



SAP Customer Experience

Integration Series – SAP Commerce with **SAP** **Emarsys**

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INTERNAL – SAP and Partners Only

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

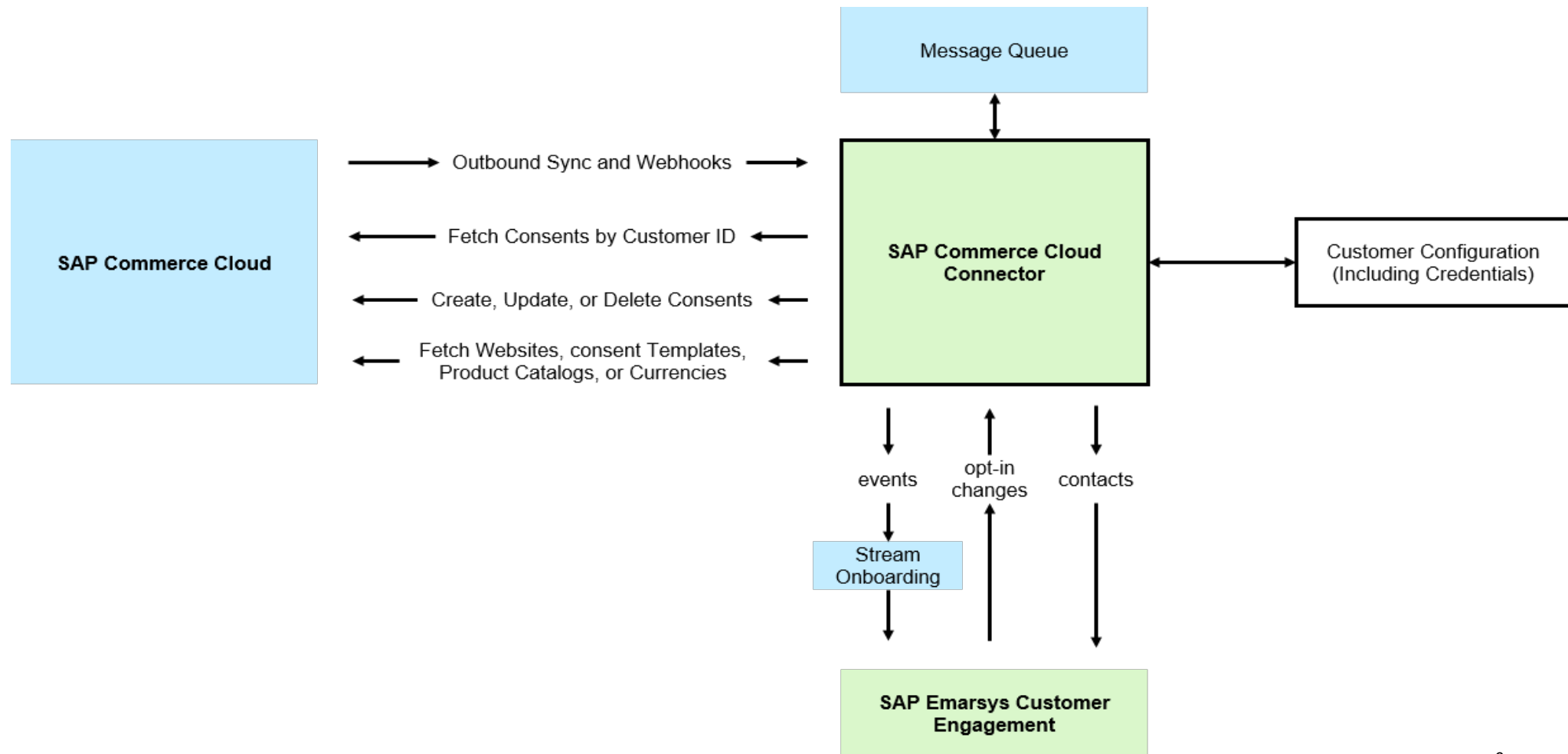
Provides

- 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

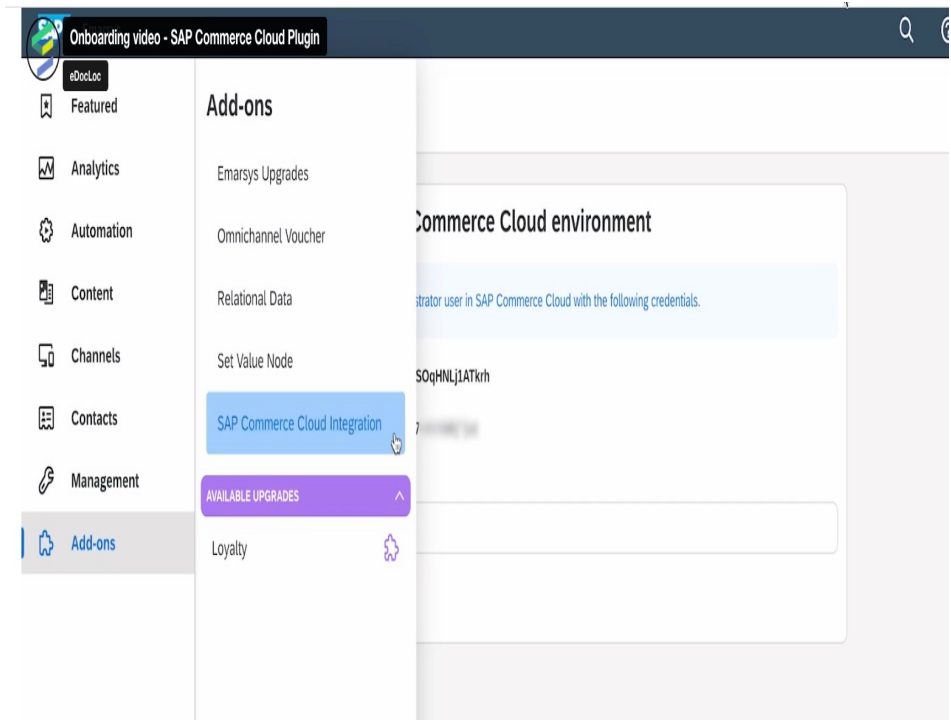
- SAP Commerce Cloud 2105 or Higher
- Enabled the following extension
 - `<extension name="odata2webservices" />`
