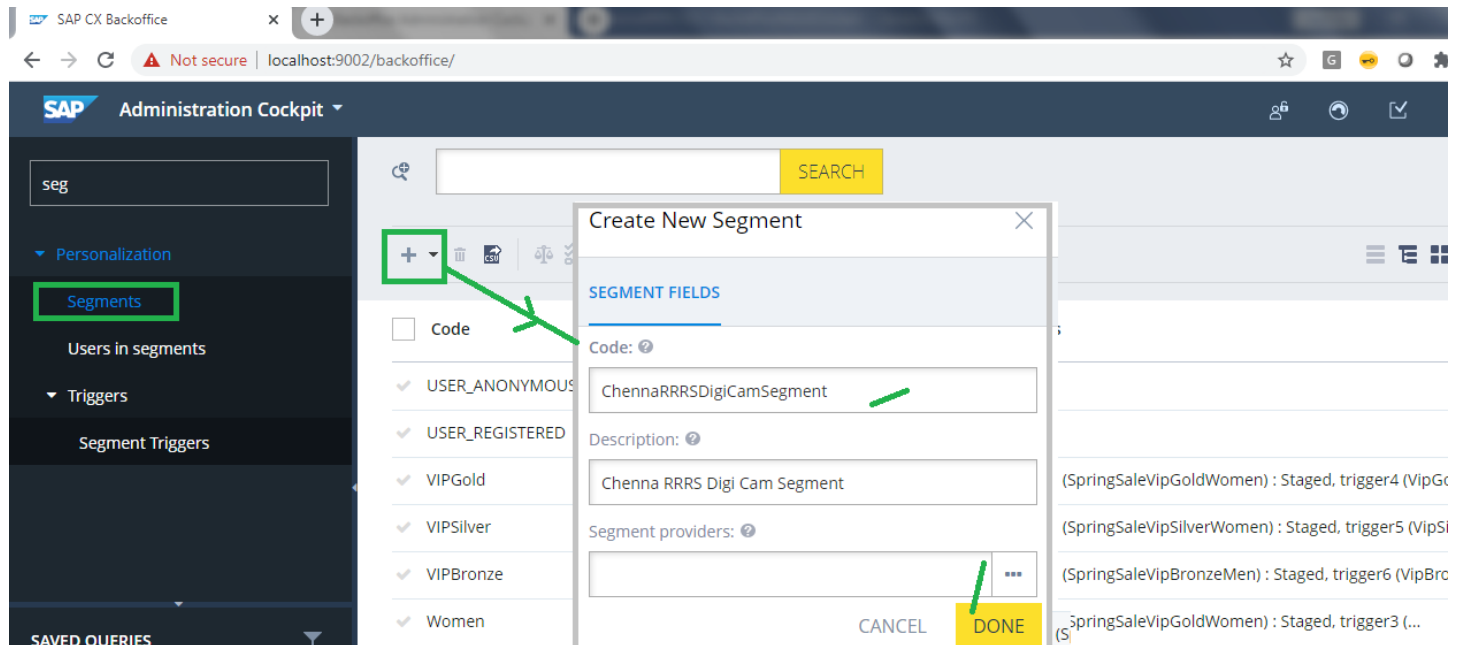


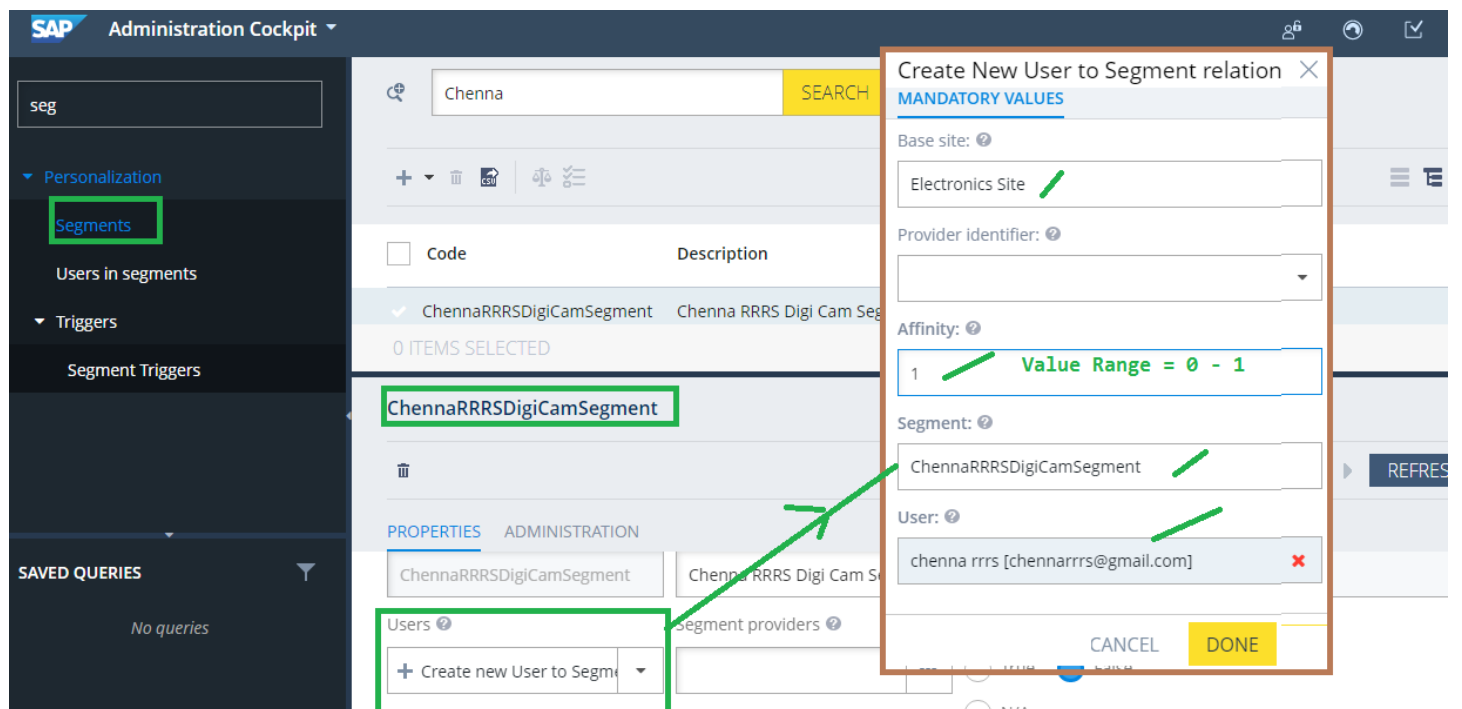
## Scenario = Setting a User Affinity to a Segment in SCC?

Affinity value helps to measure strength relation between User and Product.

### Step 1 = Create New Segment



### Step 2 = Create New User for Segment Relation



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### Step 3 = Create Customization in SmartEdit

The screenshot shows the SAP SmartEdit interface. The top navigation bar includes 'Sites', 'Navigation', 'Pages', 'Storefront', and 'Electronics Content Catalog - Staged | English | Electronics Product Catalog (Online)'. The 'Storefront' tab is active. Below it, the 'Personalization' dropdown is open, showing 'Customize', 'Combined View', and 'Library'. The 'Library' option is selected, opening a 'Customization Library' dialog with 'Manage Library' and 'Create New Customization' options. The 'Create New Customization' option is highlighted. Below this, two panels are shown. The left panel, titled 'Customization', has tabs for 'Basic Information' and 'Target Group'. The 'Basic Information' tab is active, showing a 'Name' field with 'ChennaRRRSDigiCam', a 'Description' field with 'Chenna RRRS Digi Cam', and a 'Status Configuration' toggle set to 'ON'. A 'Next' button is at the bottom right. The right panel, also titled 'Customization', has tabs for 'Basic Information' and 'Target Group'. The 'Target Group' tab is active, showing a 'Name' field with 'Chenna RRRS Digi Cam Fans', a 'Segments' dropdown with 'Select segments', and a 'Create group' button. A 'Save' button is at the bottom right. Green arrows indicate the flow from the 'Create New Customization' option to the 'Basic Information' tab, then to the 'Target Group' tab, and finally to the 'Save' button.

