

SAP Customer Experience

Integration Series – SAP Commerce with **SAP** **Customer Data Cloud (CDC)**

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INTERNAL – SAP and Partners Only

Agenda

- Overview SAP CDC
- Overview SAP Commerce
- Initial Set Up CDC
- ScreenSets CDC
- SAP Commerce Connector & Configuration
- Registration As A Service
- Consent Management
- Webhooks
- B2B Flow
- Useful Links

Overview of **Customer Data Cloud (CDP)**

Deployed in Cloud and is SAAS tool (Software as a Service)

Consist of Following products:

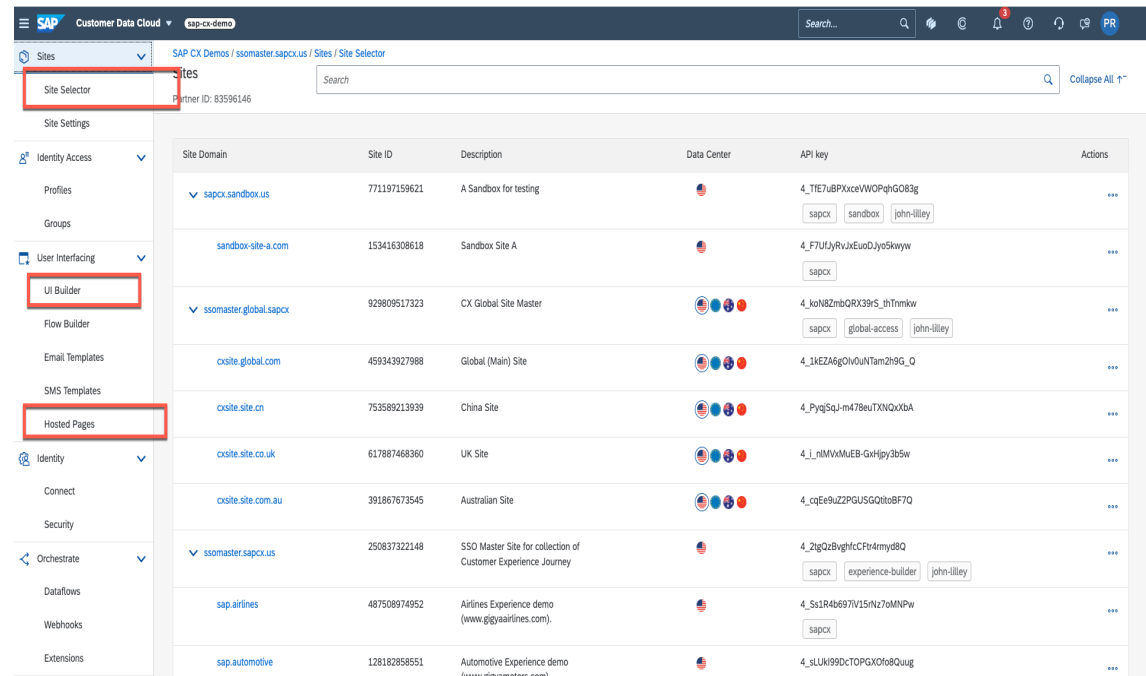
- Customer Identity - [Customer Identity](#) is a CIAM solution (Customer Identity and Access Management) that enables you to connect with your website and app users, and engage with your customers.
- Customer Consent- SAP [Customer Consent](#) manages user privacy, preferences, and consent in a way that is transparent to the user, while helping you uphold rigorous standards so as to support your compliance with international privacy regulations
- CIAM for B2B - [CIAM for B2B](#) allows businesses to manage their relationship with other businesses in a transparent way.

Overview of SAP Commerce

- SAP Product offers e-commerce functionality to engage your customer on any device.
- The extensible, modular architecture provides a solid foundation for developing relevant and personalized experiences
- Framework built on Java & Spring.
- SAP Commerce is available on public cloud as PAAS (Platform as a Service), one can deploy their own customization on top of standard product suiting the business requirement.

Initial Set up CDC

- SAP CDC Console
- Set up the Site
- Create Screen Sets For RAAS
- Consent Statements for ECPM



















Site Domain	Site ID	Description	Data Center	API key	Actions
▼ sapcx.sandbox.us	771197159621	A Sandbox for testing	US	4_TTE7uBPXceVWOPqhGO83g sapcx sandbox john-illiey	...
sandbox-site-a.com	153416308618	Sandbox Site A	US	4_F7uJyRvJxEuODJye5kwyw sapcx	...
▼ ssomaster.global.sapcx	929809517323	CX Global Site Master	US, DE, CN	4_koN8ZmbQRX39rS_thTmkw sapcx global-access john-illiey	...
cxsite.global.com	459343927988	Global (Main) Site	US, DE, CN	4_1kEZAgOlVouNTam2h9G_Q	...
cxsite.site.cn	753589213939	China Site	US, DE, CN	4_PyqSqJ-m478euTXNqXbA	...
cxsite.site.co.uk	617887468360	UK Site	US, DE, CN	4_i_nMVMuEB-GxHjpy3b5w	...
cxsite.site.com.au	391867673545	Australian Site	US, DE, CN	4_cqEe9uZ2PGUSGQito8F7Q	...
▼ ssomaster.sapcx.us	250837322148	SSO Master Site for collection of Customer Experience Journey	US	4_2tgQzBvghfcFtr4rmyd8Q sapcx experience-builder john-illiey	...
sap.airlines	487508974952	Airlines Experience demo (www.gyaairlines.com).	US	4_Ss1R46697V15Nz7oMNPw sapcx	...
sap.automotive	128182858551	Automotive Experience demo (www.elevamotors.com).	US	4_slUk99DcTOPGXOf8Quug	...

ScreenSets – CDC UI Builder

- Create your Own Login Page In CDC
- Drag and Drop the fields as required
- Do the required mapping to the CDC Schema

UI Builder | Screen-Set ID: KOREA-Authentication-Centralized, Version: 54

Registration ▼ + New Screen Localization CSS Javascript

Standard	
 Header	≡
 Label	≡
 Link	≡
 Textbox	≡
 Image	≡
 Login ID	≡
 Password	≡
 Metadata	≡
 Dropdown	≡
 Option group	≡
 Checkbox	≡
 Form error	≡
 Spacer	≡
 Button	≡
Widgets	
 Phone Widget	≡
 Array Manager	≡

Email *

purav.rustagi@sap.com

Password *

.....

