

The background is a composite image. The top half shows a city skyline at night, with the Manhattan skyline visible through the cables of a suspension bridge. The bottom half shows a bridge deck with long-exposure light trails from cars, creating bright orange and yellow streaks. Overlaid on the left side is a large, stylized cloud shape filled with various business and technology icons, including a heart, a globe, a shopping cart, a calendar, a lightbulb, and many others. The SAP logo is in the bottom left corner.

Transform Your Business into the Customer-Centric Enterprise

Krissy Espindola, T-Mobile
Mike Caines, American Sugar Refining
Kamesh Baratam, Performance Fibers
Nayaki Nayyar, SAP



SAP

Nayaki Nayyar, SAP



SAP Cloud for Customer

Beautiful UX, Mobile First, Social Everywhere, Persona-Based, Predictive Analytics, Pre-Integrated

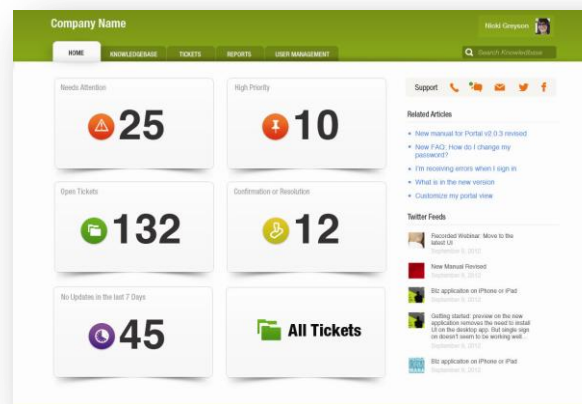
Customer Insight



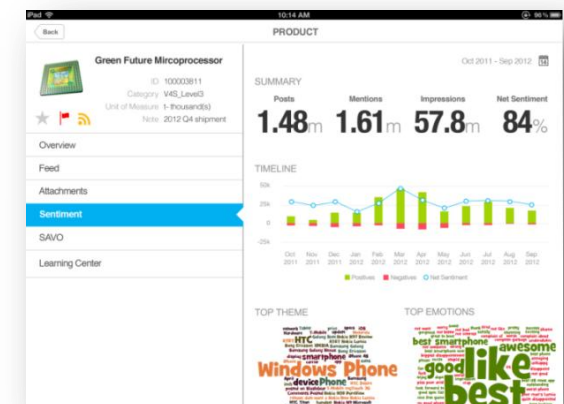
SAP Cloud for Sales



SAP Cloud for Service



SAP Cloud for Social Engagement



SAP Cloud for Customer: Meet the Panelists



Leader in high strength synthetic industrial fibers and fabrics

- Global operations in North America, Europe & Asia
- 3000+ employees globally

Kamesh Baratam
Sales



Industry-leading US provider of wireless products and services

- 4th largest US wireless carrier
- 43 million consumers

Krissy Espindola
Service/Marketing



World's largest vertically-integrated cane sugar refiner

- 150+ years of experience
- Leading brands in over 40 countries worldwide

Mike Caines
Sales

Learning more about SAP Cloud for Customer

What's still to come at SAPPHIRE NOW

Theater Presentation

- **Turn Prospects into Promoters with the New Strategy for Customer Engagement**
 - Session: 38879, Wed 05/15 4.30-4.50pm

Theater Presentation

- **Enhance your Business Performance with Integrated Cloud Solutions**
 - Session: 35465, Wed 05/15 3.30-3.50

Demo Theaters

- **Focus on Sales Productivity: the New Secret to Better Sales**
 - Session: 35482, Thur 5/16 1.30-1.50pm
- **Turn Social Media Buzz into Marketing Insight and Action**
 - Session: 37048, Thur 5/16 3.00-3.20pm

Try SAP Cloud for Customer at our demo pod and hands-on counter in the Cloud Campus!



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