### Results =

The screenshot shows the 'Manage Customization Library' interface. It displays a table of customizations. The table has columns: Customization, Target Groups, Components, Status, Start, and End. The table contains three rows: 'SummerSale', 'ChennaRRRSDigiCam', and 'Chenna RRRS Digi Cam Fans'. The 'ChennaRRRSDigiCam' row is highlighted with a green box. The 'Chenna RRRS Digi Cam Fans' row is also highlighted with a green box. The 'Status' column shows 'Enabled' for all rows. The 'Start' and 'End' columns are empty. The 'Components' column shows '0' for 'Chenna RRRS Digi Cam Fans'. The 'Target Groups' column shows '1' for 'ChennaRRRSDigiCam' and '2' for 'SummerSale'. The 'Customization' column shows 'SummerSale', 'ChennaRRRSDigiCam', and 'Chenna RRRS Digi Cam Fans'. The 'ChennaRRRSDigiCam' row is highlighted with a green box. The 'Chenna RRRS Digi Cam Fans' row is also highlighted with a green box. The 'Status' column shows 'Enabled' for all rows. The 'Start' and 'End' columns are empty. The 'Components' column shows '0' for 'Chenna RRRS Digi Cam Fans'. The 'Target Groups' column shows '1' for 'ChennaRRRSDigiCam' and '2' for 'SummerSale'. The 'Customization' column shows 'SummerSale', 'ChennaRRRSDigiCam', and 'Chenna RRRS Digi Cam Fans'.

Customization	Target Groups	Components	Status	Start	End
SummerSale	2		Enabled		
ChennaRRRSDigiCam	1		Enabled		
Chenna RRRS Digi Cam Fans		0	Enabled		

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## Scenario = Verifying If a Promotion is Applied to an Order in SCC?

This is Important for Business Users & Helpful for testing new Promotions.

=== Goto Backoffice

The screenshot shows the SAP Administration Cockpit interface. On the left sidebar, the 'orders' menu is expanded, and 'Orders' is highlighted. The main area displays a list of orders. The first order, '00003002', is selected. Below the list, the order details are shown, including the 'PROMOTION ENGINE RESULTS' tab. This tab displays a table with the following data:

Application Order	Promotion Code	Promotion Name	Promotion Description	Applied Discount Value
1	ChennaRRRSPromotion	Chenna RRRS Promotion Name	Chenna RRRS Promotion - Message	321.04

**Note:** - We can also check the Promotion Codes

The screenshot shows the SAP Administration Cockpit interface. On the left sidebar, the 'Marketing' menu is expanded, and 'Promotion Rules' is highlighted. The main area displays a list of promotion codes. The first code, 'ChennaRRRSPromotion', is selected. Below the list, the promotion details are shown, including the 'PROMOTION ENGINE RESULTS' tab. This tab displays a table with the following data:

Code	Name	Website	Priori...	Rule Group
ChennaRRRSPromotion	Chenna RRRS Promotion Name	apparelUKPromoGrp	0	customerPromotionRuleGroup

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## Scenario = Creating a Single-Code Coupon in SCC?

The screenshot shows the SAP CX Backoffice Administration Cockpit interface. On the left sidebar, the navigation menu is expanded to 'Coupon Management' and then 'Coupons'. The main area displays a search bar and a list of coupon types: 'Customer Coupon', 'Multi-Code Coupon', and 'Single-Code Coupon'. The 'Single-Code Coupon' option is highlighted with a green box. Below this, the 'New Single-Code Coupon' form is visible, showing the 'Coupon Code' field with the value 'ChennaRRRS20%Dis' and a green checkmark, and the 'Name' field which is empty. The 'SAVE' button is highlighted in yellow.

The screenshot shows the 'COUPON VALIDITY' section of the SAP CX Backoffice. It includes fields for 'Maximum Redemptions per Customer' (set to 1), 'Maximum Total Redemptions' (set to 100), 'Start Date', and 'End Date'. The 'Active' checkbox is checked, and the 'True' radio button is selected. Green checkmarks are visible next to the 'Maximum Redemptions per Customer', 'Maximum Total Redemptions', 'Start Date', 'End Date', and 'Active' fields.

