



Lead to Cash

Turn Prospects into Lifetime Customers

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PUBLIC

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Agenda

1. Intelligent Enterprise Strategy
2. Lead to Cash and the Intelligent Suite
3. Useful Resources
4. Questions & Answers

1. Intelligent Enterprise **Strategy**



A blurred background image of a modern industrial factory. In the foreground, a white and blue robotic arm is visible, holding a yellow and silver tool. Other robotic arms and factory equipment are visible in the background, creating a sense of a busy manufacturing environment.

**Deliver the products and
services customers need**



**Deliver personal,
trusted and connected
customer experiences**

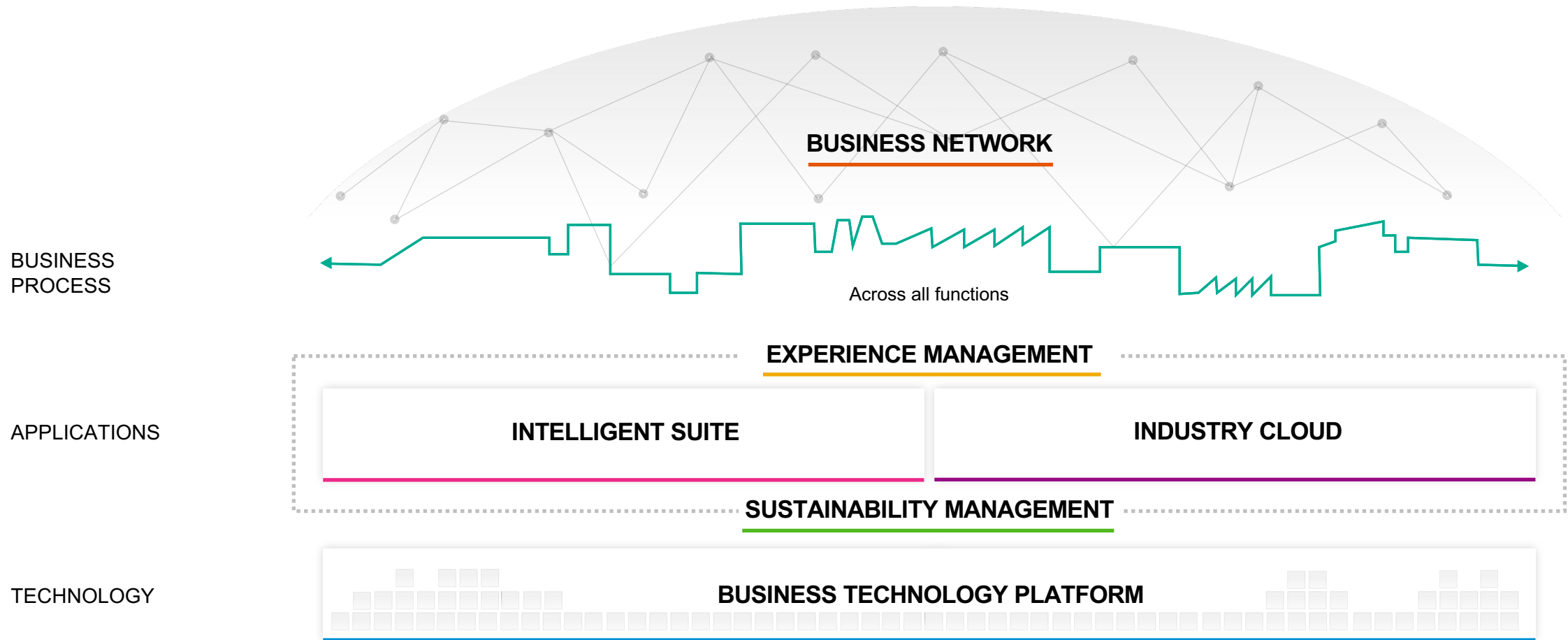
A woman with blonde hair tied back is seen in profile, working at a desk in a server room. She is looking at a computer monitor that displays a world map. In the background, there are several other computer monitors and server racks with glowing lights. The overall atmosphere is professional and technological.

