



Your Path to **SAP[®] C/4HANA**

The Customer Experience Revolution

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Customers in Control

Today's customers want personalized experiences with your brand, but they don't want to feel that you are invading their privacy or behaving in ways they find creepy. To meet these demands, you need technology that helps you create a series of moments that feel genuine and inspire confidence. The SAP® C/4HANA suite enables you to **build stronger relationships with customers** while earning and keeping their trust.

DELIVERING AN EXCEPTIONAL CUSTOMER EXPERIENCE

Disappointing customer experiences have led consumers to exert their independence and take charge of relationships with their favorite brands.

They don't think of their relationship in terms of business-to-business (B2B) or business-to-consumer (B2C). Instead, we are living in a "Me2B" world. Rather than the business driving the relationship, consumers choose the businesses they want to engage with, decide which interactions they want to have, and dictate the terms and scope of each interaction. And if they are unhappy with you, they will quickly take their business elsewhere.

Today, consumers readily communicate through social media while accessing information anytime and anywhere using mobile devices. Industries are being disrupted – and even transformed – by technologies, Big Data, and the ever-changing needs of customers.

And digitally native millennial consumers have higher expectations of companies that they interact with. They prefer doing business with enterprises that align with their values and demonstrate a sense of purpose. What's more, they have less patience for a poor customer experience. As a result, customers now hold the power in today's business relationships.

This paradigm shift to Me2B is a big change for most businesses. Forget the idea that your company is "managing" the customer relationship. The customer is in charge.

It's time to adopt a new approach – one that puts the customer, not your sales, at the center of the relationship. You must gain proper user consent before communicating with prospects and customers and honor their preferences on issues such as channels, message frequency, and online tracking. And never, ever behave in a way that customers perceive as creepy.



Customers hold the power
in today's business relationships.

Foundation for the Me2B World: **SAP C/4HANA**

BUILDING TRUSTED RELATIONSHIPS

Alex Atzberger

President, SAP Customer Experience

Despite different products, business models, and motivations, at the top of every boardroom agenda is the customer experience. Leading companies are prioritizing the ability to give people what they want when they want it and using their preferred methods of interaction. In doing so, these companies are reshaping the entire end-to-end customer experience and reframing their business approach.

Think of it: a domestic appliance giant that now sells better taste to its customers; the department store that starts the personal shopping experience at the parking space; and the airline that is reimagining its entire business model to put customers at the center of the booking process.

These might seem like simple shifts in perspective. Yet executing them requires a revolution in end-to-end business processes – one that focuses on building **customer trust**. To achieve this goal, you must do three things:

- Develop a single view of each customer
- Connect your processes to the customer journey
- Deliver on your brand promises to the customer

SAP C/4HANA brings together customer data management, machine learning (ML), and microservices to power real-time, intelligent customer engagements across sales, customer service, marketing, and commerce. With five cloud portfolios that work individually and together, SAP C/4HANA helps you manage and transform relationships with your customers.

Now, your customers can enjoy dealing with just **one entity in a single process** – from awareness and consideration right through payment, receipt, and nurture. Your business processes can be linked in the same way – from lead, opportunity, and quote to fulfillment, customer service, and invoicing.

And SAP C/4HANA integrates with SAP S/4HANA®, simplifying the links and smoothing the path from the back end to the front end in one simple process chain. By combining SAP S/4HANA with SAP C/4HANA, you can treat each customer as an individual rather than as a mere sales opportunity.

To unify demand with the supply chain, your enterprise must deliver intelligence that combines information across your customer experience suite with the ERP digital core. Imagine if your order management process could be enhanced with artificial intelligence (AI), for example. Using information such as customer preferences, shopping history, available inventory, and logistics information from SAP C/4HANA and SAP S/4HANA, you automatically know the right products to recommend, their availability, and the best way to ship them to your customer.

SAP Customer Experience solutions unlock a world of digital innovation, customer value, and growth that builds trusted relationships between brands and customers. Delivered through the SAP C/4HANA suite, these cloud solutions empower businesses to manage the complete customer experience.