**Note:** - To use Coupons we need to have / create Promotions.

A Promotion cannot be activated without a condition.

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## Scenario = Creating a Multi-Code Coupon in SCC?

Each coupon is unique & can be applied only once.

The screenshot shows the SAP CX Backoffice Administration Cockpit. In the left sidebar, the 'Coupon Management' menu is expanded, and the 'Coupons' option is selected. The main area displays the 'New Multi-Code Coupon' configuration page. The 'Coupon Prefix' is set to 'RRRS', and the 'Coupon Code Generation Configuration' is set to 'default-configuration'. The 'Name' field is empty. The 'Start Date' and 'End Date' fields are also empty. The 'Active' checkbox is checked. The 'Generated Coupon Codes' section shows a list of generated codes, with the first code being '120 RRRS 2020-09-10 00000000...'. A green arrow points to the 'GENERATE' button.

The screenshot shows the 'Chenna RRRS Multi Coupon [RRRS]' configuration page. The 'COUPON VALIDITY' section shows the 'Start Date' as 'Sep 10, 2020 9:59 AM' and the 'End Date' as 'Sep 16, 2020 9:59 AM'. The 'Active' checkbox is checked. The 'GENERATED COUPON CODES' section shows a list of generated codes, with the first code being '120 RRRS 2020-09-10 00000000...'. A green arrow points to the 'GENERATE' button.

**Note:** - We can download generated Coupons & see: -

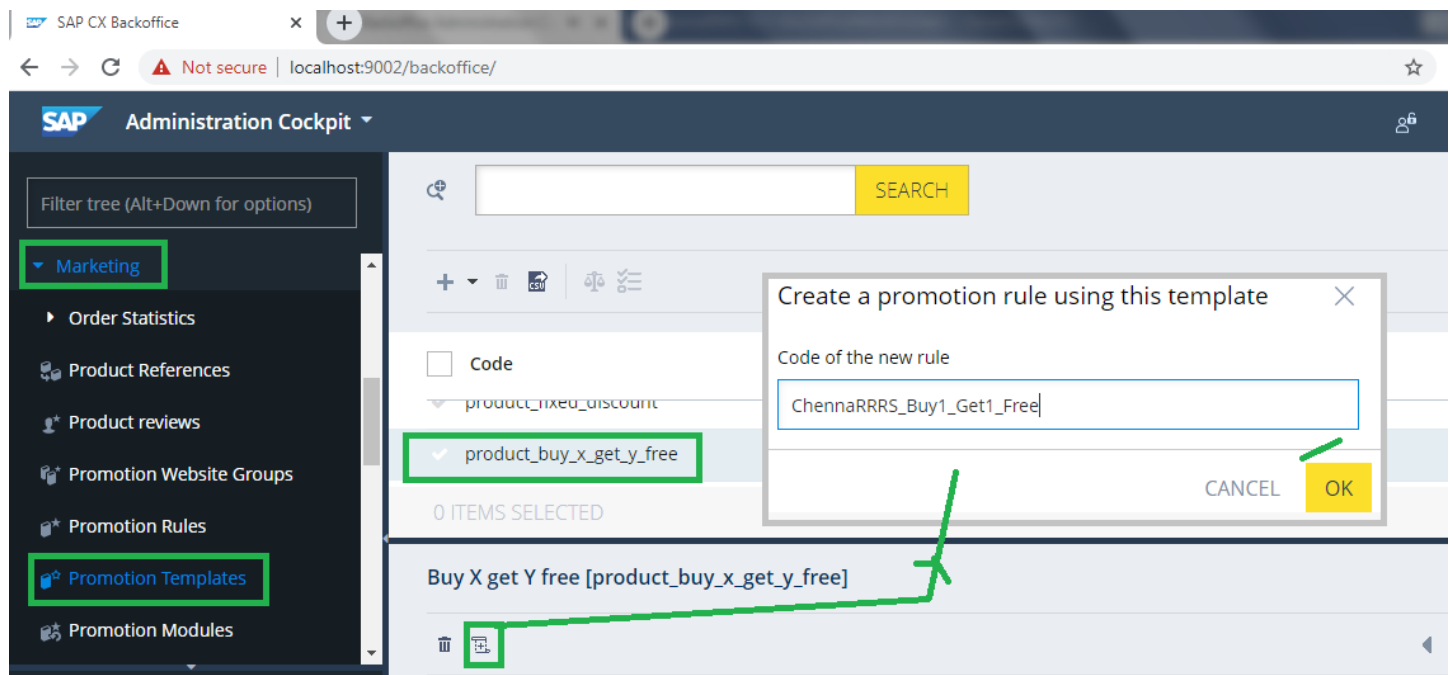
The screenshot shows a file explorer window with a list of generated coupon codes. The first code is '120 RRRS 2020-09-10 00000000...'. A green arrow points to the 'GENERATE' button.

