

Alessandro Lavazzi

SAP Forum Milano 20 | 10 | 2016

Customer Experience con SAP Hybris Marketing in real life

Constructing the Composable Enterprise for your Digital Marketing Strategy

The Digital Marketing Funnel



Community

LEAD



Public

PROSPECT



Friend/Fan/Follower



Subscriber

CUSTOMER



Customer/Member



Loyalist



Advocate

Consumer Lifecycle

AWARENESS

CONSIDERATION

PREFERENCE

PURCHASE

LOYALTY

ADVOCACY

Business Action

CONVERSION

NURTURE

RETENTION

Set Up Your Digital Marketing Strategy



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Consumer Lifecycle

Business Action



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Consumer Lifecycle

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CONSIDERATION

REFERENCE

PURCHASE

LOYALTY

ADVOCACY



Target Audience

Business Action

CONVERSION

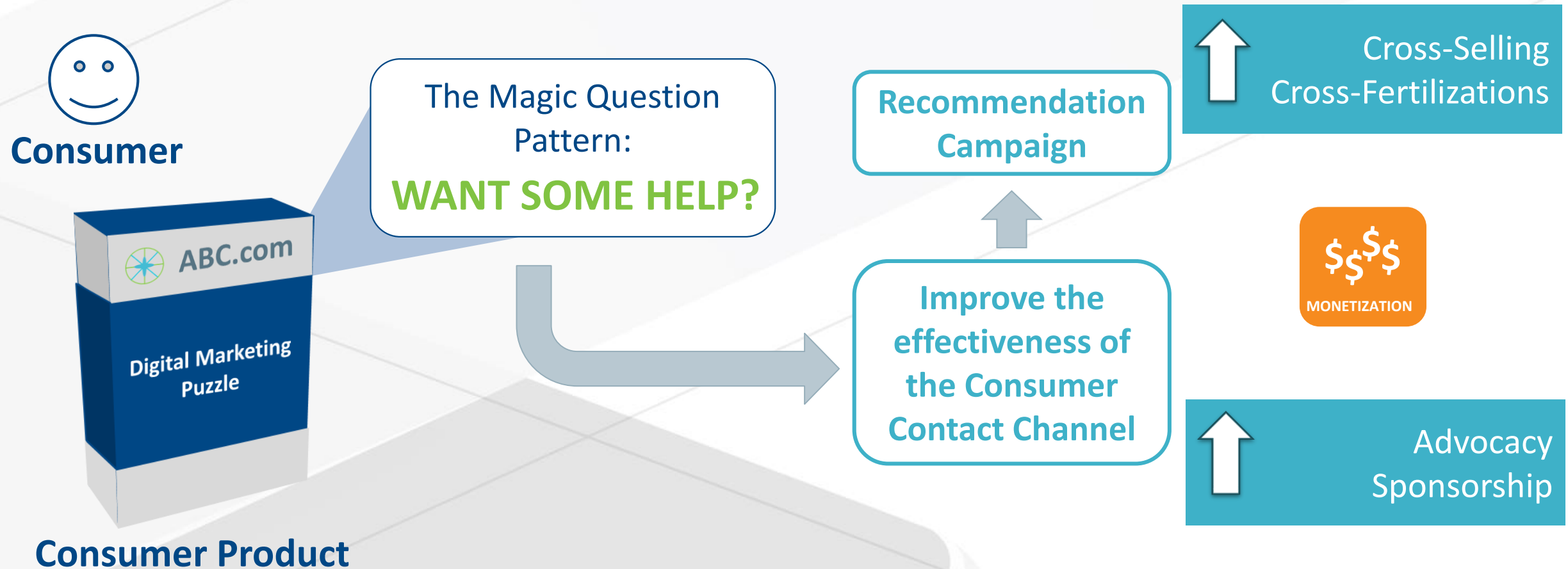
NURTURE

RETENTION



MONETIZATION

A Sample Case – Monetization in a B2C Company



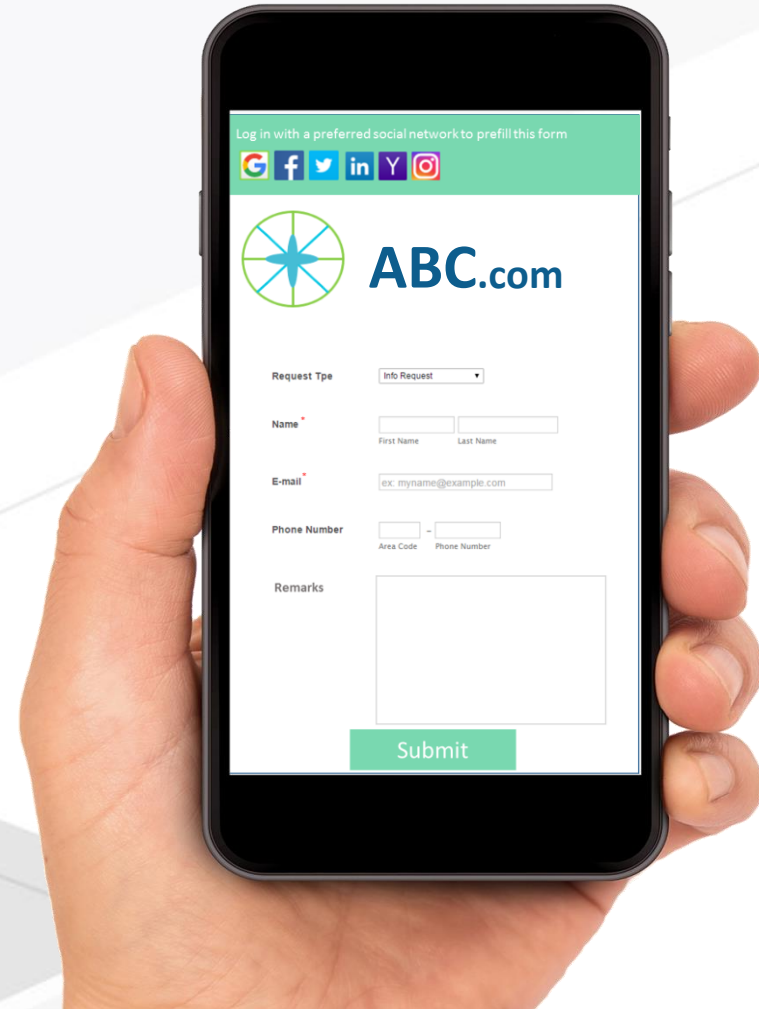
A Sample Case – Monetization in a B2C Company



The consumer accesses a **Landing Page** by scanning a **QR Code** on the product package...



