

Beyond CRM: a new era for Customer Engagement

SAP hybris - Customer Engagement & Commerce



Enrico Manzi – VP Business Development CEC – EMEA
Lisbon, November 4th 2015

Agenda

- Our World
- Addressing the change with Beyond CRM
Customer Engagement & Commerce Suite
- Example of Customer Profiling, Marketing & Commerce
- Conclusion and Q&A



TODAY'S WORLD IS DIGITAL

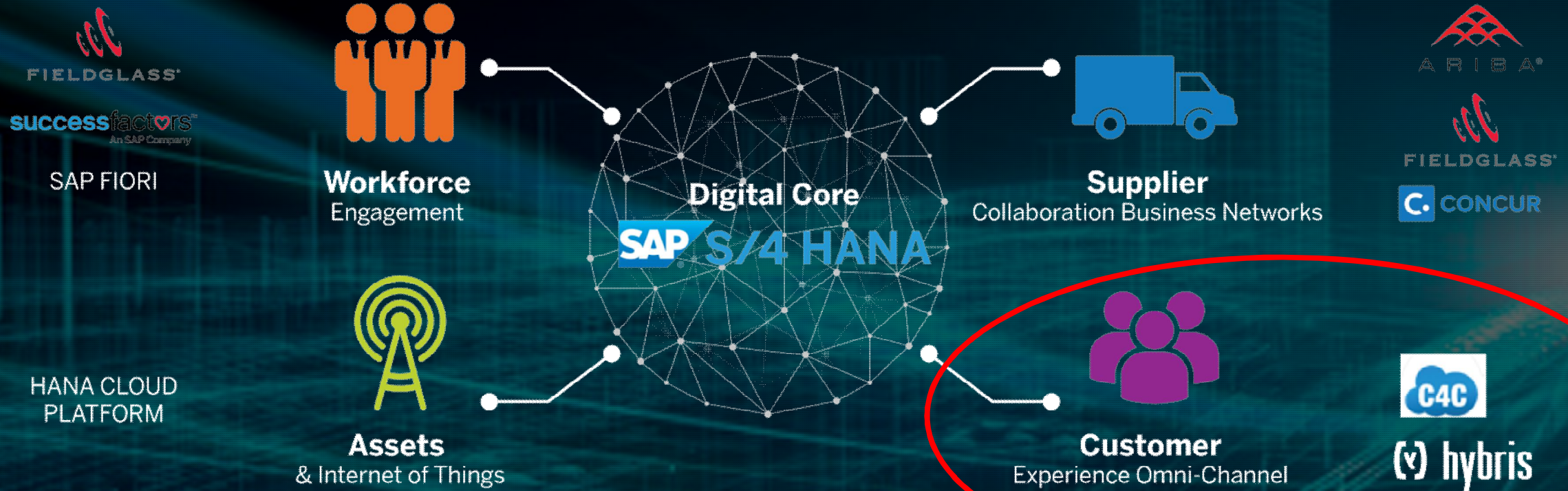


TODAY'S CUSTOMERS ARE DIGITALLY CONNECTED,
SOCIALLY NETWORKED, BETTER INFORMED, AND THEY
INTERACT WITH YOU IN EVERY CHANNEL

CUSTOMERS ARE IN CONTROL



MAPPING DIGITAL TRANSFORMATION



LACK OF END-TO-END INTEGRATION, OMNI-CHANNEL REACH
AND REAL-TIME ACCESS TO INFORMATION IS A BARRIER TO
CREATING LASTING CUSTOMER RELATIONSHIPS

TRADITIONAL CRM WAS NOT BUILT FOR THE ERA OF
CUSTOMER ENGAGEMENT

**DON'T RUN CRM.
RUN SIMPLE.**

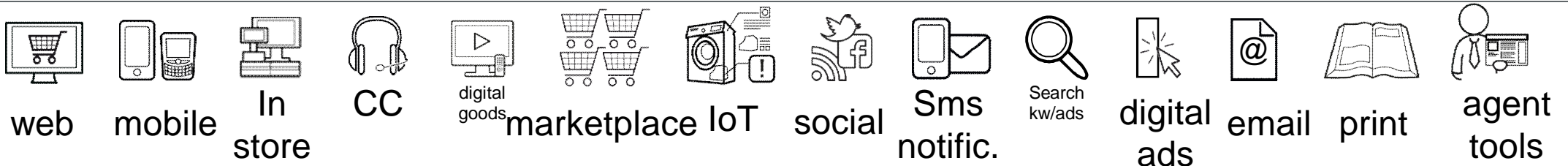
SAP CUSTOMER ENGAGEMENT SOLUTIONS

A STEP AHEAD OF CRM

SAP Customer Engagement and Commerce solutions go far beyond Customer Relationship Management (CRM). By fully integrating Marketing, Commerce, Sales, and Service, they're able to provide a seamless end-to-end customer experience. They're natively designed for mobile. And with a consistent experience across all solutions, SAP Customer Engagement solutions make it easy to engage your customers when and where it counts – across all channels and in ways that matter to them.