A	B
RRRS-SWRN-WDDE-CGNA-G55N	
RRRS-S5RN-WDDE-SZG3-AWSW	
RRRS-SNRN-WDDE-RACG-W522	
RRRS-SZRN-WDDE-SCBL-5AC5	
RRRS-SDRN-WDDE-XCAG-NBSC	
RRRS-SARN-WDDE-XXGW-RX3S	
RRRS-SBRN-WDDE-WAXE-23DX	
RRRS-S2RN-WDDE-LWDW-SNER	
RRRS-SERN-WDDE-GABB-S5RG	
RRRS-SGRN-WDDE-53A3-A55D	

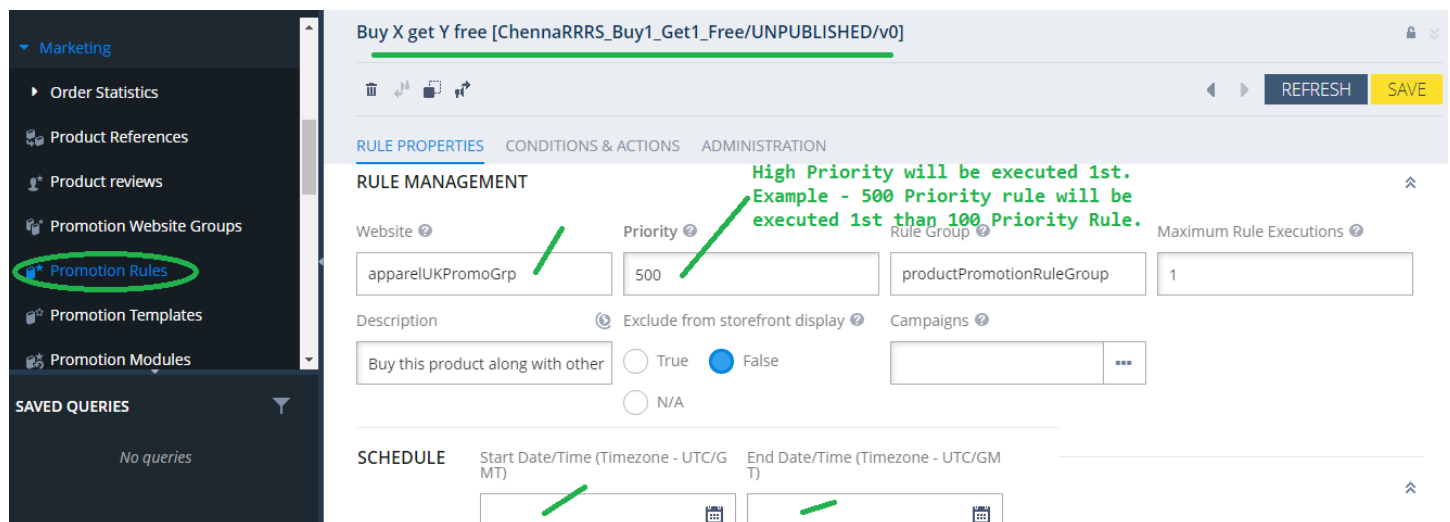
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## Scenario = Creating a Buy One Get One Free Promotion in SCC?