QR CODE
Scanning



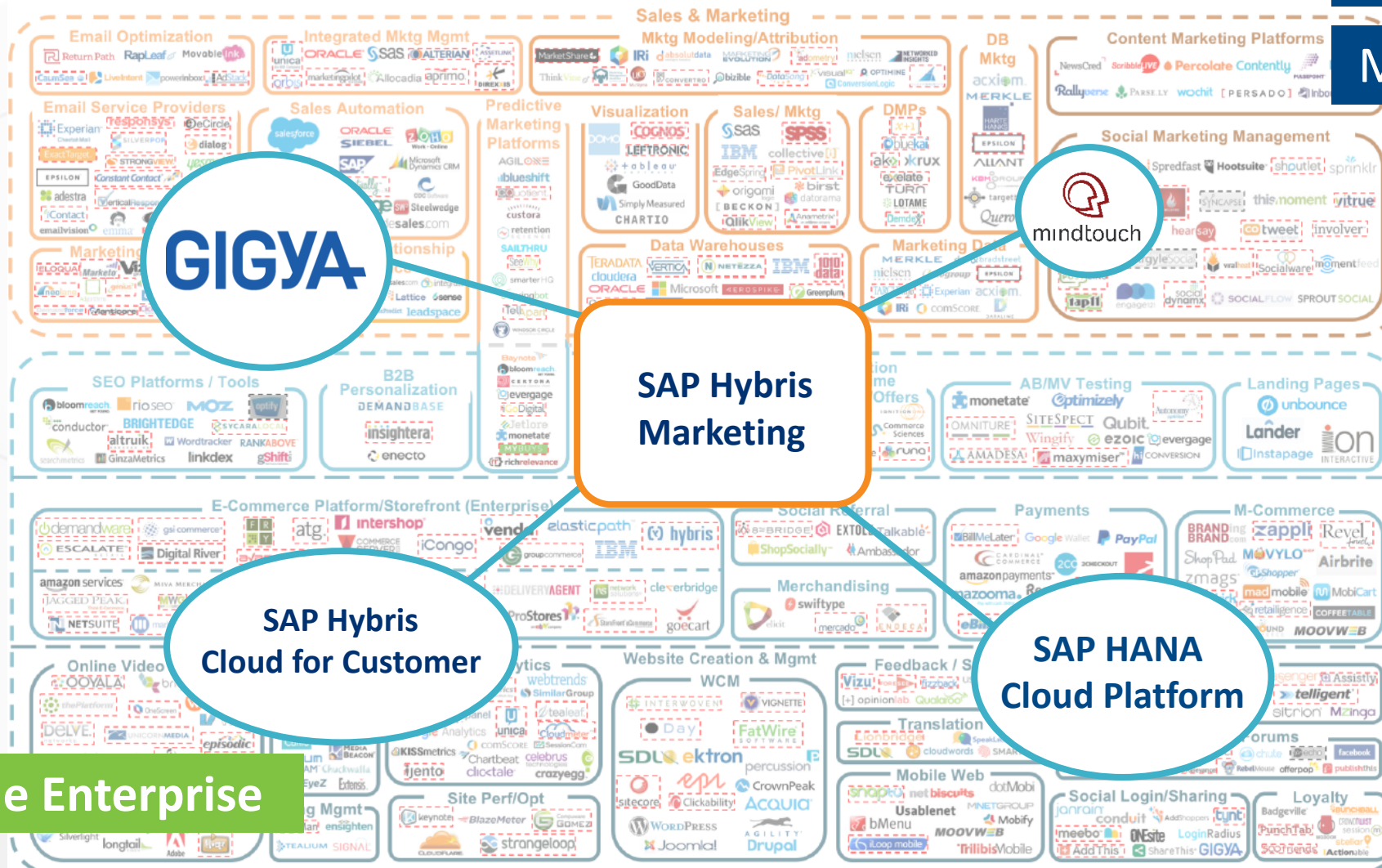
Consumer

The ABC.com Composable Enterprise Solution



Open API

Microservice-Driven



Composable Enterprise



...LET'S SEE IT IN ACTION!

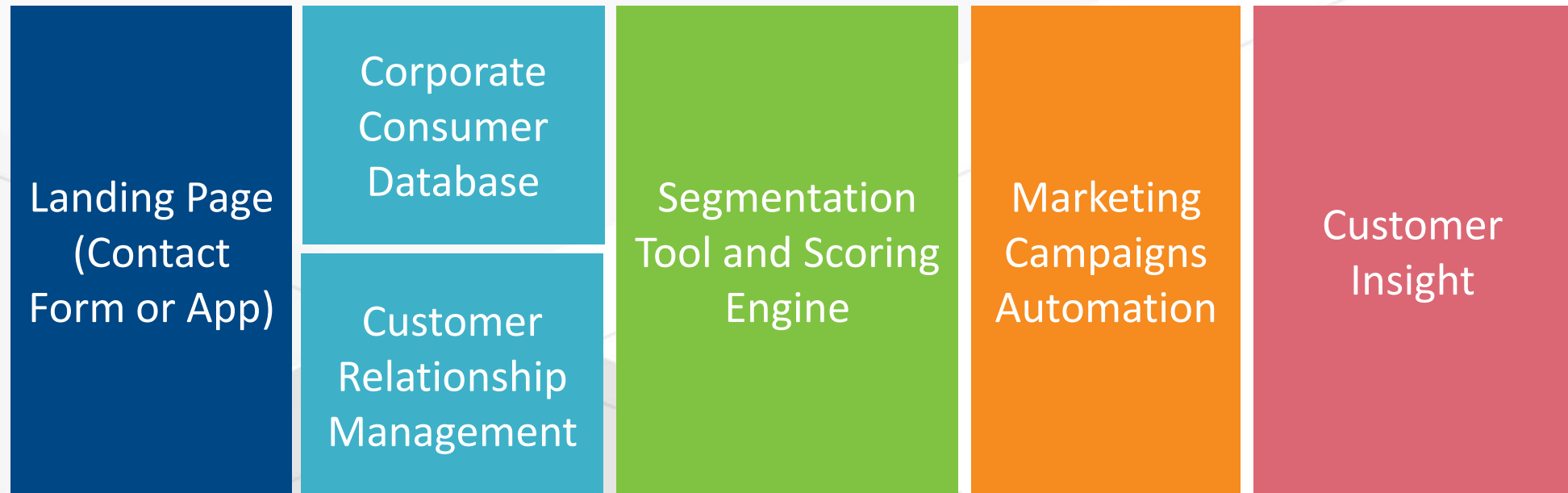
The ABC.com Composable Enterprise Solution



The End-to-End Process



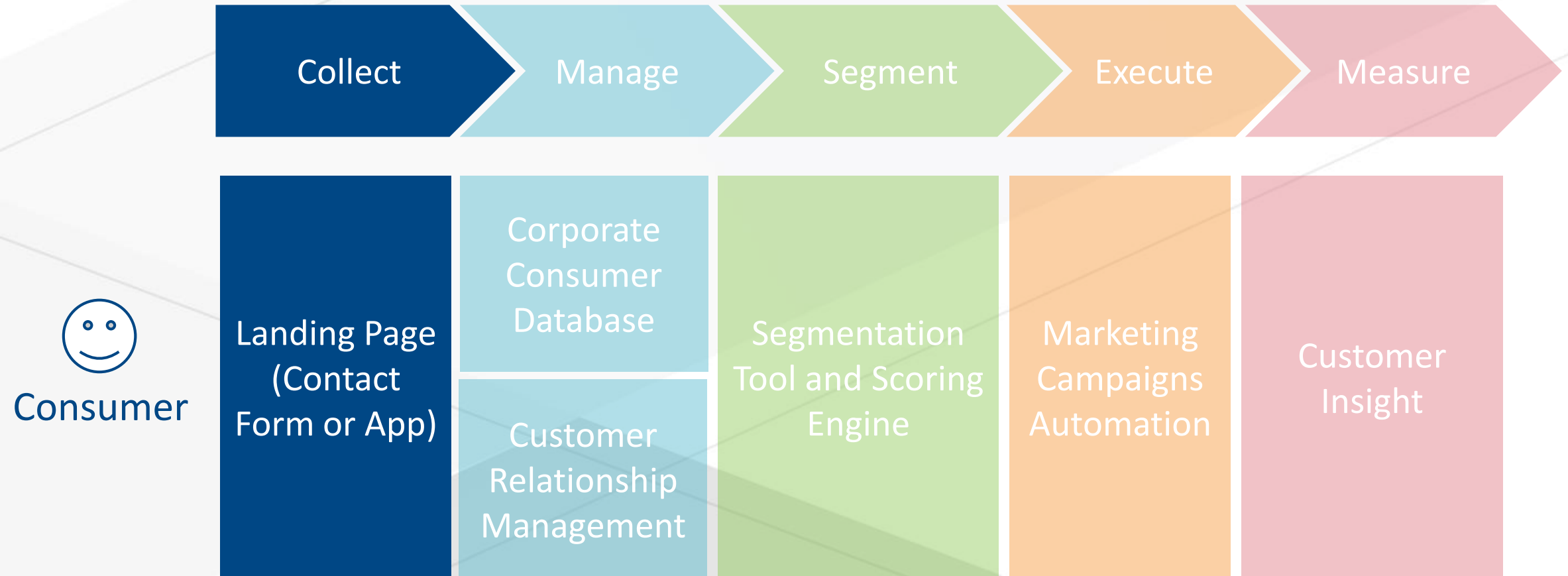
Consumer



The ABC.com Composable Enterprise Solution



The End-to-End Process



Contact Form

SAP HANA
Cloud Platform



Log in with a preferred social network to prefill this form



ABC.com

Req. Type

Information Request ▼

Name *

First Name

Last Name

E-mail *

Phone Number

Remarks

Submit

SAP HANA Cloud Platform

Main Benefits







- PaaS benefit like **scalability, security, no upgrade** needs
- SAP Fiori **responsive User Interface**
- **Sentiment analysis** with HANA Text Analysis Services
- **Out of the Box Integration** with on-premises systems like Marketing Platform and CRM
- **Mobile** Hybrid App with offline capabilities