 - `<extension name="integrationbackoffice" />`
 - `<extension name="outboundservices" />`
 - `<extension name="outboundsync" />`
 - `<extension name="integrationmonitoringbackoffice" />`
 - `<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

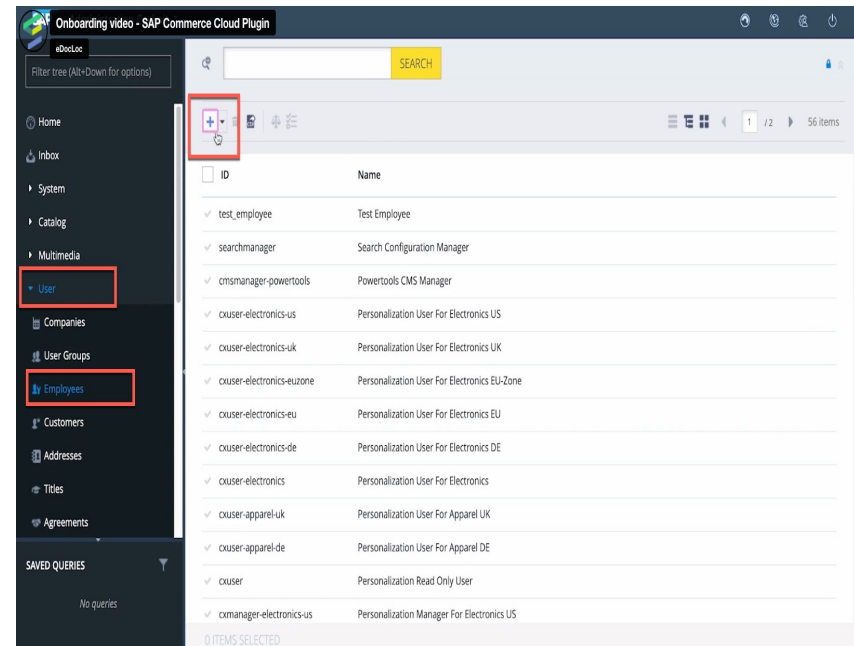
Initial Set up & Connecting Both Systems

- **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**.



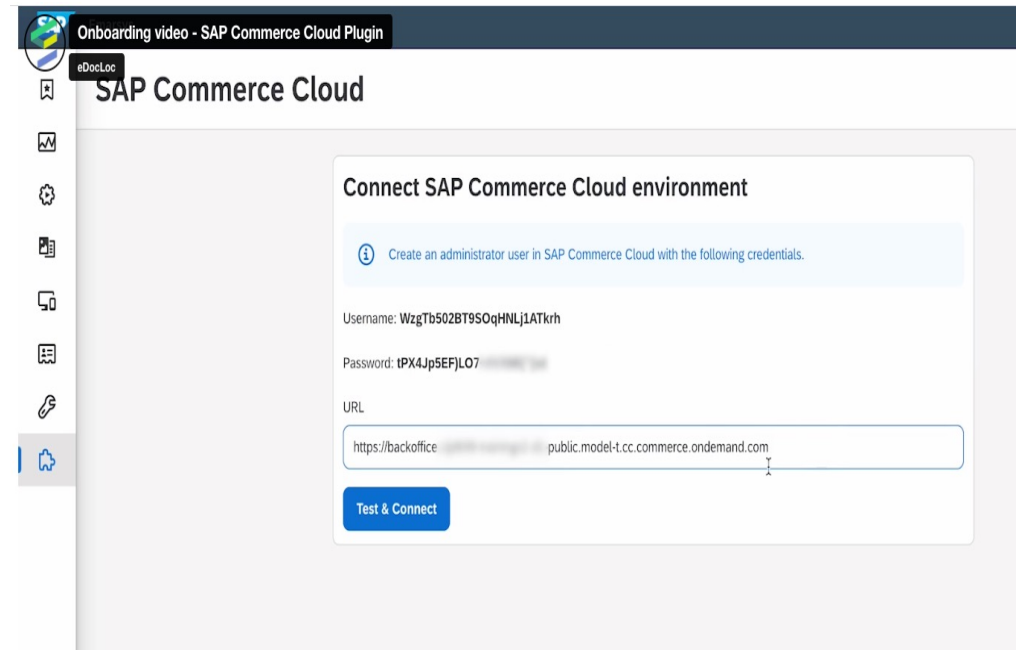
Connecting Both Systems - Continued

- **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.



