SAP Customer Experience

Integration Series – SAP Commerce with SAP Emarsys

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INTERNAL – SAP and Partners Only

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Agenda

- Overview Emarsys
- Overview Commerce
- Integration Overview SAP Commerce with Emarsys
- Prerequisites
- Initial Set up – Connecting Both System
- Contact Sync
- Events Sync
- Product Sync
- Overview of Tactics in Emarsys
- Custom Events

Overview of Emarsys

SAP Marketing Product that delivers the highly personalized cross channel experiences

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

Consist of two Modules:

- Customer Engagement : Deliver the predictable, profitable outcomes that your business demands and the highly personalized cross-channel experiences that your customers deserve

- Account Engagement : B2B add-on to SAP Emarsys Customer Engagement that enhances the platform with B2B capabilities. the platform with B2B capabilities

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.

SAP Commerce Cloud Integration With SAP Emarsys

Automatically synchronize with Emarsys

- Customers
- Events
- Products

Provides

- Automated tactics
- Smart contact segments
- Real-time personalization

Plug-and-play integrations allow marketers to quickly deploy campaigns such as

- ordering
- cart update
- product review

Integration Overview
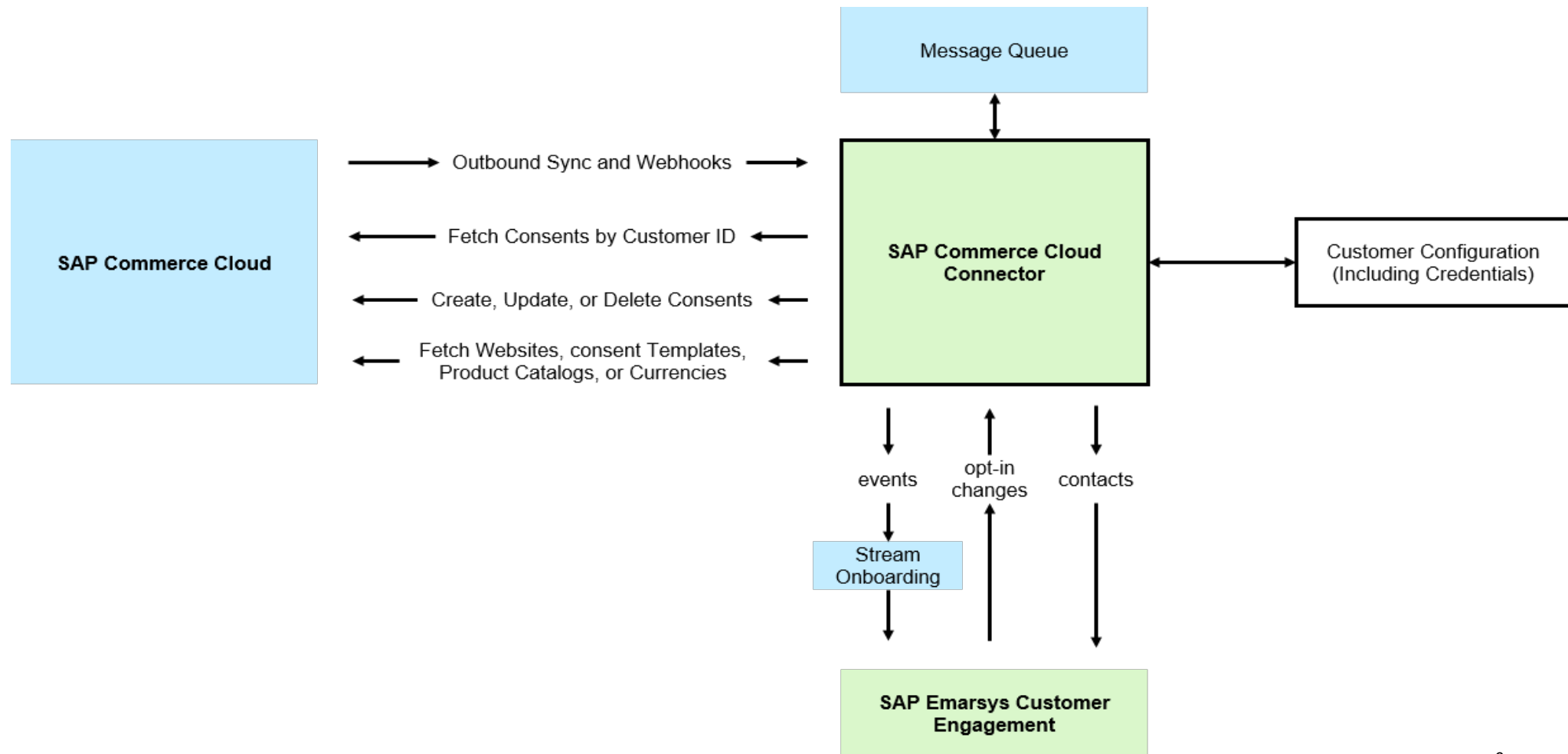
Prerequisites

- SAP Commerce Cloud 2105 or Higher

- Enabled the following extension
  - <extension name="odata2webservices" />
  - <extension name="integrationbackoffice" />
  - <extension name="outboundservices" />
  - <extension name="outboundsync" />
  - <extension name="integrationmonitoringbackoffice" />
  - <extension name="outboundsyncbackoffice" />
  - <extension name="webhookservices" />
  - <extension name="webhookbackoffice" />

