



SAP Customer Experience

SAP Commerce Cloud

Release 1808 Overview

Charles Barton
Senior Product Manager



SAP COMMERCE CLOUD RELEASE 1808

Enabling contextual and real-time personalization to drive conversion

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Agenda

Enabling contextual and real time personalization to drive conversion

- Context-Driven Services
- SmartEdit
- SAP Integrations
- Adaptive search
- Backoffice Product Content Management

Context-Driven Services

Good Experience follows the basic principles of a personal conversation.
To converse, four primary skills are needed...



1. LISTEN

We listen to
what customers
are saying and
doing



2. UNDERSTAND

We process
information into
an understanding
of the customers
intentions



3. DECIDE

We decide on
the best course
of action



4. ACT

We respond in a
timely fashion

... and we help you do this in split-seconds.

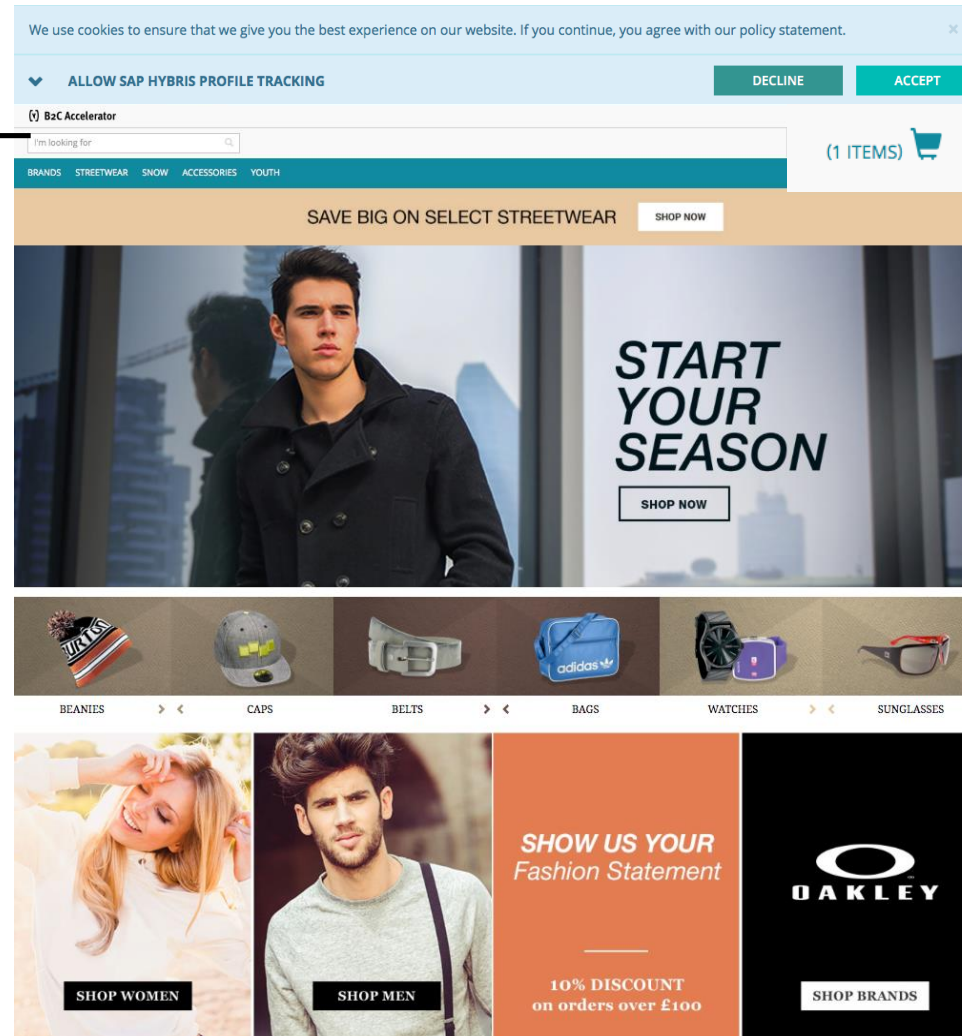
This data can be used to **UNDERSTAND** your customers better, and **PERSONALIZE** the commerce experience