**Intelligent enterprises apply
advanced **technologies**
and best practices**

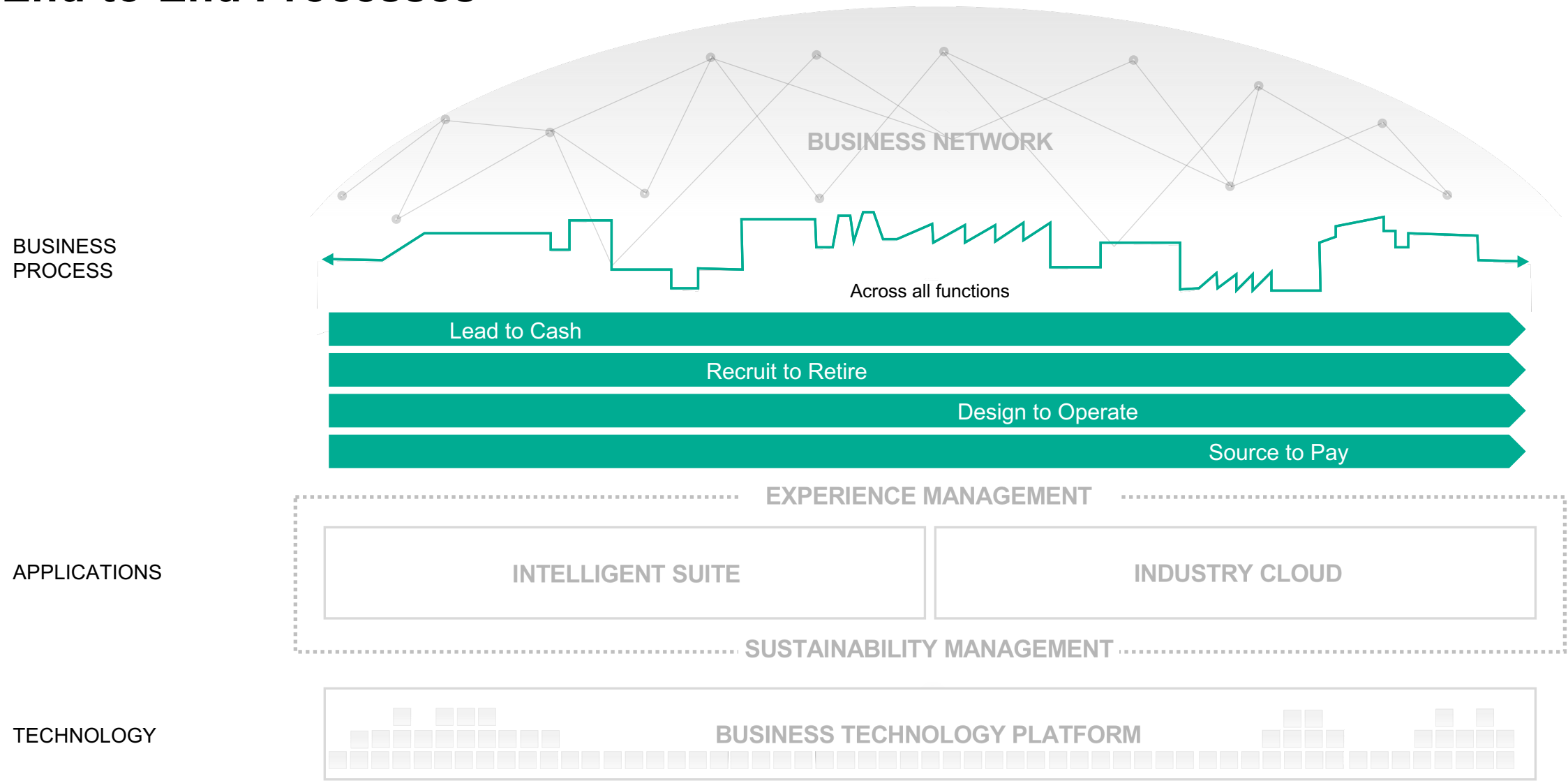


**Intelligent enterprises
run agile, **integrated**
business processes**

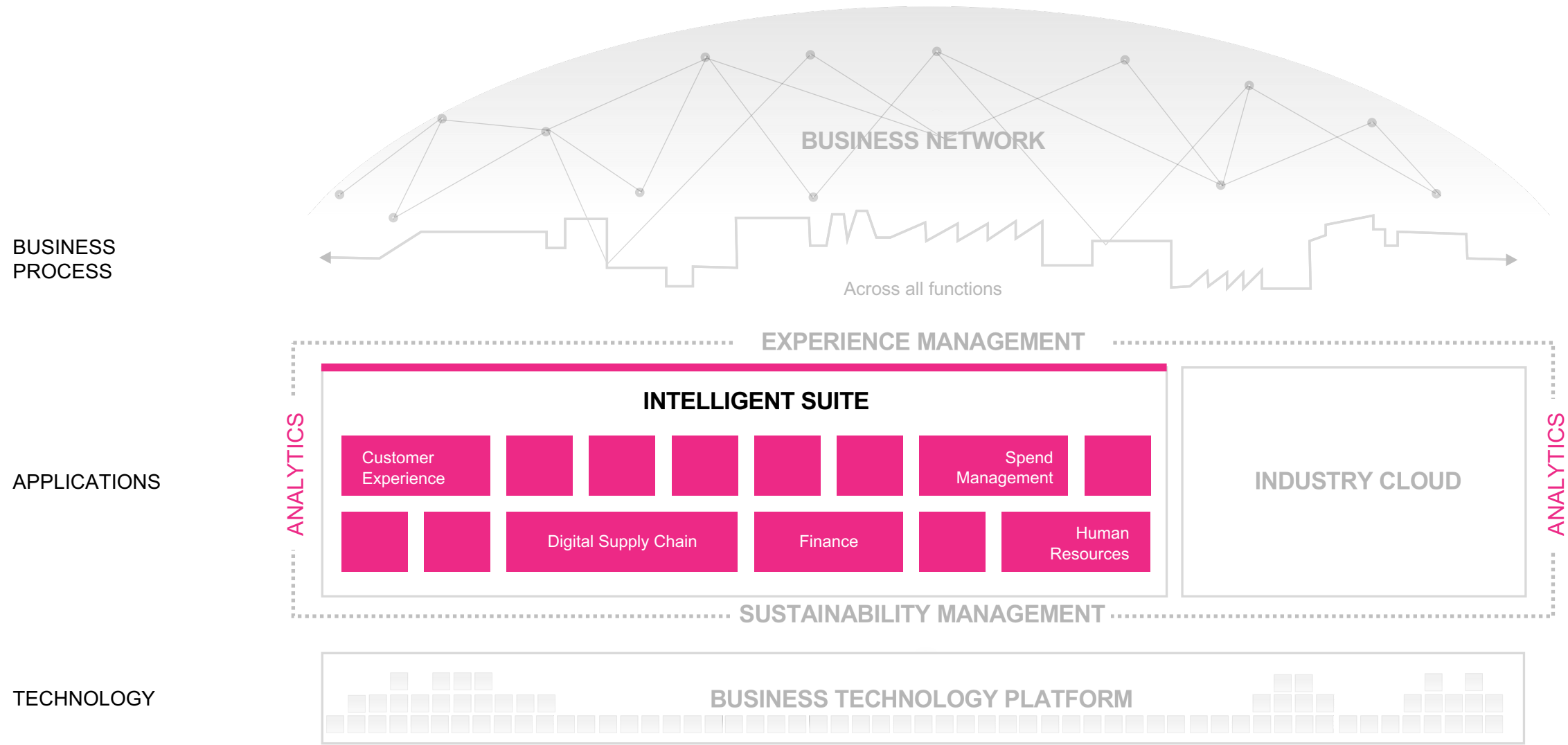
Intelligent Enterprise



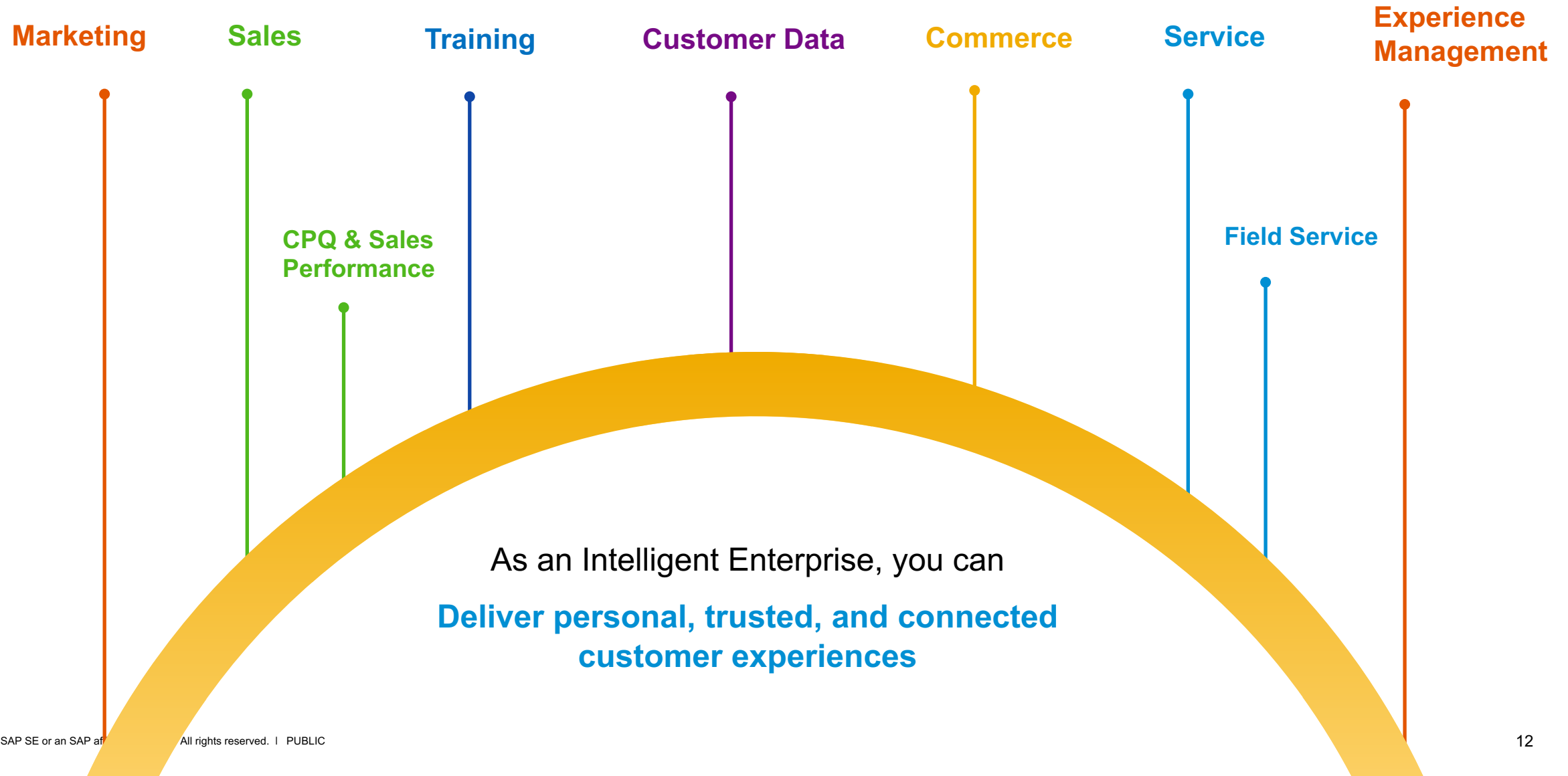