ARCHITECTING AN INTELLIGENT ENTERPRISE

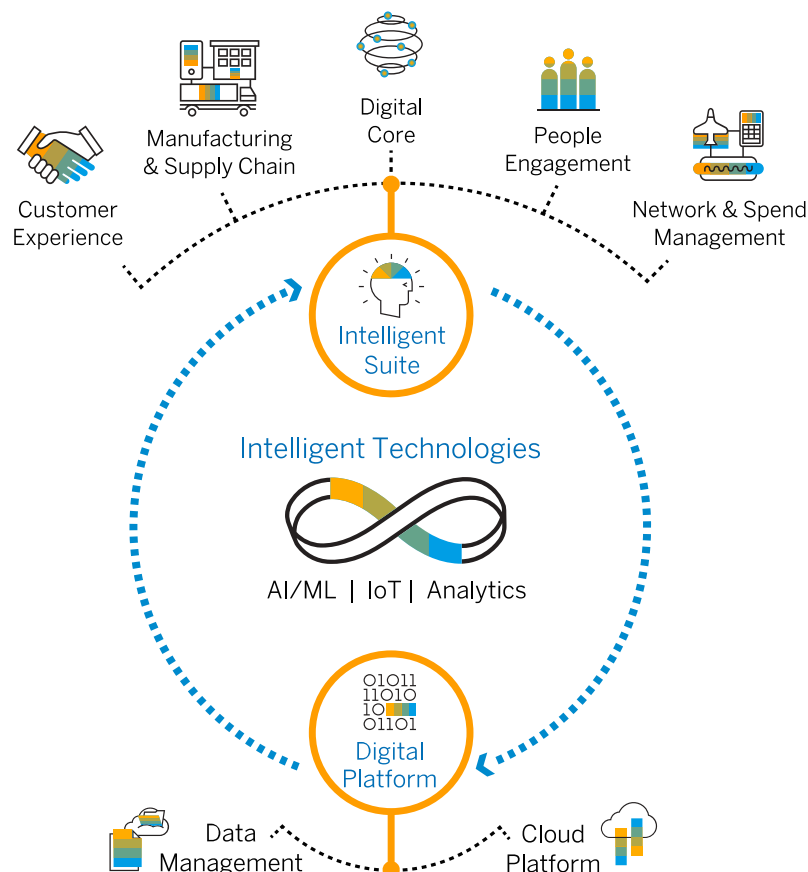
Delivering a holistic customer experience that intelligently connects all enterprise processes, information, and transactions is essential to creating the interactions expected by the Me2B generation.

Intelligent enterprises effectively use their data assets to achieve their desired outcomes faster – and with less risk. By using emerging technologies such as AI, ML, the Internet of Things (IoT), and advanced analytics, our solutions help you eliminate repetitive tasks, so employees can work more productively and focus on higher-value activities. With these tools, employees can engage more effectively with your customers and create an unforgettable, next-generation customer experience.

The Intelligent Enterprise features three key components (see Figure 1):

- Intelligent suite – Helps you automate day-to-day business processes and improve interactions with customers, suppliers, and employees using applications with embedded intelligence
- Digital platform – Facilitates the collection, connection, and orchestration of data as well as the integration and extension of processes in integrated applications
- Intelligent technologies – Enable the use of data to detect patterns, predict outcomes, and suggest next-best actions

Figure 1: Components of the Intelligent Enterprise



CREATING A UNIFIED CUSTOMER EXPERIENCE WITH SAP C/4HANA

Figure 2: Unified Customer Experience



CONNECTING THE DEMAND AND SUPPLY CHAINS

To deliver a holistic customer experience requires end-to-end integration across the total value chain of your customers. Customers want their processes to run end to end while connecting the demand chain with the supply chain. They also need to connect customer experience solutions with the digital core of their business, including operational and supply chain solutions.

With SAP C/4HANA, we embed and infuse intelligence across the portfolio to automate processes and help you focus on the right activities at the right time. You'll know when to optimize target groups and campaigns, when to recommend next-best actions such as up-selling or cross-selling products or services, and when to help your sales team focus on the most promising leads and opportunities.

