

Make every moment matter.

GOLD GUIDE

2019 abridged edition



“

Best-run businesses know that great products and services are no longer enough to keep loyal customers. To deliver and manage the exceptional experiences that their customers expect, CX leaders have to listen, understand customers' motivations, and act in the right moment. **This is the new era of experience management.**

”

01

Make every moment matter

In the experience economy, successful businesses need to deliver exceptional experiences to their customers. This is the new battlefield, driven by changing customer expectations. Industry leaders differentiate themselves based upon their customer experiences. But businesses struggle to provide a connected experience because they still lack a complete, accurate view of how well their customer experience strategy is performing.

In fact, recent research by Bain & Company¹ showed 80% of CEOs believe that they deliver a superior experience to customers, but only 8%

Take the lead in the new world of experiences

of their customers agree. We call this massive disconnect the “experience gap”. To close it properly means listening to your customers. It means understanding how what they say relates to what you do. And it means acting on that understanding to improve their experiences. This is experience management, and it’s the key to closing the experience gap.

Successful experience management requires a new way of doing things. For decades, organizations have relied on operational data (O-data) – like transactional metrics and activities that tell you what’s going on, such as profit and loss, win rates, and cart abandonment – to support their decisions. The digital revolution made operationally siloed enterprises to transition to an omnichannel engagement mode.

In the new experience-led economy, companies must transform to a customer-adaptive mode. The operational (O-data) is combined with the experience (X-data) such as sentiments and feedback to understand the “what” and the “why” of a customer’s behavior to create a great customer experience. The future belongs to companies that embrace this change.

How can SAP support your company in the journey towards an amazing customer experience? SAP’s acquisition of Qualtrics, together with our modular and comprehensive customer experience suite, SAP C/4HANA, helps companies achieve customer experience leadership. The suite consists of five industry-leading cloud solutions: sales, service, commerce, marketing and customer data management.

SAP C/4HANA customer experience suite, is built on five pillars designed to enable experiences that turn customers into fans:

Personalization

- Delivery of in-the-moment experiences to your customers
- Unique, connected journeys for customers

Trust

- Tracking of customer’s preferences and consent in real-time across all touch points
- Provision of data transparency to the customer

Intelligence

- Embedded analytics across the business to provide actionable insight
- Advanced analysis with artificial intelligence, machine learning, chatbots and voice-enabled processes

Integration

- Closed-loop, industry-specific business processes to deliver a connected journey
- Cross-suite capabilities for customer, products, order management, and so on

Extensible Platform

- An agile and open platform with flexible extension framework
- Management and orchestration of the entire suite

“SAP C/4HANA and Qualtrics solutions will modernize our business. We’ll get closer to our customers and improve their experience”
Thomas F. McKee Jr.,
Vice President and CIO,
Kennametal

SAP C/4HANA

Our customer experience suite is based on an open and agile platform that provides intelligence and customer data management across your business: from sales, marketing, and commerce to customer service and supply chain.

Let's take a look.

SAP® Customer Data Cloud

Build trust through transparency and consent

SAP® Customer Data Cloud solutions help companies build lasting, trusted relationships with their customers by fueling personalized digital engagements with permission-based, first-party data. Our cloud-native portfolio enables businesses to identify and engage consumers at scale, address data protection and consumer privacy compliance, and progressively build rich, unified customer profiles to power better marketing, sales, and services strategies.

With consumer trust at an all-time low, and new data protection regulations such as the European Union's General Data Protection Regulation (GDPR), effectively managing all aspects of consumer consent has never been more important. SAP Customer Data Cloud offers enterprise preference management capabilities that provide more transparency to consumers about what information they are sharing and what it is used for, while also giving them meaningful, self-service control of their personal data.

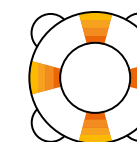
By enabling more trusted, personalized digital experiences, companies can transform compliance from business risk to market advantage – and that's good for everyone.



Turn anonymous visitors into known, loyal customers – with relationships that are built progressively on a customer's own terms



Create a bond of trust with customers – by putting customers in the driver's seat through increased transparency and control of their data



Drive personalized experiences with trusted data – by breaking down data silos to build rich, unified customer profiles from permission-based data, actionable across the enterprise

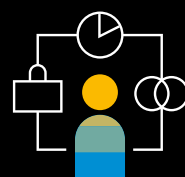
Grow your audience and build trusted, personalized customer relationships based on transparency and control

SAP Marketing Cloud

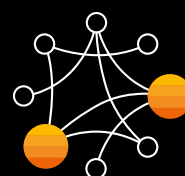
Take the reins to drive revenue

In the digital economy, customers have a wealth of information and alternatives at their fingertips. Their expectations surrounding the brand experience are high, and when unmet, the barriers to exit are low. It's never been harder to find and keep the customers you need to drive growth. The SAP Marketing Cloud solution helps marketers take the reins on revenue by delivering the data and analytic horsepower marketing needs, without the complexity that slows it down.