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SAP CUSTOMER ENGAGEMENT & COMMERCE PLATFORM



Experience Management

Industries

Commerce

Marketing

Service

Sales

Billing

Customer Data Hub

Infrastructure, Platform, Integration (HANA)

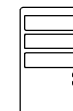
S/4HANA – ERP – Business Suite



Private Cloud

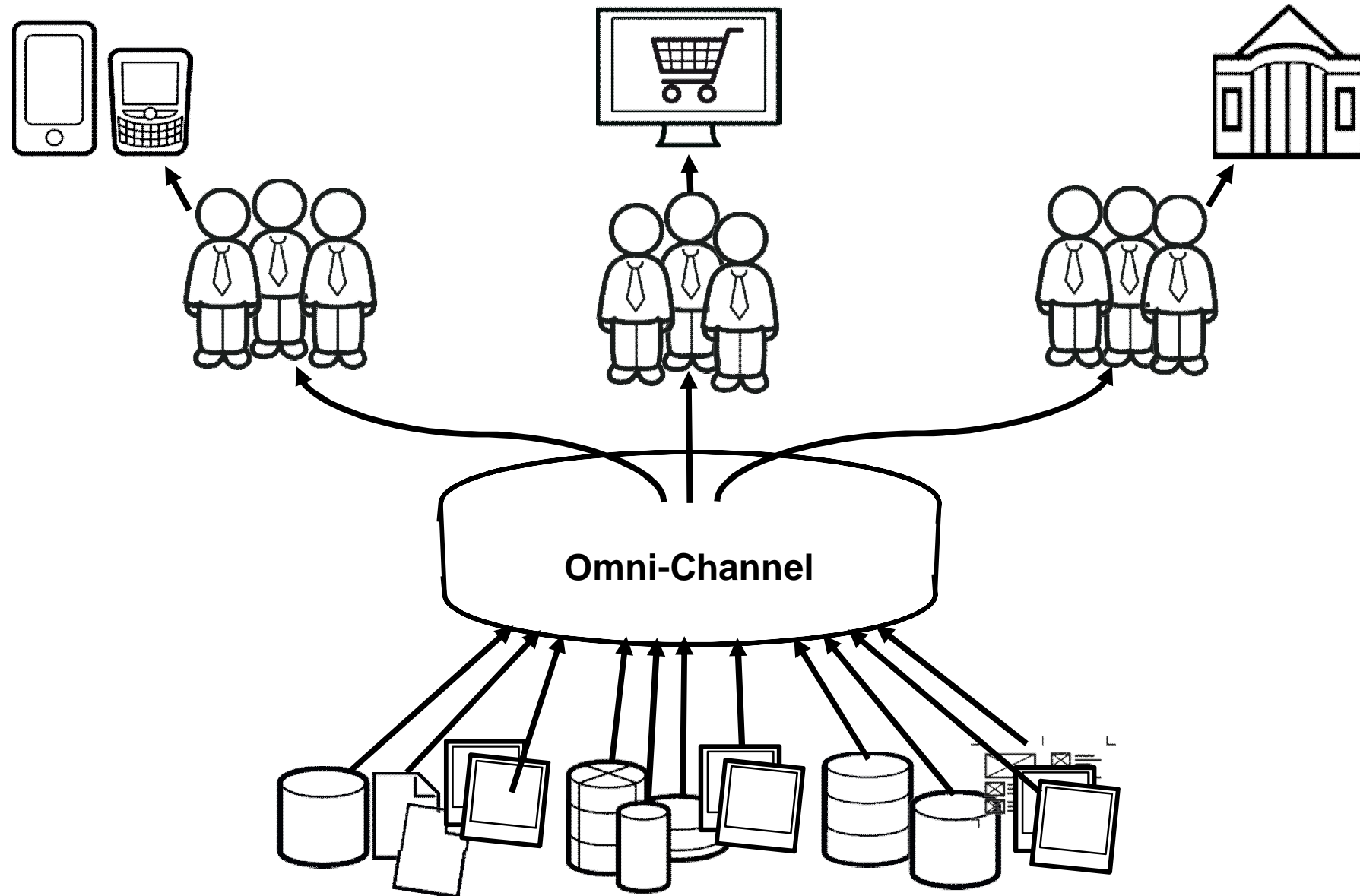


Public Cloud



On-Premise

Deliver a consistent user experience inspite of backend complexity



EMEA: CROSS-INDUS

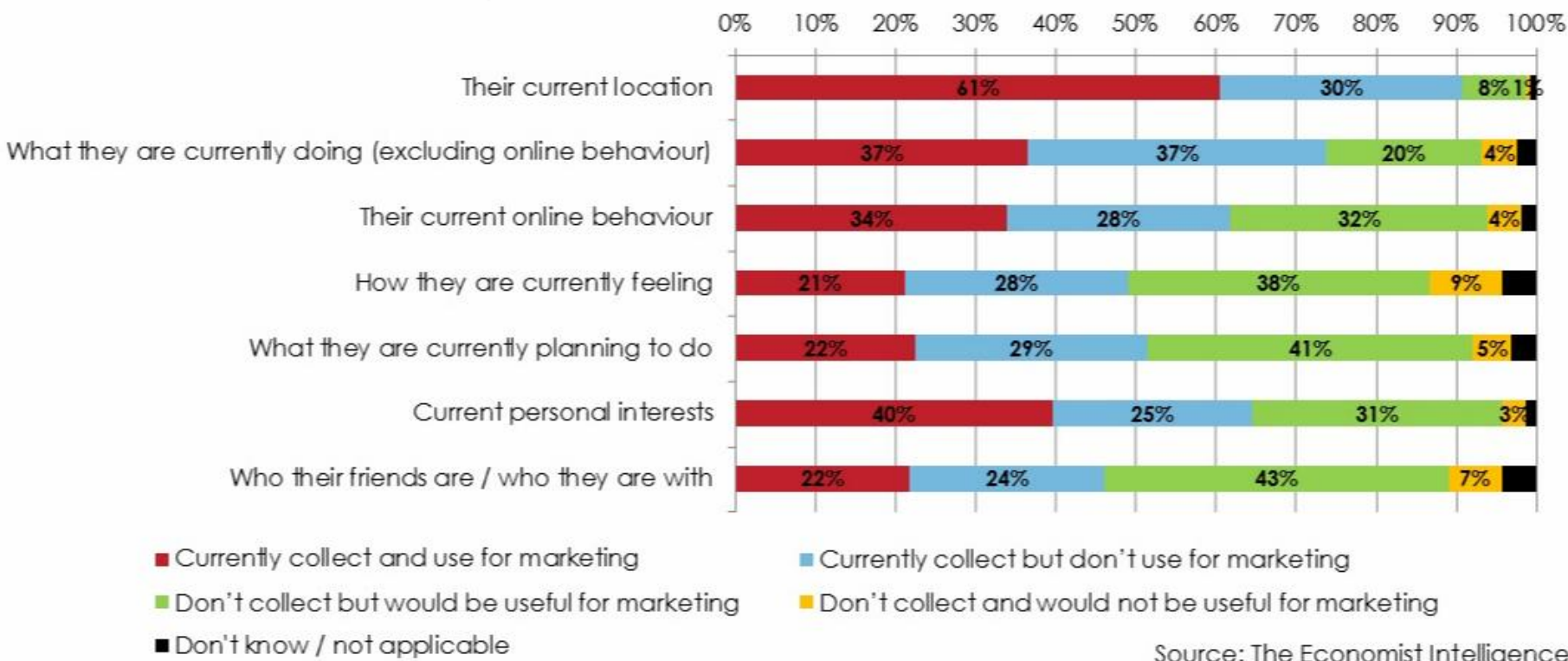
Western European marketi
customer base, but there i
'understanding customers