Contact Form



Log in with a preferred social network to prefill this form



**ABC .com**

Req. Type

Information Request ▼

Name *

First NameLast Name

E-mail *



























Phone Number

Remarks

Submit

Customer Identity Management Platform (Paas)

Social Login and Biometrics

 Facebook	 Twitter	 Google+	 LinkedIn	 Yahoo
 Microsoft	 Aol.	 Foursquare	 Orkut	 Instagram
 Vkontakte	 Renren	 Kaixin	 Tencent	 Sina Weibo
 Mxi	 Yahoo Japan	 Odnoklassniki	 Wordpress	 Typepad
 Paypal	 Livejournal	 Verisign	 OpenID	 VZnet
 Xing				

30+ supported Social Networks

SAP Hybris Marketing

Out of the box SAP Integration

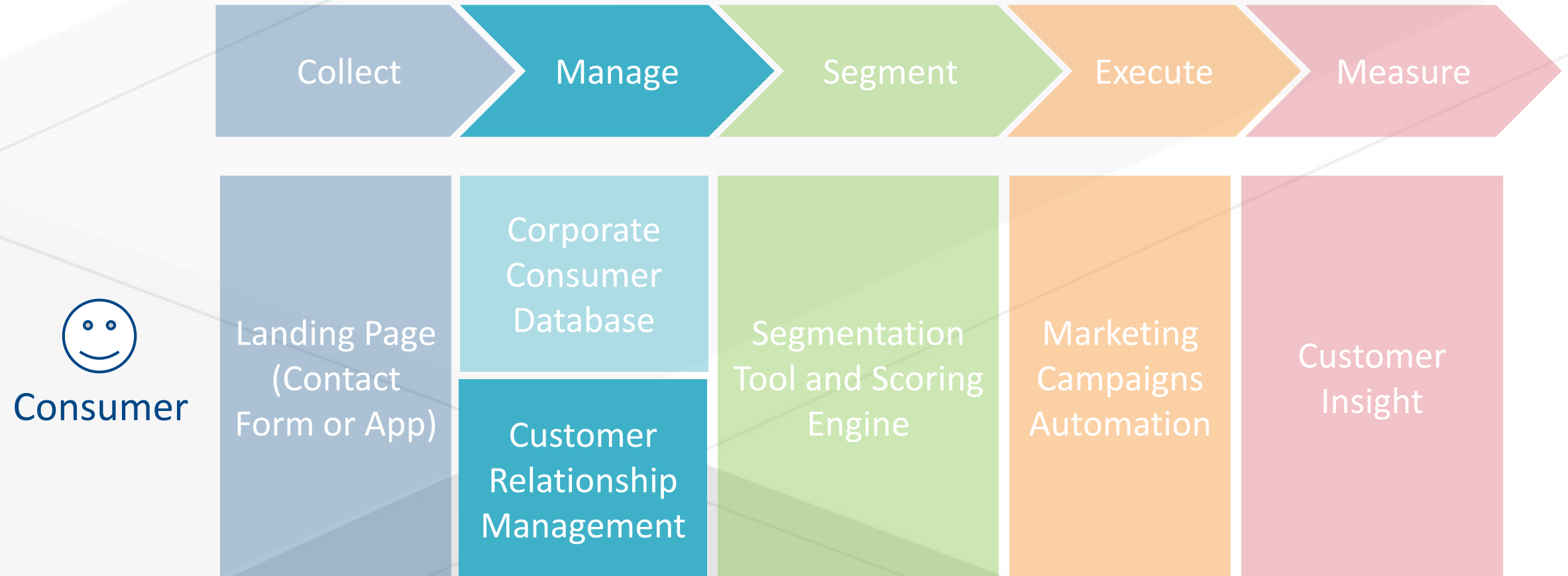


Seamless Navigation across multiple channels

The ABC.com Composable Enterprise Solution



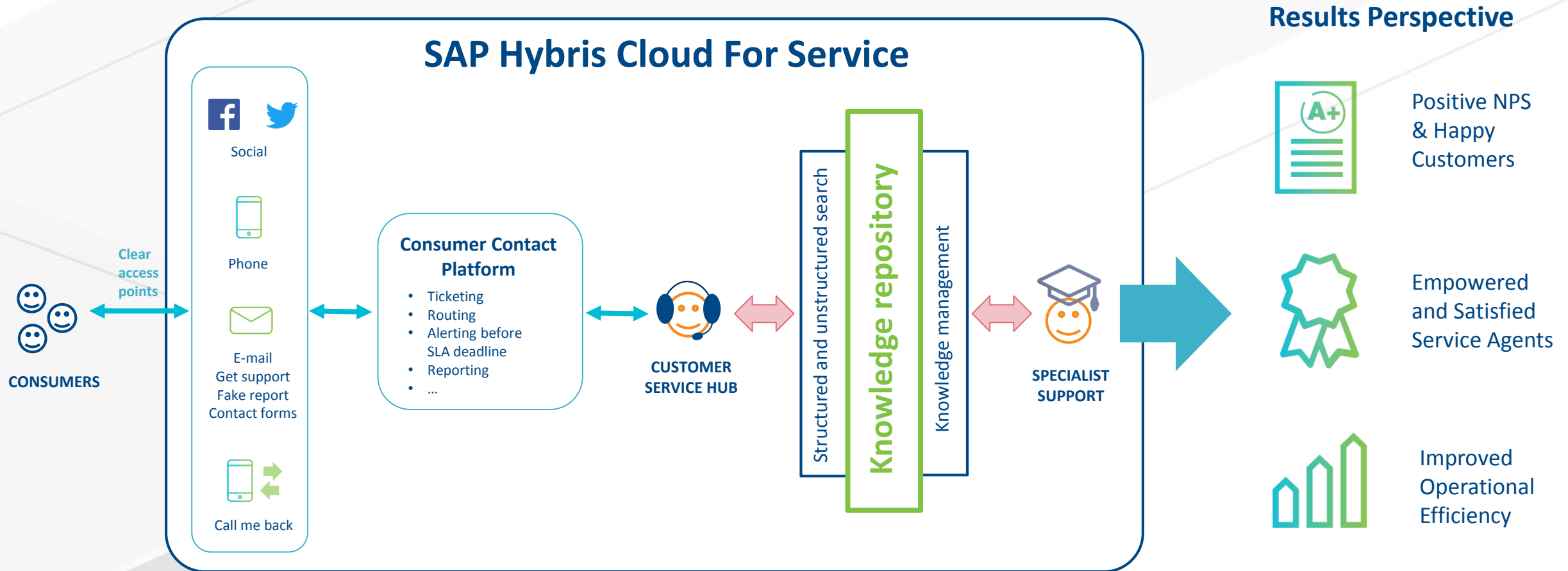
The End-to-End Process



Consumer Contact Center



Organizational perspective: centered around a single 'hub' and supported by **consistent processes** and **knowledge base**



Consumer Contact Center

SAP Hybris
Cloud for Customer



TICKET

4219

Subject: Info Req. (Contact Form)

Status: Open

Priority: Normal

Initial Review Due: 11.07.2016 16:14

Assigned To:

Completion Due: 15.07.2016 12:15

Team: Level 1 Support Queue

OVERVIEW

SERVICE AND REPAIR

FEED

RELATED ITEMS

TECHEDGE KNOWLEDGE BASE

CUSTOMER/CONSUMER

Alessandro Lavazzi

E-Mail: alessandro.lavazz...

Mobile:

Phone:

Gender: Gender not known

INTERACTIONS

List Newest First Add Note

Alessandro Lavazzi via ABC.com

Your Puzzle is just amazing!!! Great product ;-)

July 11 at 16:14

Strong Positive

REPLY

Add

PORTAL

TIMELINE

Reported On: 11.07.2016 16:14

Changed On: 11.07.2016 16:14

Initial Review Completed:

Last Agent Interaction:

Completion Date:

Reported By: Alessandro Lavazzi

Initial Review Due: 11.07.2016 18:14

Next Response Due: 11.07.2016 19:14

Completion Due: 13.07.2016 16:16

Escalation Status: Not Escalated

PRODUCT

Product: Digital Marketing Puzzle

Installed Base: 1234556778890

Serial ID:

Warranty From:

Product Category:

Installation Point:

Warranty:

Warranty To:

SOLUTION FINDER

Search:

Search Reset

No data found

Tags

Shelf

Help Center

Feed

Employees

More...