Marketers typically struggle to understand their customers because data exists in silos across their organization. SAP Marketing Cloud brings together experience data and operational data from across the enterprise for a unified view of customers that delivers powerful insights to shape marketing strategy. It improves marketing's ability to adapt to changing customer needs, using machine-driven intelligence to engage with pinpoint accuracy and personalization that respects preferences, delights customers, and builds trust. And it helps marketers understand what's working and what needs work, with closed-loop marketing measurements and user-friendly business intelligence that enables fast, confident decision-making to optimize marketing performance and ROI.



Leverage better data to understand customers and sharpen marketing's focus



Engage with speed and intelligence to deepen customer relationships

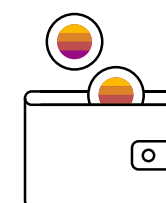


Optimize marketing performance to drive revenue and improve marketing's seat at the table

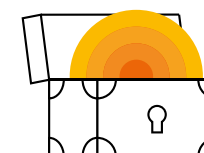
Shape marketing strategy with a unified view of customers that delivers powerful insights

SAP Commerce Cloud

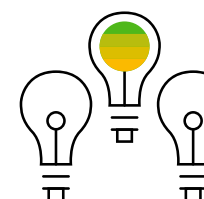
Commerce, reinvented



Reduce total cost of ownership – quick to install, easy to maintain, and doesn't require customization



Deliver quality commerce experiences that span channels and devices and the front office and back office



Sell more and generate more profit with built-in artificial intelligence and self-optimizing stores

For years, SAP has been a leader in the commerce platform market. Its latest cloud-native products are once again reinventing commerce by providing great flexibility: from the smallest market to the largest enterprise across the globe, from a fast deployment in just a few days to a perfect fit for every business model – B2C, B2B, and B2B2C – and across industries and marketplaces. Based on cloud-native architecture, the SAP Commerce Cloud solution is open, connected, and API first, enabling you to extend at speed with an agile microservices architecture.

SAP Commerce Cloud and the new SAP Upscale Commerce solution go significantly further than personalization: delivering quality, joined-up experiences; seamlessly crossing channels; spanning front office to back office; and connecting demand and supply chains. Built-in artificial intelligence-powered merchandising enables you to sell more and generate more profit by delivering individually relevant experiences.

Together with Experience Management solutions from SAP (Qualtrics), SAP Commerce Cloud helps you listen to customers and optimize your approach, so customers always get quality experiences that deliver on your brand promise.

It's a one-stop platform that allows you to deploy in days or tailor for a perfect fit for your business

SAP Sales Cloud

Transform the sales experience

Sales velocity helps your sales reps sell more and

sell faster, and in alignment with your company's strategic goals and bottom line. But sales velocity is also closely linked with a positive customer experience.

How? It's simple: improving the sales rep's experience helps the customer's experience. When sales reps have the tools to get relevant information to customers faster, deliver quotes faster, and process contracts faster, and the incentives to sell the right products faster, then customers tend to be happy as well.

The SAP Sales Cloud portfolio automates the quote-to-cash cycle. The quote and proposal process enables sales reps to configure quotes on complex offerings in minutes, not days. Contract lifecycle management takes a contract through to completion with the least amount of friction. Combined with the ability to monetize offers to meet your business objectives, sales performance management helps ensure territories and quotas are in sync and reps are motivated by topline objectives set by you. Sales automation has never been more intuitive and complete, while sales forecasting and pipeline management help sales teams plan for the future and take action to get deals moving.



Create a frictionless buying experience



Accelerate sales planning



Increase CRM adoption

Give sales reps the tools and incentives they need to deliver information, quotes, contracts, and products to customers quickly and accurately

SAP Service Cloud

Deliver perfect service moments



Customer service is at the core of the customer

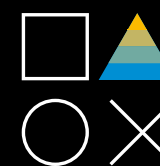
experience. Every service moment is a moment of truth that puts your organization to the test. How quickly can you respond? How easy can you make it for your customers? How long will it take to get the problem solved to their satisfaction?