  Following IP Filter Set is allowed
  - 34.89.173.3/32
  - 35.246.249.205/32
  - 34.89.137.140/32

Initial Set up & Connecting Both Systems

- **SAP Emarsys Customer Engagement**: Go to **Add-ons** → **SAP Commerce Cloud Integration**

- Check the provided credentials: there is an auto-generated **username** and a **password**.
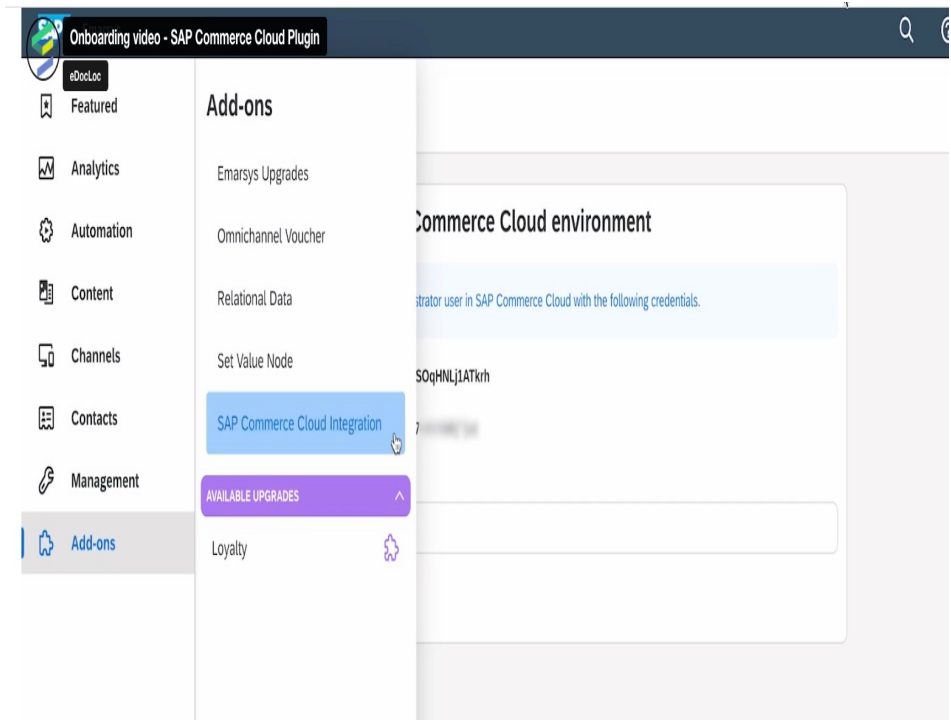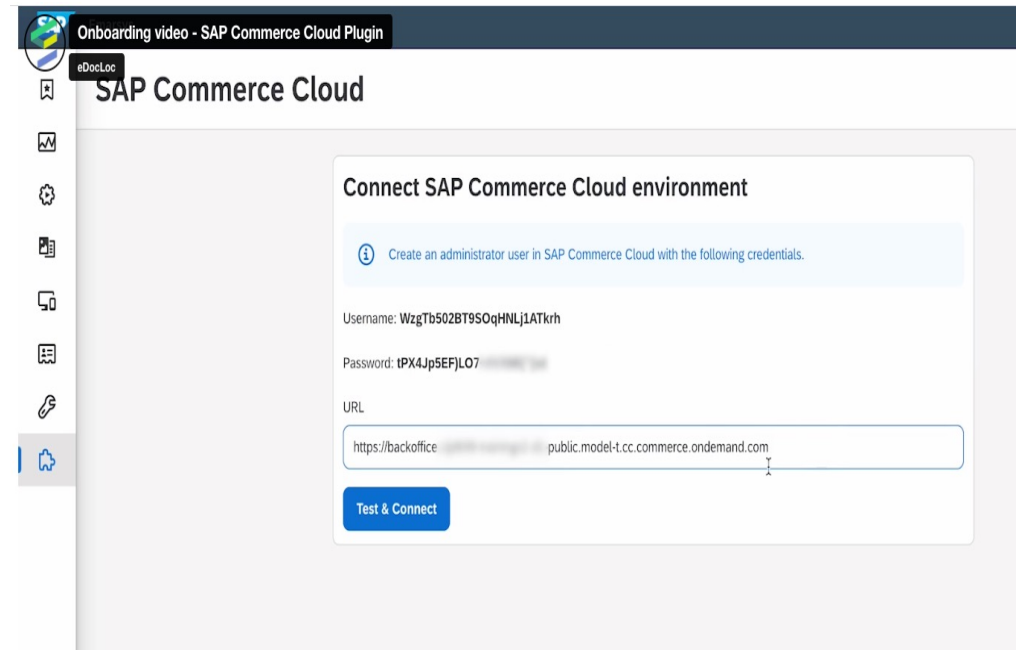
Connecting Both Systems - Continued