How you can personalize your site with collected customer behavioral data

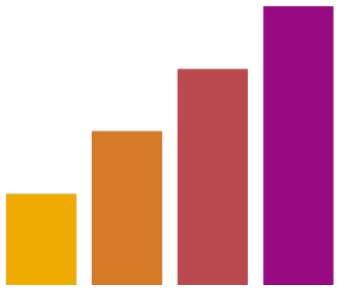
Personalize search results for the individual

Personalize content slots and make them unique to the individual

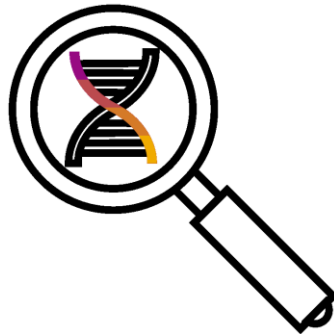


Gather consent to collect customer's data on your channel for personalization use cases

Benefits of SAP Commerce Cloud, Context-Driven Services

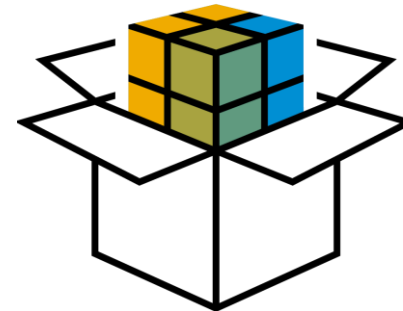


Drive conversion rate and raise the average order value and sales



Expand your offerings to a large audience of anonymous customers

ALL in REAL-TIME



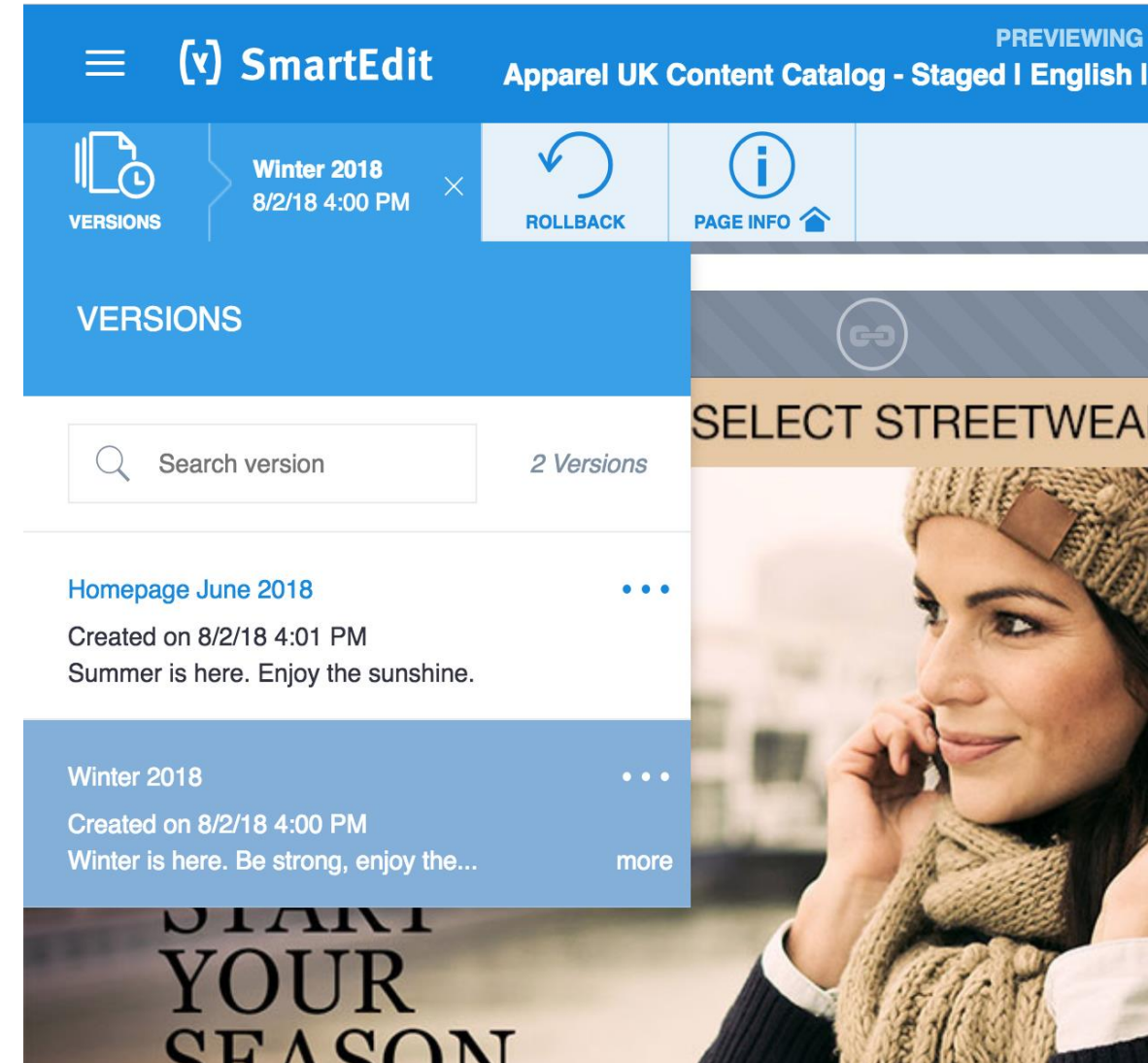
Integration with SAP Commerce Cloud enables a unified personalization solution with one point of data capture