6-50 characters; must contain a number, an upper & lower case letter


Or use passwordless (OTP)


[Sign up via Email Address](#)


[Sign up via Mobile Phone No.](#)


[Sign up via App Push Notification](#)


Or use your online external identity


 Log in

 Google

 Twitter


 LinkedIn

 Login

 Yahoo

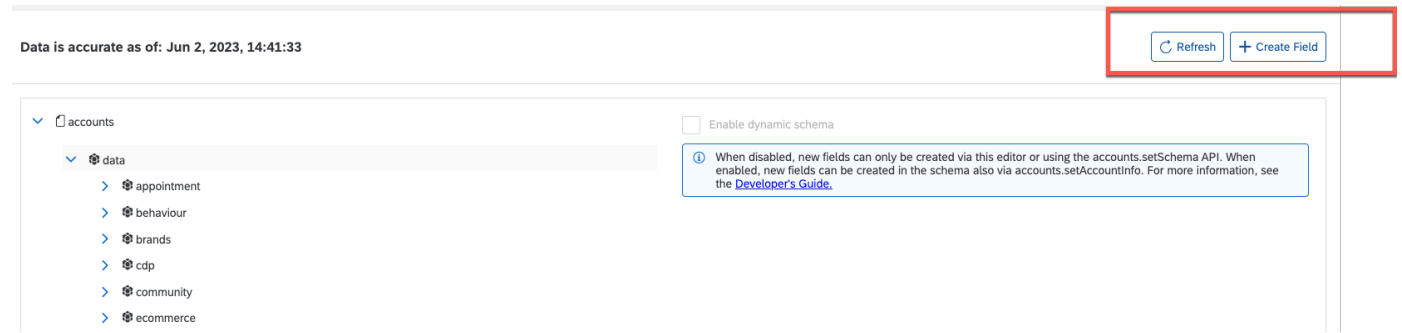
Policy

protected by reCAPTCHA



Extending the CDC Schema

- One can extend the the default schema provided by OOTB by adding custom fields



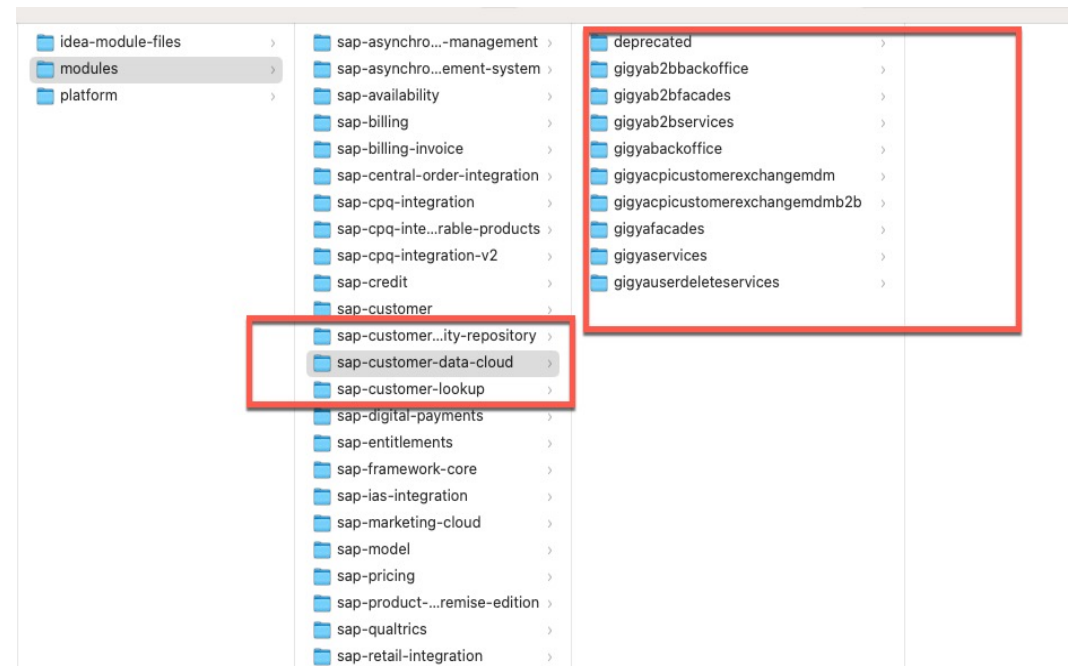
SAP Commerce Connector

- SAP Commerce Cloud 1811 or Higher
- Enabled the following extension

```
- <extension name="gigyab2bbackoffice" />  
  <extension name="gigyab2bfacades" />  
  <extension name="gigyab2bservices" />  
  <extension name="gigyabackoffice" />  
  <extension name="gigyacpicustomerexchangemdm" />  
  <extension name="gigyacpicustomerexchangemdb2b" />  
  <extension name="gigyafacades" />  
  <extension name="gigyaservices" />  
  <extension name="gigyuserdeleteservices" />
```