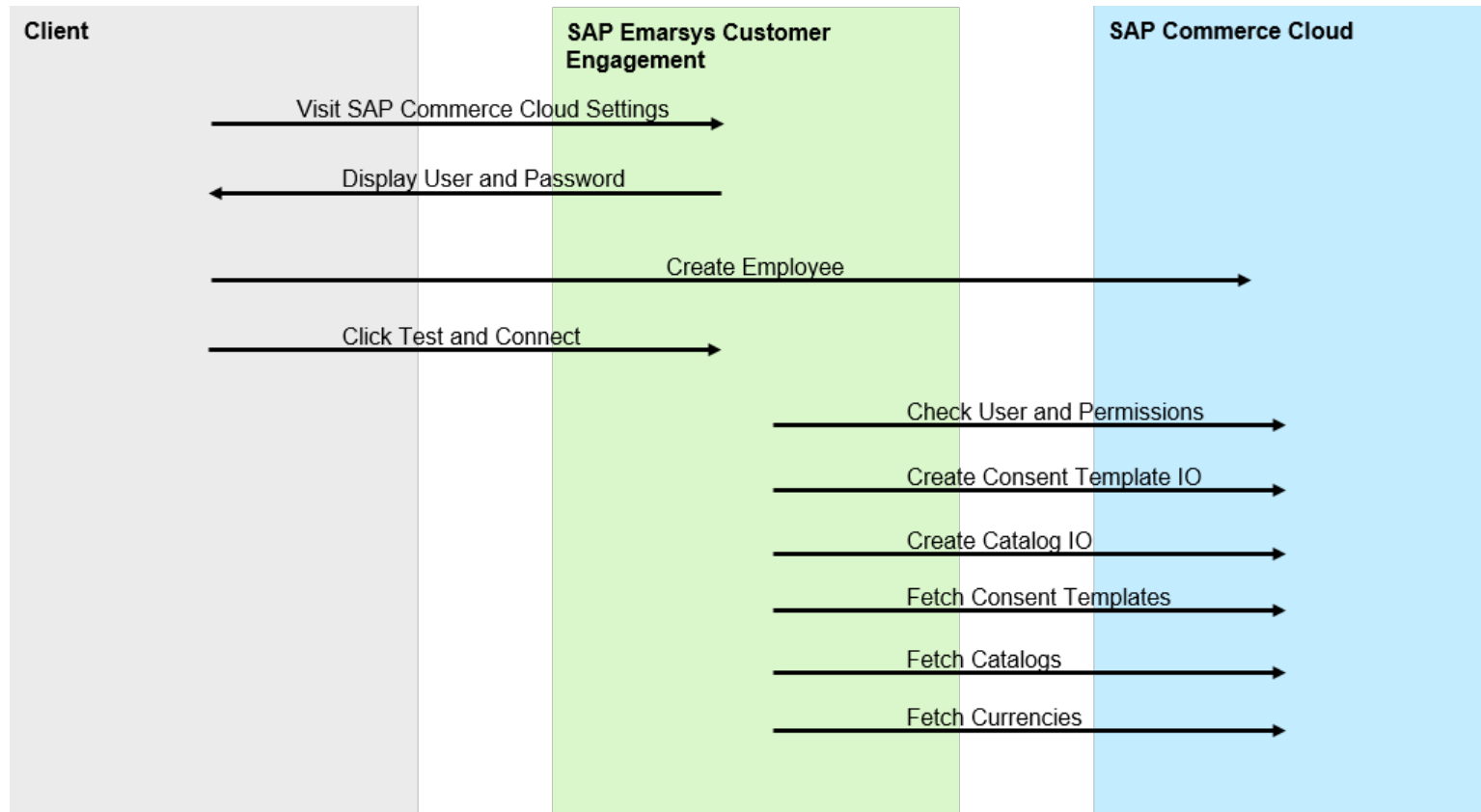
Connecting Both Systems - Continued

- Provide the Commerce Backoffice URL in the SAP commerce Cloud Plugin in Emarsys
- Ensure to remove the /backoffice in the end
- Test & Connect



The screenshot shows the 'Onboarding video - SAP Commerce Cloud Plugin' interface. The main heading is 'SAP Commerce Cloud'. Below it, a form titled 'Connect SAP Commerce Cloud environment' is displayed. The form includes a blue information icon and the text 'Create an administrator user in SAP Commerce Cloud with the following credentials.' The form fields are: Username: WzgTb502BT9SOqHNLj1ATkrh, Password: tPX4Jp5EFJL07, and URL: https://backoffice public.model-t.cc.commerce.ondemand.com. A blue 'Test & Connect' button is at the bottom of the form.