The SAP Service Cloud solution helps organizations deliver better customer experiences in the moments when it matters most – enabling effortless self-service, supporting omnichannel customer engagement, providing on-demand field service, and bridging the gap between the front line and your operational systems.

With embedded artificial intelligence (AI), you can automate and accelerate your service processes. Easy-to-build chatbots take care of routine and repetitive tasks, giving human service reps time to deal with complex inquiries. The Internet of Things and predictive maintenance enable the replacement of parts before they fail, keeping downtime to a minimum. And AI-powered "crowd service" makes waiting for the service technician a thing of the past.

Listening to your customers closes the loop: get instant experience feedback and take immediate action before it's too late. The SAP Qualtrics Service CX solution provides proof that your service solution is working, and if it's falling short, provides precise action items on how to fix it.

Engage your customers in the moments when it matters most to them with faster, more convenient, and more reliable service, turning them into advocates



Empower your frontline employees with the right tools, insight, intelligence, and training to become motivated experts and trusted advisors



Drive operational excellence from first contact to resolution, consistently delivering on your brand promise while reducing operating cost

Get instant experience feedback and take immediate action before it's too late

What does successful innovation look like?

THREE STEPS TO SUCCESSFUL INNOVATION

- 1 Know where you're going.**
Identify your key challenge and brainstorm how to fix it – always keeping the customer (whether internal or external) at the center.
- 2 Put your ideas into action.**
Figure out who can help you and get buy-in from leadership. Internal alignment is key.
- 3 Build a prototype.**
Take risks, fail fast, and analyze the results. Dig into the details and adapt.

At SAP Customer Experience Labs, our innovations derive from a genuine interest in emerging technologies that we can apply to real-world business areas. We want to inspire our customers and partners to work with us, building futuristic prototypes and innovative showcases that demonstrate the potential of the SAP Customer Experience portfolio.

▶ Getting closer to your customers

THE CHALLENGE

How do you connect directly with your customers when your products are sold primarily through third-party businesses? Think about refrigerators, lawn mowers, or snowboards. If you're Bosch, John Deere, or Burton, you may not know who buys your products. But you could.

THE PROTOTYPE

At SAP Customer Experience Labs, this is the type of challenge that gets us excited. We're working on a way to capture personal, behavioral, and purchase data from "indirect" customers – a solution that could combine marketing, sales, commerce, and customer data functionality to paint a complete picture of the customer journey.

With a solution like this, a company could get a more complete view of its customers, enabling it to make more recommendations for its products and increase brand loyalty. With a better understanding of the customer's journey, a company could improve the overall customer experience with personalized touches that turn customers into brand ambassadors.

» Make targeted recommendations for your products and increase brand loyalty

▶ Get the perfect fit every time – in no time

THE CHALLENGE

Shopping for clothes isn't always a fun experience. In fact, for a lot of us, it's a real pain. Driving to the store, parking the car, looking through racks of clothes, wondering if an item is even worth trying on. What if stores could offer a personalized shopper to help you find your perfect fit, turning your shopping experience from a nightmare into the experience of your dreams?

THE PROTOTYPE

Retailers could provide a mobile app that connects customers with an in-store stylist. A customer can request new styles or sizes directly from the fitting room – no need to flag down the nearest employee. And the stylist could make personalized recommendations and pursue cross-sell and up-sell opportunities based on their interaction. As a bonus, the customer can skip the line and check out on the spot with their stylist.

This one-of-a-kind personal shopping experience can help retailers improve the overall shopping and fitting-room experience and increase in-store customer engagement. In addition, they can capture customer data, including style preferences, sizes, and purchase history, and can use that to continue the personal customer experience in the future.

» Improve the overall shopping experience and increase in-store customer engagement

▶ You're not alone in the field

THE CHALLENGE

As demand for your product increases, can your sales team keep up? Or are they always a couple of steps behind your competitors? What would it take to empower your salespeople to deliver the best experience to your customers?

THE PROTOTYPE

Combine mobile with bot, and you have a mobile chatbot solution to help sales associates in the field. Now, they can check inventory and prepare orders on the spot, instead of waiting until they return to the office.

The new experience can expedite the ordering process while minimizing order errors. Customers can review their order as it's being created, and the sales rep can give them real-time inventory reports. The digital platform maximizes the field sales experience and improves overall customer satisfaction.