Boost the customer experience and increase customer satisfaction and loyalty by understanding your customer from first click

SmartEdit

- Content versioning
 - Keep track of any changes made to a page
 - Preview and roll-back to earlier version(s)
- Page management enhancements
 - Set any primary page as the homepage
 - Permanently delete pages in trash or restore them



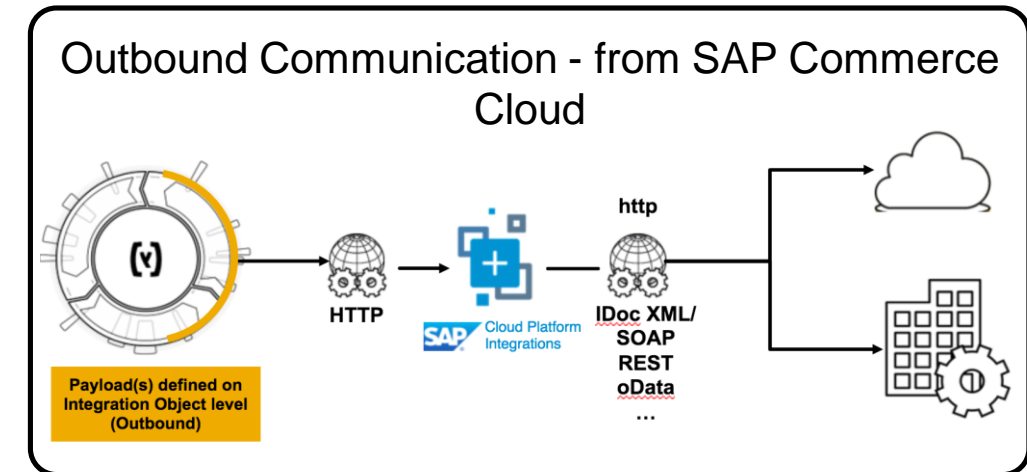
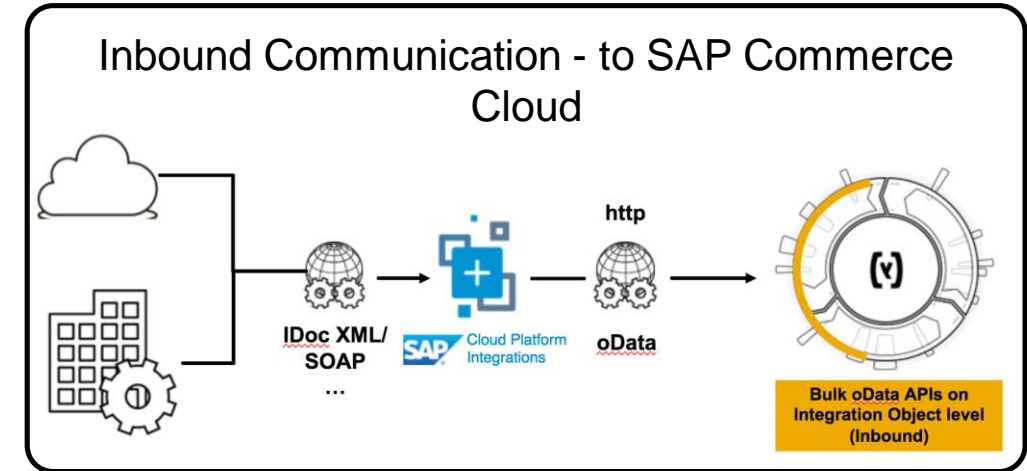
Benefits of SmartEdit new features