- **SAP Commerce Cloud**: Create an administrator user with the credentials provided by Emarsys.**User → Employees → +**

- Provide the same user/password copied from Emarsys portal

- Need to remove the employee group and add admin Group to the user.
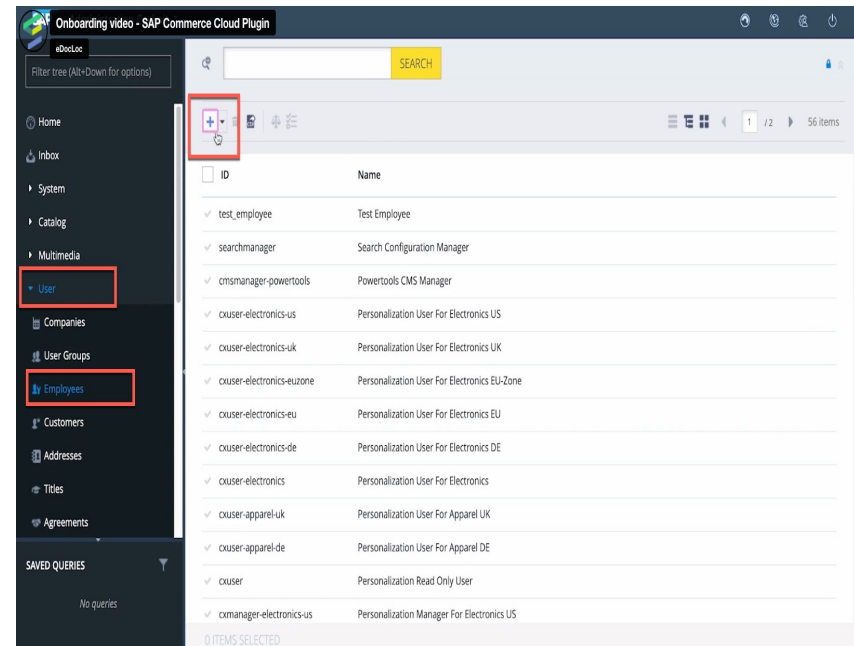
Connecting Both Systems - Continued

- Provide the Commerce Backoffice URL in the SAP commerce Cloud Plugin in Emarsys

- Ensure to remove the /backoffice in the end

- Test & Connect

Process Flow Initial Set Up

Client	SAP Emarsys Customer Engagement	SAP Commerce Cloud

Visit SAP Commerce Cloud Settings →

← Display User and Password

Create Employee →

Click Test and Connect →

Check User and Permissions →

Create Consent Template IO →

Create Catalog IO →

Fetch Consent Templates →

Fetch Catalogs →

Fetch Currencies →
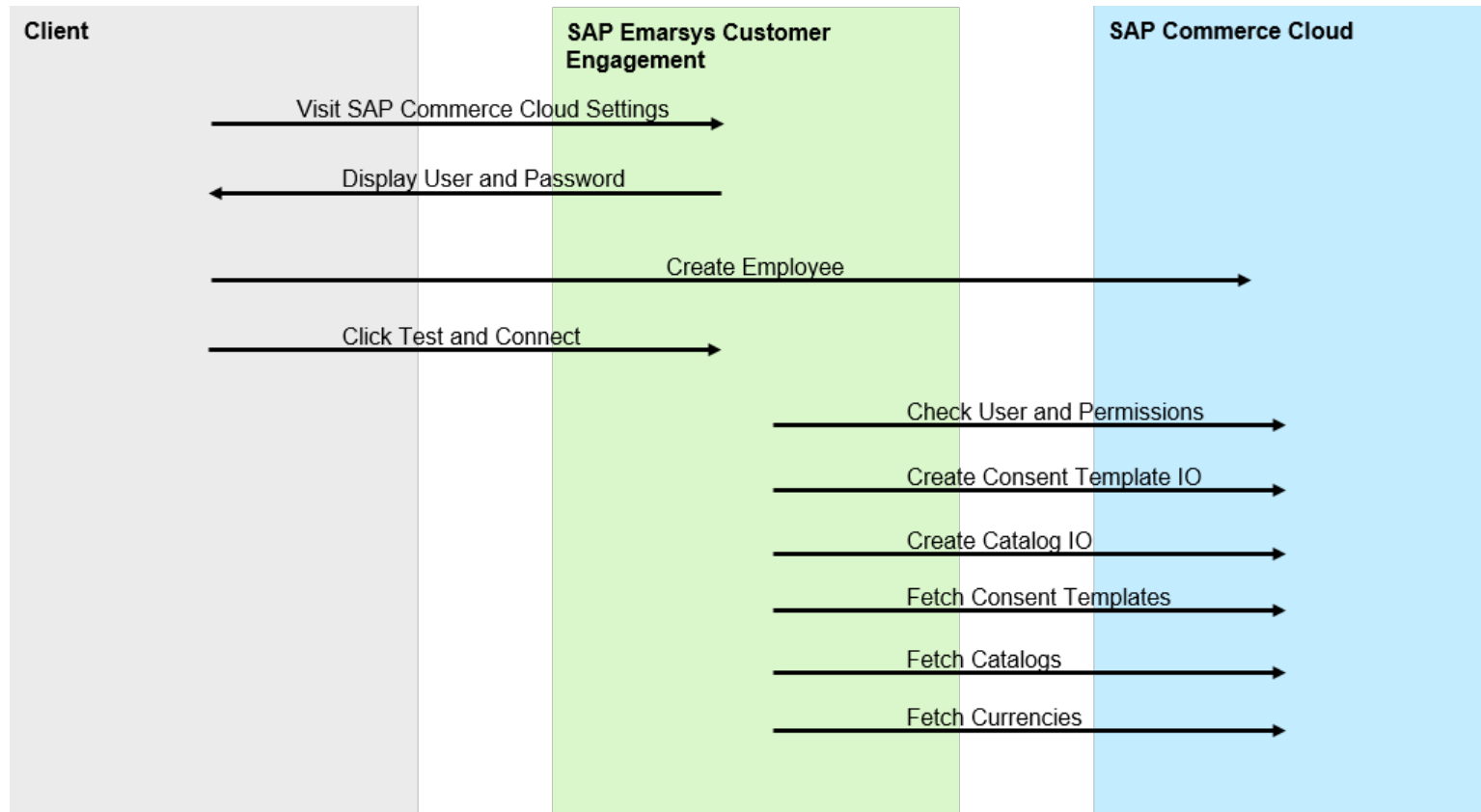
Customer & Consent Sync