Process Flow Initial Set Up



Customer & Consent Sync

- Enable the Customer Sync
- Enable Consent Sync

The screenshot shows the 'Onboarding video - SAP Commerce Cloud Plugin' interface. The main heading is 'Sync SAP data to Emarsys'. Below this, there are three tabs: 'Contacts', 'Real-time events', and 'Products'. The 'Contacts' tab is selected. A blue information box contains the following text:

- Enabling customer sync will create the necessary Integration Objects, Outbound Sync processes, and Webhooks.
- The progress of the initial synchronization can be monitored inside the Backoffice of your SAP Commerce Cloud environment.

Below the information box, there are several configuration options:

- ☒ Enable Contact Sync
 - Show Mapping
- ☐ Try matching contacts also by email.
- ☒ Sync registered customers only.
- ☐ Reject customers with prefix. [?](#)

Below these options is a text input field with a circular icon on the right.

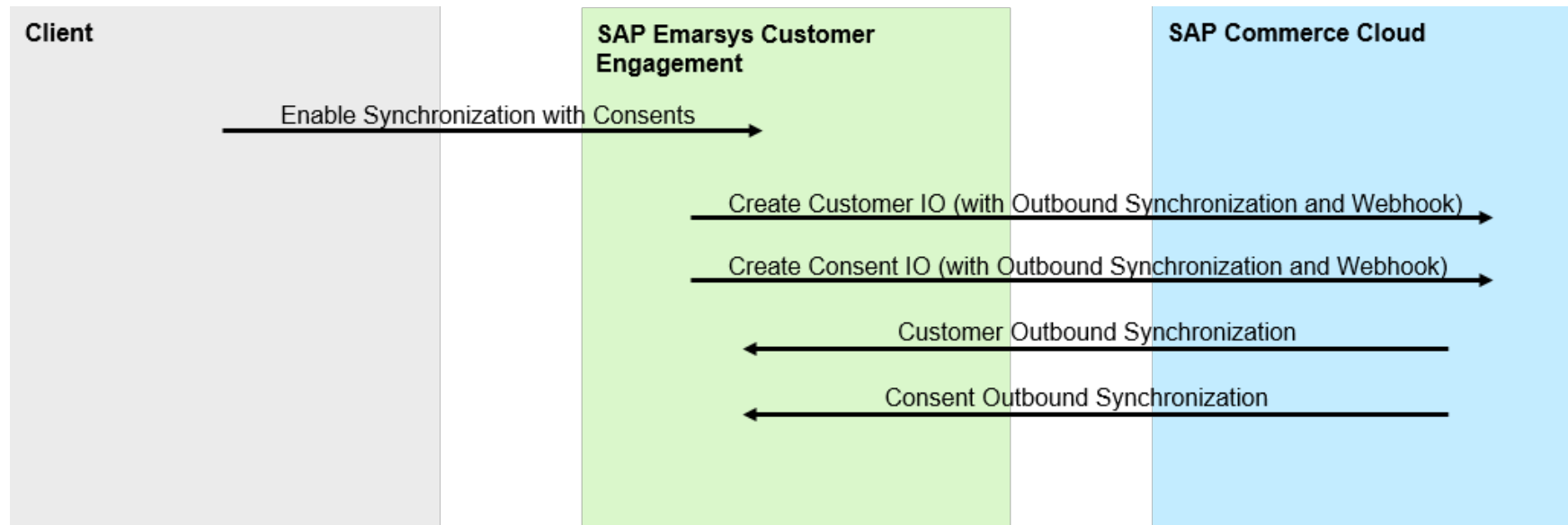
- ☒ Sync consents.

Below the 'Sync consents' option is a 'Base Site' dropdown menu. The dropdown is open, showing the following options:

- apparel-uk
- apparel-de
- electronics

At the bottom of the interface is a 'Save' button.

Process Flow **Contact Sync**



Real Time Events Sync

- Enable the Event Sync
- Enable Custom events sync if any

Onboarding video - SAP Commerce Cloud Plugin

SAP Commerce Cloud

Real time event sync has been started.

Sync SAP data to Emarsys

Contacts Real-time events Products

⚠ Make sure to enable real time sync only after you checked the status of the initial contact sync in your SAP Commerce Cloud account to avoid data synchronization issues.

Trigger Emarsys interactions events based on changes in your SAP Commerce Cloud. The following events will be synced **cart**, **customer review**, **order update**. If contact sync is enabled, you can access **customer registration** and **opt-in status** events as well.