Edit

Refresh

Assign To

Escalate

Set as Irrelevant

Copy

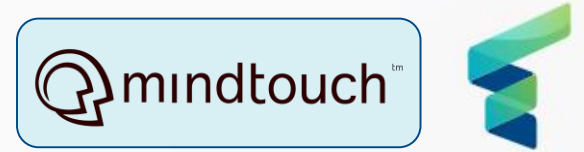
Summary

Follow Up

Finish Work

hybris Storefront

Consumer Contact Center



The **Knowledge Base** is a key component of a consumer contact center. We integrate **Mindtouch** in our solution, a **SaaS Knowledge Base**.

The screenshot displays the SAP C4C Ticket Overview for ticket 5077. The ticket details include: Subject: Solar Panels - Missing Parts, Status: In Process - Working On It, Assigned To: Melinda Schneider, Initial Review Due: 24.06.2014 17:05:00, Priority: Immediate, Team: Level 1 Support Queue, and Completion Due: 24.06.2014 18:00:00. The customer is Abby McClintock, with email abb1mcd1ntock@gmail.com and phone (650) 555-2312. The product is Solar Panel Cells, with serial ID 723001423 and a standard 1-year warranty. The interactions section shows a message from Abby McClintock to cod.servicerequest@my306029.mail.vlab.sapbydesign.com, dated 38 minutes ago, and a response from Melinda Schneider to abb1mcd1ntock@gmail.com, dated 52 seconds ago. A solution finder overlay is visible, showing search results for 'solar panels'.

The screenshot shows the Mindtouch Knowledge Management interface. It includes a search bar with the text 'How can we help you?'. The main content area is titled 'Knowledge Management' and contains an 'Overview' section. The overview text states: 'Knowledge is the key to a successful MindTouch deployment and whether you're involved with importing, creating, securing or managing, it's crucial to be proficient with the tools that are available to you. This guide is most valuable for Consumers, Technical Writers, Support Agents, Subject Matter Experts and Site Owners.' There are two main sections: 'Adding & Editing Knowledge' and 'Enriching Knowledge'. The 'Adding & Editing Knowledge' section includes links for 'Adding Articles To A User Guide', 'Using the Rapid Response Table Editor', and 'Adding a Page (TCS)'. The 'Enriching Knowledge' section includes links for 'Adding Classifications', 'Applying KCS Methodologies to your MindTouch Knowledge', and 'Archiving Content: Separating diamonds from duds'. A sidebar on the right contains 'Share this page' options (Like, Share, Tweet) and 'Related Articles'.