- Which of the
- Improving awareness and perc
 - Increasing customer engagement (e.
media)
 - Understandin
 - Impr
 - Becomi
 - Improving return on investment
 - Ensuring our marketing staff have the ri
and future activiti
 - Improving the

EMEA: CROSS-INDUSTRY EXECUTIVE SUMMARY

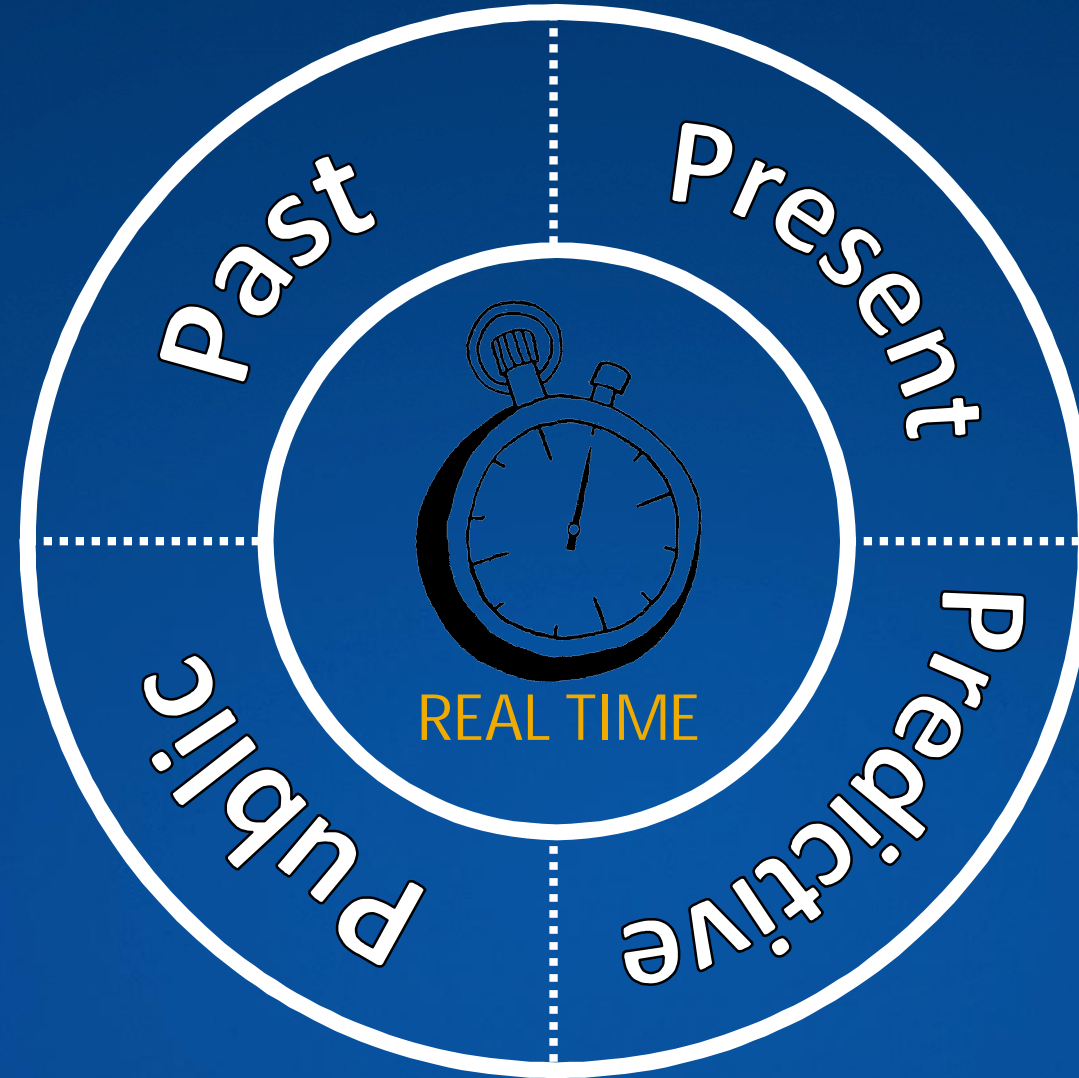
But while Western European companies collect a great deal of contextual information,
much of it goes unused.

