deliver a consistent true personalized omni-channel experience and are able to listen to its customers

**CX MADE 4 ANONYMOUS USERS**
- Digital marketing infrastructure is made for pushing cross campaigns to unknown users and demographics based on “best guess”

**FRAGMENTED CUSTOMER DATA**
- Poor data quantity and quality results in organization just collecting and not effectively using customer data for trusted personalized experiences

**LIMITED TRANSPARENCY AND CONTROL**
- Without the ability to show customers all their data, customers can’t control their preferences and consent
Are you able to listen to your customers: **Probable not**
Customers hold the power in today’s business relationships.

“SAP Customer Data Cloud puts the power in the hands of the customer and helps brands to deliver a better experience based on customer’s voice.”
“SAP Customer Data Cloud puts the relationship in the hands of the customer and creates a single customer identity view within your stack.”
Identify and engage customers across channels and devices.

Build Trusted Customer Relationships based on Transparency and Control.

Power trusted digital experiences with first party data.

Identity
- Registration-as-a-Service
- SSO, Social & Federated & Authentication
- Progressive and Conditional Workflows

Consent
- Preference & Consent Mgmt.
- Self-Service Preference Center
- ToS and Opt-in Management

Profile
- Customer Data Store
- Profile Orchestration & Governance
- Customer Insights
SAP Customer Identity
Lite Registration – 1st step to know each other better

Capture user data without creating a full account or requiring passwords.

Key highlights:

- Passwords are not required
- Email double opt-in available
- Multiple opt-ins are de-duplicated around the email address
- Great for contest entries, newsletter subscriptions, emailing product details to your inbox
Registration-as-a-Service: Fully Managed Authentication across all brands

Ensure that identities are unique and not fragmented
Progressive Profiling

Continuously add data points to user profiles.

Define triggers to capture data from your users over time. Triggers can include:

- Time elapsed
- Purchase and server-side confirmations
- Products or content viewed
- Logins
- Answers to previous questions
Me2B: Capture Data **Continuously Over Time**

With full accounts, users can be queried over time to build their profiles.

**Lite Registration**
- Newsletter 1
- Newsletter 2
- Contest 1

**Email 'Lite' Account**

**Full Registration**
- Full Account

**Progressively Profile**

**RaaS**
Imagine if You Could…

A secure profile, preference and consent management solution that addresses regional privacy compliance throughout the customer lifecycle.

- **PRESENT POLICIES**
- **AUDIT-READY VAULT**
- **TRACKING AND AUDITABILITY**
- **ENFORCE CONSENT**
- **PREFERENCE CENTER**

**PROFILE MANAGEMENT FOUNDATION**
Put the power in the hands of your customer

Customers can view, update, or withdraw their profile, preferences, consent using a self-service preference center.
Managing preferences and consent throughout the lifecycle of the customer

**Self-Service Preference Center**

**Users Control Preferences & Consent**
- View profile, preferences & consent
- Add and modify profile, preferences and consent information
- Withdraw consent
- Download user data

**Accurate and Enforced Records**

**Enforces Consent**
- Synchronize preferences, consent and profile data to downstream marketing, sales, and services applications

**Preference & Consent Capture**

**Present Policies**
- Terms of Service (ToS)
- Privacy Policies
- Cookie Consent
- Consent for marketing, communication preferences and custom activities

**Version Control**

**Maintains Accurate Consent**
- Trigger consent renewals
- Record consent at renewal
- Track consent history
- Audit consent
Easily Setup Consent Collection Workflows

Consent may be defined for one or more properties under the same group or for an entire group of properties.
SAP Customer Profile
SAP Customer Profile:
Transform customer identity and data into Single Unified Record

- Location
- Time Stamps
- Identity Source

- First Name
- Last Name
- Email
- Gender
- Location
- Likes, Interests
- Relationship
- Education

- Traditional Registration
- Progressive Profiling
- Opt-ins
- Consent
- Preferences

- Brand Marketing Preferences
- Content Views
- Video Views
- Product Registration
- Entitlements
- Roles
- Comments / Reviews / Shares

- Centralize the storage and indexing of all user data in real time
- Eliminate fragmented identity data

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Customer Data Management for Me2B

IDENTITY
(Customer Experience)

CONSENT
(Privacy Compliance)

PROFILE
(Data Management)

SAP Customer Data Cloud from Gigya

SALES

SERVICE

MARKETING

ML / AI

SEGMENTATION

RECOMMENDATIONS

Back Office: ERP, Finance, Human Resources, Supply Chain, Procurement

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Orchestrate profile, preferences and consent to downstream applications

SAP Customer Profile Identity Exchange

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Me2B: Gain input from your customers and build a trusted relationship

IDENTITY
(Customer Experience)

CONSENT
(Privacy Compliance)

PROFILE
(Data Management)

SAP Customer Data Cloud from Gigya

Back Office: ERP, Finance, Human Resources, Supply Chain, Procurement

Marketing Analytics
Marketing Planning & Performance Management
Segmentation & Campaign Execution
Customer Attribution
Recommendations & Personalization
Marketing Analytics

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4th Generation Customer Experience Suite SAP C/4HANA