- Increase the business user experience and efficiency
- Maximum flexibility to adapt to quickly changing business requirements
- Intuitive and easy to use interface for business users



SAP Integrations

- Introducing the new Integration Strategy for SAP Commerce Cloud
 - based on public Integration APIs
 - leverages SAP Cloud Platform Integration (SCPI) for master data synchronization and process integration
- Content package for inbound and outbound integration with SAP ERP and SAP S/4HANA



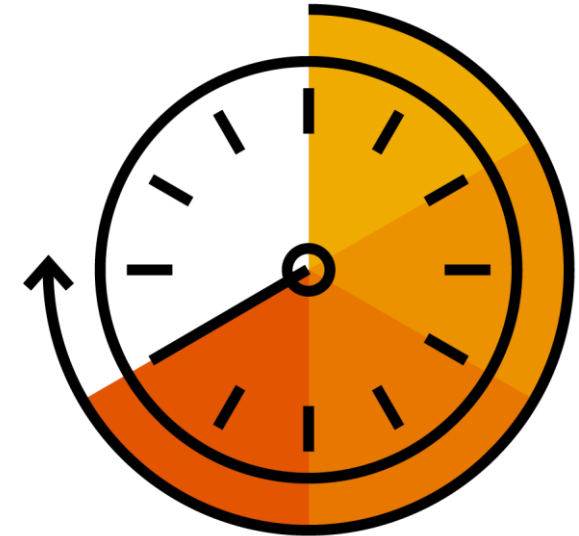
Benefits of SAP Integration



Provide a truly holistic customer experience throughout the complete customer lifecycle



Safeguard and accelerate your integration projects with out-of-the box integration content, unlocking efficiencies, and reducing total cost of operations (TCO)