» Maximize the field sales experience and improve overall customer satisfaction

Artificial intelligence and virtual reality revolutionize fashion retail

Innovation doesn't happen in a vacuum. It takes a whole ecosystem – and at SAP, we're working with some of the most innovative startups and using the latest technology to augment the SAP C/4HANA suite

For example, in the hypercompetitive retail space, a group of startups is pioneering applications that enable customers to try on clothes, get immersed in virtual reality with a vendor's products, and put together stylish outfits that are proven winners. In fact, in many ways, the new virtual experience exceeds the in-store experience. The end result is a happier customer and fewer returns.

Here's how some of the technology works.

1

GROUNDBREAKING VIRTUAL FITTING ROOMS

Virtual fitting-room technologies are moving from concept to reality with the help of startups such as 3DLOOK, based in San Mateo, California.

Online apparel shopping has traditionally suffered from a returns problem, usually related to customers receiving items that don't fit them correctly. Returns are costly and create a negative experience for customers. Who wants to receive clothes that don't fit?



3DLOOK is helping solve the issue with ground-breaking technology to create a physically correct avatar that allows customers to "try on" clothes and check the fit.

On the customer side, it couldn't be easier. Using a mobile phone, you take two photos of yourself fully clothed. The technology uses computer vision, neural networks, and complex 3D statistical modeling to generate the realistic avatar and extract measurements. 3DLOOK software then computes and analyzes this physiometric data and builds personalized insights.

The matching is so good, it exceeds the accuracy of using a tape measure in a store. But it doesn't stop there. With your avatar, you try on clothes that fit the brand look the retailer is promoting. You can even use augmented reality to see how your outfit looks in various settings.

But the real treasure may be in the data a retailer will get. The customer's true size, the matched garments they end up purchasing together, and those they discard all provide fodder for new-product development and for follow-up marketing personalized for customers or groups of customers.

Use groundbreaking technology to solve the returns problem once and for all



2

IMMERSE YOURSELF IN VIRTUAL REALITY

Holding a pair of jeans or another item and getting a good look at it from all angles has long been something missing from the digital buying experience. Chicago-based startup Threekit has a solution that may just bridge the gap and provide an even better experience than being in the store.

Threekit's visual configurator provides a realistic 3D model of the item that the customer can rotate, flip, scale, or view from any angle directly through a browser and directly on the product page of the e-commerce store.

But it's not just off-the-shelf items that can be viewed this way. Threekit can show customers realistic 3D representations of products that don't even exist. And they don't have to exist until they are purchased, at which point the specs can be passed to manufacturing.

For a complex product, Threekit can break down a product into its various components, and all those components can be mixed and matched. This approach allows for and scales to billions of possible combinations.





Give merchandisers control to make finely tuned expert recommendations rather than rely on affinity recommendations that simply show what other shoppers bought

For items such as apparel, users can instantly customize the item, for example, change the color or visualize what it looks like with other options, such as a V-neck versus a boatneck for a sweater. You could even construct an augmented reality/virtual reality setting for the item to see what it looks like in your living room or on your patio.

The benefits to retailers are big. According to Threekit, there is up to a 40% increase in conversions and an 80% reduction in returns with their visual configurator. Also, customers who want to customize the item are willing to pay a premium.



3

COMPLETE THE LOOK AND GET FASHIONABLE FAST

FINDMINE automates the work of expert merchandisers whose job is to suggest “looks” based on the unique fashion point of view of the brand or retailer. It also takes practical considerations into account, such as what items may be in inventory that need to be sold at a particular time. In other words, it gives merchandisers control to make finely tuned expert recommendations that show shoppers how to use what they’re buying, rather than relying on affinity recommendations from cohort analysis that simply show what other shoppers bought.

Artificial intelligence (AI) complements this merchandiser expert system by adding predictive intelligence to find combinations that work well based on the performance of previous looks. Customer preferences and sizes can be imported as well for more precise suggestions. AI also

provides scale: FINDMINE serves 2 billion looks each year, giving retailers maximum catalog coverage and the ability to show consistent looks across channels from physical stores to e-commerce stores to marketing.

According to FINDMINE, the results so far have been remarkable: A 4% to 9% uplift in overall sales for customers such as adidas, John Varvatos, and Perry Ellis.

According to FINDMINE cofounder and CEO Michelle Bacharach, AI has helped merchandisers uncover surprising techniques. For example, suggesting undergarments to complete the look was usually not considered in the past. However, in real life, it may be a key part to making a skirt or pair of slacks work for many buyers. And the data is there to prove it. “Merchandisers have great intuition, and we let them test and validate their hypotheses,” she says.