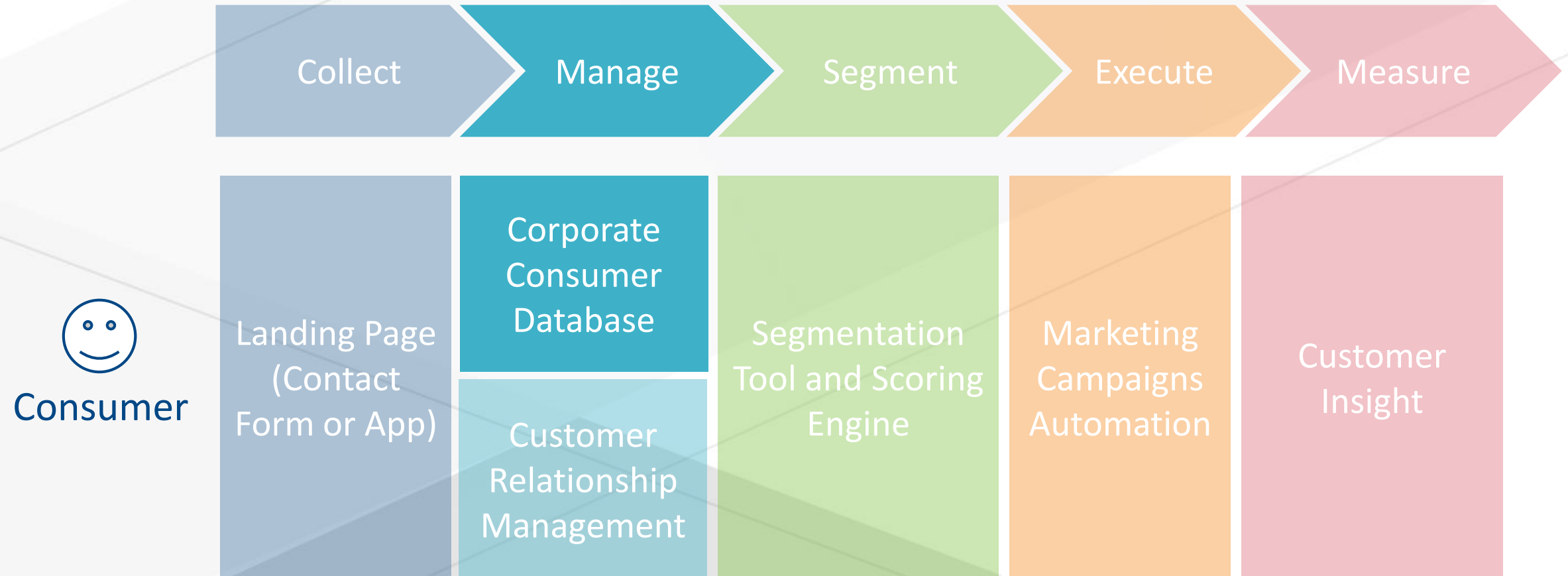
Wiki-Like Knowledge Base

Prepackaged Integration with SAP C4C

The ABC.com Composable Enterprise Solution



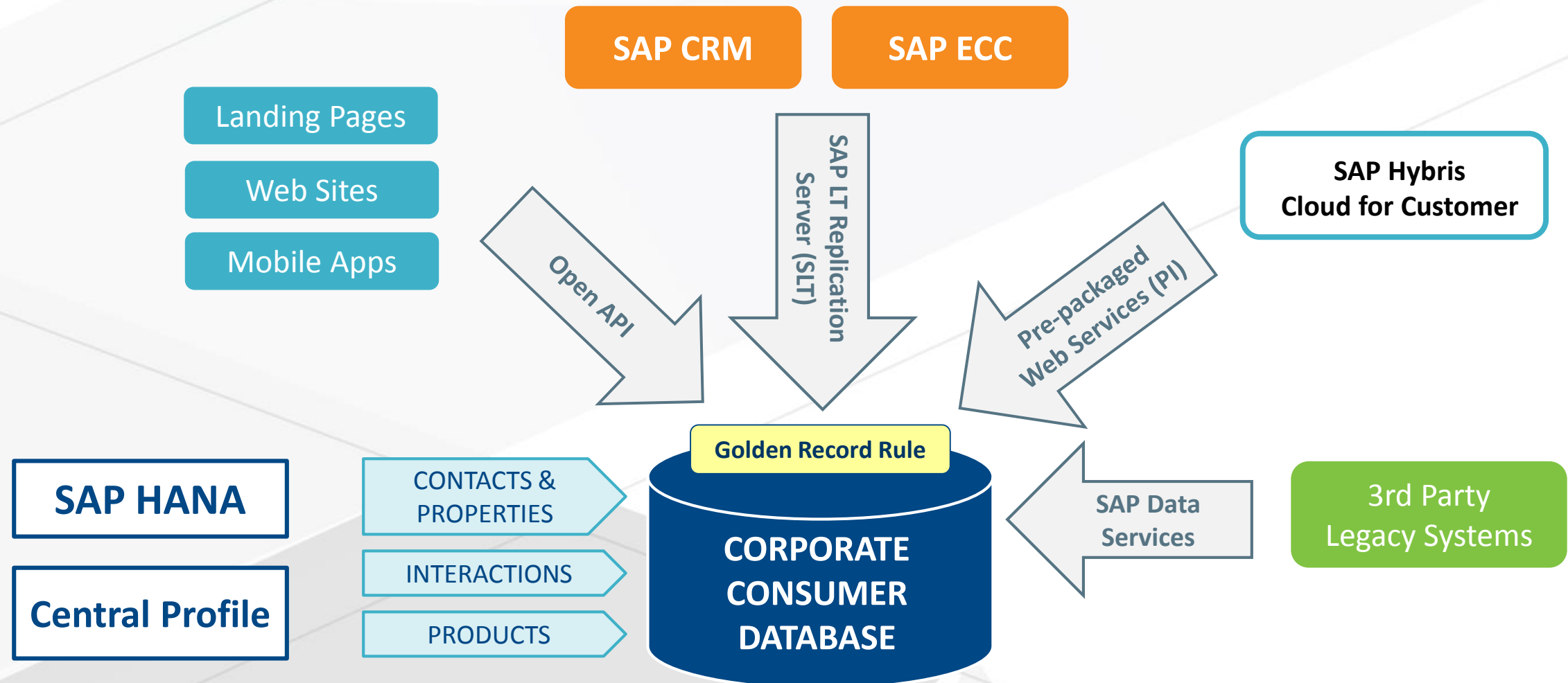
The End-to-End Process



Data Management



A **Corporate Consumer Database** that collect contacts with their digital properties and their interactions, in order to have a **comprehensive view of the actionable consumer community**.




Data Management


SAP Hybris
Marketing





CONSUMER


**Alessandro Lavazzi**


alessandro.lavazzi@gmail.com
Maintain Social Media


Activity Score

14

Latest Activity

Recent


Marital Status

Unknown



Gender

Unknown

Age

Unknown

Sentiment Score

No Valuation

Personal Data**Interactions**ScoresAccount TeamCommerceLeads

 Reset Filters




Digital Marketing Puzzle


AllInbound


OutboundUnknown


DaysMonths**Quarters**YearsUser-Defined


04.201607.2016


**0**
Sales Order


**0**
Lead


**0**
Opportunity


**0**
Activity


**0**
Commerce


**0**
Campaign


**0**
Phone

**0**
Event


**9**
Email


**5**
Web


**0**
Social Media


**0**
Service Proc...


July 2016


**Web**
Information request
Test with Stefano

**Web**
Information request
Test1

**Email**
Outbound Email
Welcome DB Mail
Campaign: DB Campaign2 La vendetta
Campaign Content: Welcome DB Mail

**Email**
Outbound Email
Welcome DB Mail
Campaign: DB Campaign2 La vendetta
Campaign Content: Welcome DB Mail

**Email**
Outbound Email
Welcome DB Mail
Campaign: DB Campaign2 La vendetta
Campaign Content: Welcome DB Mail

**Email**

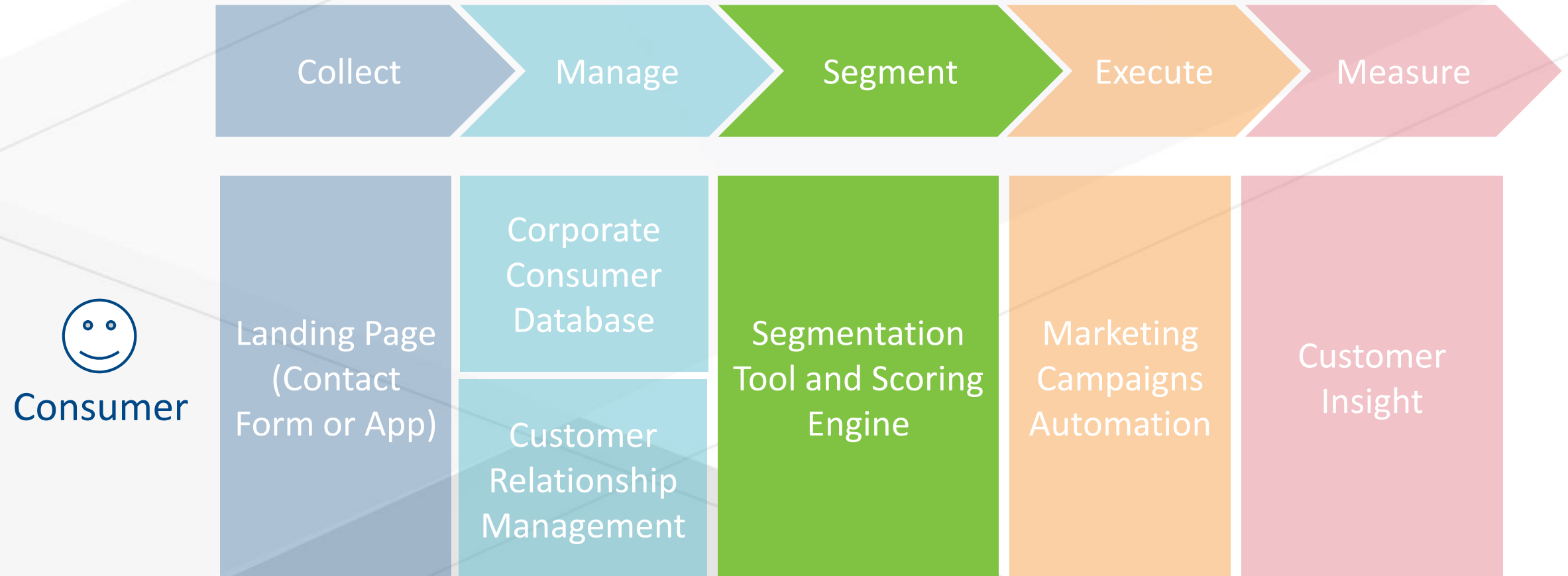
HELP PERSONALIZATION

20

The ABC.com Composable Enterprise Solution



The End-to-End Process



Segmentation

SAP Hybris
Marketing



New Segmentation Model Profile: All Consumers (SCI)

Public Building Blocks

- Consumer
 - Is Consumer/Prospect
 - Target Group
 - Country
 - Region
 - City
 - Postal Code
 - Consumer Account ID
 - Date of Latest Change
 - Age
 - Gender
 - Marital Status
 - Geolocation
- Interactions
 - Interaction Date
 - Campaign
 - CRM Campaign
 - Campaign Content
 - Channel
 - Communication Medium
 - Interaction Type
 - Item of Interest
 - Content Title

All Consumers (SCI)
2.503.384

Channel = SOCIAL
401.590

Channel = EMAIL
78.901

Preview for Segment: Channel = SOCIAL

Keep Exclude Separate Distribute

Enter a location: [] km [] Add Radius Draw Polygon Hide Clustering

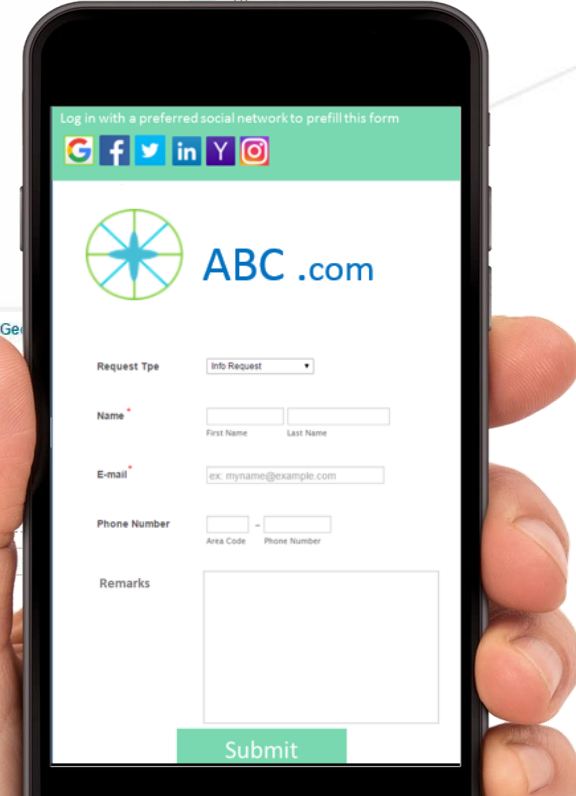
Details

Location: Mexico City, State of Mexico
19°25'57,108"N 99°10'51,000"W
Radius: 500

Location: Madison, WI
Polygon: 36°40'29"N 83°43'21"W
Location: Bogotá, Colombia
4°35'52"N 76°33'00"W
Radius: 500