- Enable the Customer Sync

- Enable Consent Sync

Process Flow Contact Sync
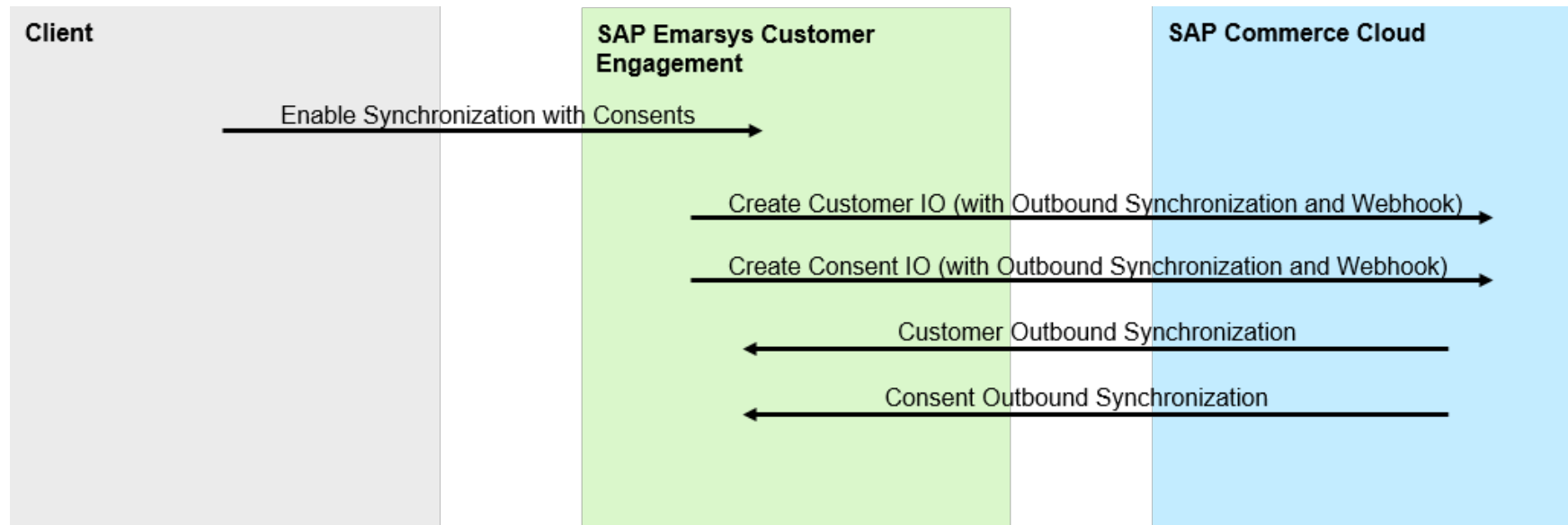
Real Time Events Sync