**SAP C/4HANA**

Unified Intelligent User Experience
Conversational, Contextual and Intelligent UX

- **SAP Marketing Cloud**
  Market with Intelligence in the Moment

- **SAP Commerce Cloud**
  Personalized Shopping Experience across Touchpoints

- **SAP Sales Cloud**
  Build Relationships and guide Customers throughout their journey

- **SAP Service Cloud**
  Make Customers happy

**SAP Customer Data Cloud**
Build Customer Trust and Loyalty

**SAP Cloud Platform Extension Factory**

- Microservices
- Internet of Things
- Machine Learning

**SAP® Cloud Platform**

- Integration
- Blockchain

**SAP S/4HANA®**
SAP Customer Data Cloud Benefits
Why SAP Customer Data Cloud?

- Provide a **secure registration and login user experience** across all brands and devices
- Create a **holistic digital view of the customer / identity**
- **Increase engagement:** fuel cross-brand omnichannel UX with **trusted 1st party data**
- **Increase registrations & conversions:** provide consent & preference based experiences
- **Build relevant campaigns and experiences:** create value beyond cost savings, maximize acquisition, conversions & loyalty
- GDPR – Risk Mitigation: **Enable compliance with GDPR** & avoid fines up to 4% of revenue
- **Faster time-to-market:** easy to implement CIAM functionalities out-of-the-box
Benefits: SAP Customer Data Cloud delivers unparalleled benefits across the enterprise

**Strategic Enablement**
- Provides a platform for Customer Identity Access Management, putting the customer in the center of customer experience and enables a B2ME strategy
- Enables global reach while meeting local privacy requirements like GDPR
- Realize synergies between different brands and channels

**Business Benefits**
- Provides a platform for permission based personalization across channels
- Provides intelligent insights to boost cross-sell and upsell
- Improves customer loyalty and satisfaction
- Drives higher revenue
- Speed to value, 90 days implementation cycle

**Risk Management**
- Ensures compliance with global, regional and local data privacy and protection regulations
- Audit ready solution for managing customer preferences and opt-ins
- Provides data security and data localization requirements

**TCO Reduction**
- Reduces cost with Cloud delivery
- Reduces integration & development costs with Out of the box connectors and Identity synchronization
- Provides flexible & scalable platform giving a single customer identity view
- Future proof solution - accelerate innovation with ML/ AI, IoT, Blockchain, etc.
Thank you!

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SAP Customer Data Cloud Background
SAP Customer Data Cloud: The leading CIAM solution
Data Residency, Security and Scale

SAP Customer Data Cloud offers 5 **primary points of presence**, each with full DR

Qiagen’s **worldwide presence**

Sensitive Data Encrypted (in transit and at rest)
Robust and Detailed **Audit Logging**
Stay in Compliance with Regional Privacy Regulations

Solutions from Gigya

US
Local Systems

EU
Local Systems

China | Russia
Local Systems
SAP Customer Data Cloud Modules
Gigya: Developer Guide

Gigya Documentation

https://developers.gigya.com/

- Documentation – comprehensive online technical resources
  o Developer Guide
  o Client and Server API References
  o Example Sites

- SDK Downloads – convenient wrappers for the API

- Working Samples – simple examples of select API calls and plugins

- Debug console
Provide **frictionless** point of entry for customers across brands, regions, and digital properties (web, mobile, IoT).
- Lite Registration*
- Registration as a Service
- Social Login
- Single Sign-on

Identify online visitors **securely** from any touchpoint
- Flexible Authentication Methods (U/P, biometrics, BYOI, OTP*)
- Federation Standards: SAML and OpenID Connect (OIDC) protocols.

Capture registration metrics to improve conversions
- Registration Analytics
- Identity Access

Protect customers **against** identity fraud and theft
- Risk-based Authentication
- Network Protected Identity
SAP Customer Consent: Build trusted customer relationships based on transparency & control

- **Seamlessly present and capture** customers’ consent and preferences
  - Terms Of Services & Privacy Policy
  - Data Processing Consent for 3rd Party Use
  - Marketing Communications
  - Cookie Consent Linked to Registered User

- **Automate version control and stay audit-ready**
  - Version Management Control
  - Searchable Audit Logs
  - 7-year History Stored in Secure Vault

- **Maintain accurate records and consistent consent enforcement**
  - IdentitySync to Downstream Applications
  - Bi-directional Consent Workflows

- **Give customers control through a self-service preference center**
  - Profile & Personal Preferences
  - Communication Preferences
  - Privacy Settings
  - GDPR Rights of Individual
SAP Customer Profile: Power trusted digital experiences with first party data

- **Transform customer identity and data into a single identity profile**
  - Automated Identity and Profile Management*
  - Extended Data Store
  - Fully Indexed Database with Dynamic Schema

- **Orchestrate identity profiles to virtually any application**
  - IDX Integrations
  - Identity Sync Studio & Dataflow Templates
  - Custom Scripts & Integrations

- **Govern identity profiles across lifecycle of customer**
  - Governance Workflows (e.g. account status)
  - Audit Logs for Governance
  - Exception Handling

- **Analyze identity profiles to optimize digital experiences**
  - Customer Insights
  - User Identity Reports