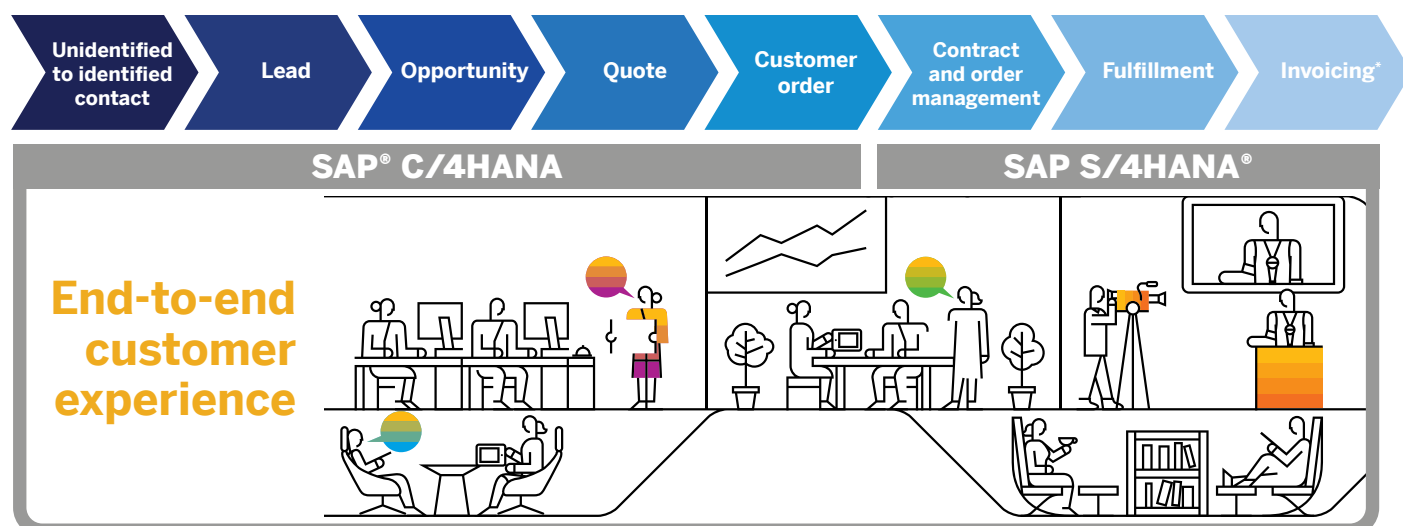
Optimizing the Lead-to-Cash Process

When we consider the customer experience, no process offers as much improvement potential as the lead-to-cash process. Spanning the complete value chain of a company, this process can begin with an unidentified contact and end with

collecting payment or inspiring a customer to recommend the business to someone else. It connects a prospect's interest in buying to the company's realization of revenue, bringing together front-office and back-office systems. Lead to cash is typically one of the most important business processes – and because of its inherent complexity, one of the most difficult to streamline and optimize.

SAP C/4HANA optimizes the customer experience by pulling together the demand chain and the supply chain in a holistic manner (see Figure 3). The suite puts your customer at the center of everything, offering an end-to-end customer master data strategy. You can coherently track and manage everything from the first digital contact by a prospect to late-stage customer communications. The solutions help you create personalized, transparent experiences that boost engagement and build trust in your brands. And with its connection to our digital core solutions such as SAP S/4HANA and SAP S/4HANA Cloud, SAP C/4HANA helps deliver the insight and information you need to go from prospect to customer to fulfillment to invoicing and billing.

Figure 3: Unified Solution Suite for Lead-to-Cash Processes



*Agile billing solution in SAP C/4HANA

Complete Services for Your Digital Transformation Journey

REALIZING MAXIMUM VALUE FROM SAP C/4HANA

The SAP Customer Experience organization offers a full suite of services that address the entire life-cycle of solution planning, activation, and delivery (see Figure 4). Our services also help ensure that your implementation of SAP C/4HANA aligns with your most important business objectives. In this way, we act as a trusted partner in your digital transformation journey while helping you gain maximum value from SAP C/4HANA.

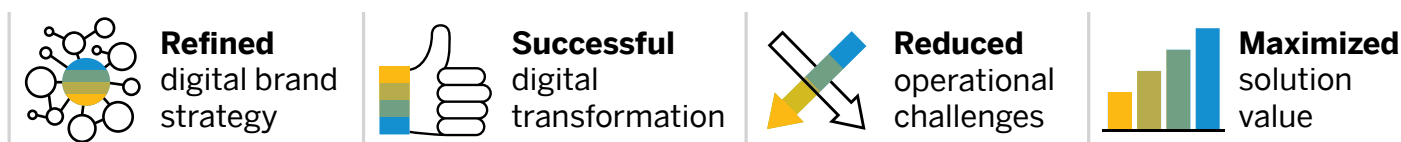
Our team provides four types of expert services:

- **Align** – Drive opportunities aligned to your desired business outcomes using all elements of the SAP C/4HANA suite
- **Plan** – Create a path to success, prioritizing the solutions and features for implementation and deployment
- **Activate** – Use best practices to plan, activate, and enable the right resources from our organization and your team
- **Deliver** – Deploy modular solutions, create minimum viable products, and employ the best of the SAP C/4HANA cloud solutions to meet your business needs