- Enable the Event Sync

- Enable Custom events sync if any
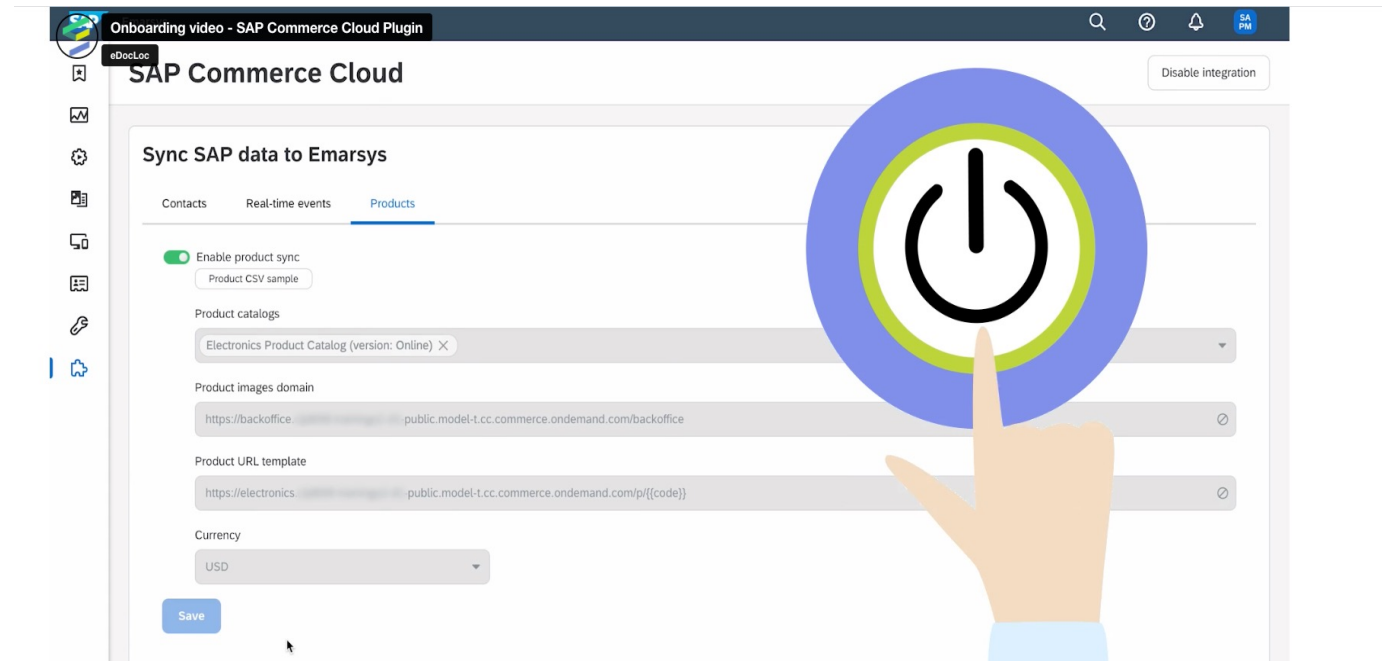
Process Flow- Real Time Events