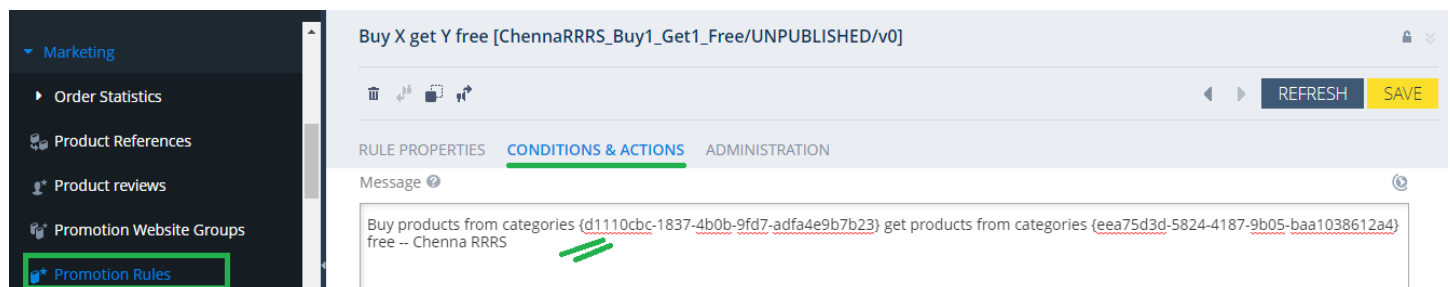
### Step 1 = Create Promotion from template



### Step 2 = Specify Rule Properties



### Step 3 = Specify Rule "Conditions & Actions"



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Now Specify same Category [Sunglasses – Staged] in both “Container\_X & Container\_Y”.

Buy X get Y free [ChennaRRRS\_Buy1\_Get1\_Free/UNPUBLISHED/v0]

RULE PROPERTIES CONDITIONS & ACTIONS ADMINISTRATION

CONTAINER\_X (Cart CONTAINS ANY products []) OR Cart CONTAINS ANY categories [sunglasses]) AND CONTAINER\_Y (Cart CONTAINS ANY products []) OR Cart CONTAINS ANY categories [sunglasses])

Container ID Container

Group operator Group

Qualifying products

Qualifying categories

Operator >=

Quantity per order entry 1

Category selection operator CONTAINS ANY

Filter selection by catalog

Categories Sunglasses [sunglasses] - Apparel Product Catalog : Staged

Excluded categories

Buy X get Y free [ChennaRRRS\_Buy1\_Get1\_Free/UNPUBLISHED/v0]

RULE PROPERTIES CONDITIONS & ACTIONS ADMINISTRATION

CONTAINER\_X (Cart CONTAINS ANY products []) OR Cart CONTAINS ANY categories [sunglasses]) AND CONTAINER\_Y (Cart CONTAINS ANY products []) OR Cart CONTAINS ANY categories [sunglasses])

Container ID Container

Group operator Group

Qualifying products

Qualifying categories

Operator >=

Quantity per order entry 1

Category selection operator CONTAINS ANY

Filter selection by catalog

Categories Sunglasses [sunglasses] - Apparel Product Catalog : Staged

Excluded categories

Available Conditions

- Cart
  - Cart total
  - Qualifying products
  - Qualifying categories
  - Product price threshold
  - Coupon code
  - Qualifying Group Types
  - Order Threshold Perfect Partner
- Customer
  - Target customers

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Finally – Specify output action =

Buy X get Y free [ChennaRRRS\_Buy1\_Get1\_Free/UNPUBLISHED/v0]

REFRESH SAVE

RULE PROPERTIES CONDITIONS & ACTIONS ADMINISTRATION

**ACTIONS**

Apply 100% discount on the partner products

Means -- If we have 2 categories of Sunglasses then give cheapest one.