End-to-End Processes



Intelligent Suite



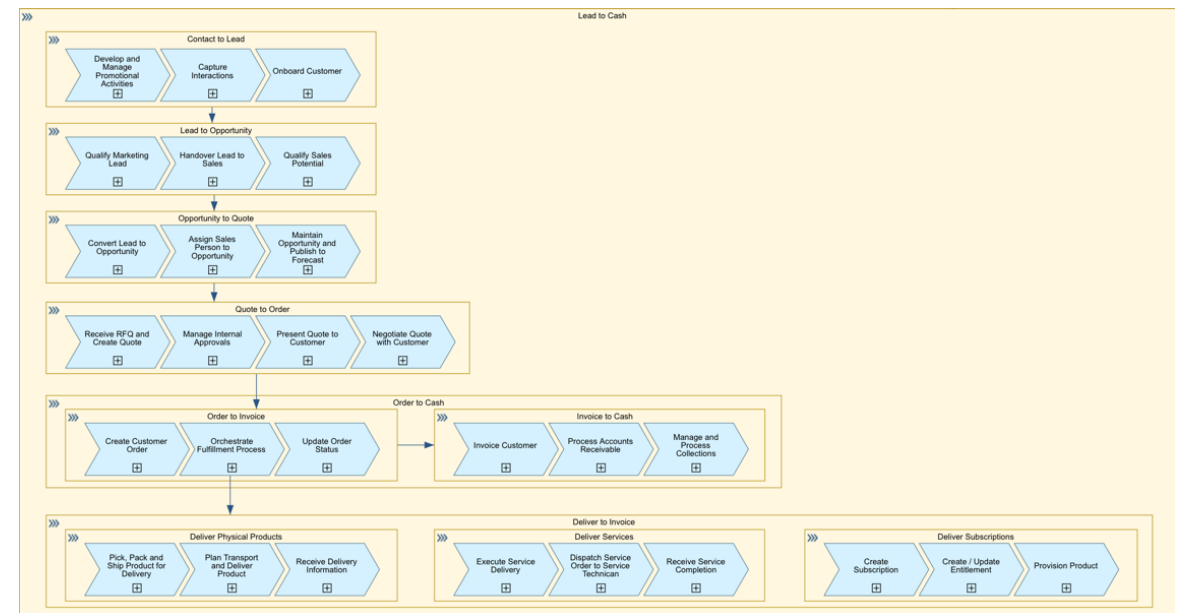
SAP Customer Experience Solutions



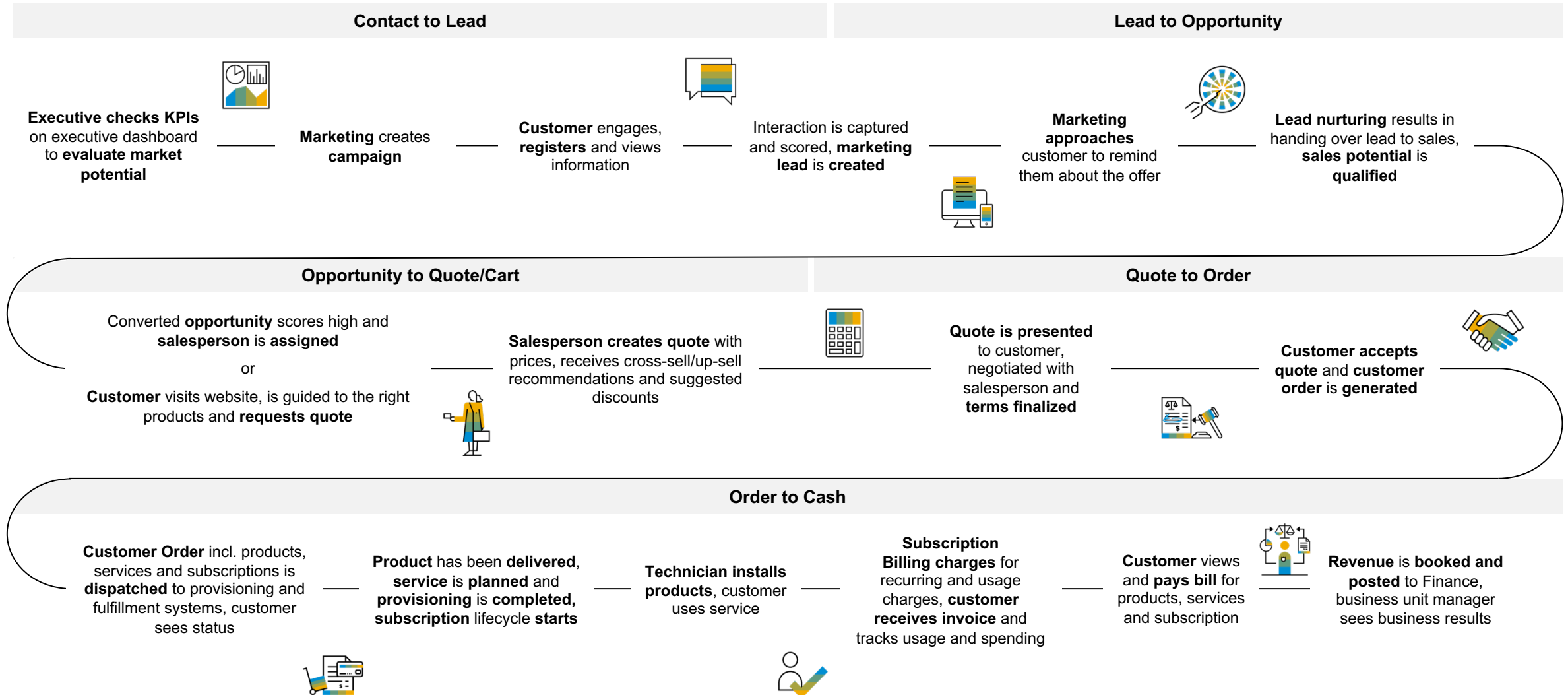
2. Lead to Cash and the **Intelligent Suite**



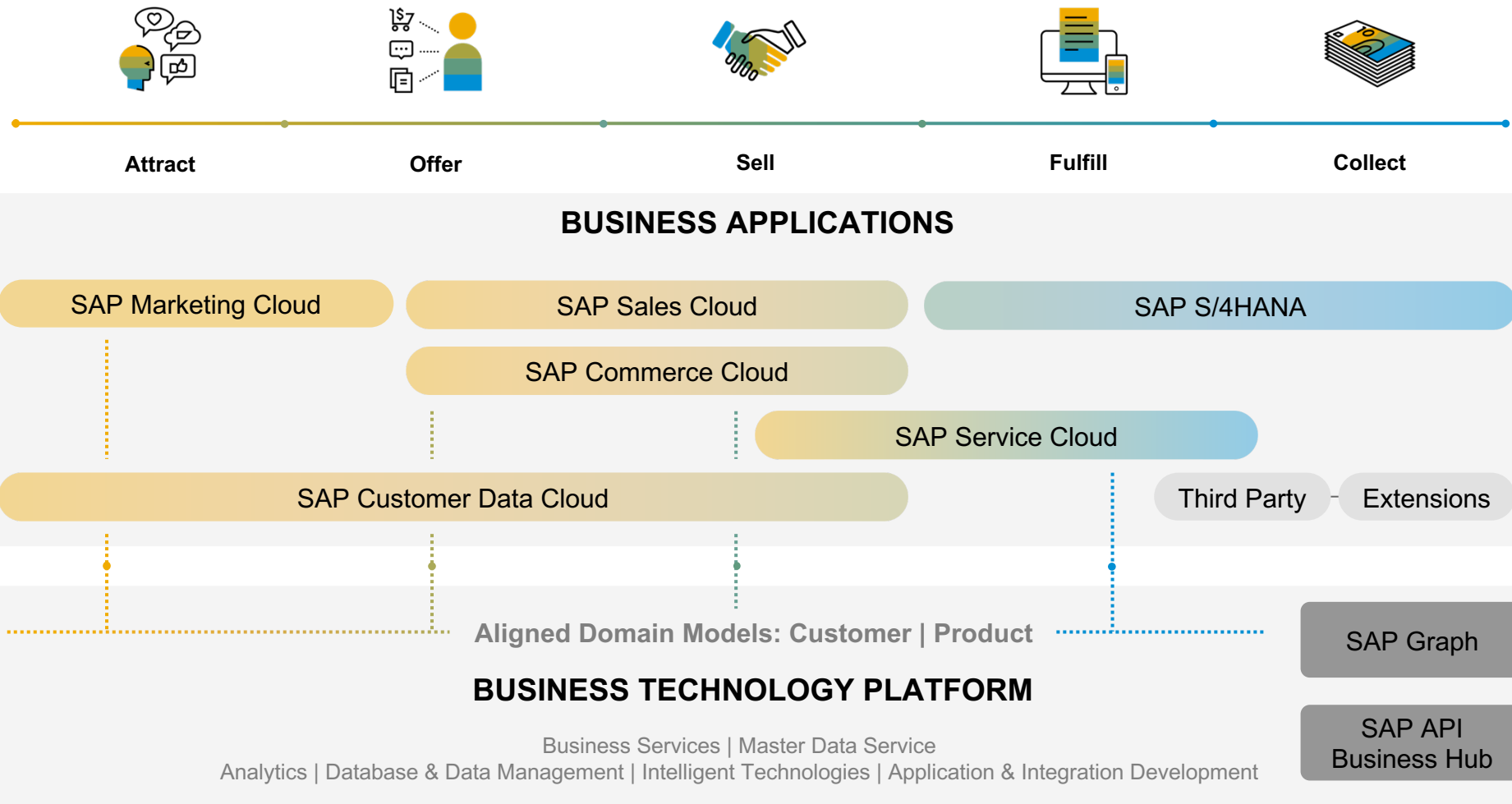
The Challenge: Customer Journey or Business Process?