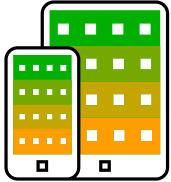
Figure 4: Suite of Services for SAP C/4HANA



The **benefits** of these services are clear, including:

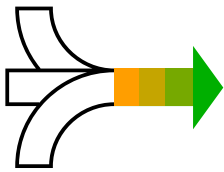


The Promise of SAP® C/4HANA



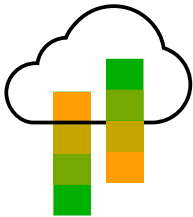
Harmonized, consistent user experience

across devices to empower employees to do more, faster



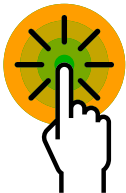
End-to-end processes

across clouds to deliver connected customer journeys



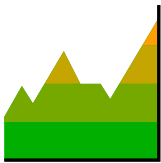
Cloud platform services

for the Intelligent Enterprise to deliver customer-centric processes and better outcomes



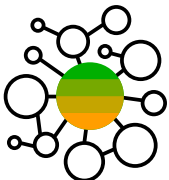
Business and master data services

to provide a single view of your customer with synchronization of operational and customer data



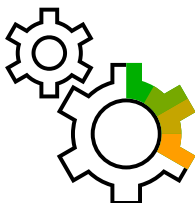
Intelligent applications and analytics

using AI and ML to deliver individualized experiences at scale



Extensibility and integration

for consistent and integrated customer experiences from demand to supply chain



Open ecosystem

with microservices-based architecture for continuous delivery of new industry and business services and extensions

Road Map for SAP C/4HANA

PLANNING AND DEPLOYING SOLUTION ENHANCEMENTS

To deliver engaging, satisfying experiences, you need a set of solutions that works together seamlessly and is regularly enhanced to meet changing customer expectations. This is exactly where SAP Customer Experience can help you excel.

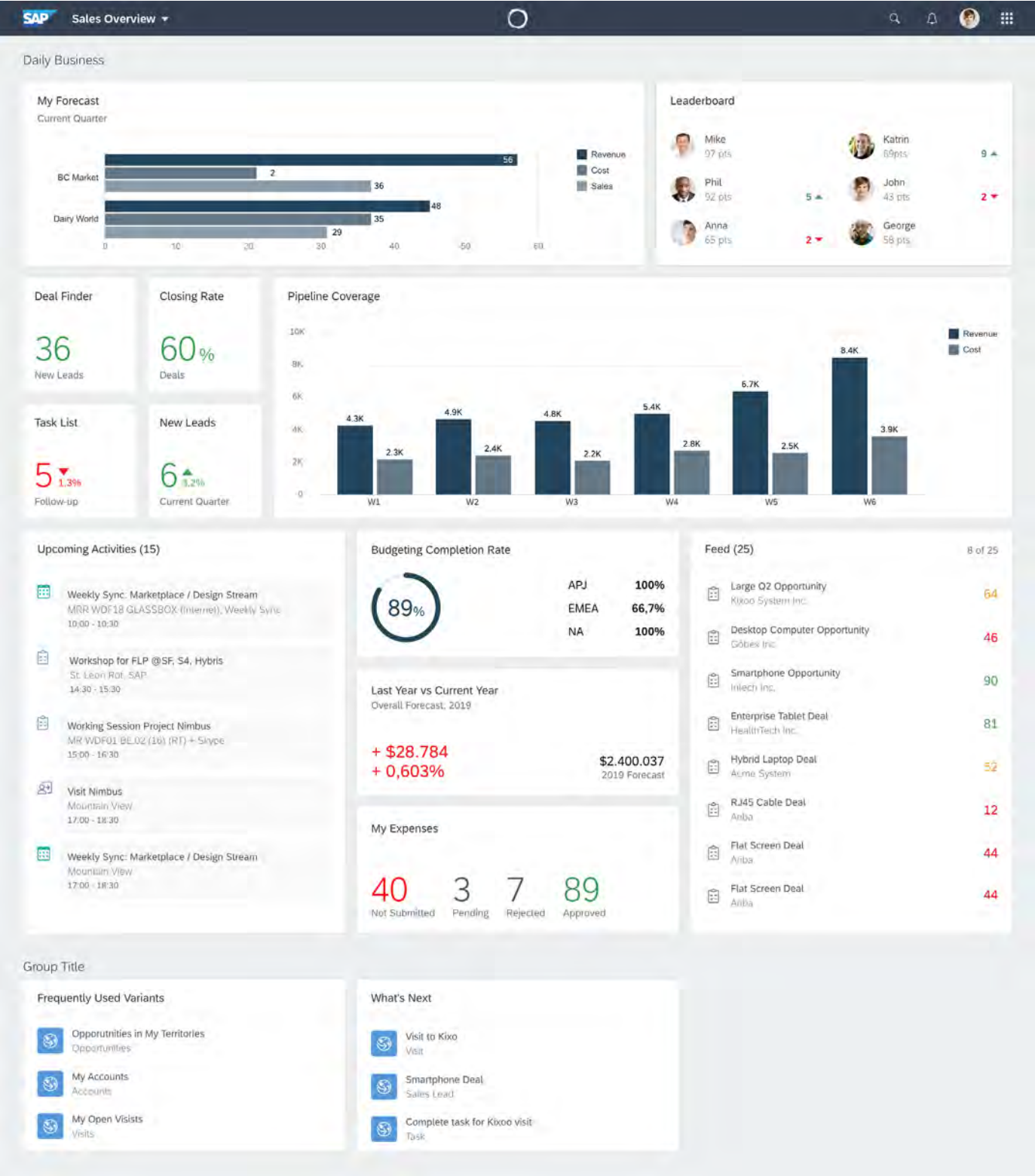
WHAT'S NEW, WHAT'S NEXT, WHAT'S IN THE WORKS?