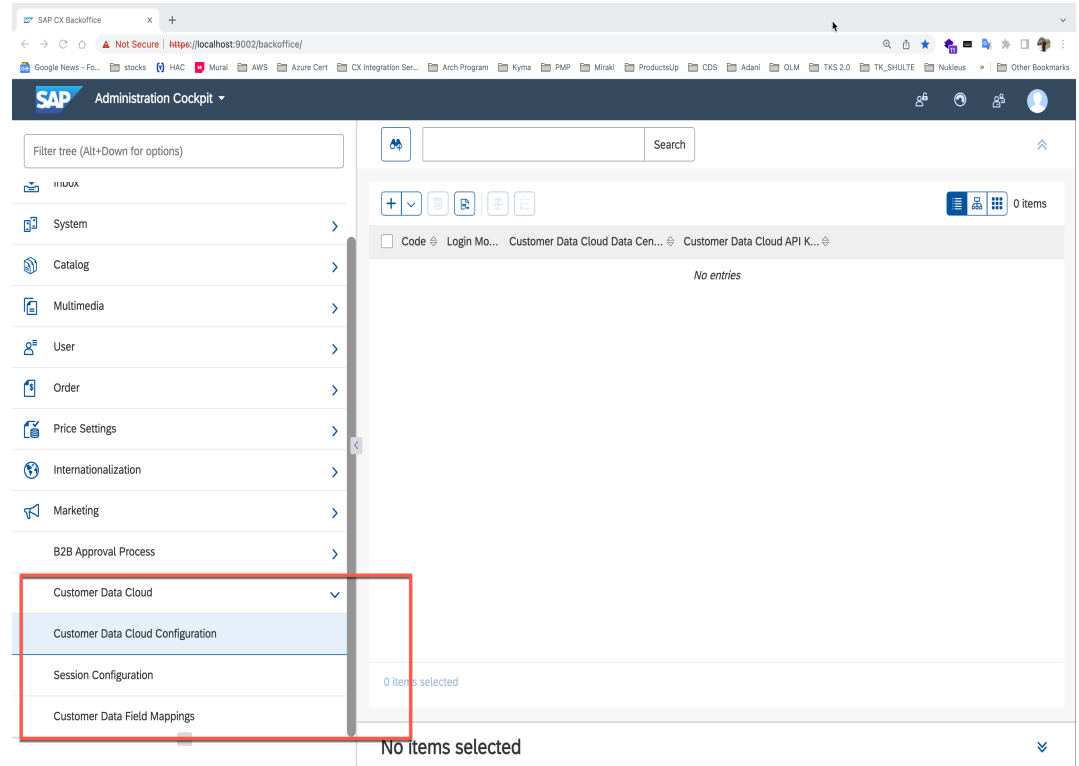
The extensions are available in the SAP Commerce Cloud Integration Extension Pack

https://help.sap.com/docs/SAP_COMMERCE_INTEGRATION_EXTENSION_PACK?version=2102&locale=en-US



Configuration on **SAP Commerce**

- In SAP Commerce Cloud Backoffice
- Do the required configuration for the following
 - CDC Config
 - Session Configuration
 - Customer Data Field Mappings



User Journey

1. Register

- Customer visits the e-commerce site and provides profile details (email, username, address, etc.) and consents to register a new account

2. Login

- Customer logs in to the e-commerce site with their email and password

3. Update profile

- After the customer logs in, they can update their profile (address, phone number) as needed

4. Shopping

- The customer chooses their items they like, inputs their order information and submits the order. This includes putting in a new shipping address

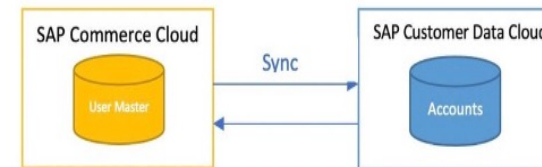
5. Delete membership (Withdrawal)

- If the customer will no longer use the site and would like their data removed, they can submit a request to delete their account

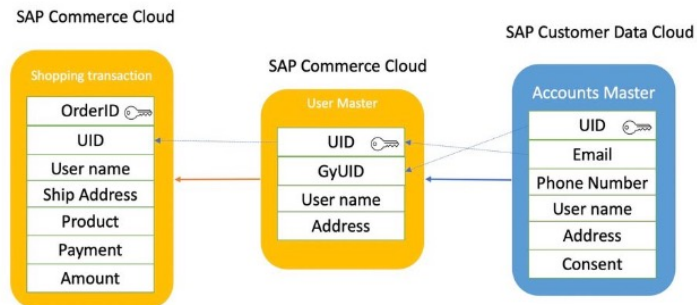


Data Sync and Mapping

- SAP CDC has the master member profile data
- SAP Commerce Cloud only needs part of the member profile



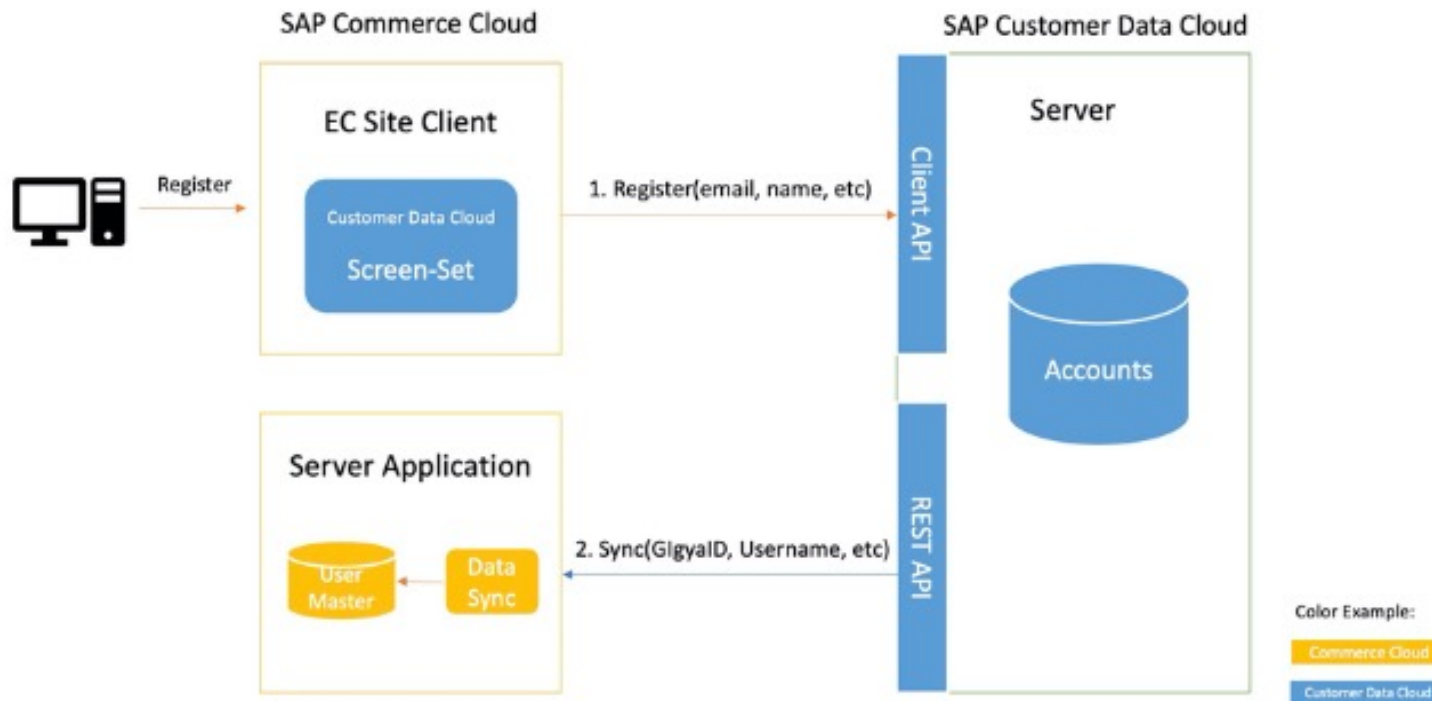
The relationship between the above databases is as below:



