SAP® Commerce Cloud

Captivate Today's Savvy Buyers with a Comprehensive Commerce Platform

> Rather than prompting customers to navigate through complicated sites, businesses should deliver what customers are looking for straight to them. Potential buyers want direct, digital access, one with more transparency and a streamlined path to purchase.[1]

82%

of smartphone users consult their phone for purchases they are about to make in-store.

Win Your Customers' Loyalty

Create a Personalized Commerce Experience on Every Channel

Make an Impact with a Consistent Customer Journey

New ways of shopping create new ways to generate revenue. But to seize these opportunities, businesses need to create a consistent, impactful omnichannel experience. And this is true for B2B customers, as well as B2C. No matter where or how they prefer to shop, potential customers are seeking a quick and easy path to finding and purchasing the ideal product. Personalized pricing, targeted product recommendations, customer reviews, and a wide selection of payment options are now the norm and customers expect rich product content to help them make the right purchase.

SAP Commerce Cloud provides a single, feature-rich platform for your omnichannel strategy, tightly integrated with your back-end solutions and covering everything from product content management to order fulfillment and returns. The solution supports B2B, B2C, and B2B2C business models and enables you to provide a personalized commerce experience across all channels and at every stage of the buyers' journey.

What Benefits Does SAP Commerce Cloud Offer?

- **Present your products in the best light:** Built-in product content management enables you to provide detailed product information in clear and attractive formats.
- **Create personalized commerce experiences:** Context-driven services allow you to deliver targeted, relevant content and offers at exactly the right moment.
- **Boost customer loyalty:** Support for different buyer types including resellers and distributors, tailored price lists, and intelligent remarketing ensure your customers keep coming back.
- **Simplify order fulfillment:** Manage all orders in one place and give your customers the freedom to choose how they receive their purchase.

If you want to give your customers an engaging, personalized experience on every device, SAP Commerce Cloud is the solution you've been looking for.

[1] Source: "Four Steps to Improve Your Digital Customer Experience", Bertram Schulte, Digitalist Magazine

Show the World What You Have to Offer

No matter what you are selling, it is important that your customers have all the information they need at a glance. However, keeping your product catalogs up to date can be time-consuming – especially when you have multiple channels to deal with. SAP Commerce Cloud has built-in product content management functionality to give you greater control of your customer experience. Make it simple for your customers to find what they want with clear product categories, engaging descriptions with images and videos, and advanced targeting. You can also put new content online in less time thanks to simplified content creation and approval processes.

Combine the Best Parts of B2B and B2C

With SAP Commerce Cloud, you can give your customers the choice of options they expect. The solution supports different buyer types, purchasing processes, payment options, and order arrangements. The Order Management Cockpit allows you to manage your inventory while offering your B2C customers the choice to collect products in-store or have them delivered. You can also give your B2B customers the convenience they are used to in their private lives: SAP Commerce Cloud allows them to manage their own accounts, assign access rights, and set up purchasing limits. Moreover, you can reinforce your B2B relationships with customer-specific pricing.

Simplify the Buying Experience

Guide your customers to the products they are searching for with relevant, personalized content and advanced search and navigation functions. SAP Commerce Cloud can visualize even the most complex product configurations and specifications. The solution also makes it easy to modify your site's layout so you can create contextual experiences targeted at specific customer segments.
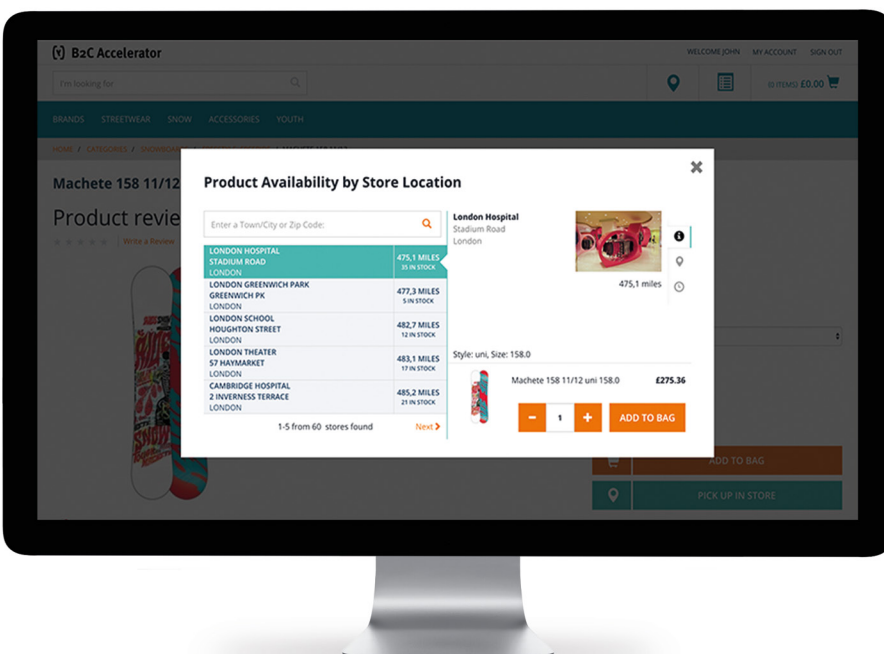
Ensure omnichannel commerce runs smoothly with all information on products in one place, including in-store product availability.

SAP Commerce Cloud comes with many pre-built integrations to other solutions, including SAP S/4HANA, SAP ERP, and the SAP C/4HANA suite.

You can also accelerate your time to value with industry-specific capabilities for financial services, travel, telco and media, and the public sector.

Thanks to our experience working with customers in the B2B and B2C segments, itelligence can support your commerce projects from start to finish. We have hundreds of dedicated commerce consultants around the world to help you get your revamped commerce experience online as quickly as you need it.

Why itelligence?

itelligence has worked with businesses of all sizes for nearly three decades to help them get the most out of their SAP solutions. We support companies throughout their entire SAP journey, from planning to consultation, implementation, operation, and managed services.

Find out how itelligence can help you reinvigorate your commerce platform.

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