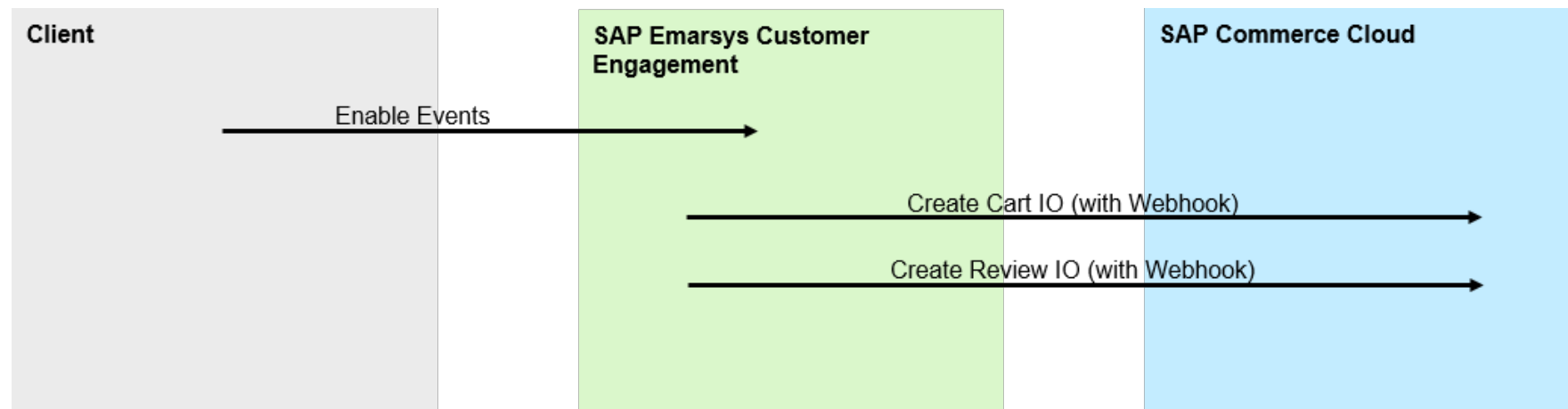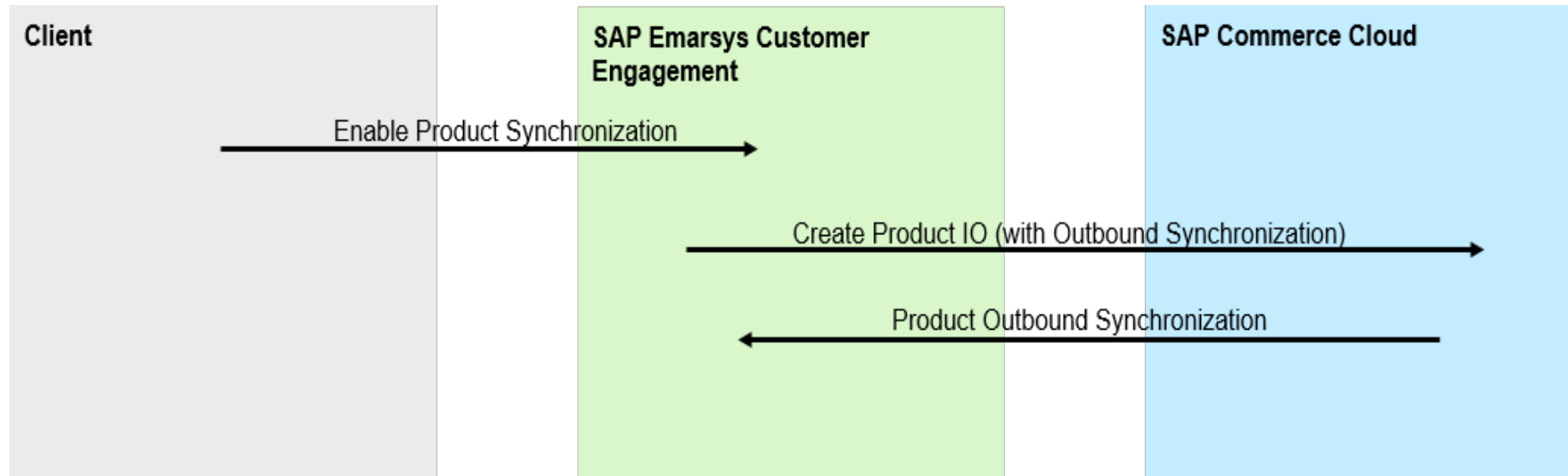
Webhooks SAP Commerce
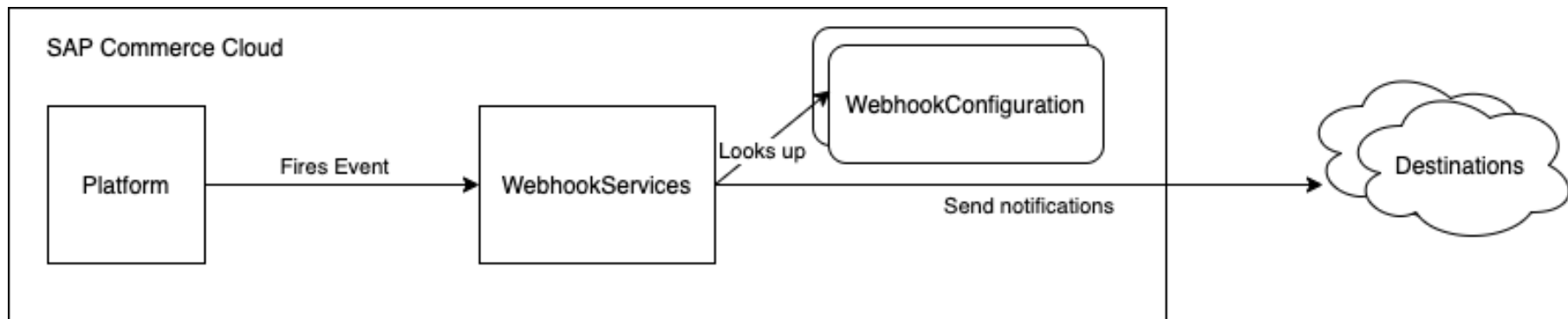
Product Sync