Sales Volume

© 1987–2015 HERE | [Terms of use](#)



Leveraging HANA
In-Memory Database




Mobile App
GPS Location


Segmentation


SAP Hybris
Marketing




TARGET GROUP

**Monetization
Campaign ITA 14-45**

**Dynamic**

**Released**

**Snapshot
Tracking
Enabled**

KEY INFORMATION

ID: 4866

Target Group: Monetization
Campaign ITA 14-45

Segmentation Model: Monetization
Campaign ITA 14-45

Owner: S0010227347

Members: 5.428

Member Type: Contact

Marketing Area: North American
Marketing Area

DESCRIPTION

The members of this target group are determined based on segment "Country = IT"

ADMINISTRATIVE DATA


Changed By: S0010227347



Changed: 16:12:16

Created By: S0010227347







Members | Campaigns | Segmentation History | Snapshot Analysis | Export | Team

Entries (5.428)

 **Snapshot**



Name	Email	Pho...	Mob...	Street	H	City	Fun...	Dep...	Account
Abbondanzio Calabrese	abbondanzio calabrese@teleworm.us					Gra...	Fin...		
Abbondanzio De Luca	abbondanzio deluca@teleworm.us								
Abbondanzio Dellucci	abbondanzio dellucci@gustr.com								
Abbondanzio Gallo	abbondanzio gallo@cuvov.de								
Abbondanzio Loggia	abbondanzio loggia@jourrapide.com					Son...	Hea...		
Abbondanzio Manfrin	abbondanzio manfrin@gustr.com					Car...	Pla...		
Abbondio Angelo	abbondio angelo@einrot.com					Nes...	Pro...		
Abbondio Manna	abbondio manna@superrito.com								
Abbondio Napolitani	abbondio napolitani@fleckens.hu								
Abbondio Schiavone	abbondio schiavone@jourrapide.com					Cas...	Chi...		
Abela Cremonesi	abela cremonesi@armyspy.com					Saff...	Hea...		
Abela De Luca	abela deluca@gustr.com								
Abela Fiorentini	abela fiorentini@superrito.com								
Abela Padovesi	abela padovesi@rhyta.com								
Abela Rizzo	abela rizzo@fleckens.hu								
Abela Rizzo	abela rizzo@cuvov.de								
Abela Toscano	abela toscano@cuvov.de								
Abelardo Buccho	abelardo buccho@dayrep.com								
Abelardo Ricci	abelardo ricci@teleworm.us								
Abelardo Trentino	abelardo trentino@cuvov.de								

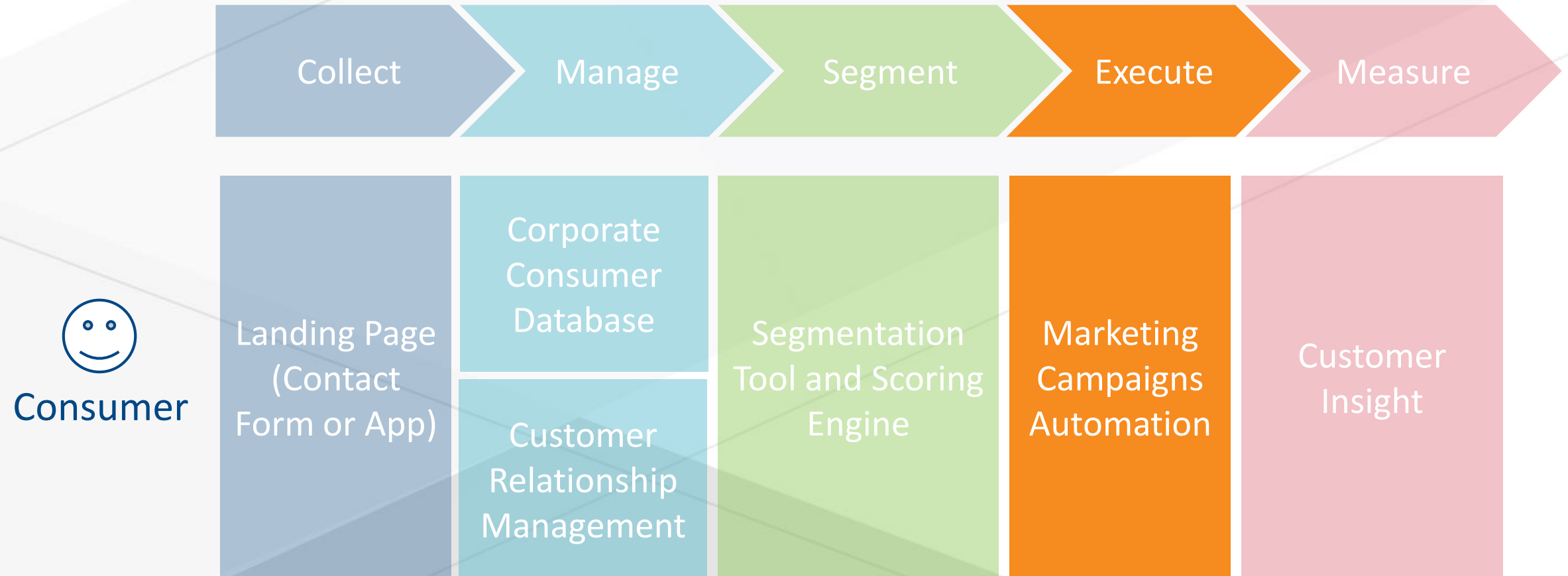
 **New Campaign** |  **To Be Released** |  **Release** |  **Reject** |  **Discard** |  **Complete**

Dynamic Target Group

The ABC.com Composable Enterprise Solution



The End-to-End Process





The screenshot displays the SAP Hybris Marketing Content Studio interface for editing an email campaign. The top navigation bar includes a home icon, the SAP logo, search, help, and user profile icons. The main header shows the title "Edit Email: Monetization Campaign Email". Below this, a tabbed interface has "Design" selected, with "Source Code" and "Settings" as alternatives. On the left, a "Toolbox / Text" sidebar contains a "Properties" section with an "Editable" checkbox and a "Width" field set to "100%". Below this is a "Condition Assignment" section with a plus icon. The main workspace shows the email content with a subject line "Welcome to ABC.com". The email body features a logo for "ABC.com", a personalized greeting "Hi **First Name**", and a message about an information request. It also includes a call to action with the text "Get the new ABC.com iBeacon" and a corresponding icon. The bottom of the interface has a dark bar with buttons for "Save", "Display", "Check", "Release", "Send Test Message", "Save As", "Delete", and "More".

Triggered Base Campaign



CAMPAIGN

Monetization Campaign 07 2016

KEY INFORMATION

ID: 201818

Campaign: Monetization Campaign 07 2016

Category: Trigger-Based Campaign

Status: Completed

Execution Status:

Owner: S0010227347

Marketing Area: North American Marketing Area

Media Type:

Program:

Priority: Medium

Start Date: 05.10.2016

End Date: 12.10.2016

DESCRIPTION

ABC.com Monetization Campaign 07/2016

INTERESTS

No interests assigned

ADMINISTRATIVE DATA

Changed By: S0010227347

Overview Automation Collaboration Success

Campaign: Monetization Campaign 07 2016

Category
Trigger-Based Cam...

Contact Form

Execution Status
Started

Duration

177

Days Remaining

Today : 05.10.2016

01.08.2016

31.03.2017

Emails Sent

9

Performance

Email Open Rate

11%

Email Click Rate

0%

capture successful checkouts and send email and text message

Description

Email

ABC.com

Hi **[First Name]**
thanks for your information request. Your request has been received and will be processed shortly.