SAP Commerce Cloud	SAP Customer Data Cloud
Customer.uid	Email address
Customer.name	\${first name} + SEPARATOR(one Space) + \${last name}
Customer.GyUID	UID in Customer Data Cloud

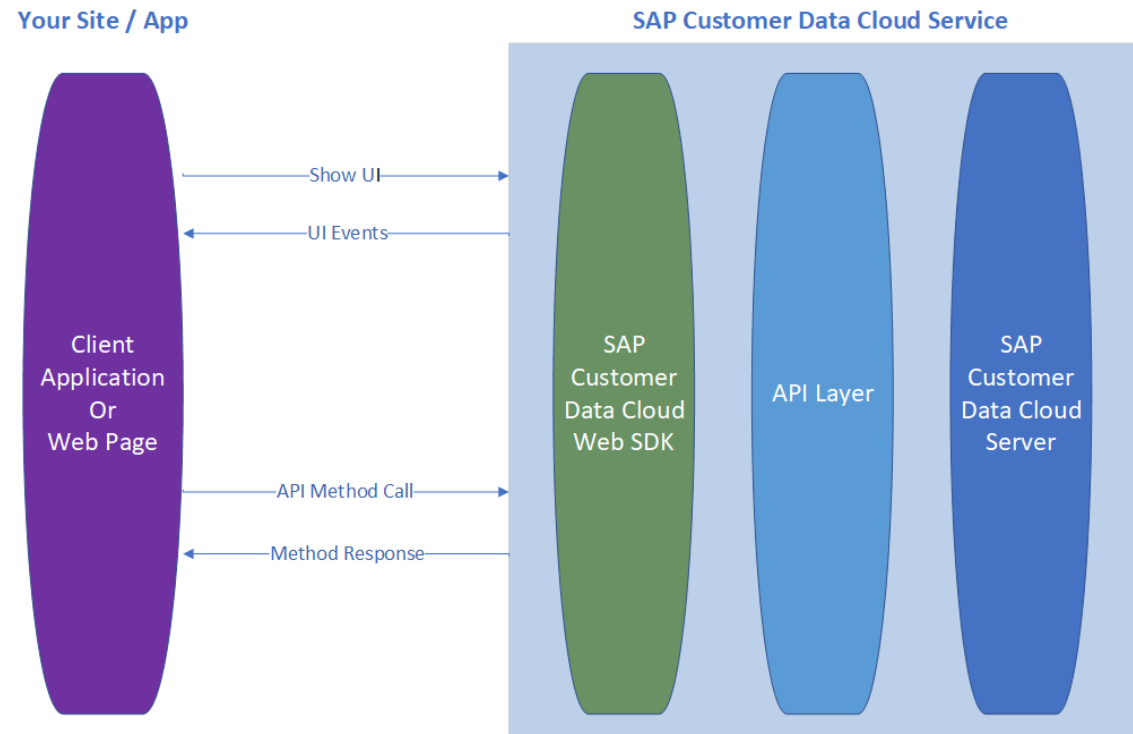
Registration Flow

Register dataflow from Commerce Cloud to Customer Data Cloud



Web SDK CDC

- Loading the Web SDK
- ```
<script type="text/javascript" lang="javascript" src="cdns.<Data_Center>/js/gigya.js?apikey=<A_Valid_API_Key_For_Your_Site>"> </script>
```
- `gigya.<namespace>.<method_name>(params); // e.g., gigya.socialize.showShareBarUI(params)`
- One can load the screensets in webpage created by the UI builder tool in CDC
- Or Screen sets can also be embed inside webpage and created with through programming



# Hosted Pages

Hosted Pages allow you to easily create cloud-hosted pages on SAP Customer Data Cloud servers.

In order to use Hosted Pages, you must have screen-sets configured for your site **and** a CNAME

Hosted Pages Builder

first-page - first-set/first-page

Design

Tab settings

Background

Header

Footer

CSS

```
html, body {
 margin: 0;
 padding: 0;
 height: 100%;
 box-sizing: border-box;
 overflow: auto;
}


img {
 width: 100%;
 height: 100%;
}

.gigya-hosted-page {
 height: 100%;
 display: flex;
 flex-direction: column;
}

.gigya-hosted-page-header,
.gigya-hosted-page-footer {
 padding: 20px;
}
```

To publish the page you must have a CNAME under your domain. [Create CNAME](#)

first-page



Header Item Header Item

Subscribe with email

Sign up for our newsletter

First name

Last name

Email \*

☒ Weekly Newsletter

By subscribing I agree to the [Terms of Use](#)

Sign up

Properties

Development URL

https://test-0902901029.us1-st1.my.gig...