Lead to Cash – B2B Customer Journey



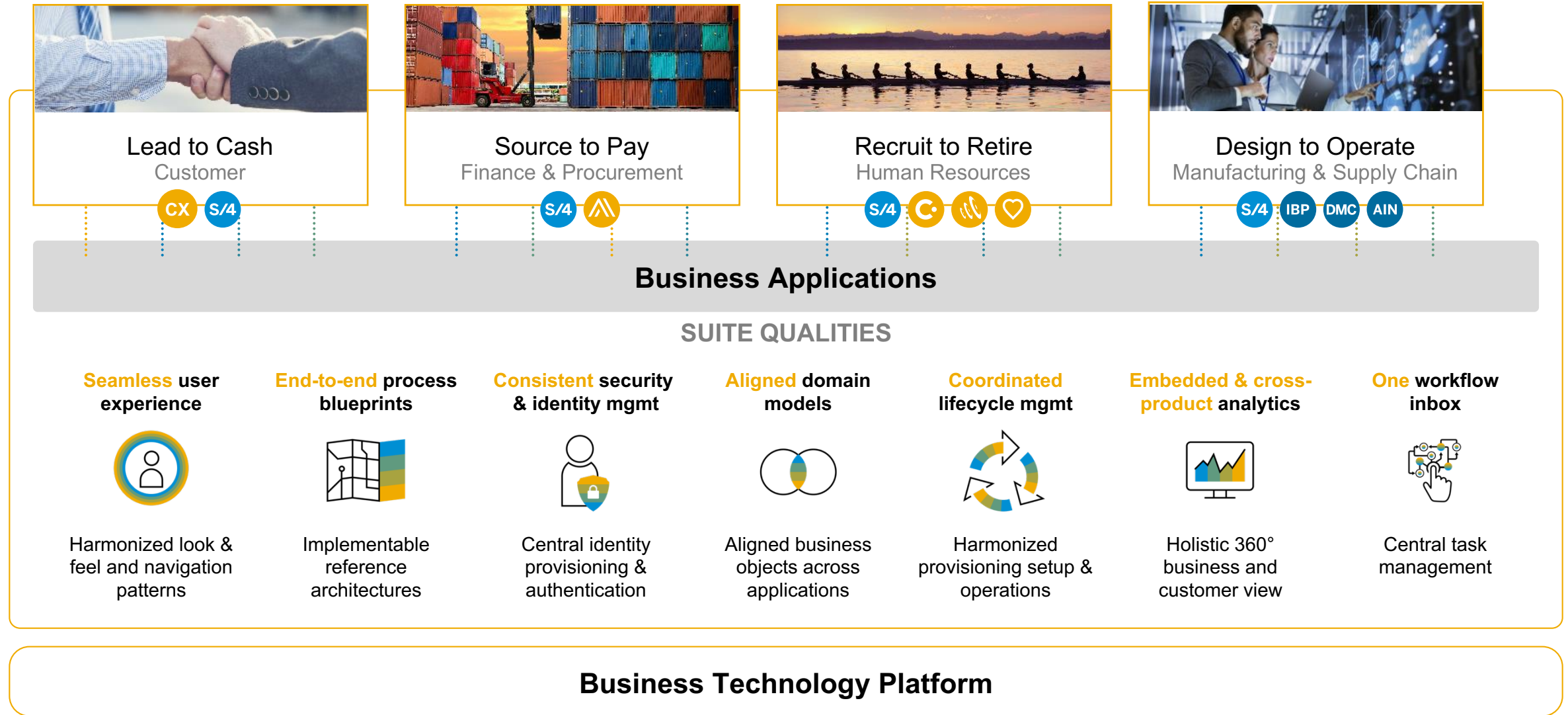
Integrated Lead to Cash E2E Process



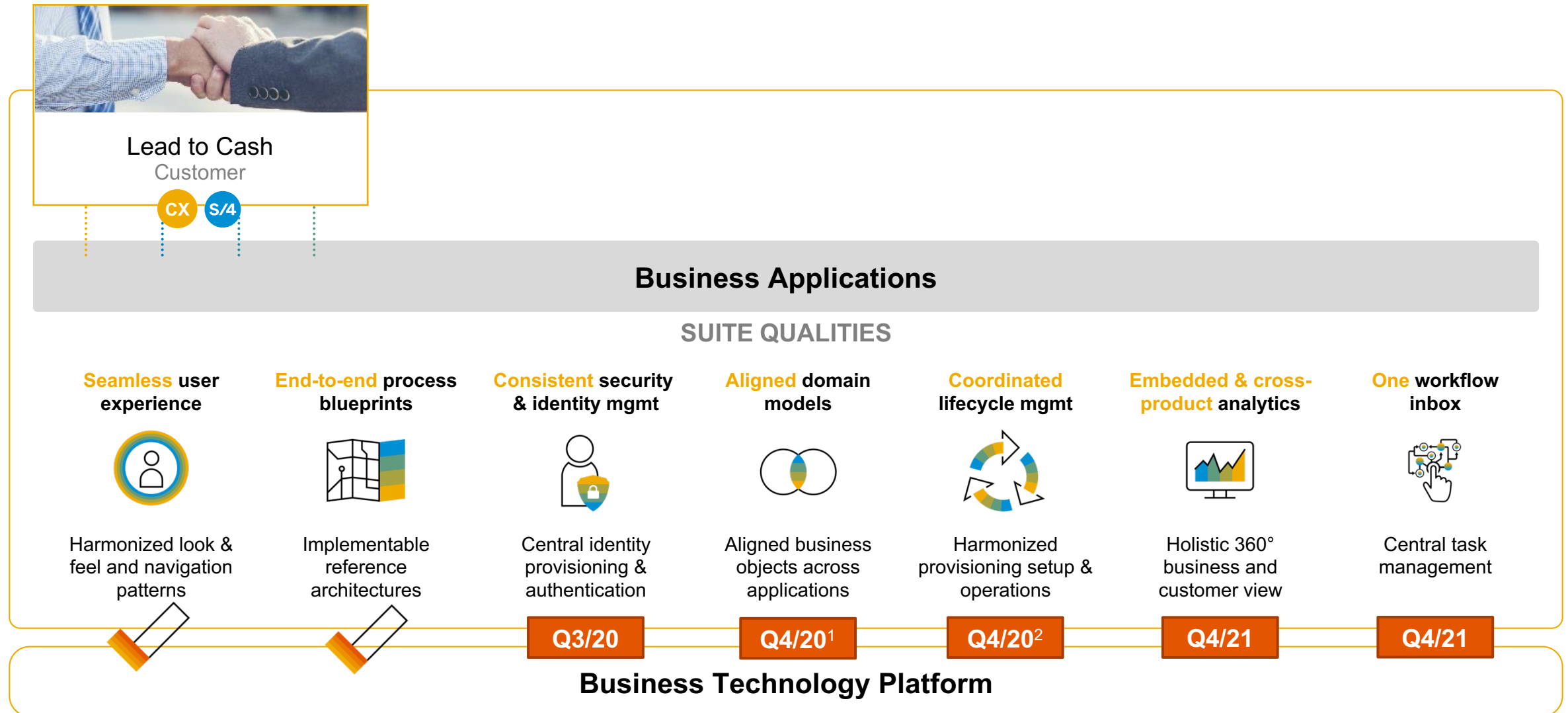
Lead-to-Cash

- Manage all aspects of the customer experience, from the initial interaction to order fulfillment and service delivery. Drive and realize revenue along the customer journey.