- Enable Product Sync

- Select the Product Calatog

- Images Domain

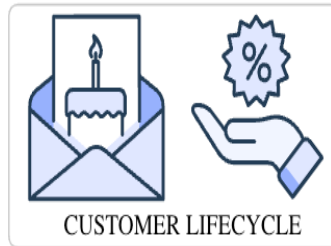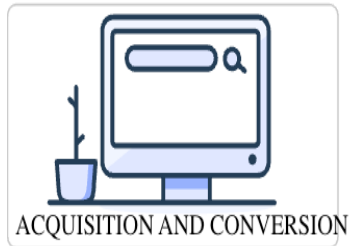- Product URL Template

- Currency

Now all set to activate a tactic

Process Flow Product Sync

Overview Tactics

- Pre-built Automation Center and Interactions programs designed to achieve a specific marketing goal

- It can be downloaded and installed in your account in minutes

- Created for different use cases for specific verticals and are directly linked to the business results.

- Each Tactic has been created following a long analysis of the most successful Automation Center.

Available Tactics

ACQUISITION AND CONVERSION	CUSTOMER LIFECYCLE	PRODUCT DATA
RETAIL	SHOPIFY	SHOPIFY FLOW
SAP ACCOUNT ENGAGEMENT	CONSUMER PRODUCTS	LOYALTY

Abandoned Cart

Post Purchase Upsell

Order Confirmation

Post Purchase Feedback

Sale Event

In Session Upsell/Cross Sell
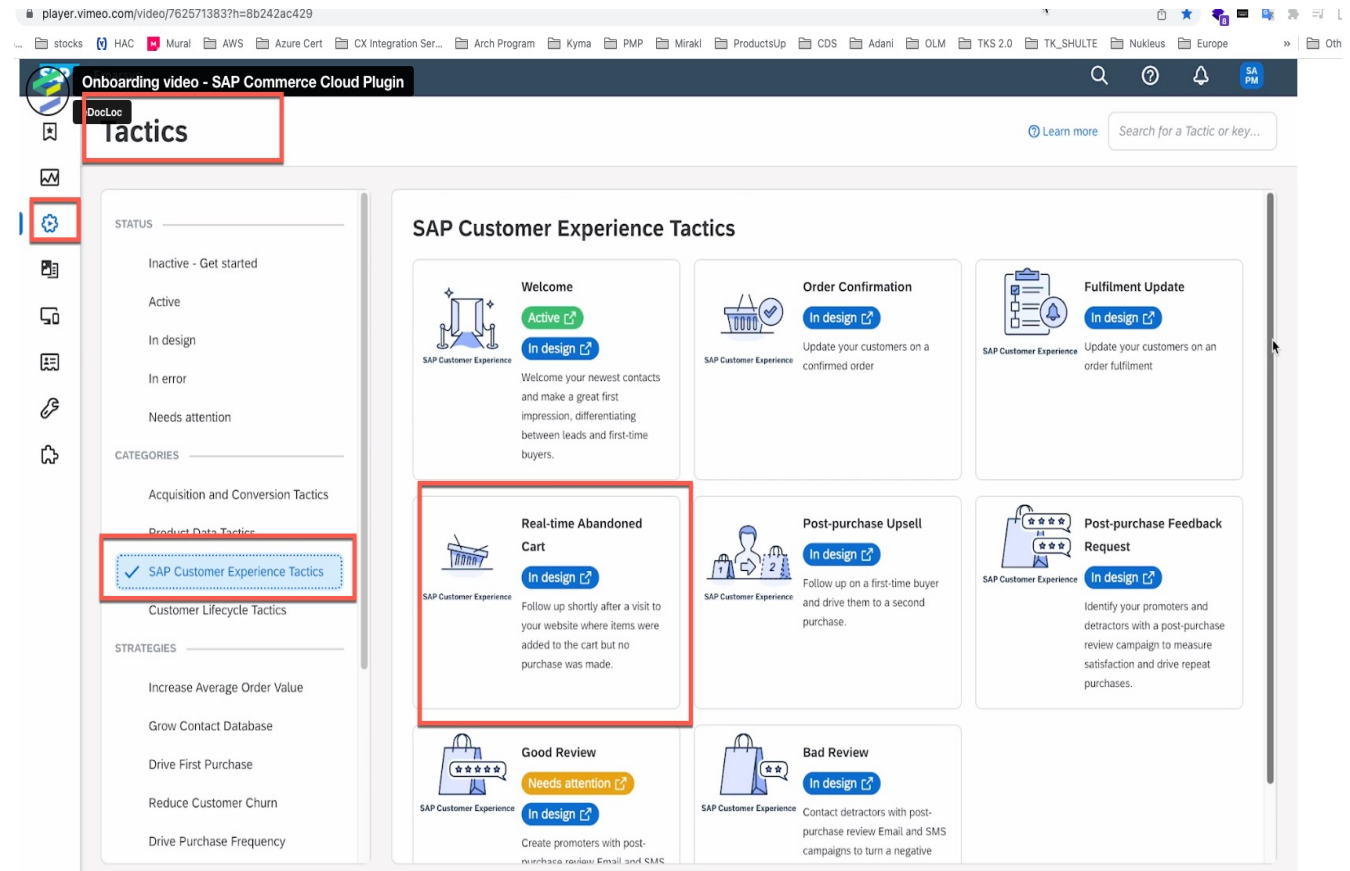
Back In Stock