To publish the page you must have CNAME under your domain  
[Create CNAME](#)

Screen-Set

Default-LiteRegistration

Screen

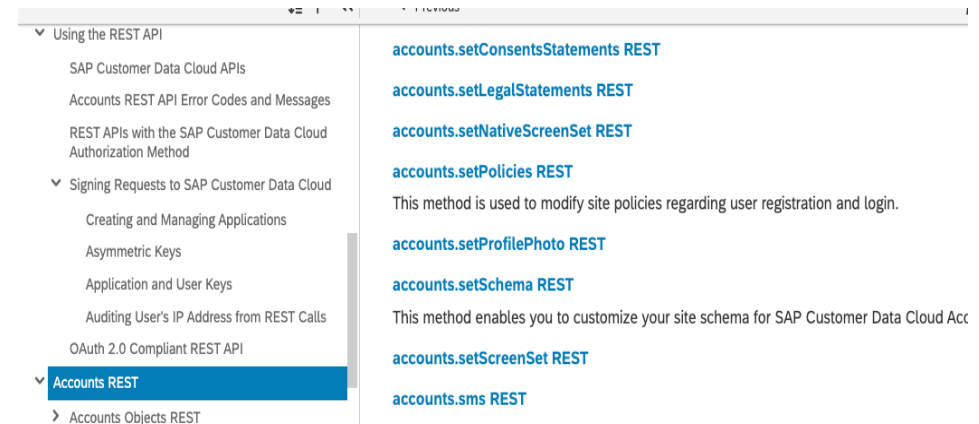
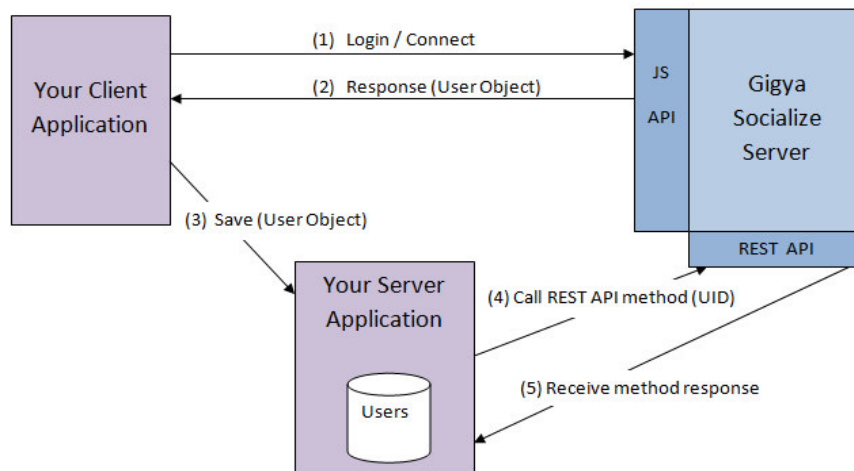
gigya-subscribe-with-email-screen

[Go to UI Builder](#)

# CDC Rest API & Java SDK

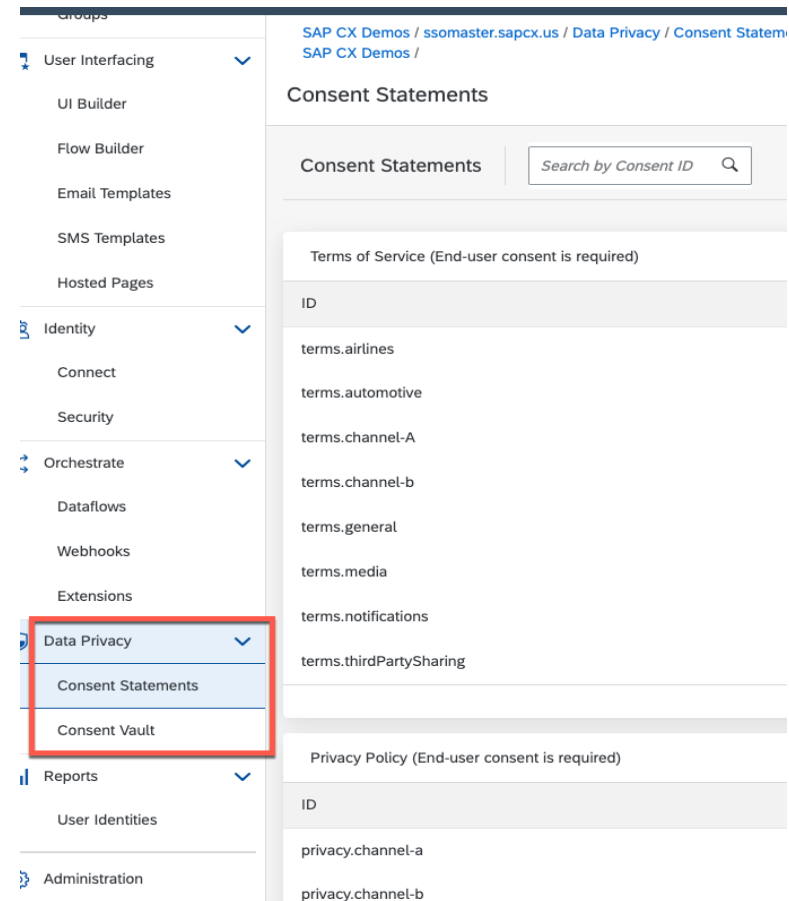
Java SDK is available as part of the SAP Commerce Extensions like gigyaservices