Hereafter you'll find some new ABC.com product that you may be interested in

[Get the new ABC.com iBeacon](#)

To Be Released

Release

✓ Activate

Deactivate

Discard

Complete

Restart

Copy

Triggered Base Campaign

SAP Hybris
Marketing



CAMPAIGN
 Monetization Campaign 07 2016

KEY INFORMATION
ID: 201818
Campaign: Monetization Campaign 07 2016
Category: Trigger-Based Campaign
Status: Completed
Execution Status:
Owner: S0010227347
Marketing Area: North American Marketing Area
Media Type:
Program:
Priority: Medium
Start Date: 05.10.2016
End Date: 12.10.2016

DESCRIPTION
ABC.com Monetization Campaign 07/2016

INTERESTS
No interests assigned

ADMINISTRATIVE DATA
Changed By: S0010227347

Overview **Automation** Collaboration Success

Execution Details

Design Visualize

Start Automation
Trigger: Contact Form
Filter Condition: Monetization Campaign 14-45

Send Email
Monetization Campaign Email

No Click Through
Email: Monetization Campaign Email
Link: <Any>
0 Unique Clicks
Not Clicked For: 5 Days

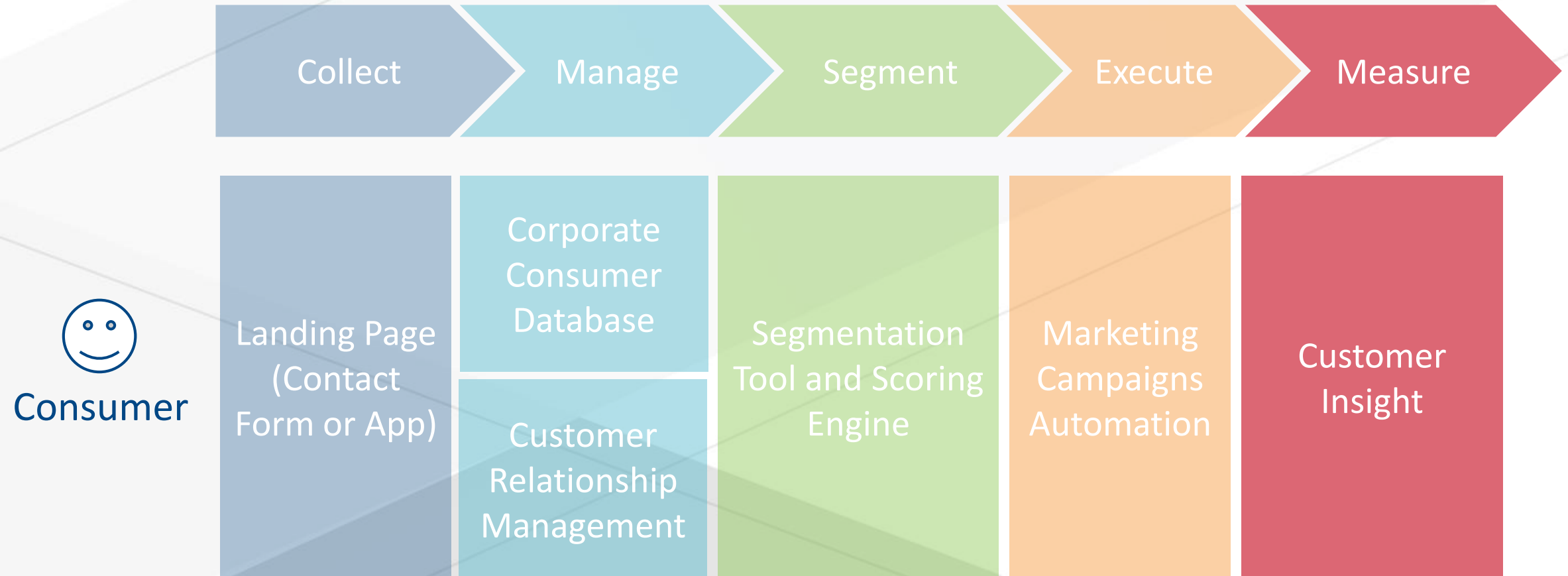
Send Text Message
Promotion Code 20% Text Message
Dear <NAME_FIRST>, hereafter a promotion code for you! You can use the code in every store for a discount of 20% on every ABC.com product.
ABC1234HG5