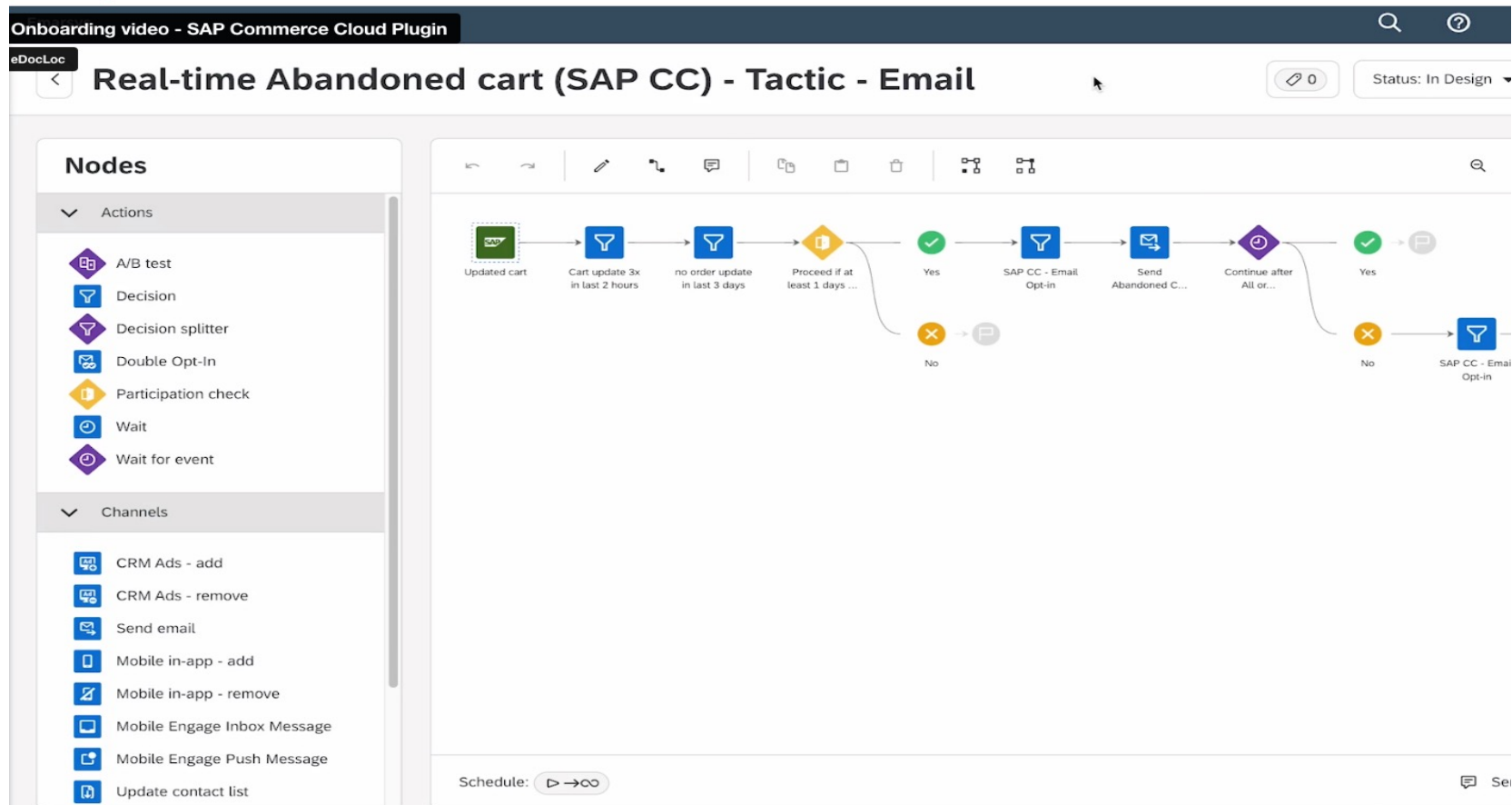Price Drop

Wishlist Back in Stock

……..

Enable Required Tactics

Automation-> Tactics-> SAP
Customer Experience
Tactics

Abandoned Cart Tactic

Customizing Real Time Events

- Go to **Integration UI Tool Integration Object Modeling**.

Search for object in the **Integration Objects** field, starting with Emarsys*.
  - EmarsysCustomerReview
  - EmarsysOrder
  - EmarsysCart

- Do not adjust any other objects with the Emarsys* as pre-fix. They are related to the kernel service of the connector. Any change might result in breaking the whole connection.

- You can add any additional fields by selecting the corresponding checkbox. For example, adding **stores** within **DeliveryMode**.

- **Save** your changes.

- Once saved, the data will be synchronized to SAP Emarsys Customer Engagement (Interactions) **immediately** and you can use them in decision nodes, as well as for personalization.

Create Own Custom Event

- Open SAP Commerce Backoffice

- In the **SAP Integration UI Tool**, click the plus sign (+) to create the desired integration object.

- Enter a **Name** and select a **Root Type**.

- Click **Create.**

- Make sure that the Integration Object contains **either** of the following:The **customerID** property on the root of the object.

- A **user sub-object**, which contains the **customerID.**

Resources

https://help.emarsys.com/hc/en-us

https://help.sap.com/docs/SAP_EMARSYS_CUSTOMER_ENGAGEMENT/267bc9c551254cf19295f0ed75ed2d51/3676afbdfcb240ebad3127968c875709.html

https://player.vimeo.com/video/762571383?h=8b242ac429

https://help.sap.com/docs/SAP_COMMERCE_CLOUD_PUBLIC_CLOUD/bad9b0b66bac476f8a4a5c4a08e4ab6b/a369beb4497b44d08eb7f548147cae1d.html?locale=en-US&q=webhook

https://microlearning.opensap.com/media/SAP%20Commerce%20Cloud%20Integration%20with%20SAP%20Emarsys%20Customer%20Engagement/1_jsk8e6ks

https://help.emarsys.com/hc/en-us/articles/4418122895121-Accounts-Demo-tenants

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Thank you.

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