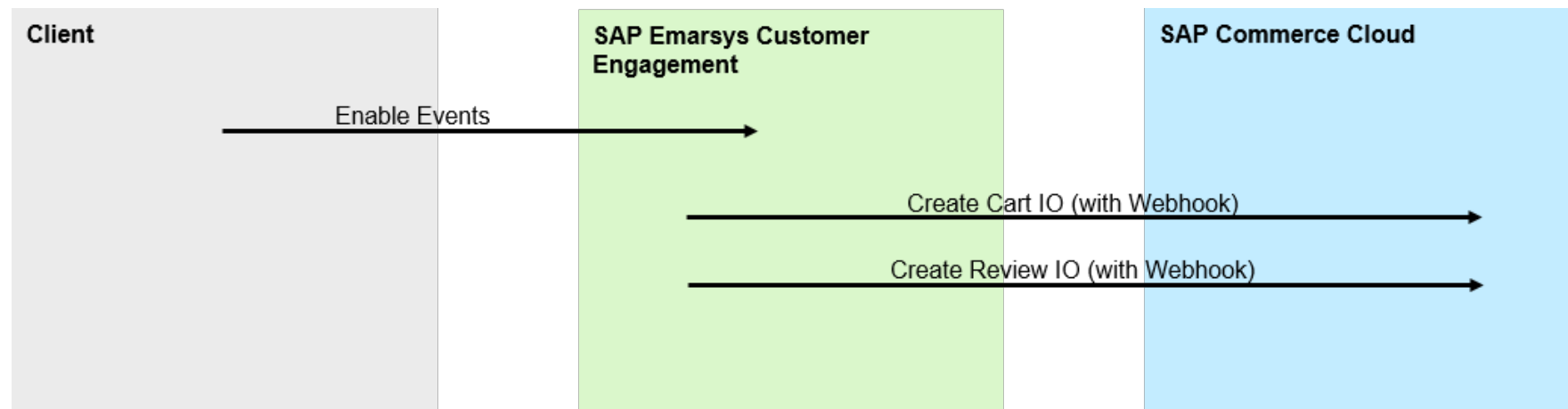
☒ Enable real time event sync

Save

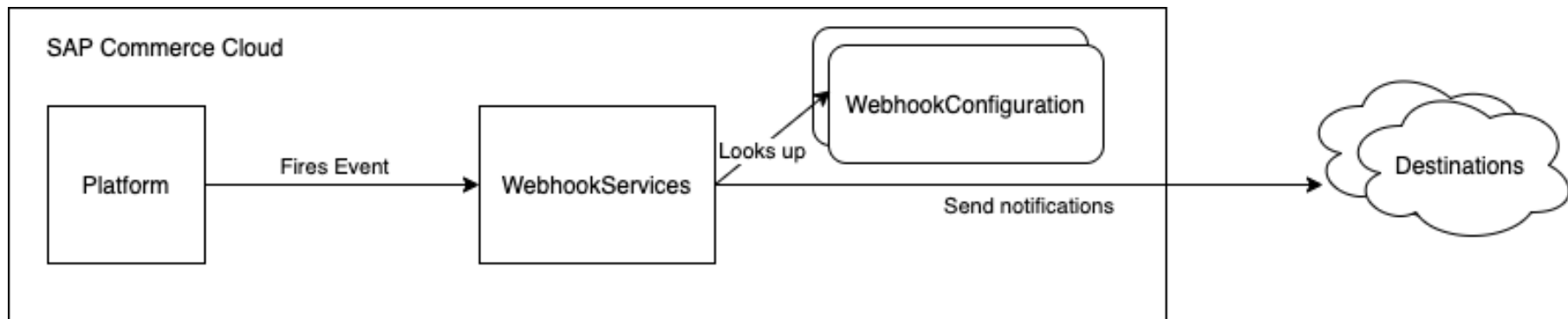
Events

Name	Trigger count in current hour
All Order Update ⓘ	0 ⓘ C
Order Created ⓘ	0 ⓘ C
Order Cancelled ⓘ	0 ⓘ C
Order Shipped ⓘ	0 ⓘ C