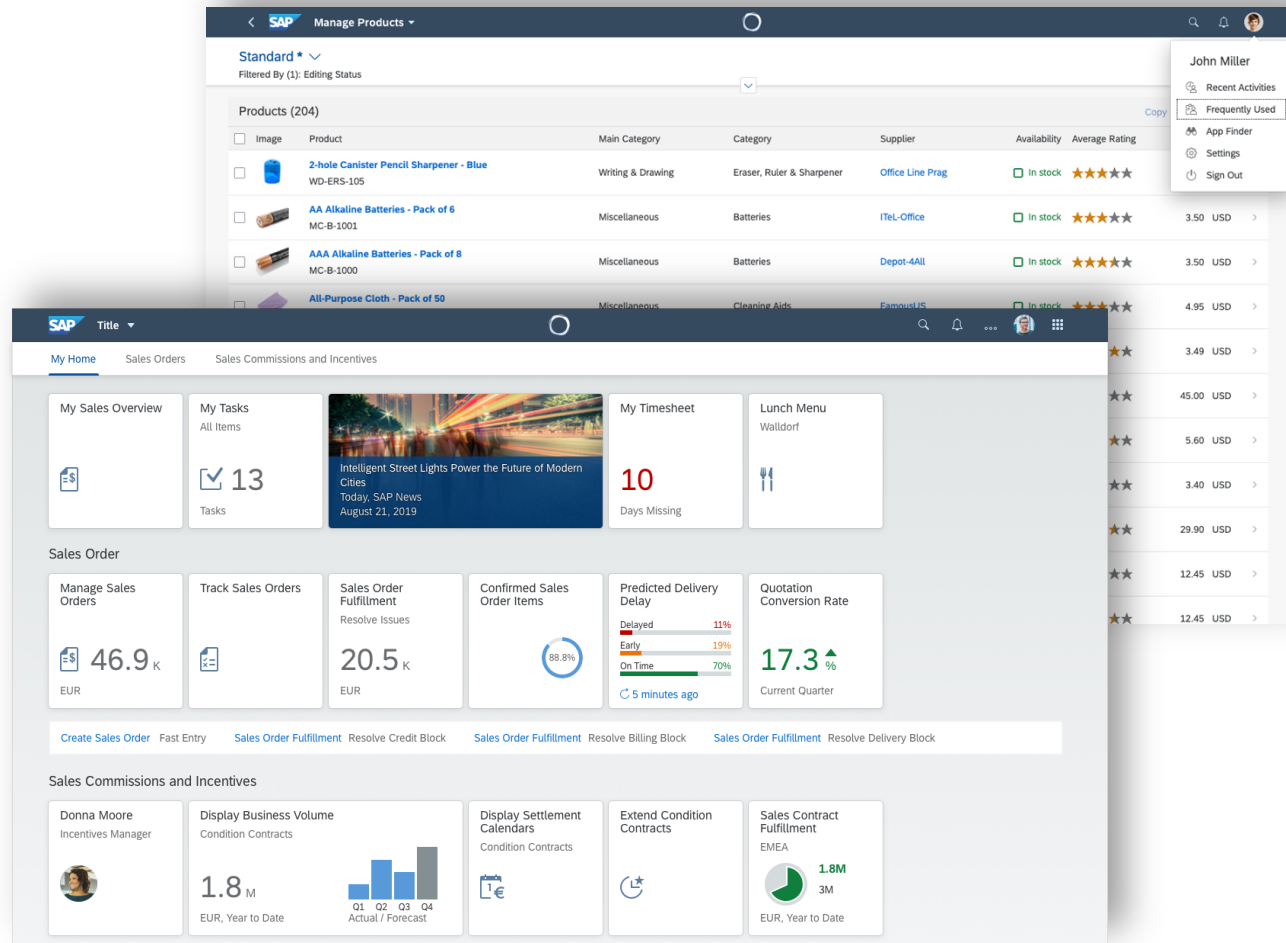
SAPs Integrated Intelligent Suite



SAPs Integrated Intelligent Suite – L2C Roadmap



Seamless User Experience



Customer Pain Point

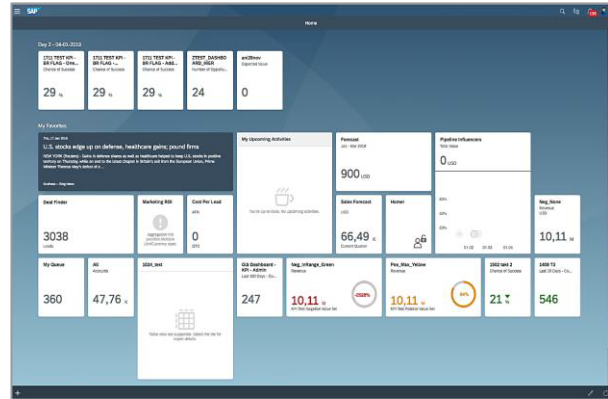
- Different look and feel of user interfaces leads to interruption during execution of business tasks.

Target

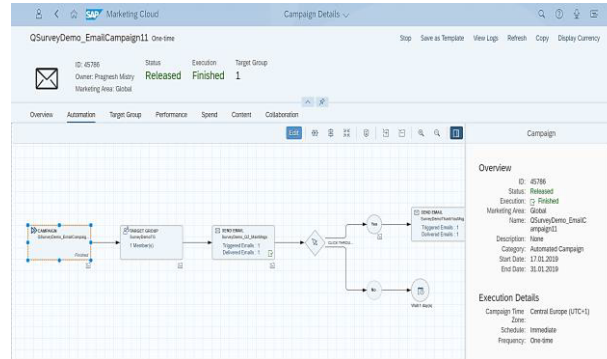
- Consistent User Experience Across the Intelligent Suite

SAP Customer Experience Harmonized User Experience Before Harmonization

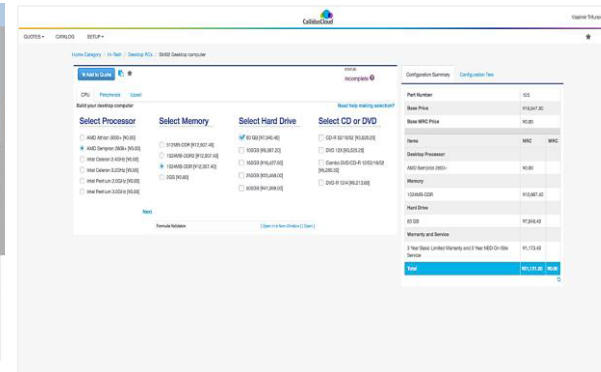
Sales Cloud – C4C Home



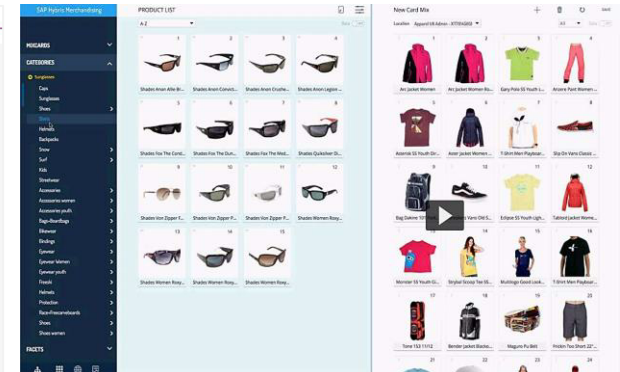
Marketing Cloud – Campaign Designer



Sales Cloud CPQ – Configurator



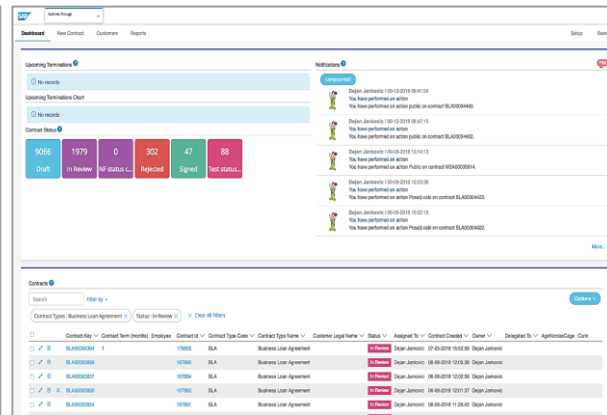
Commerce Cloud – Context Driven Services



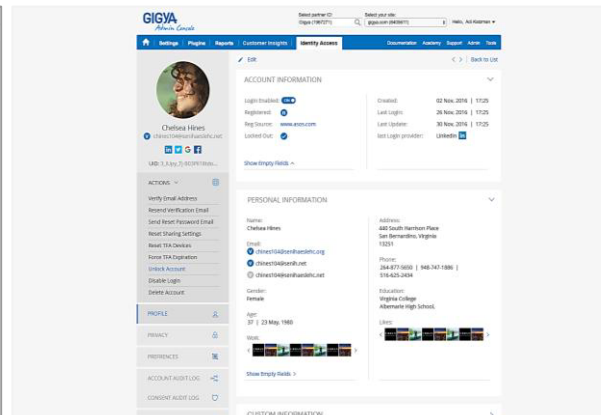
Sales Cloud Commissions – Positions

Name	Description	Title	Manager	Business Unit	Position	Start Date	End Date	Position Start	Position End	Position Group	Position Type
John Doe	John Doe	John Doe	John Doe	John Doe	John Doe	John Doe	John Doe	John Doe	John Doe	John Doe	John Doe
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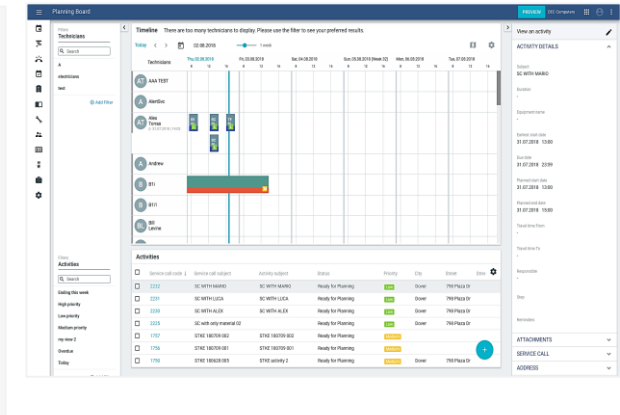
Sales Cloud CLM – Dashboard



Customer Data Cloud – Profile



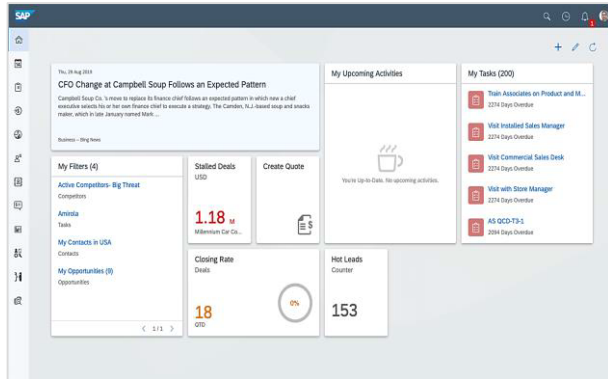
Service Cloud FSM – Planning & Dispatching