The SDK is used to populate the Request POJOs and then invoke the APIs



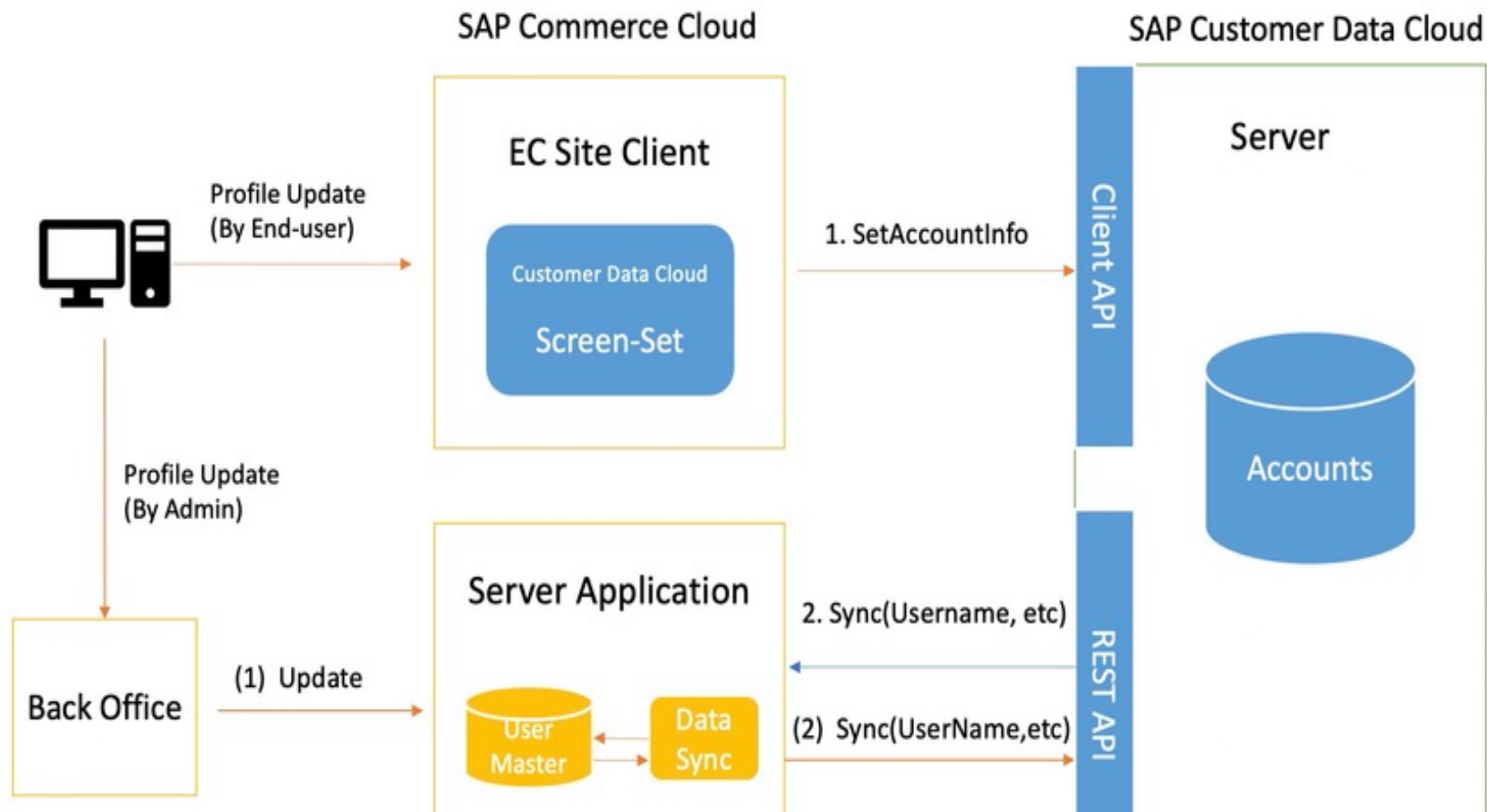
# CDC Preferences & Consent Management

- Consent statement and policies have to be uploaded on CDC
- And same needs to be mapped with the ID on screensets to be visible