Process Flow- Real Time Events

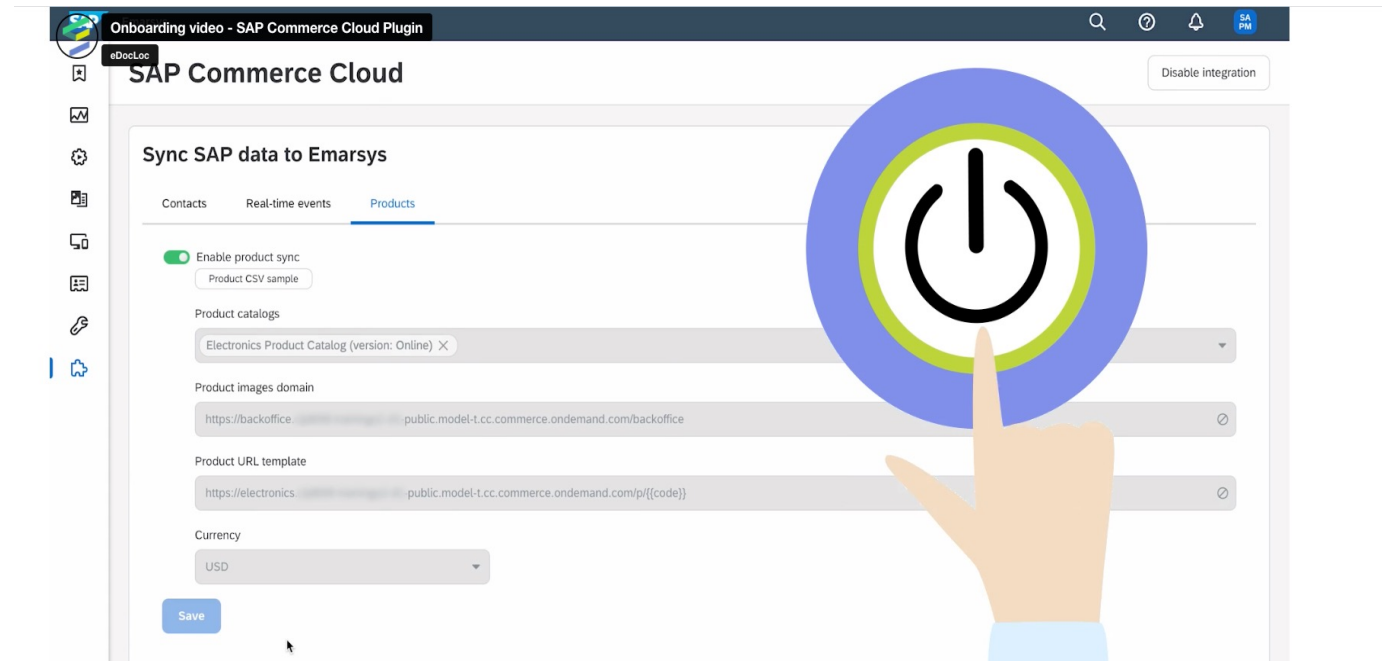


Webhooks **SAP Commerce**



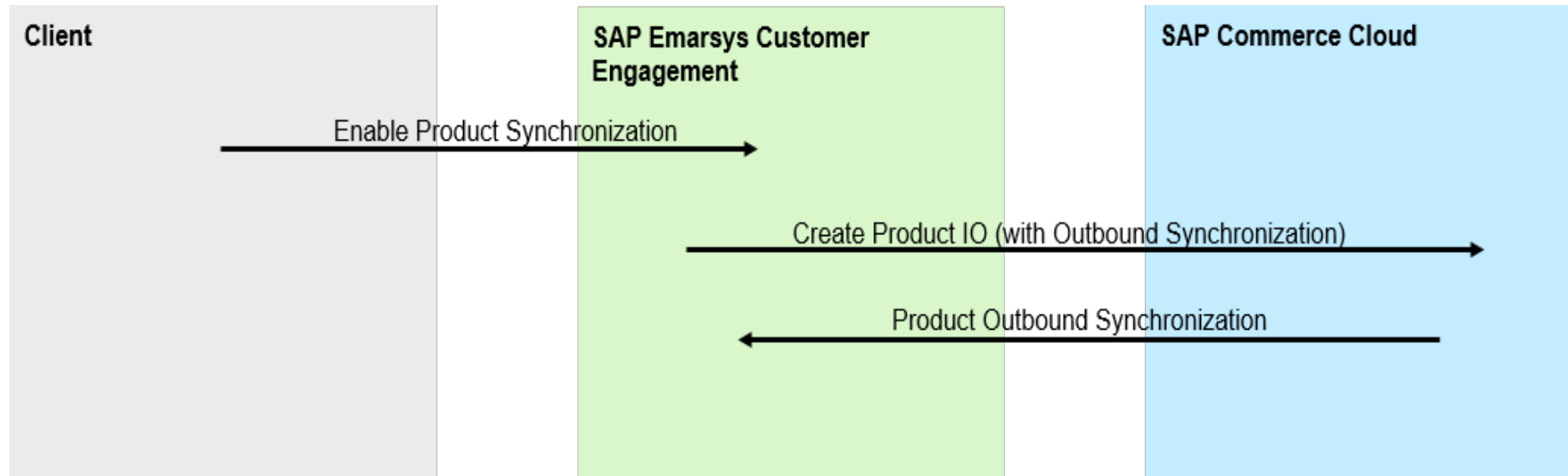
Product Sync

- Enable Product Sync
- Select the Product Catalog
- Images Domain
- Product URL Template
- Currency



Now all set to activate a tactic

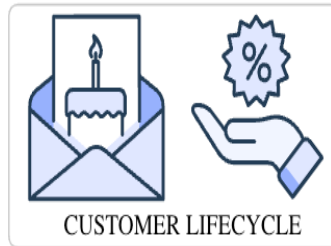
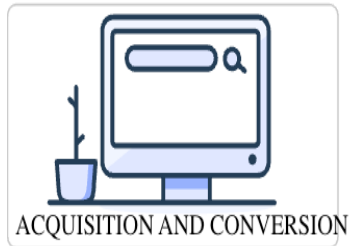
Process Flow **Product Sync**