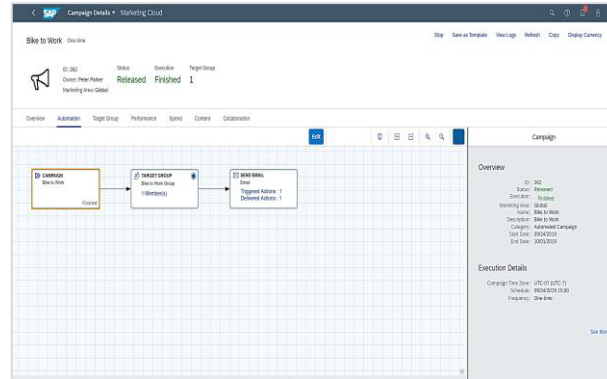
SAP Customer Experience Harmonized User Experience

Improved Consistency

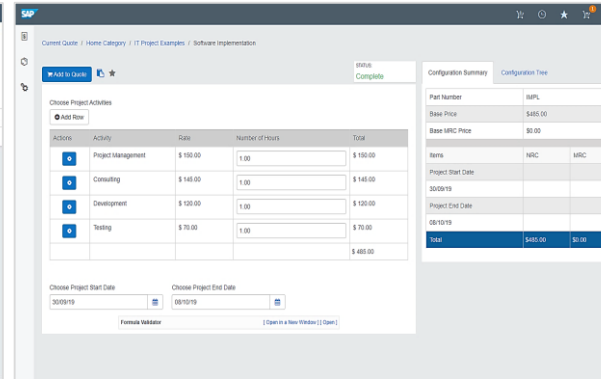
Sales Cloud – C4C Home



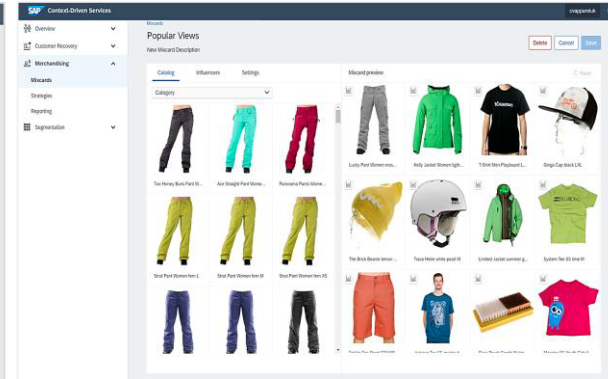
Marketing Cloud – Campaign Designer



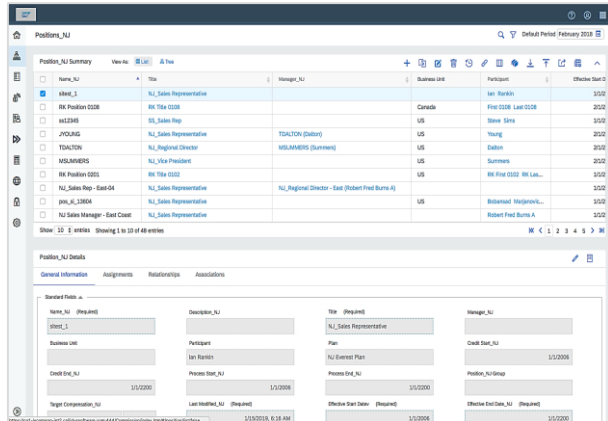
Sales Cloud CPQ – Configurator



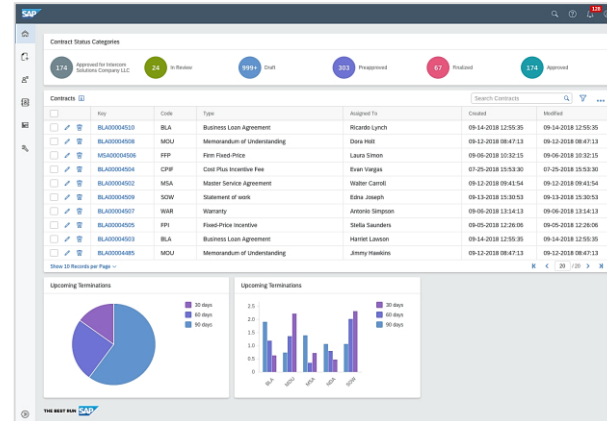
Commerce Cloud – Context Driven Services