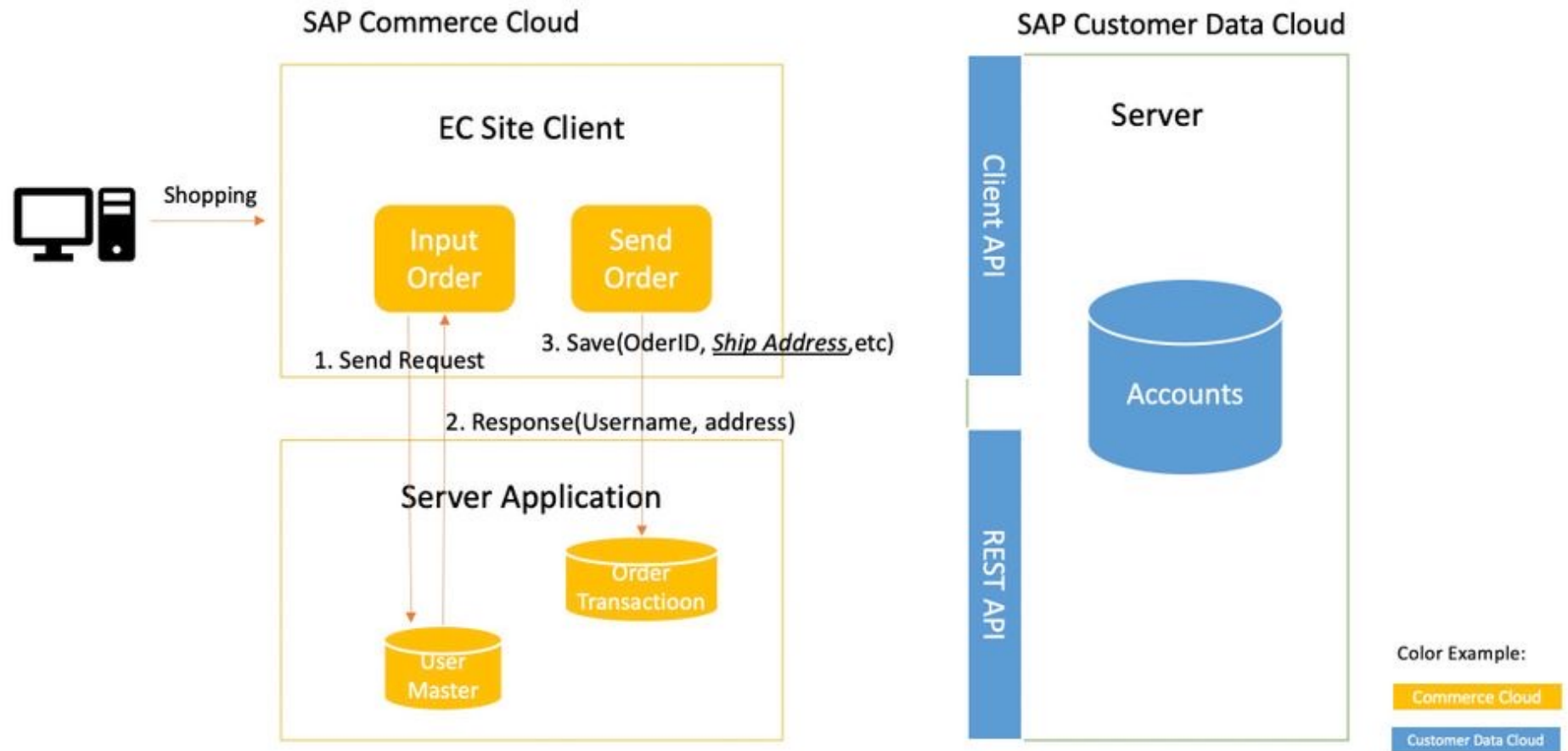


## Process Flow -Profile Update



## Process Flow - Shopping

### Shopping dataflow from Commerce Cloud to Customer Data Cloud



## CDC Webhooks

- CDC provides webhooks to extend the CDC flows by sending a notification to your server based on specific Cloud Data Event
- Webhook can be configured for the OOTB supported events ONLY.

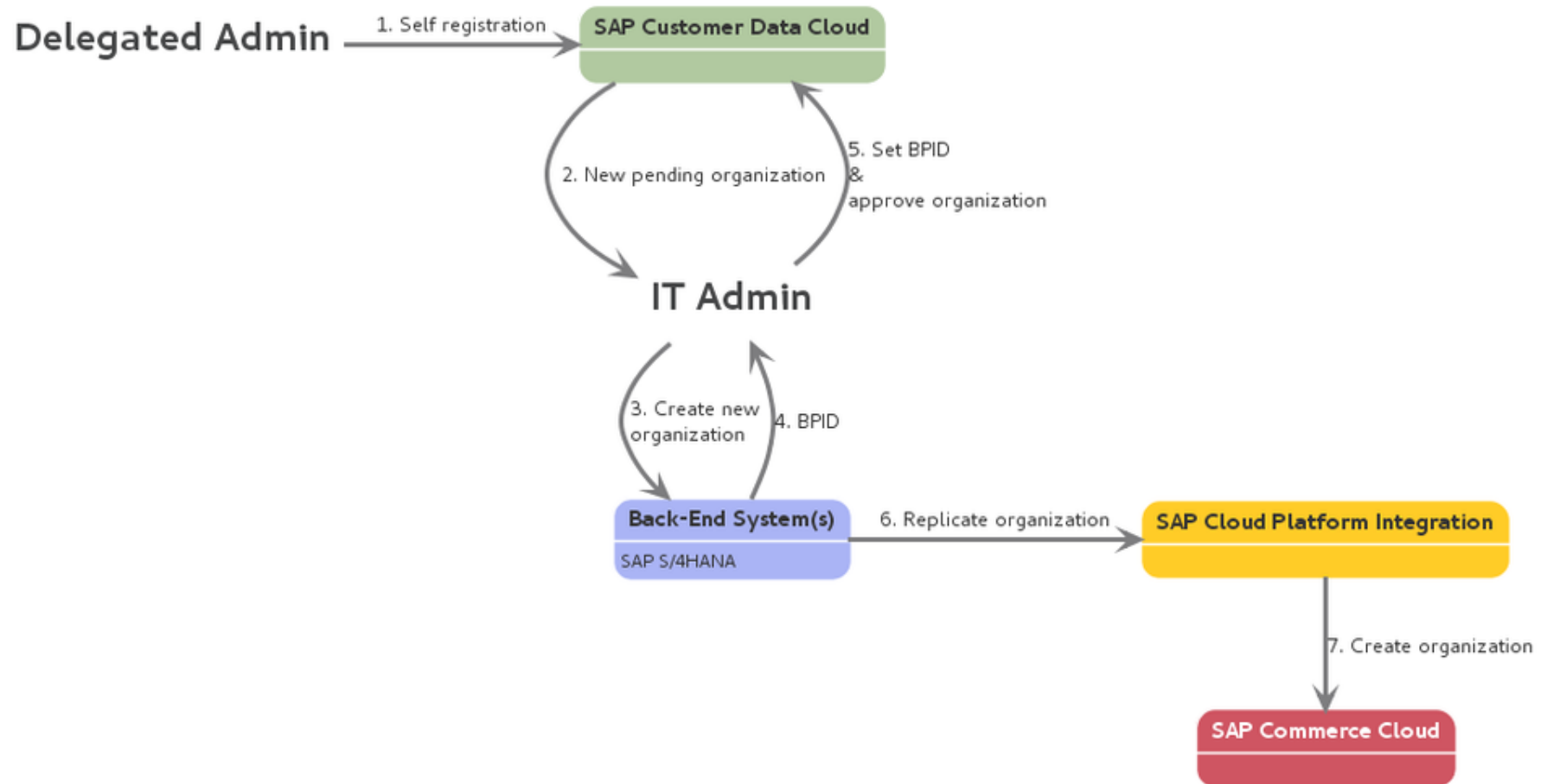
The screenshot shows the 'Create Webhook' form in the SAP Orchestrate interface. The breadcrumb navigation at the top indicates the path: 'Orchestrate / Webhooks'. The form title is 'Create Webhook', and there is a 'Back to Webhooks' link in the top right corner.

The form is divided into two main sections. The first section, 'Sign notifications using:', contains two radio button options: 'User/App key:' and 'Partner secret key'. Below the 'User/App key:' option is a text input field.