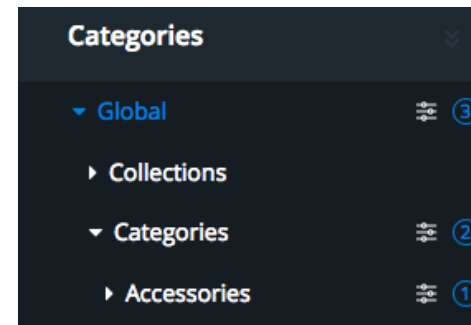
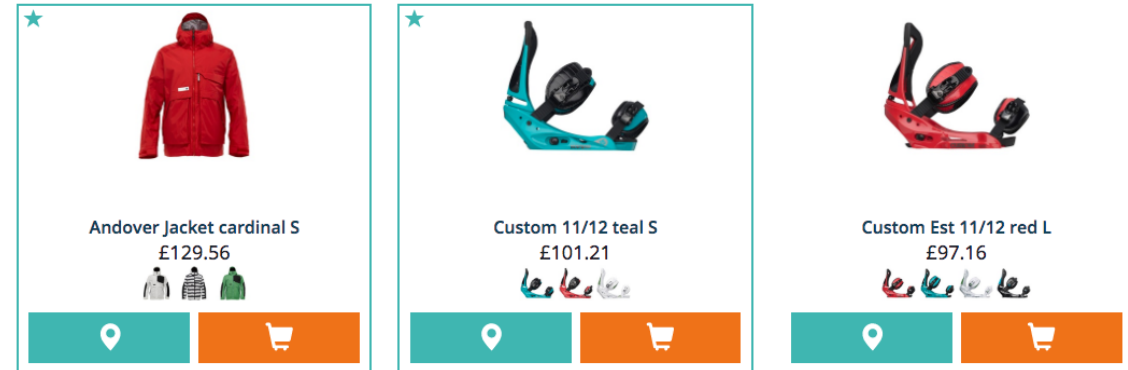


Increase time to value

Adaptive Search enhancements

- Manage Promoted Items via menu item options e.g., Show on Top, or Highlight Promoted Items
- Marked Categories with Search Configurations are now clearly marked
- Improved Synchronization of Search Profiles showing a real time status

254 Products found



Search profile context: defaultApparelUk - Category Aware Global / Categories ⓘ



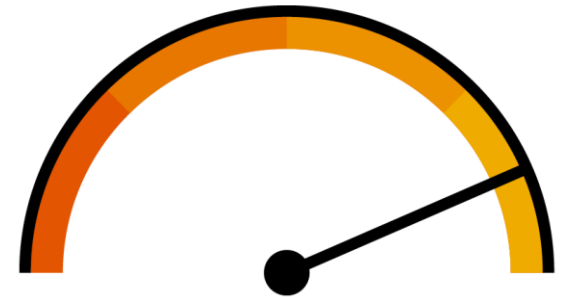
Benefits of Adaptive Search enhancements