To Be Released Release **Activate** Deactivate Discard Complete Restart Copy

The ABC.com Composable Enterprise Solution



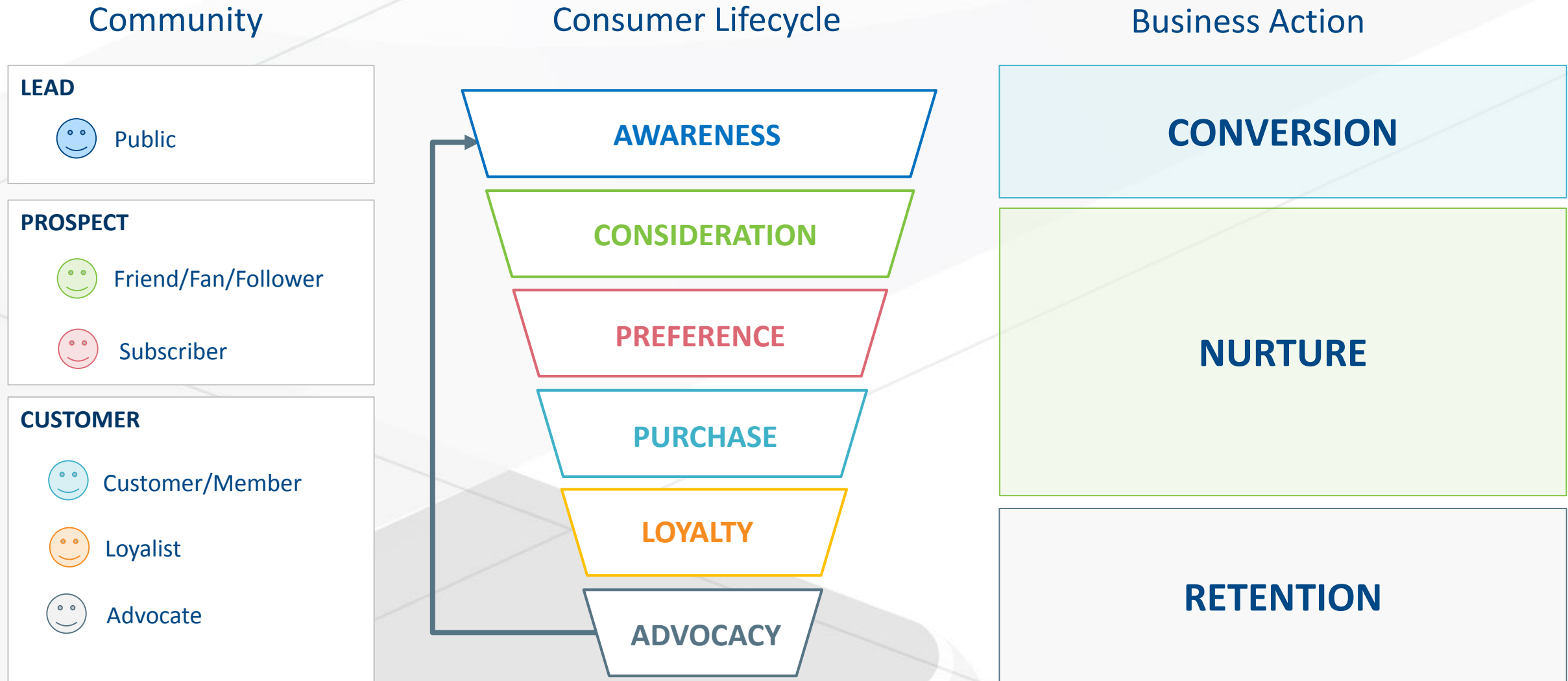
The End-to-End Process



SAP Hybris Marketing



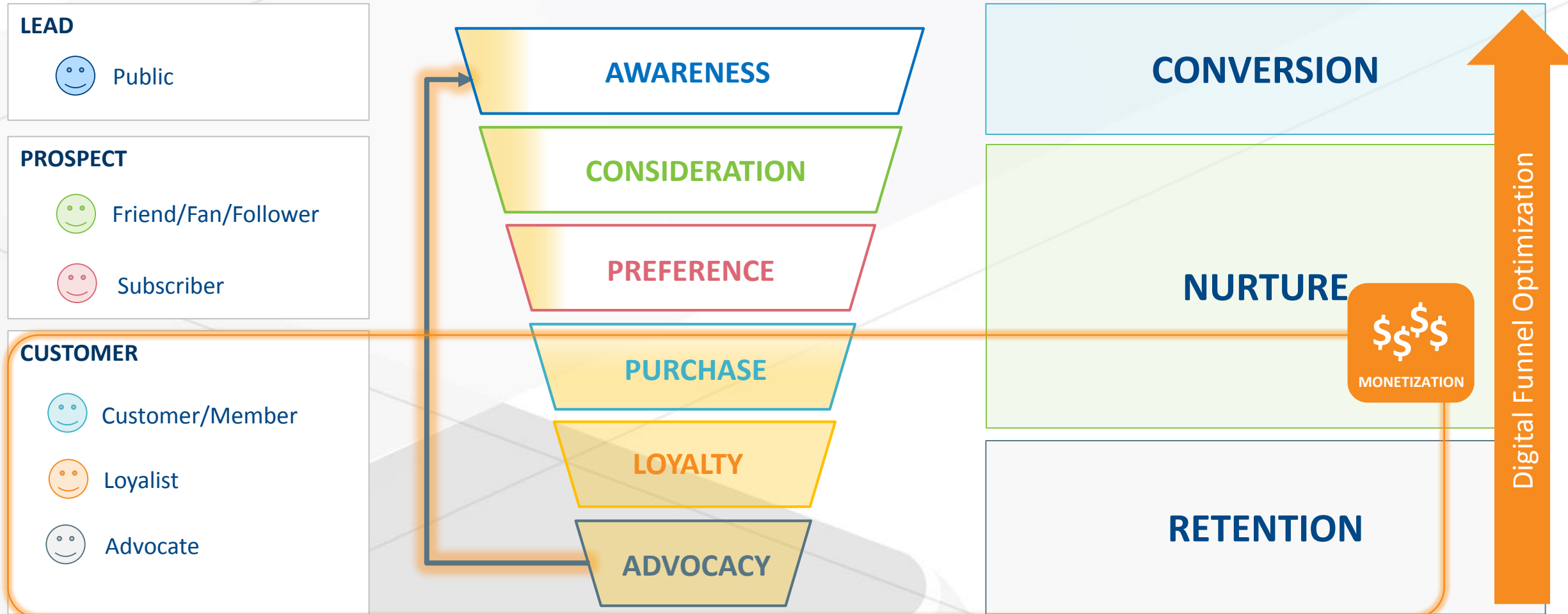
The Next Step of your Digital Marketing Strategy



The Next Step of your Digital Marketing Strategy



ABC.com Digital Marketing Funnel



The Next Step of your Digital Marketing Strategy



ABC.com
Digital Marketing Funnel

AWARENESS

CONSIDERATION

PREFERENCE

PURCHASE

LOYALTY

ADVOCACY



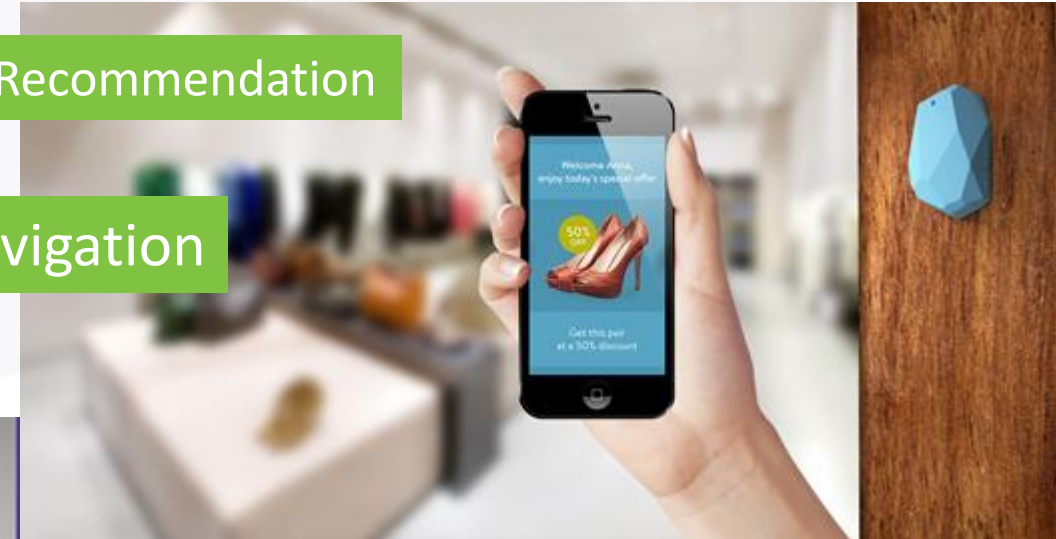
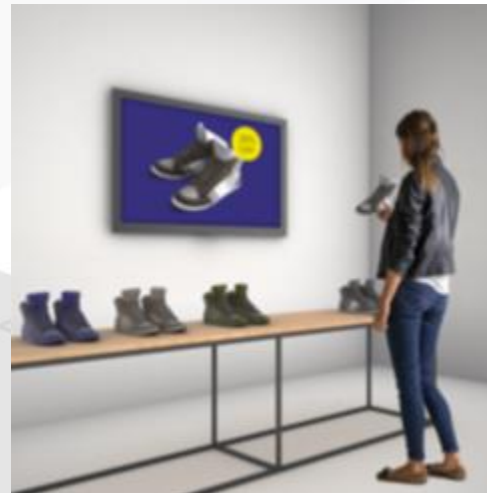
ACTIVATION

Field Marketing

In-Store Product Recommendation

Indoor Navigation

Personalized Video Content



The Next Step of your Digital Marketing Strategy



ABC.com
Digital Marketing Funnel



AWARENESS

CONSIDERATION

PREFERENCE

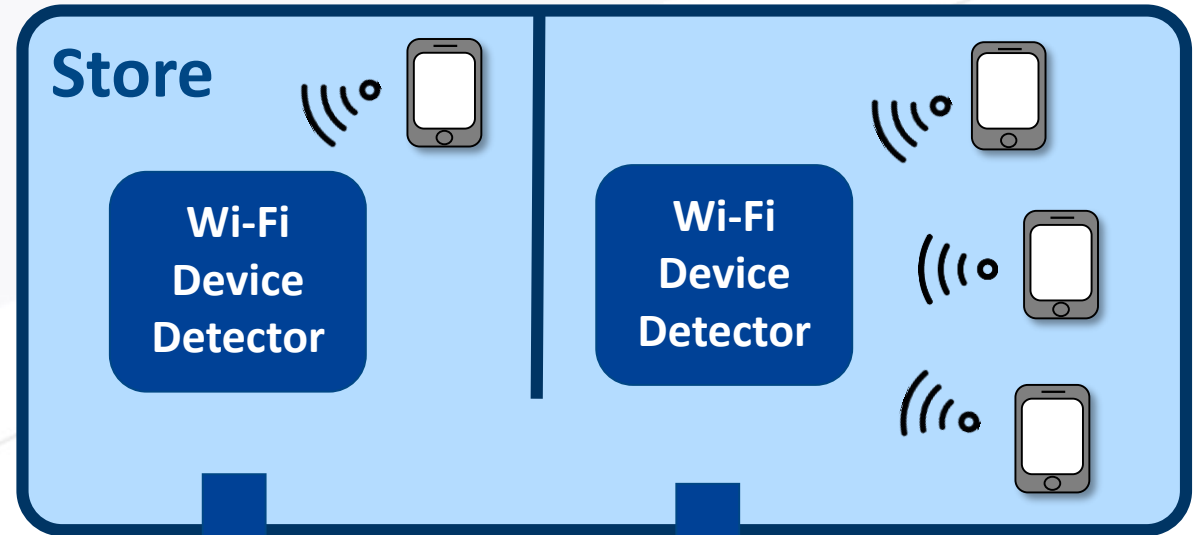
PURCHASE

LOYALTY

ADVOCACY

Field Marketing

Consumer In-Store Wi-Fi Recognition



SAP Hybris
Marketing

SAP HANA Cloud Platform
IoT Services

JOIN THE CONVERSATION!



@alavazzi

@techedgegroup

#SAPForum

#iEngage

TWEET

 **techedge**

Inspiring Trust. Globally.



Inspiring Trust. Globally.

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