The road map for SAP C/4HANA includes a wide variety of new features and functionality that will help you meet your customer experience goals. Following are only a few of the main enhancements that we recently incorporated into SAP C/4HANA and have planned for upcoming solution releases.

	Recent innovations	Planned innovations ¹	Future directions ¹
User experience	<ul style="list-style-type: none">Flexible, modular user interface design with support for nonproprietary coding languages	<ul style="list-style-type: none">Release of SAP Fiori® 3.0 design languageA unified user experience across all SAP® C/4HANA solutions	<ul style="list-style-type: none">Conversational user interface (see Figure 5)Integration of artificial intelligence capabilities into the user experience of SAP C/4HANA solutions
Platform services	<ul style="list-style-type: none">Addition of simplified extension framework with project “Kyma,” improving the openness of the SAP solution ecosystemCompletion of limited beta program for “Kyma,” extending the value of the technology to additional companies	<ul style="list-style-type: none">Release of SAP Cloud Platform Extension Factory to help companies develop and provision microservices and serverless functions, simplifying the use of business extensionsOffering of a unified data model through a centralized API on SAP Cloud Platform, unifying customer data into a single golden record	<ul style="list-style-type: none">Expansion of SAP Cloud Platform Extension Factory, with support for a comprehensive lead-to-cash processExtension of common technical services into an administrative portal, creating a single source of information about request monitoring, release schedules, lifecycle management, user rights, and single sign-on
Business services	<ul style="list-style-type: none">Simplified master data management with additional services on SAP Cloud PlatformConsent and preference-driven data collection and transparency, building trust with customers and protecting the business	<ul style="list-style-type: none">Support for extensions for SAP Customer Data Cloud solutions, delivering live, consent-driven experiences for both B2B and B2C usersIntegration between SAP C/4HANA cloud solutions and central master data services on SAP Cloud Platform, reducing point-to-point integration, centralizing cloud-based master data services, and simplifying integration programs for master data	<ul style="list-style-type: none">Reusable services for customer master data, bringing all information together into a single view of the customerFurther extension of reusable services for products, orders, and shopping carts

1. This is the current state of planning and may be changed by SAP at any time without notice.

Figure 5: Sample Conversational User Interface



Strategic Co-Innovation

DRIVING EXPONENTIAL VALUE WITH SAP C/4HANA

To truly transform the customer experience, companies need to focus on optimizing the entire customer journey. This shift requires new approaches, processes, and technologies.

That's where SAP Customer Experience Labs can help. Through strategic co-innovation engagements, we support business model transformation with design thinking sessions and proof-of-concept exercises. Our mission is to help organizations become more agile and deliver solutions quickly into the market – enabling successful breakthrough innovation at low risk.

FOUR FOCUS AREAS: FROM IDEA TO IMPACT

Our research and development team routinely scales interesting technologies into impactful business solutions.