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



Abandoned Cart

Post Purchase Upsell

Order Confirmation



Post Purchase Feedback

Sale Event

In Session Upsell/Cross Sell



Back In Stock

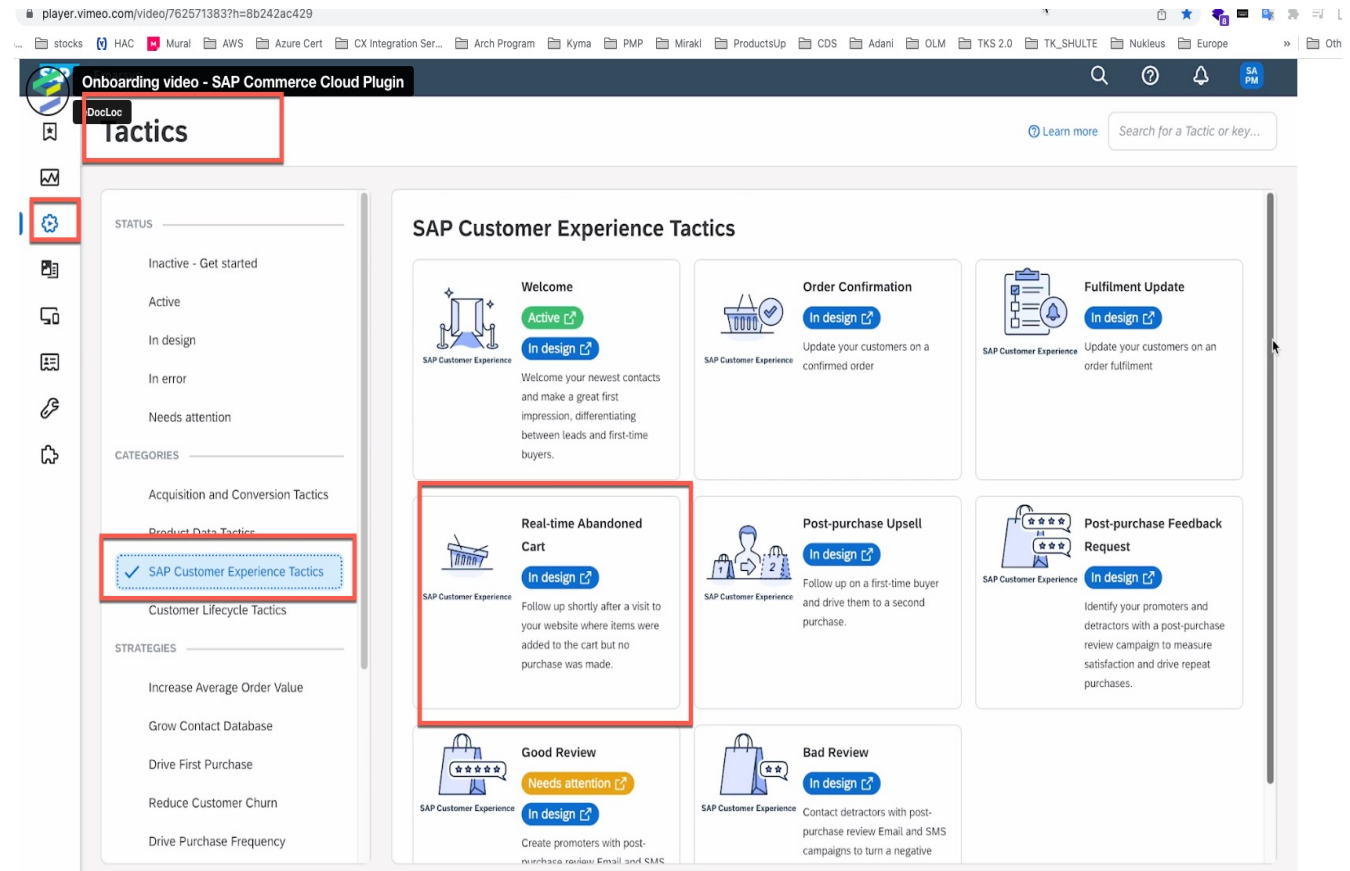
Price Drop

Wishlist Back in Stock

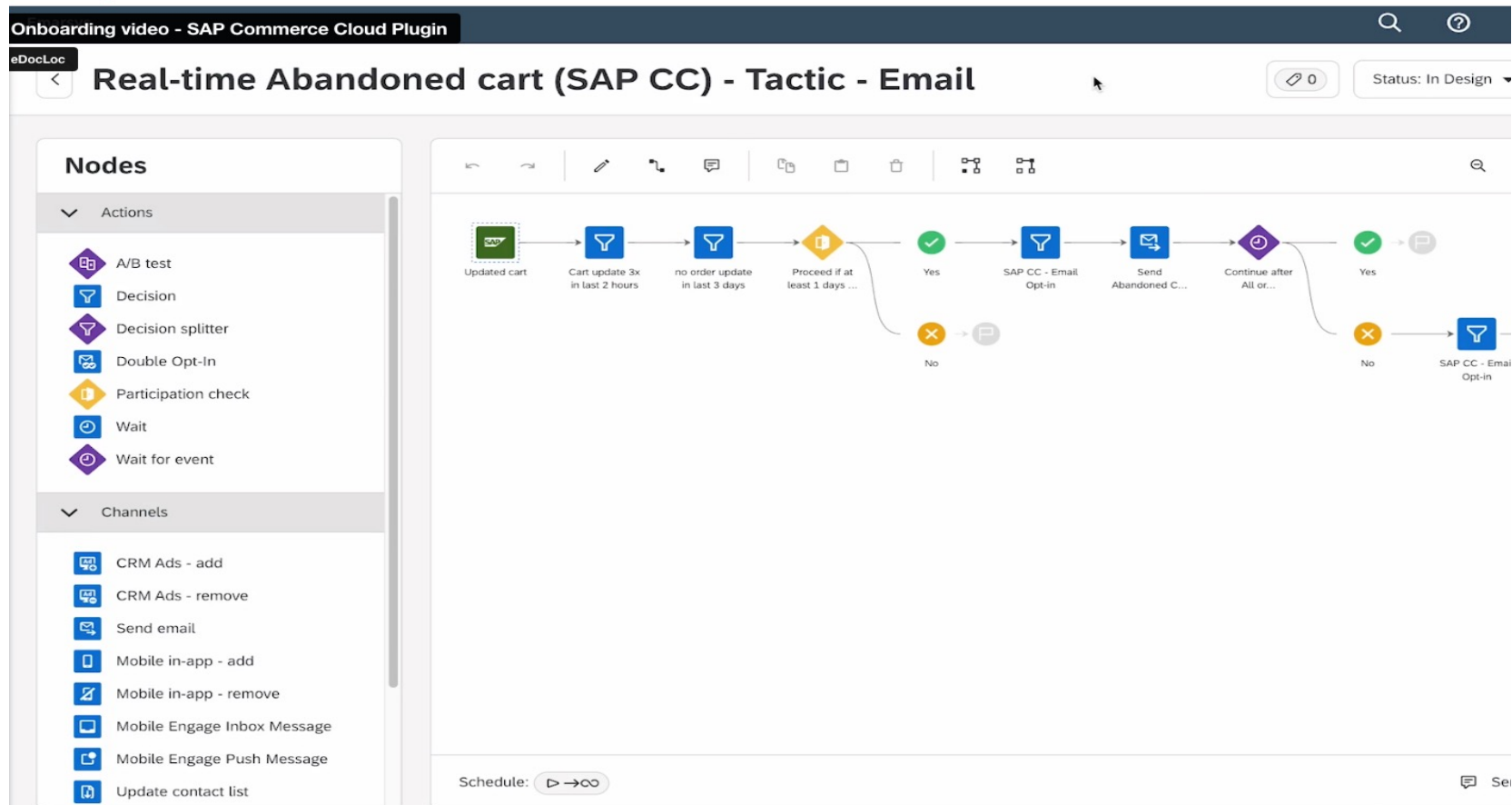
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Enable Required Tactics

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**.

MyCustomCustomerIntegrationObject a			MyCustomCartIntegrationObject b		
Attribute Name (Composed Type)	Attribute Name *	Description	Attribute Name (Composed Type)	Attribute Name *	Description
Customer			importStatus (ImportStatus)		
defaultPaymentAddress (Address)	backOfficeLoginDisabled	java.lang.Boolean	paymentAddress (Address)	backOfficeLoginDisabled	java.lang.Boolean
defaultPaymentInfo (PaymentInfo)	carts	Collection (Cart)	paymentInfo (PaymentInfo)	carts	Collection (Cart)
defaultShipmentAddress (Address)	collectionPis	Collection (BackofficeObjectSpecial...	paymentMode (PaymentMode)	collectionPis	Collection (BackofficeObjectSpecial...
Europe1PriceFactory_UDG (UserDiscountGroup)	consentReference	java.lang.String	paymentStatus (PaymentStatus)	consentReference	java.lang.String