What contextual information do you routinely collect about your customers?
What do you not collect that would be useful? % of total respondents



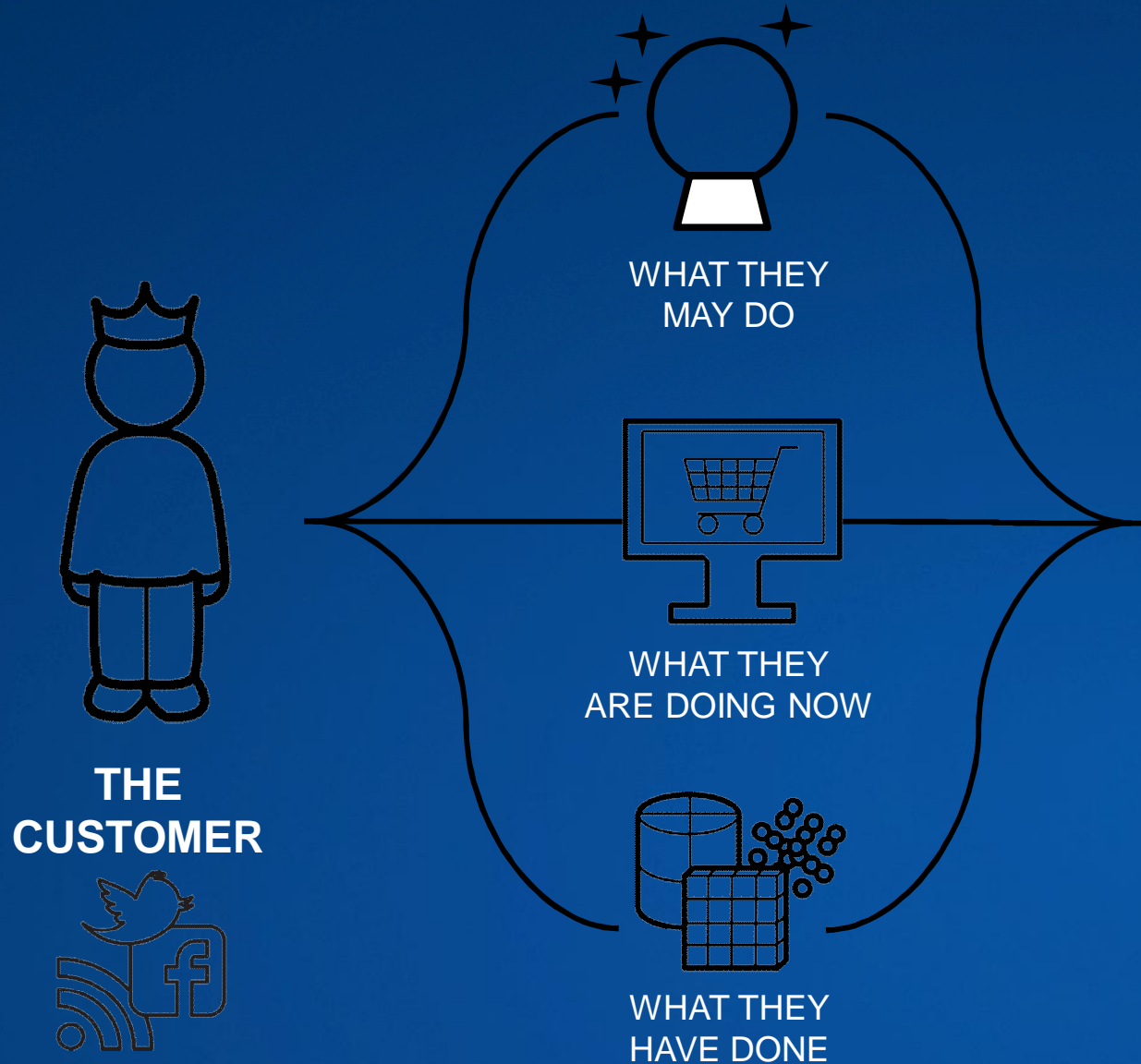
Source: The Economist Intelligence Unit

THE “CUSTOMER DONUT”