Increase the customer shopping experience with targeting promoted items



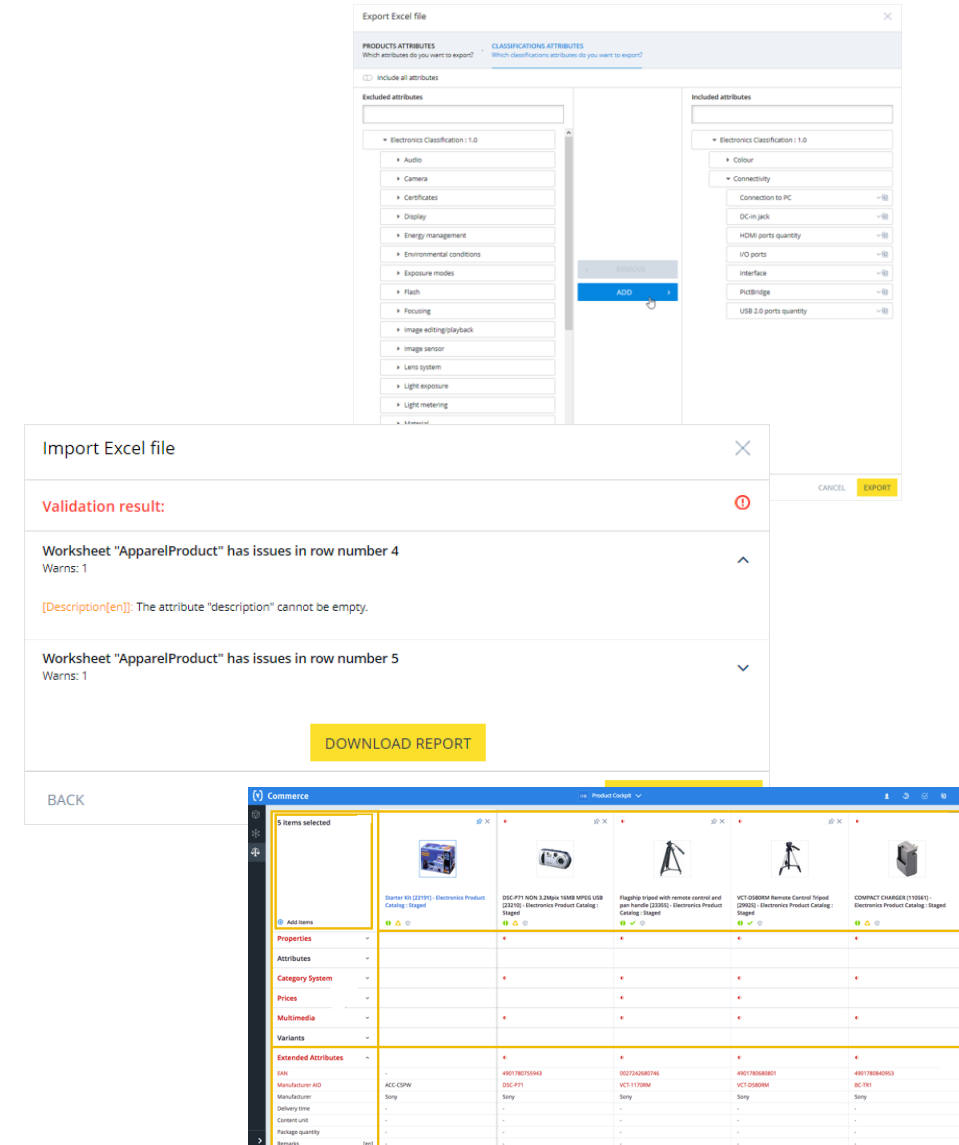
Better and increased business user efficiency and satisfaction



Increase time to value

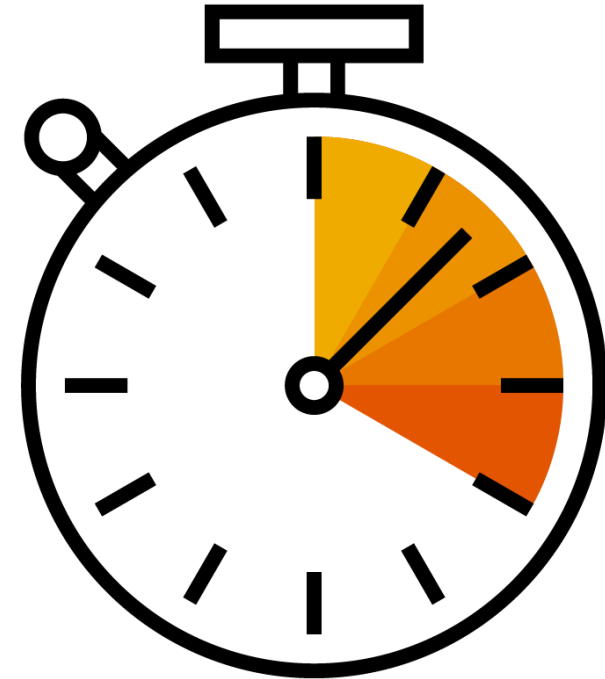
Backoffice Product Content Management enhancements

- Classification System in Microsoft Excel Import/ Export
 - You can now import and export classification classes and their attributes
- The validation engine is now integrated with Microsoft Excel Import
 - Validation constraints created with different severity levels are applied to the Excel import
- New enhancements in the assortment and compare views
 - Assortment view now uses solr search
 - Compare view UI improvements



Benefits of Backoffice Product Content Management enhancements

- Allow business users to easily and effectively fulfill complex business tasks
- Increase business productivity and efficiency



Q&A

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