4

IN-STORE PURCHASES WITHOUT CHECKOUT LINES

Munich-based startup rapitag is aiming to bring the same benefits of digital commerce to the in-store world with some groundbreaking technology. Waiting in a checkout line has long been identified as a negative part of the in-store shopping experience.

rapitag has pioneered a smart device that replaces those anti-theft security devices that the cashier needs to remove at checkout time. With the rapitag device, customers, not cashiers, unlock and remove the device by purchasing a product through a mobile app.

Using Bluetooth in near-field communication, the user passes the phone next to the tagged item and instantly gets information on pricing and other product information for that exact item. The app connects to common online payment options, and when the customer pays, a unique token is generated that unlocks the rapitag device. The customer is free to leave the store with the item or continue shopping. The rapitag device stays in the store, to be reused with another product.

The device is more secure than either current mobile checkout technologies or older security devices because a rapitag device is mapped to an individual product and is harder to manipulate by shoplifters or employees.

The big benefit is not just convenience for the customer: conversion is more likely if customers don’t have the “barrier” of waiting in line and can purchase instantly. They can also continue to shop and purchase and unlock other items. That’s the e-commerce experience transported to the physical store.

Also, like the digital experience, all the motions of the customer are recorded in real time. It would be possible, for example, to recommend a scarf to go with a coat that has just been purchased and guide the customer to where it is located within the store.

rapitag is also the perfect omnichannel technology. Currently, it uses the SAP Commerce Cloud solution for storing the items in the catalog with pricing and promotions. Since the data is shared, retailers can follow up with the customer by offering online promotions and deals that map to their tastes.



Skip the checkout line by using a smart device that replaces anti-theft security devices that the cashier needs to remove at checkout time



03

Customer success

Learn how best-run
organizations are tapping
into the power of SAP
solutions to become
connected, intelligent,
and customer obsessed





MEDIA

Yell: How can a multinational media service provider better understand its customers' needs?

COMPANY	EMPLOYEES	REVENUE
Yell Ltd. Berkshire, United Kingdom	1,500	€223million

SAP SOLUTIONS
SAP Sales Cloud
SAP Service Cloud
SAP Commerce Cloud

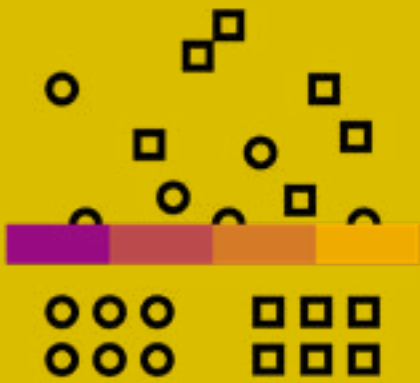
PARTNER
SAP Consulting

Although Yell is ranked number one for managed digital marketing services for all types of local businesses in the United Kingdom, its customer-facing solutions were not able to provide a clear overview of all customer interactions. With SAP® Service Cloud, SAP Sales Cloud, and SAP Commerce Cloud, Yell gained greater transparency over its customer processes from first contact to after-sales support.

Yell now has immediate turnaround from lead creation to raising an activity and contacting customers, thereby minimizing cooling-off periods. Customer data silos have been eliminated, thus improving data quality and staff responsiveness. Customer self-service through e-commerce allows sales teams to focus on customers with more complex needs.

“The combination of all the SAP cloud solutions are intrinsic to the way the Yell UK business successfully operates.”

Mark England, Head of Technology Services, Yell Ltd.



CONSUMER PRODUCTS

Emmi Group: How does technology help a milk and cheese company create a better consumer experience?