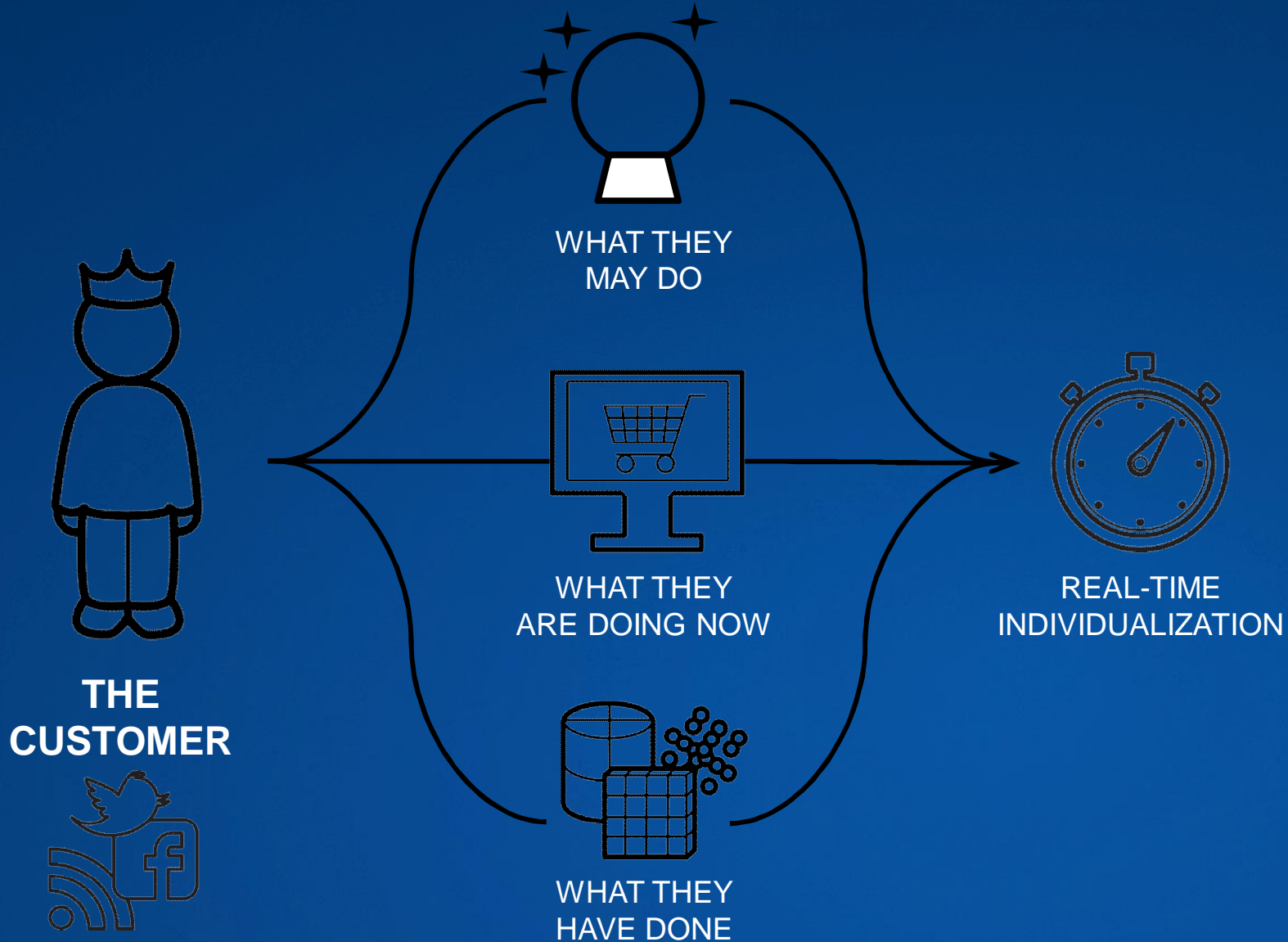
THE CUSTOMER DIGITAL JOURNEY

CONTEXT



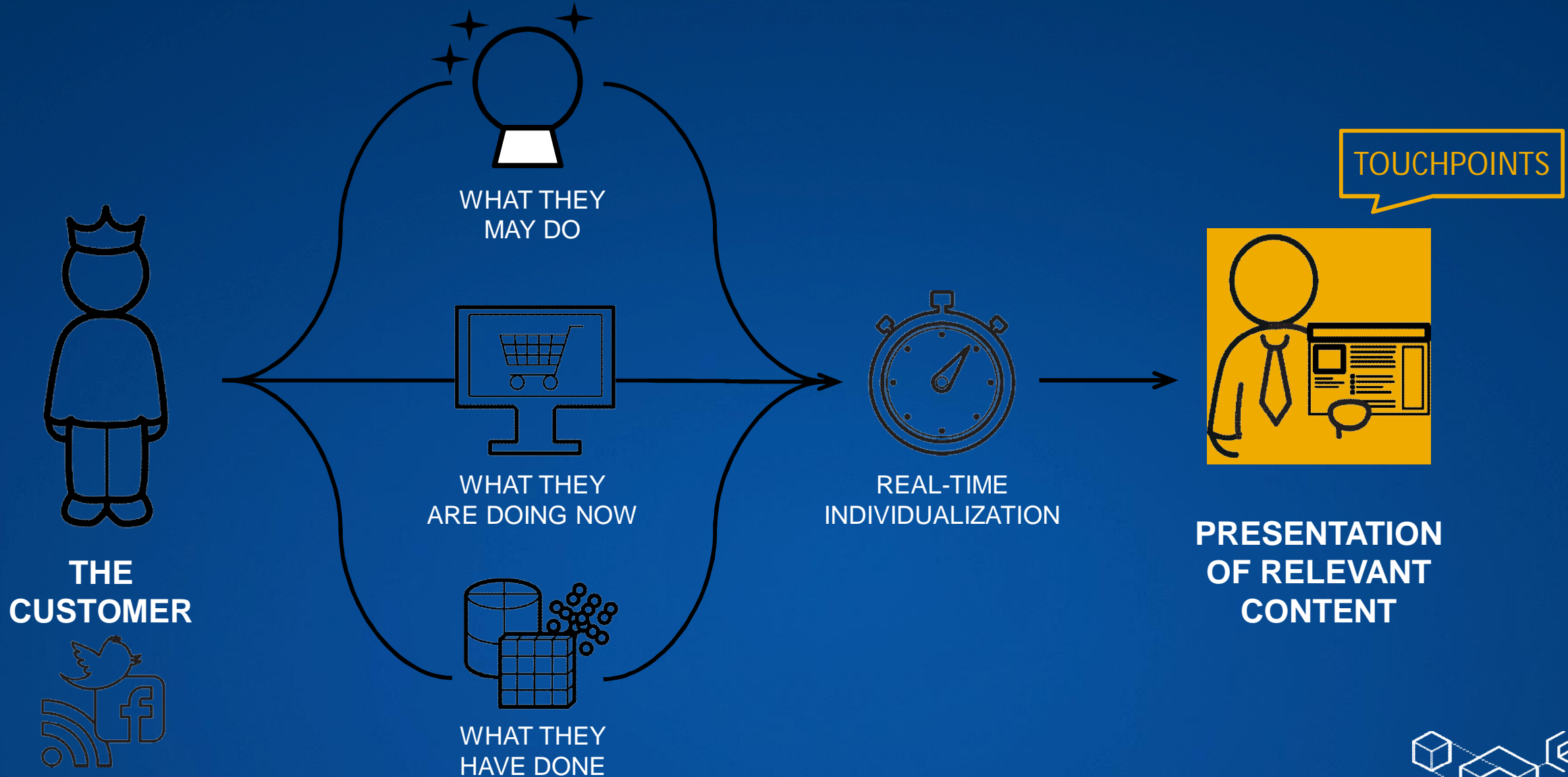
THE CUSTOMER DIGITAL JOURNEY

CONTEXT + REALTIME



THE CUSTOMER DIGITAL JOURNEY

CONTEXT + REALTIME + OMNICHANNEL



SAP hybris SOLUTIONS

TYPICAL DIGITALIZED PROCESS



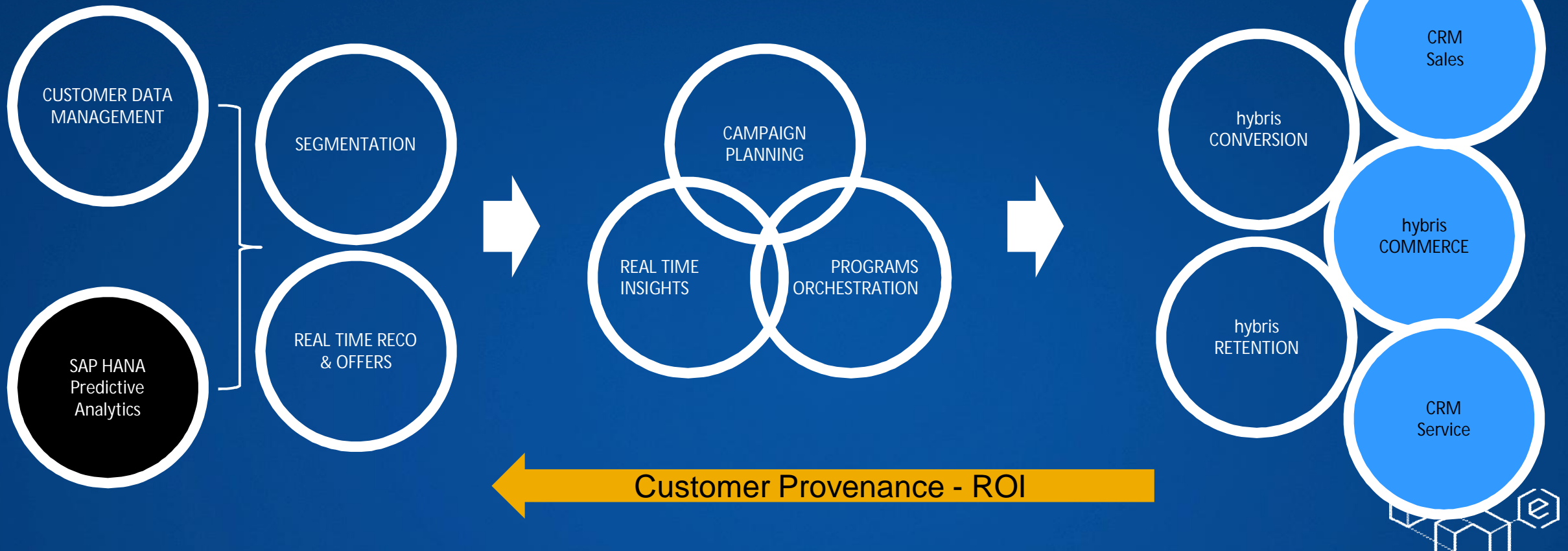
Insight



Agility



Experience



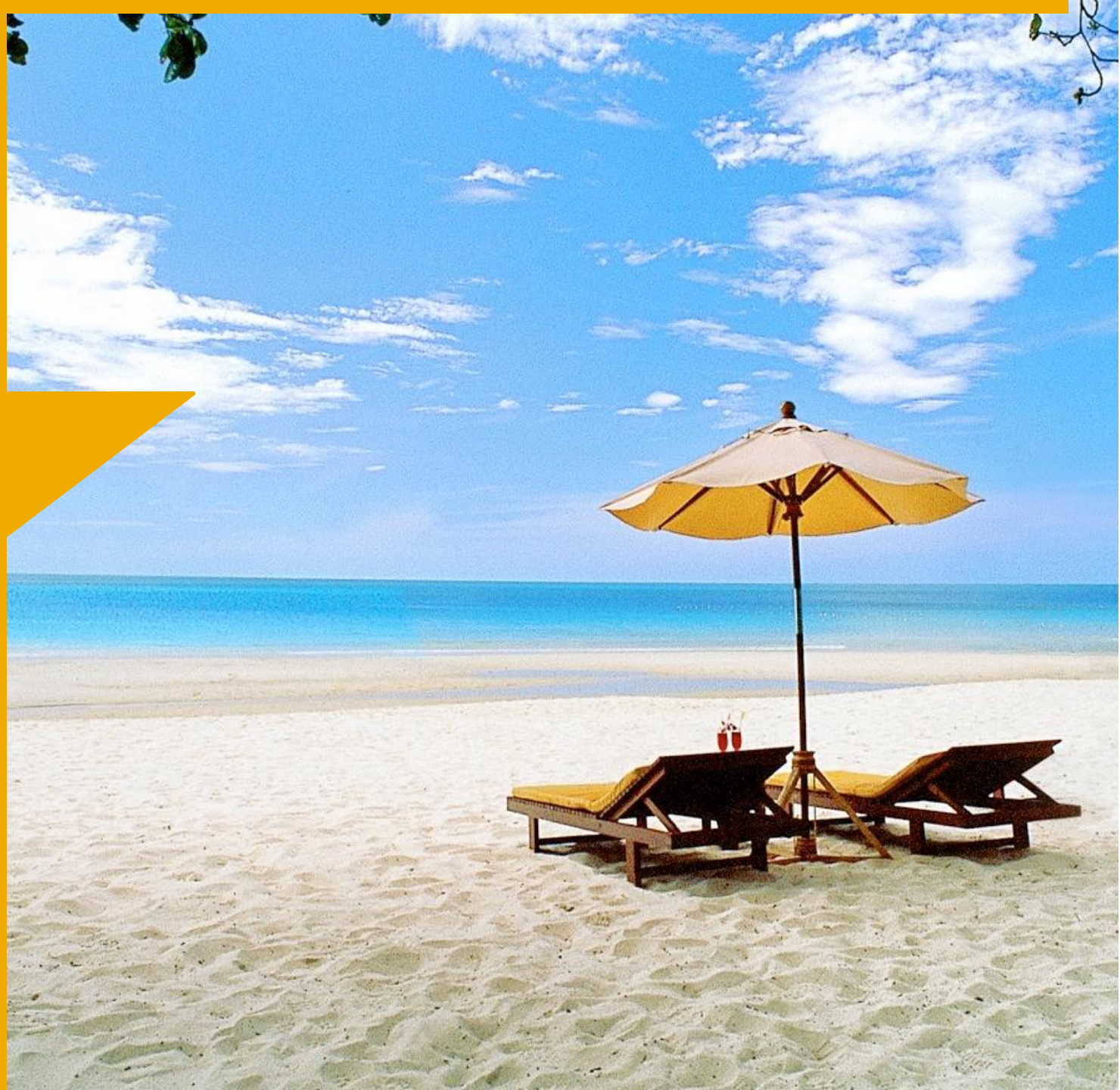
Nespresso engages
with customers and
club members
worldwide to deliver
the ultimate coffee
experience.



NESPRESSO[®]



World's largest leisure
and tourism company
engages customers –
from dreaming and
planning to booking
and enjoying –
anywhere, anytime, on
any device.





PERSPECTIVES FROM ANALYSTS