Percentage discount on partner products

Percentage discount value: 100

Selection strategy: Cheapest

Qualifying product containers: CONTAINER\_X > 1

Target product containers: CONTAINER\_Y > 1

Available Actions

- Coupon
- Free coupon
- Cart discounts
- Percentage discount on cart
- Fixed discount on cart
- Product discounts

Step 4 = Publish the Promotion

Buy X get Y free [ChennaRRRS\_Buy1\_Get1\_Free/UNPUBLISHED/v0]

Publish Promotion Rule For Module

Select Promotion Module

promotions-module

CANCEL OK

Step 5 = Test the Results [Goto Apparel UK Site & Add Any Product from Sunglasses Category]

**B2C Accelerator**

SIGN IN / REGISTER



I'm looking for

BRANDS STREETWEAR SNOW ACCESSORIES YOUTH

HOME / BAG

EXPORT CSV

2 items | £84.96

ITEM (STYLE NUMBER)	PRICE	QTY	DELIVERY	TOTAL
 Shades Fox The Condition polished black grey 300046587 In Stock Buy products from categories Sunglasses get products from category Sunglasses free - Chenna RRRS	£84.96	1	SHIP	£84.96
 Shades Anon Allie brown tortoise brown 300044624 In Stock Buy products from categories Sunglasses get products from category Sunglasses free - Chenna RRRS	£67.96	1	SHIP	FREE

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**Scenario** = Creating a Promotion Rule Based on a Template in SCC?

URL = <https://localhost:9002/backoffice/>

Login with “marketingmanager”

**Req** = Creating 20% on Sony Products

The screenshot shows the SAP CX Backoffice Administration Cockpit interface. On the left, the 'Marketing' menu is expanded, and 'Promotion Templates' is highlighted. The main area displays a table with one row: 'product\_percentage\_discount' with the name 'Product percentage discount'. A dialog box titled 'Create a promotion rule using this template' is open, showing the 'Code of the new rule' as 'ChennaRRRS\_product\_percentage\_discount'. A green line connects the 'product\_percentage\_discount' row in the table to the dialog box. The bottom tabs are 'RULE TEMPLATE PROPERTIES', 'CONDITIONS & ACTIONS', and 'ADMINISTRATION'.

The screenshot shows the SAP CX Backoffice Administration Cockpit interface. On the left, the 'Marketing' menu is expanded, and 'Promotion Rules' is highlighted. The main area displays a table with one row: 'ChennaRRRS\_product\_percentage\_discount' with the name 'Product percentage discount'. The table has columns: Code, Name, Website, Prior..., Rule Group, and Ver. The 'Rule Group' is 'productPromotionRuleGroup'. The bottom tabs are 'RULE PROPERTIES', 'CONDITIONS & ACTIONS', and 'ADMINISTRATION'. An 'INFO MESSAGE' section is visible at the bottom.

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**Scenario** = Create a CMS Link Component in Backoffice Administration Cockpit in SCC?

## Step 1 = Create Link Component

The screenshot shows the SAP CX Backoffice Administration Cockpit interface. On the left, the 'Component' menu is highlighted. In the center, a search bar shows 'Link' with a green checkmark. On the right, the 'Create New Link' dialog is open, showing the 'MANDATORY VALUES' section. The 'Is external' field is set to 'False'. The 'Open In External Window' dropdown is set to 'In same window'. The 'Catalog Version' field is set to 'Electronics Content Catalog : Staged'. The 'Time created' field is empty. The 'Only one Restriction must apply' field is set to 'True'. The 'ID' field is set to 'ChennaRRRSBatteryLinkComponent'. The 'DONE' button is highlighted.

## Step 2 = Change the Properties

The screenshot shows the SAP CX Backoffice Administration Cockpit interface. On the left, the 'Component' menu is highlighted. In the center, a search bar shows 'Link' with a green checkmark. Below the search bar, a table lists the components. The 'ChennaRRRSBatteryLinkComponent' is selected, and the 'Link' component is highlighted. Below the table, the 'Link' component details are shown. The 'Linkname' field is set to 'Chenna RRRS Battery Link'. The 'Is external' field is set to 'False'. The 'Content Page' field is empty. The 'Category' field is set to 'Battery Chargers [829] - Electronics ...'. The 'ADMINISTRATION' tab is selected, showing the 'Name' field set to 'ChennaRRRSBatteryLink' and the 'Is restricted' field set to 'False'. The 'SAVE' button is highlighted.

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