COMPANY	EMPLOYEES	REVENUE
Emmi Group Lucerne, Switzerland	~5,900	~€2,840million

SAP SOLUTIONS
SAP Marketing Cloud

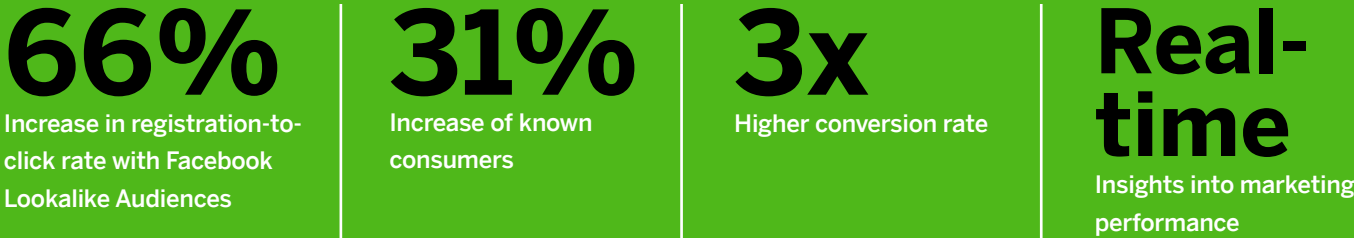
PARTNER
SAP Consulting

Emmi is the largest Swiss milk processor and one of the most innovative premium dairies in Europe. When Emmi started its digital transformation, the number-one priority was the digital consumer experience. It already had countless digital touch points like social channels and websites. The aim was to know the consumer better and shift from traditional marketing to personalized digital marketing. To achieve this, an omnichannel digital marketing platform like SAP Marketing Cloud solutions was needed.

“SAP Marketing Cloud solutions allow us to create marketing campaigns independently and enrich our customer profiles, where we can use our marketing budget more efficiently.”



Marcel Härtlein, Head Digital Transformation, Emmi Group



HEALTHCARE

American Cancer Society: How did the American Cancer Society streamline registration and clarify constituent needs?

COMPANY	EMPLOYEES	REVENUE
American Cancer Society Inc. Atlanta, Georgia, USA	6,500	US\$861 million

SAP SOLUTIONS

SAP Customer Data Cloud

Driving a 20% reduction in cancer deaths since 1991

The American Cancer Society (ACS) is the largest non-government, not-for-profit funding source for cancer research in the United States. Since 1913, its grassroots operations have raised awareness and helped fight for every birthday threatened by the disease. Its websites arm millions of volunteers, donors, researchers, doctors, and patients with resources to fight cancer from every angle. But managing user authentication and delivering relevant information was growing difficult. ACS needed a next-generation sign-on process and a deeper understanding of how its community interacts with its online resources.



“ We depend on SAP Customer Data Cloud as the user-friendly front end for registration on our sites and a source of insight for tailoring content to each person’s needs. Our patients are fighting cancer; they don’t need to struggle to get support. ”

Paulette Carter, Senior Director of Customer Experiences and Integration, American Cancer Society Inc.



ACS gained 3.5 million user registrations per year with its stress-free sign-on, vastly extending the reach of its lifesaving message.

SAP Customer Data Cloud solutions helped the American Cancer Society (ACS) to:

- Develop its Constituent 360 program for a full overview of the community and a single identity for each member
- Promote a single version of the truth across the organization to streamline operations and enhance analysis
- Harness registration-as-a-service and single-sign-on features to simplify access
- Tailor content to the profile of each volunteer, donor, medical professional, researcher, or patient
- Develop robust scoring models and identify power users by combining interest and behavioral data
- Empower visitors to enter its websites through social media, expanding services for younger users
- Collect rich first-party data from third-party accounts while automatically promoting privacy compliance

360° program
Full overview of the community

Social media
Expanding services for younger users

Single-sign-on
Features to simplify access

INDUSTRIAL MACHINERY

Tetra Pak: How does a food packaging giant stay ahead of the competition and keep the customer at the center?

COMPANY	EMPLOYEES	REVENUE
Tetra Pak, Pully, Switzerland	25,488	€11.2 billion

SAP SOLUTIONS

SAP Marketing Cloud
SAP Service Cloud
SAP Qualtrics Core XM

As the leading innovator in the food packaging and processing industry, Tetra Pak ensures expansion of food availability across the world by offering products of outstanding quality and value to consumers. Data siloes in marketing, sales, support, and supply chain were eliminated to ensure a single view of the customer’s operational (O) data. Tetra Pak took its understanding of their customer needs to the next level by harnessing experience (X) data, such as product feedback and delivery satisfaction. Connecting customer feedback into business operations significantly reduces response times from weeks to days, and dramatically improves customer experience.