“What SAP has done here is reimagine CRM for a customer engagement technology ecosystem so that it aligns with users who service customers' needs.

Kudos to SAP, and the innovators they are.”

Paul Greenberg, President
The 56 Group, May 2015

“**SAP's vision for customer engagement** is one of delivering consistent and relevant omnichannel experiences throughout the customer journey in real time. a vision that is aligned with Forrester's age of the customer theme”

Forrester Wave: CRM Suites for Large Organizations, Q1 2015

“**SAP** has continued to gain validation of its Cloud for Sales SaaS offering... improved its user interface... one of the few vendors that support offline mobile data... supports specialized capabilities across 16 industries”

Magic Quadrant for Sales Force Automation , 9 July 2015



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Audience Discovery
and Targeting

14,3 : 1

Sentiment
Ratio



hybris



Marketing Calendar

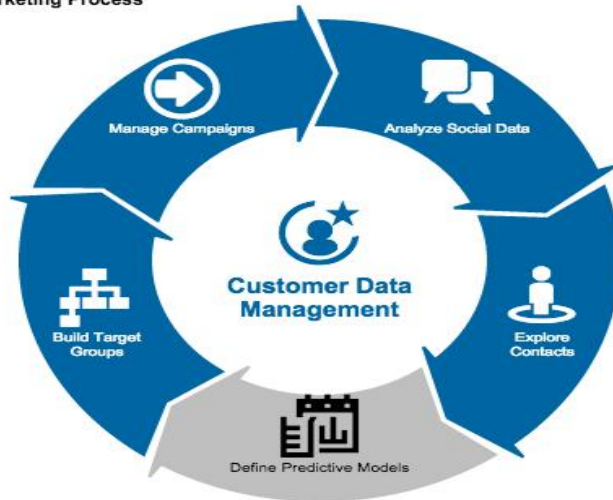


Manage Campaign
Content

Search



Marketing Process



Active Campaigns



KNX Newsletter

D046530
27.05.2015



Product Experience Night Munich

D046530
28.05.2015



A Campaign for Export

I046302
01.06.2015



FM_CAMPAIGN_1

I030048
01.06.2015

< 1 2 3 >



Manage Content
Templates



Analyze Campaign
Content



My Marketing Spend -
Quick Entry



My Marketing Spend -
Details



Release Campaigns



My Marketing Budget



Release Target Groups



Consumers

Recent Items

Post Ticker

Understand Mobile in real life!
<http://www.sap.com/germany/solutions/technology/in-memory-computing-platform/index.epx> That's really awesome.