Europe1PriceFactory_UPG (UserPriceGroup)	contactEmail	java.lang.String	paymentType (CheckoutPaymentType)	contactEmail	java.lang.String
Europe1PriceFactory_UTG (UserTaxGroup)	contactInfos	Collection (AbstractContactInfo)	previousDeliveryMode (DeliveryMode)	contactInfos	Collection (AbstractContactInfo)
profilePicture (Media)	createdComments	Collection (AbstractComment)	quoteReference (Quote)	createdComments	Collection (AbstractComment)
retentionState (RetentionState)	creationTime	java.util.Date	savedBy (User)	creationTime	java.util.Date
sessionCurrency (Currency)	currentDate	java.util.Date	site (BaseSite)	currentDate	java.util.Date
sessionLanguage (Language)	currentTime	java.util.Date	status (OrderStatus)	currentTime	java.util.Date
title (Title)	customerCoupons	Collection (CustomerCoupon)	store (BaseStore)	customerCoupons	Collection (CustomerCoupon)
type (CustomerType)	customerID	java.lang.String	Unit (B2BUnit)	customerID	java.lang.String
userprofile (UserProfile)	customerReviews	Collection (CustomerReview)	workflow (Workflow)	customerReviews	Collection (CustomerReview)
	cxResults	Collection (CxResults)	user (Customer)	cxResults	Collection (CxResults)
	deactivationDate	java.util.Date		deactivationDate	java.util.Date

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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