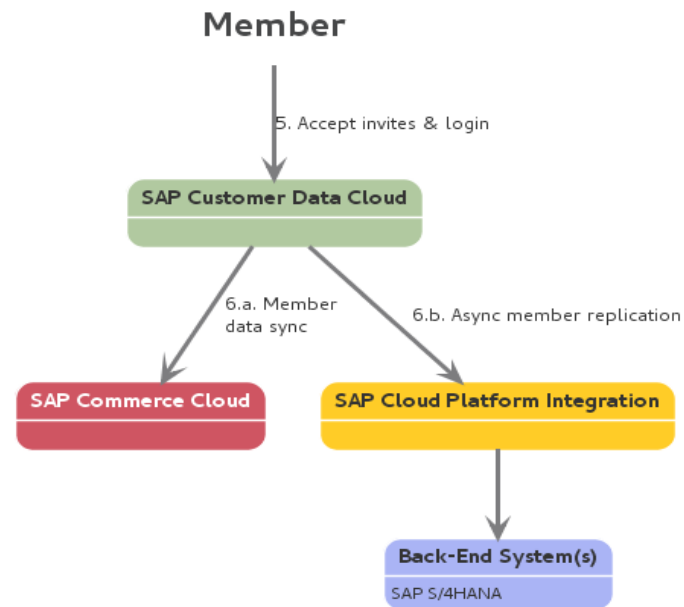
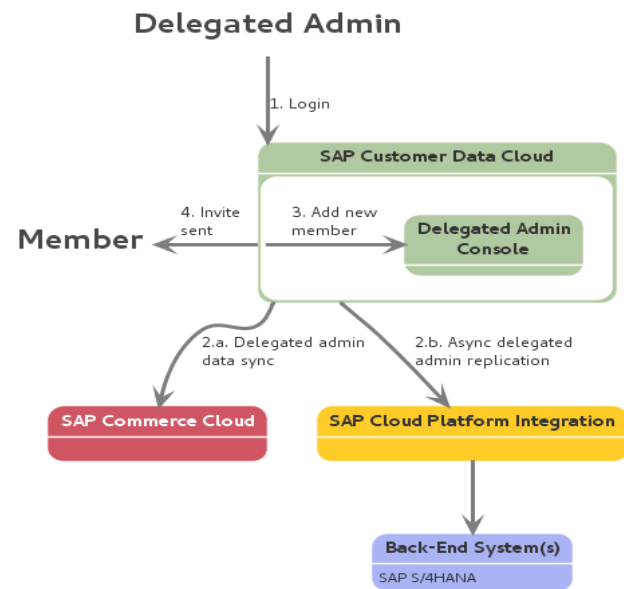
The second section, 'Events \*', contains a dropdown menu for 'Event type:' with 'Account' selected. Below the dropdown is a list of 12 events, each with a checkbox and a label:

|                                             |                                                 |
|---------------------------------------------|-------------------------------------------------|
| <input type="checkbox"/> Account created    | <input type="checkbox"/> Account merged         |
| <input type="checkbox"/> Account registered | <input type="checkbox"/> Account progressed     |
| <input type="checkbox"/> Account updated    | <input type="checkbox"/> Account UID changed    |
| <input type="checkbox"/> Account deleted    | <input type="checkbox"/> Subscription updated   |
| <input type="checkbox"/> Account logged in  | <input type="checkbox"/> Site preferences reset |
| <input type="checkbox"/> Account locked out | <input type="checkbox"/> Consent updated        |

## Organization Registration- B2B Flow



## Member Invite- B2B Flow



## Useful Links

<https://microlearning.opensap.com/channel/Business+End+User+Customer+Data/173269211>

[https://help.sap.com/docs/SAP\\_COMMERCE\\_INTEGRATIONS?version=2102&locale=en-US](https://help.sap.com/docs/SAP_COMMERCE_INTEGRATIONS?version=2102&locale=en-US)

[https://help.sap.com/docs/SAP\\_CUSTOMER\\_DATA\\_CLOUD/8b8d6ffe113457094a17701f63e3d6a/4d83300f0ac949828f9604a8abb44065.html?locale=en-US](https://help.sap.com/docs/SAP_CUSTOMER_DATA_CLOUD/8b8d6ffe113457094a17701f63e3d6a/4d83300f0ac949828f9604a8abb44065.html?locale=en-US)

[https://help.sap.com/docs/SAP\\_COMMERCE\\_INTEGRATIONS/b6a1e8b75222421a8faf0269e8fbd0dc/4fc06a3539a940e6b707c0c543d44053.html?locale=en-US&q=customer%20data%20cloud%20configuration](https://help.sap.com/docs/SAP_COMMERCE_INTEGRATIONS/b6a1e8b75222421a8faf0269e8fbd0dc/4fc06a3539a940e6b707c0c543d44053.html?locale=en-US&q=customer%20data%20cloud%20configuration)

[https://www.sap.com/cxworks/article/2589632355/integrate\\_sap\\_customer\\_data\\_cloud\\_with\\_sap\\_commerce\\_cloud](https://www.sap.com/cxworks/article/2589632355/integrate_sap_customer_data_cloud_with_sap_commerce_cloud)

[https://www.sap.com/cxworks/article/2589632334/data\\_flow\\_between\\_customer\\_data\\_cloud\\_and\\_commerce\\_cloud\\_for\\_b2c](https://www.sap.com/cxworks/article/2589632334/data_flow_between_customer_data_cloud_and_commerce_cloud_for_b2c)

[https://help.sap.com/docs/SAP\\_CUSTOMER\\_DATA\\_CLOUD/8b8d6ffe113457094a17701f63e3d6a/416f995970b21014bbc5a10ce4041860.html?locale=en-US&q=screenset](https://help.sap.com/docs/SAP_CUSTOMER_DATA_CLOUD/8b8d6ffe113457094a17701f63e3d6a/416f995970b21014bbc5a10ce4041860.html?locale=en-US&q=screenset)

[https://help.sap.com/docs/SAP\\_CUSTOMER\\_DATA\\_CLOUD/8b8d6ffe113457094a17701f63e3d6a/414407a270b21014bbc5a10ce4041860.html](https://help.sap.com/docs/SAP_CUSTOMER_DATA_CLOUD/8b8d6ffe113457094a17701f63e3d6a/414407a270b21014bbc5a10ce4041860.html)

**SAP Customer Experience**

# Thank you.

Contact information:

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