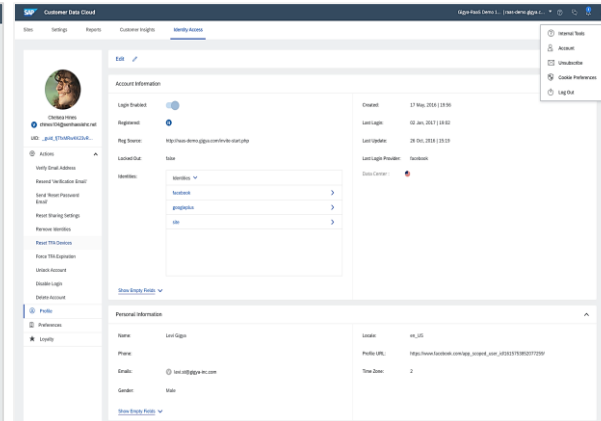
Sales Cloud Commissions – Positions



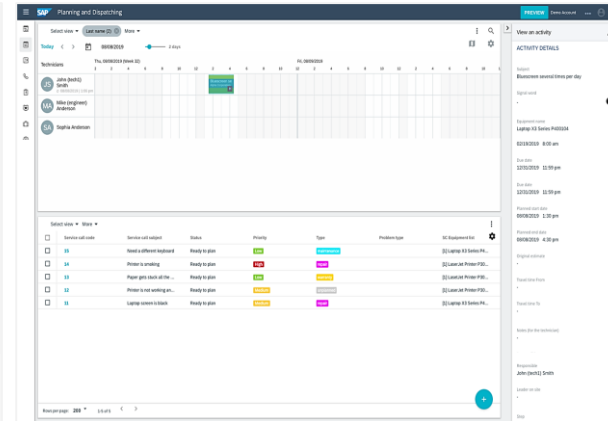
Sales Cloud CLM – Dashboard



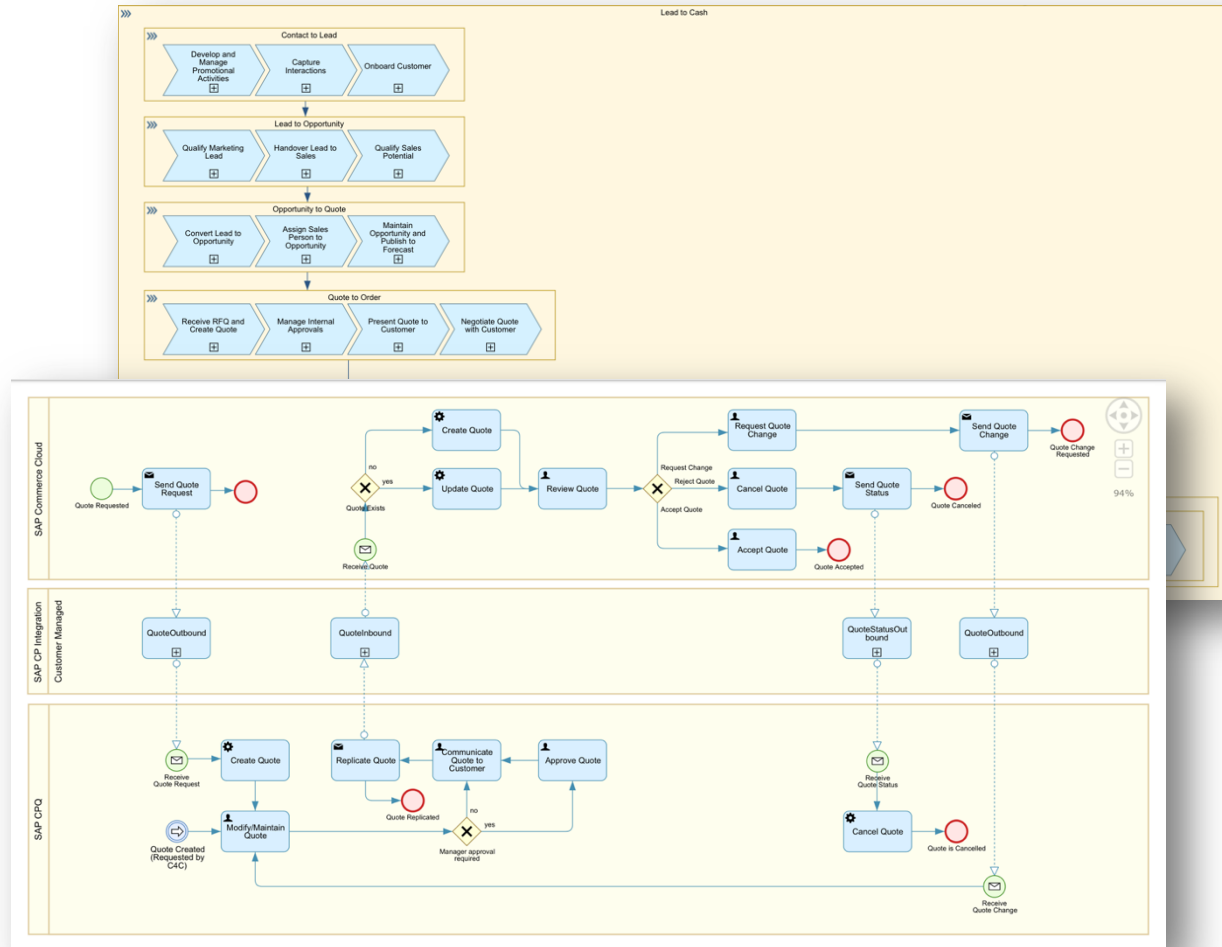
Customer Data Cloud – Profile



Service Cloud FSM – Planning & Dispatching



End-to-End Process Blueprints



Use Cases

- Explore how E2E scenarios decompose into applications, modules, business services, technologies and integrations
- Map out the roadmap to adopt the solution and transition from current solution landscape to target

Sample Diagrams

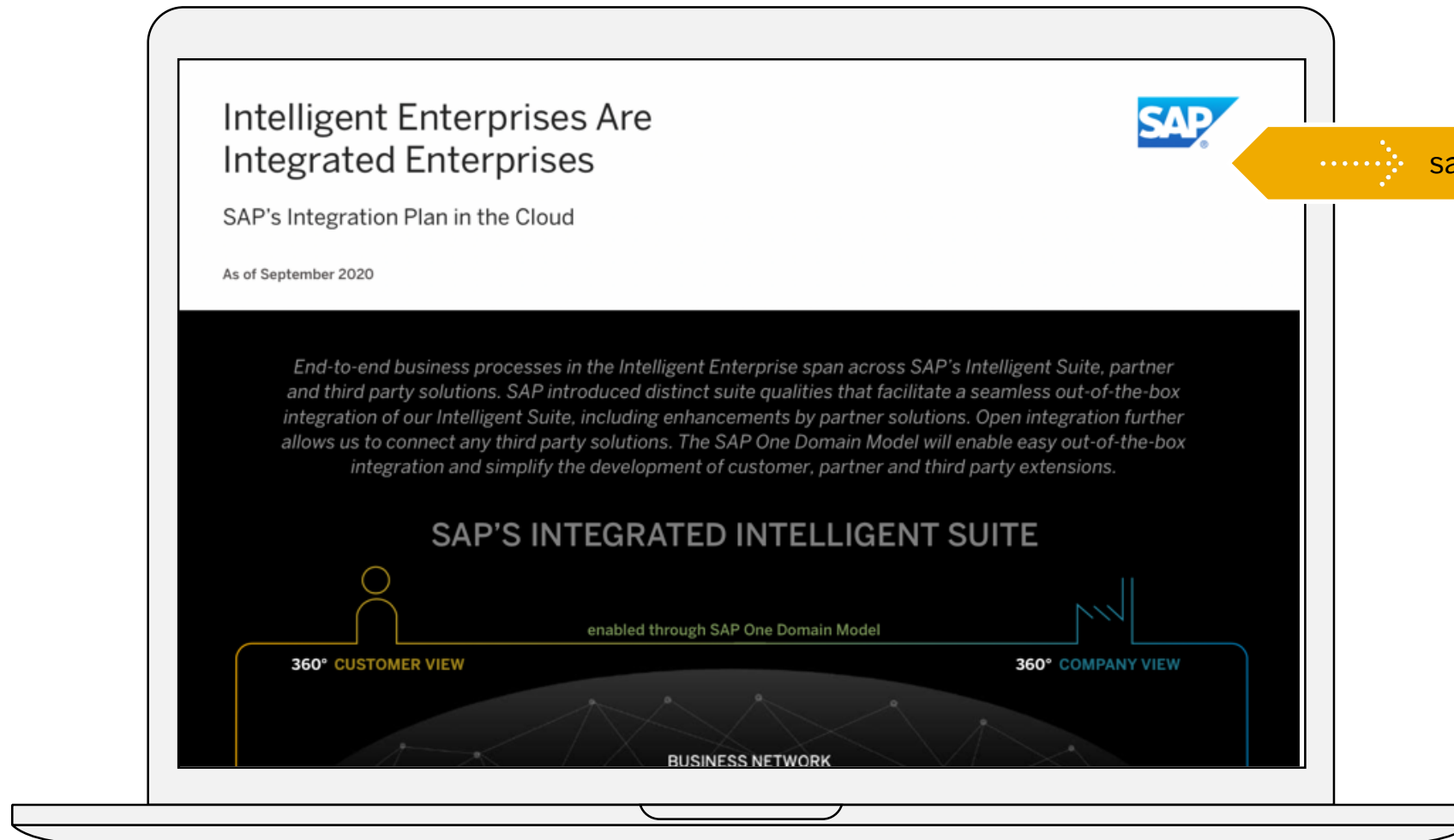
- Value Flow
- Scenario Implementation
- Software Product Collaboration