“ We have thousands of staff using X- and O-Data as part of their daily routine. Whether it’s frontline staff closing the loop with dissatisfied customers, or head office analyzing NPS alongside revenue, it’s making us smarter as an organization. ”

Laura Monari, Manager Sales Support and Operation Excellence,
Head of CX, Tetra Pak



€2.1 million
Increase in annual sales
by listening to promoter
feedback

20%
Reduction in front
line administrative
activities

BEFORE: CHALLENGES AND OPPORTUNITIES

- Fifteen-year-old trend of using annual surveys forced Tetra Pak to be reactive to customers feedback
- While troubleshooting issues, incomplete historical data exacerbated customer issues
- Inability to survey customers in real-time, limited collection of relevant and timely customer feedback
- Inability to access specific real-time feedback to close the loop with customers and implement immediate improvement
- Opportunity to identify the “moments that matter most” to their customers and create more value
- In 2017, launched a new Customer Experience (CX) program: “One Company” - designed to collect instant feedback at the customer touchpoints to ensure quick response in the right way

WHY SAP AND QUALTRICS

- Able to combine operation O data (“what”) and experience X data (“why”) to connect broken touchpoints and empower its team to have more constructive conversations with customers and focus on the “moments that matter most”
- Utilize X data gathered on Qualtrics systems combined with O data stored on SAP systems to better understand customer feedback and link it to the operational performance to gain actionable insight
- Use O data gathered and stored on SAP systems to trigger surveys at specific points in a customer’s journey

OUTCOMES: VALUE-DRIVEN RESULTS

- Realize a €300K cost reduction by embedding XM technology and in-source analysis of customer activities
- Reduce front line administrative activities by 20%, translating to €200K in annual savings and allowing the front line staff to spend more time with customers
- Increase annual sales by €2.1 million by focusing on what matters to customer “promoters”
- Protect €1.2 million in annual revenue from vulnerable “detractor” accounts in their volume business
- Reduce individual customer response time from 15 days down to 48 hours

RETAIL

New Era Cap: Entering a new era of e-commerce with SAP Commerce Cloud in only five months

COMPANY

New Era Cap Company Inc.
Buffalo, New York, USA

EMPLOYEES

~1,200

REVENUE

~US\$541 million

SAP SOLUTIONS

SAP Commerce Cloud

PARTNER

EPAM Systems

Taking an agile, cloud-first approach, New Era Cap Company deployed the SAP Commerce Cloud solution to provide a rich, personalized e-commerce experience to its customers. As a leading retailer for athletic headwear and sports accessories, New Era serves customers all over the world. With over 500 official product licenses, the company maintains an enormous stock inventory. Managing this and providing excellent service to its customers is hugely demanding and requires an effective platform to handle the task. For this reason, New Era teamed up with EPAM Systems and the SAP Customer Experience organizational unit to modernize its e-commerce platform to give it the cutting edge and stay ahead of the competition.

The global retailer implemented SAP Commerce Cloud to give B2B and B2C customers a responsive and easy-to-use omnichannel experience. The cloud solution was the perfect fit for New Era's cloud-first approach and modern, agile culture. Indeed, cloud was the only deployment option that would enable the company to meet its ambitious five-month deadline. The system usability, speed of implementation, and high-quality support services have raised the bar at the company. New Era now intends to use this project as a benchmark for future success.



5 months
Until go-live

More
versatile
Customer experience

Higher
Performance and
scalability

Better understanding of what customers want with SAP Commerce Cloud

OBJECTIVES

- Adopt an e-commerce platform for B2B and B2C able to be integrated with the existing SAP system and serve an international market
- Follow a cloud-first approach to launch the platform within an ambitious deadline, without building a costly internal IT department
- Provide a rich, personalized experience to B2B wholesalers
- Gain a consistent view of customers across all channels

WHY SAP AND EPAM SYSTEMS

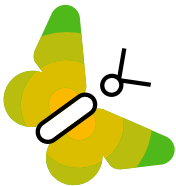
- Rich, out-of-the-box functionality offered by SAP Commerce Cloud for quick time to market with little customization required
- Proven success record with SAP
- Flexibility of the platform that made quick implementation possible
- Choice of EPAM Systems due to its excellent track record with quick implementation time frames
- Excellent cultural fit among all three organizations involved

RESOLUTION

- Implemented solution in approximately five months
- Deployed the e-commerce platform using the cloud, as this was the only way to meet customer expectations with zero downtime
- Reduced IT footprint and time spent on managing IT infrastructure – freeing up more time to focus on core business
- Gained better-quality insights to make decisions more confidently
- Achieved better understanding of customer shopping habits
- Integrated third-party services, such as PayPal, Worldpay, and others

CONSUMER PRODUCTS

Henkel: What makes the ultimate digital business-to-business sales team?