Blockchain

Blockchain addresses the challenges of managing sensitive data by enabling decentralized consent management, data storage, and transparent, yet protected, transactions. It accommodates the creation, exchange, and management of identities through digital properties. In one recent showcase, we developed a portal that securely stores a patient's health records. Individuals fully control access to their sensitive data and share blockchain-verified data with authorized third parties. Access to stored data is managed through the portal, and consent management relies on smart contracts that process permissions according to time, event, and action.

Machine Learning and Image Recognition

We are reimagining retail scenarios for global brands, bringing about new opportunities for engagement and selling. Our FashionLabs prototype, for example, uses ML and image recognition to turn real-life objects into shoppable digital content. Consumers can shop the offerings and make purchases using their mobile device. Retailers can identify factors leading up to the purchase decision so they can create experiences that inspire consumers to buy.

Augmented Reality and Gamification

Numerous business scenarios can be supported by augmented reality (AR) and gamification. Companies can easily use 3D avatars and AR to boost performance during employee training, drive customer adoption of mass-market products, or create next-generation loyalty programs to encourage repeat purchases. We can evolve existing in-store infrastructures into AR platforms that consumers can engage with and integrate sales and marketing cloud solutions for full-spectrum omnichannel experiences.

Virtual Reality and Digital Twins

Thanks to advanced hardware and new frameworks, field technicians can use new virtual reality and augmented reality applications, such as digital twin modeling, to reinforce traditional support systems. With built-in AI and ML functionality, SAP Service Cloud solutions make it simpler and more efficient to create representations of real-world conditions, communicate current service issues, and provide professional support and guidance.

Case Studies

PUTTING YOUR CUSTOMERS FIRST

Companies from around the world are using SAP® Customer Experience solutions to grow closer to their customers.

FC Bayern München AG

[Learn more](#)

Industry

Sports and entertainment

SAP Products

SAP® Commerce solution; SAP Marketing solution

Benefits

80% increase in revenue with new site visitors

36% increase in revenue via mobile

11% reduction in shopping cart abandonment rate



One of the key aspects of the Digital 4.0 project was to map the fan data contained in 52 third-party systems into one platform, providing the data in real time and to have a 360-degree view of our Golden Fan Record.”

– Michael Fichtner, CIO,
FC Bayern München AG

LIDS Sports Group (Hat World Inc.)

[Learn more](#)

Industry

Retail

SAP Products

SAP® Commerce Cloud solution

Benefits

15% increase in online conversion rate

More versatile customer experience with innovative tools

4% increase in e-commerce revenue



The time was right for us to look for an enterprise level platform. We evaluated the SAP Commerce Cloud solution and it suited our needs best. We are able to plan for the future and hit our targets in relation to revenue and growth.”

– Jeff Pearson, Senior Vice President
Marketing and E-Commerce,
LIDS Sports Group

Atlas Copco

[Learn more](#)

Industry

Manufacturing

SAP Products

SAP® Sales Cloud solution

Benefits

Streamlined administrative roles from 70 to 5

Quotes of highly configurable products and services

< 4 minutes

Fast solution adaptation to meet new market demands



With SAP Sales Cloud, we have increased efficiency, margins, deal size, order accuracy, and profit, but that's just the tip of the iceberg. We've experienced numerous benefits, starting with the ability to sell extremely complex products across the globe. For instance, the resulting integrations, automation, and centralization of data have saved the company an incredible amount of administrative time and money."

– Louis De Jaegher, Senior Process Manager, Atlas Copco

Bose Corporation

[Learn more](#)

Industry

Consumer products

SAP Products

SAP® Sales Cloud solution

Benefits

One complete solution instead of spreadsheets and paper notes

Better management visibility into sales activities

Regional **collaboration** with all data in one place



SAP Sales Cloud simply helps us sell more efficiently. Our European sales force has better insight into both customer needs and sales force operations. They can plan and execute visits more effectively and share results, which helps them operate as one harmonized sales team."

– Nils Oud, Manager of Business Systems, Europe, Bose Corporation



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The consumer-driven growth revolution will require all businesses to change their thinking. SAP's completeness of vision is **built to deliver what every CEO needs:** a single view of their consumer. Only SAP can provide fourth-generation CRM that seamlessly connects demand chain to supply chain for a customer experience suite unlike anything else on the market.

– Bill McDermott, CEO, SAP SE

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For all recent and planned innovations, potential data protection and privacy features include simplified deletion of personal data, reporting of personal data to an identified data subject, restricted access to personal data, masking of personal data, read access logging to special categories of personal data, change logging of personal data, and consent management mechanisms.

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