<https://api.sap.com/package/LeadtoCash>

3. Useful Resources

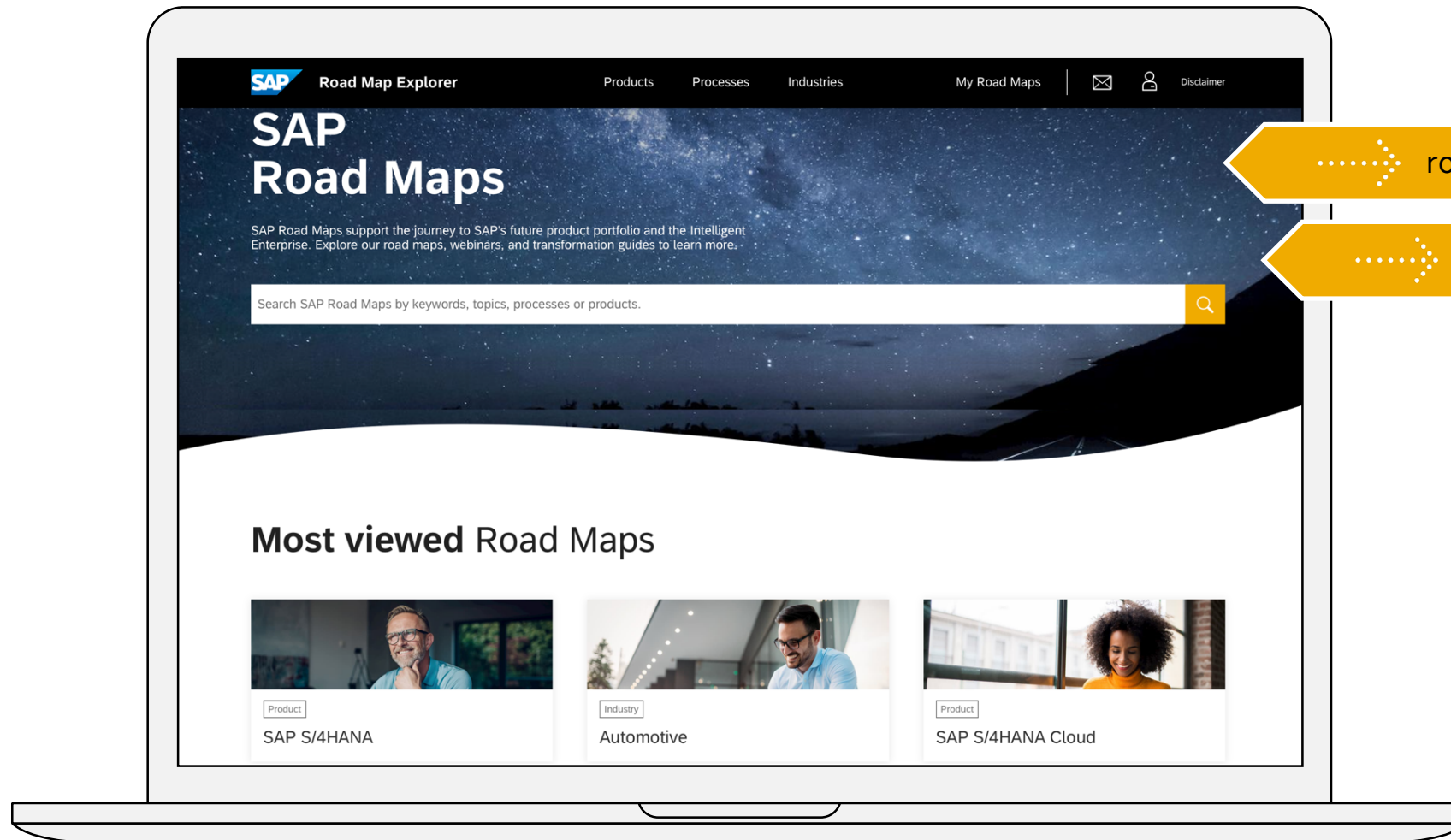


Integration Strategy Paper

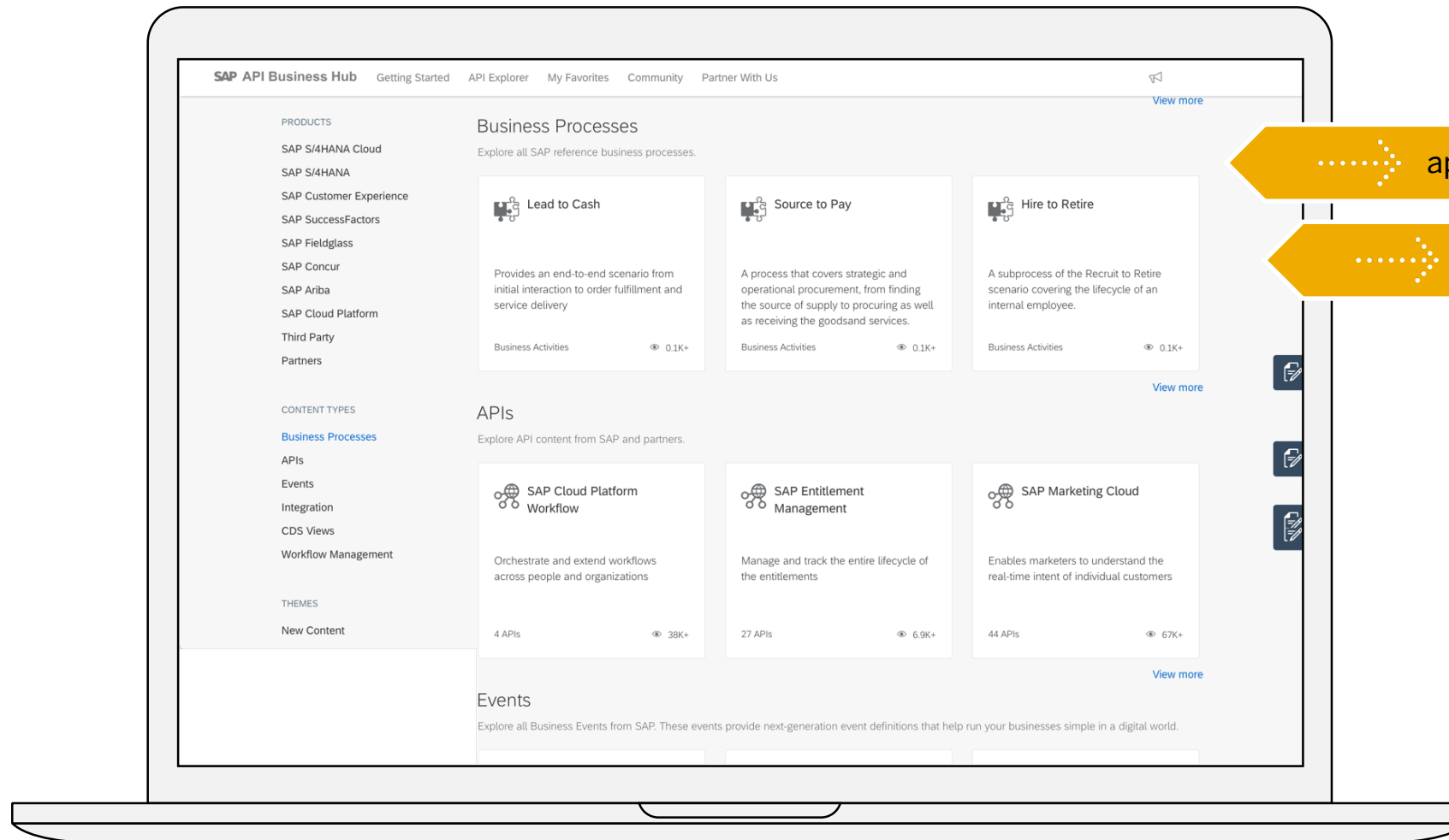


.....> sap.com/cloud-integration

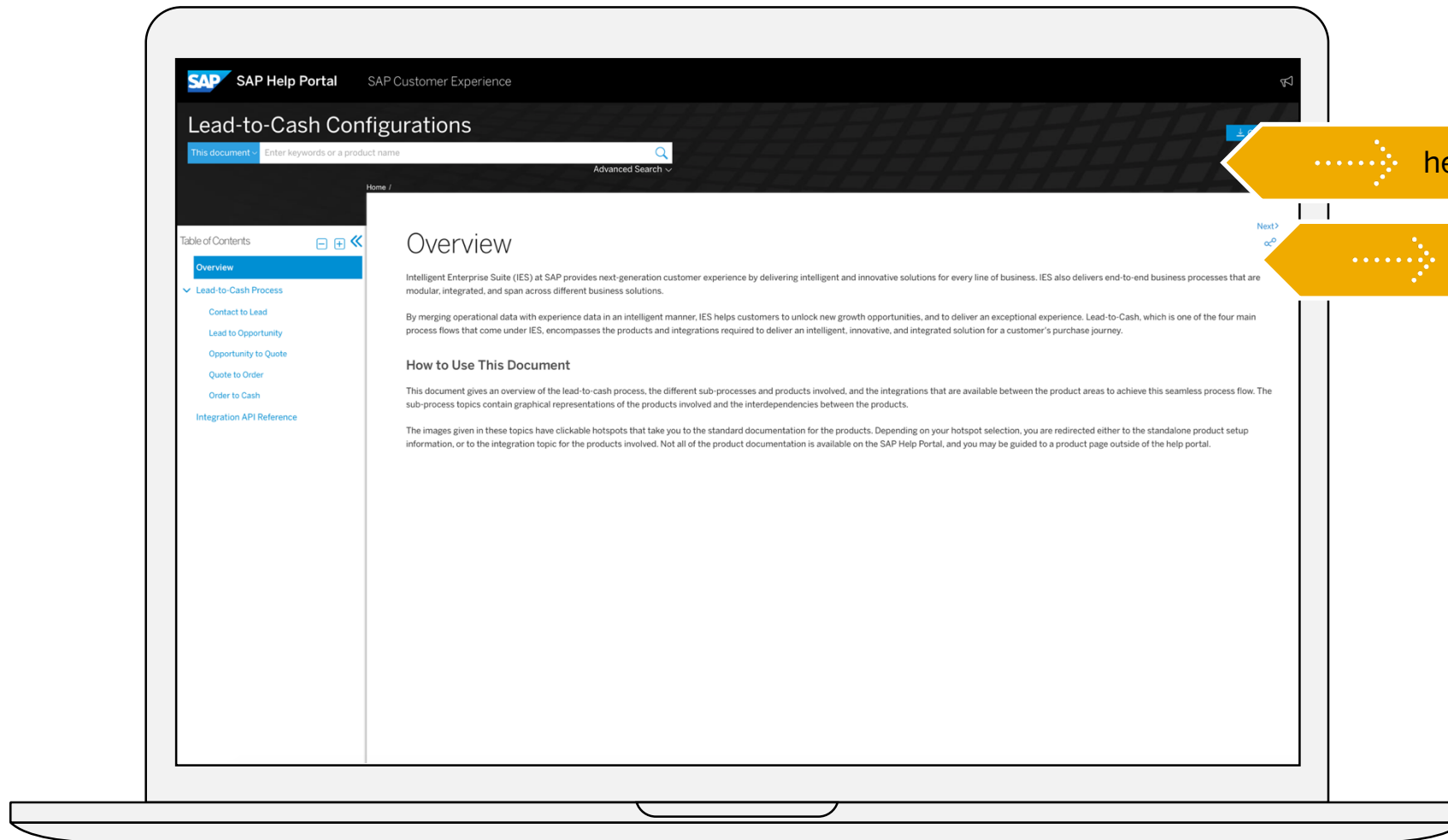
SAP Road Map Explorer



SAP API Business Hub – Business Processes



SAP Help Portal – L2C Configuration



4. Questions & Answers



Thank you.

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