Add Tile

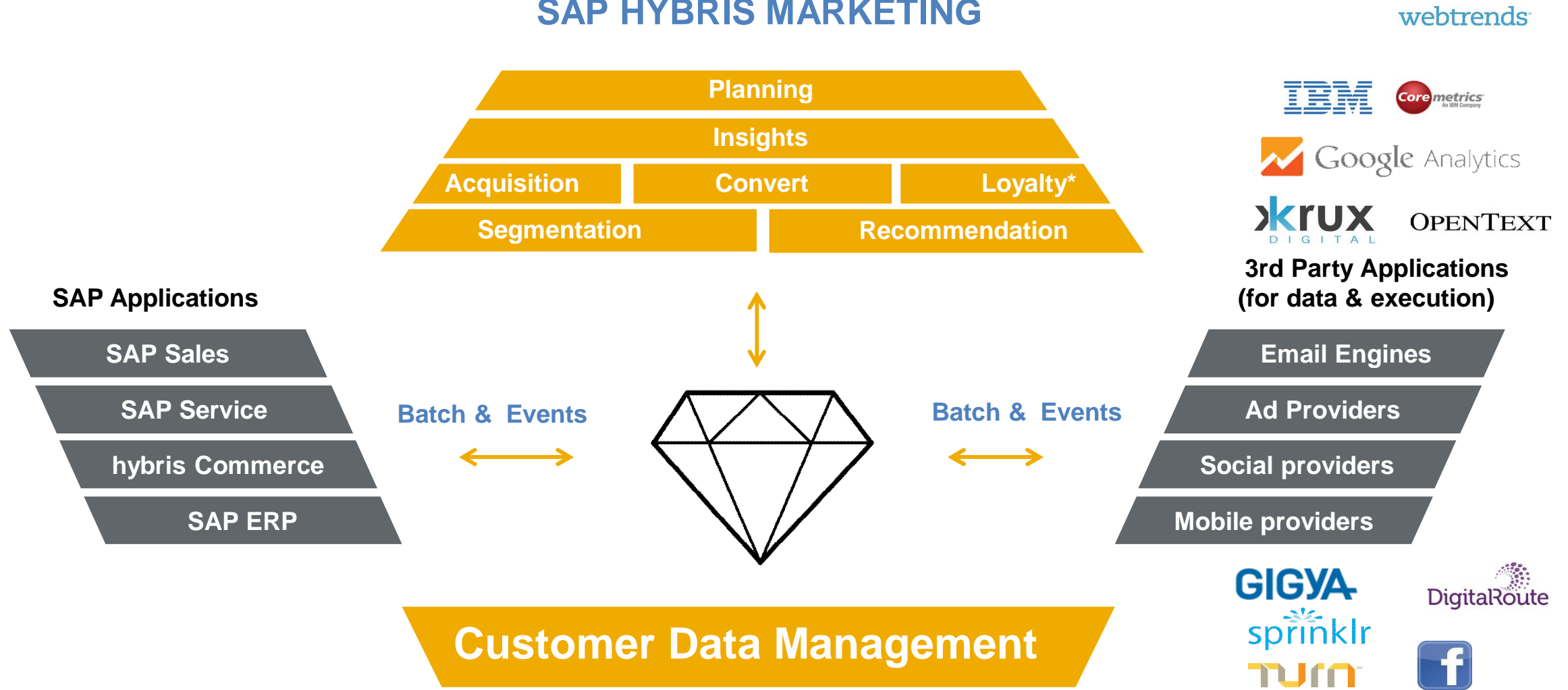


Interactive Content

SAP HYBRIS MARKETING – PRODUCT VIEW



SAP HYBRIS MARKETING



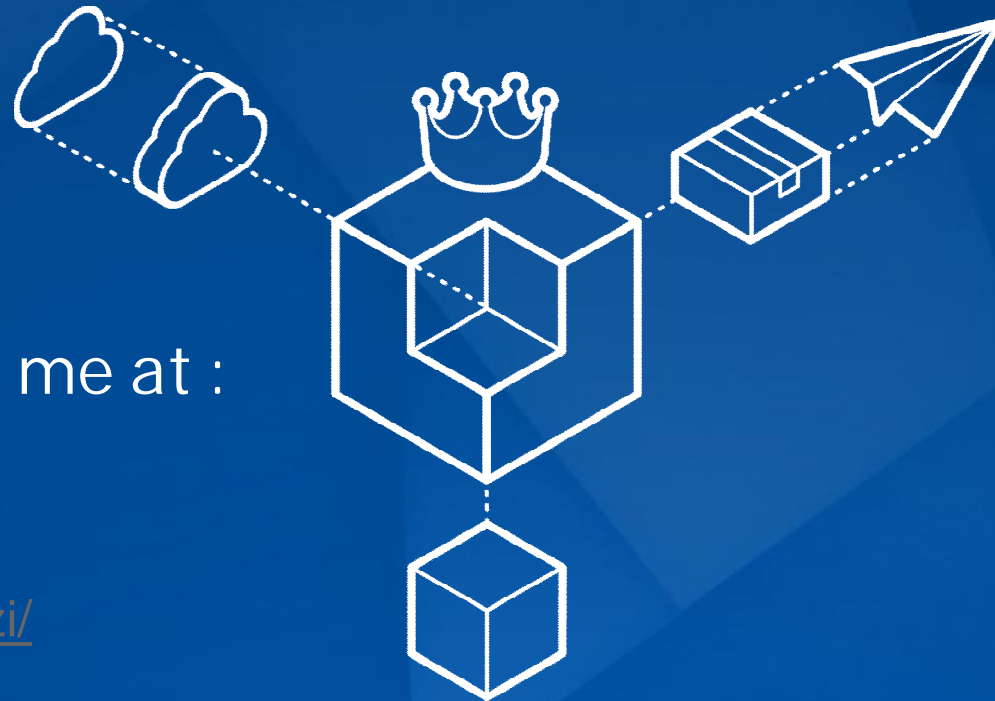
*Loyalty is only available in USA in 2015

**Orchestration (previously called out as a separate module) is planned to be merged into Acquisition

(Y)

SAP Cloud for Customer: 600+





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THANK YOU