COMPANY

Henkel AG & Co. KGaA
Düsseldorf-Holthausen,
Germany

EMPLOYEES

51,350

REVENUE (2017)

€18.714 billion

SAP SOLUTIONS

SAP Commerce Cloud
SAP Marketing Cloud
SAP Sales Cloud

SAP Retail Execution
mobile app

PARTNER

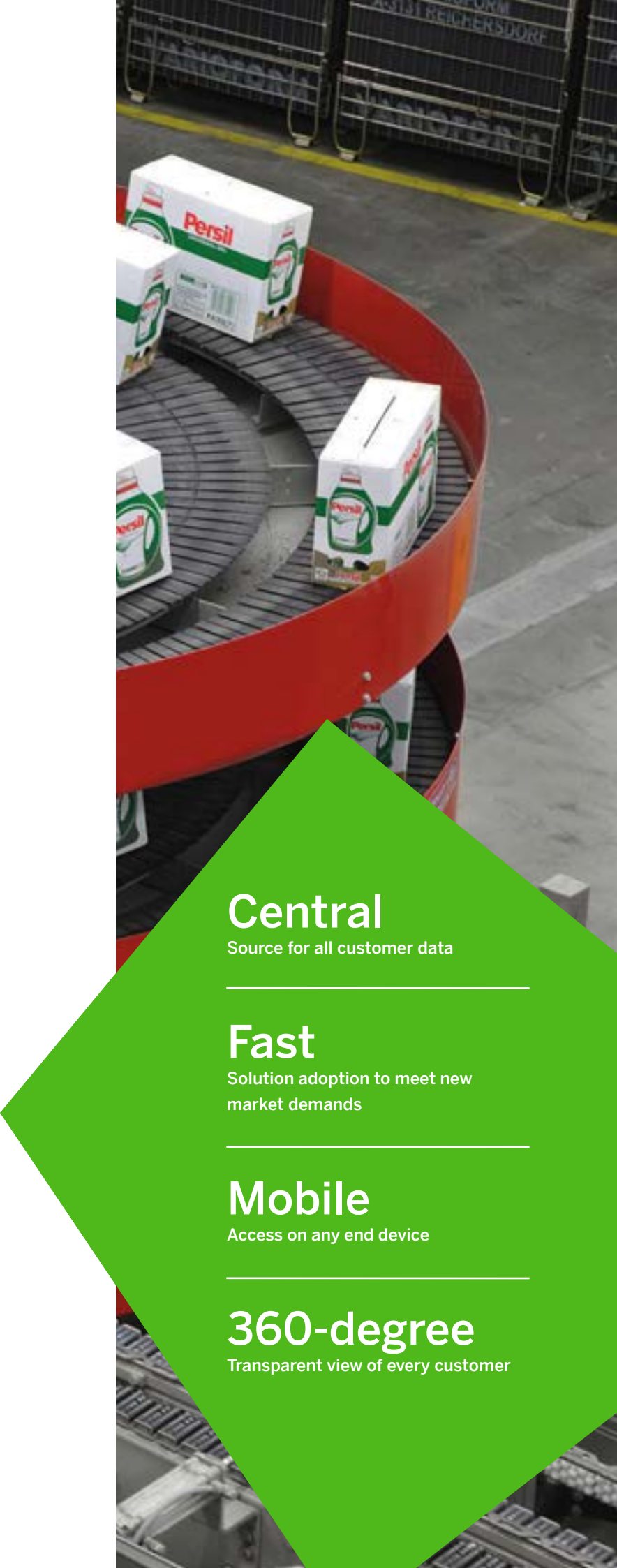
maihiro

Decision-makers from the Adhesive Technologies business unit at Henkel AG & Co. KGaA know that digital transformation should maximize customer centricity. Consequently, they developed their new online shop based on real consumer demands. And with digital support, field sales representatives can dedicate even more attention to their customers.

A user-friendly online shop, detailed customer analysis, and pioneering solutions for the sales team: the Adhesive Technologies business unit at Henkel now supports its customers even more effectively with products and services that meet their demands.

“The digital transformation of our sales helps us to place customers at the heart of what we do and to become more flexible, agile, and effective in the market.”

Michael Stichnote, Global Head of e-Commerce/CRM, Henkel AG & Co. KGaA



Central

Source for all customer data

Fast

Solution adoption to meet new market demands

Mobile

Access on any end device

360-degree

Transparent view of every customer

Supporting customers more effectively with SAP Customer Experience solutions

The Adhesive Technologies unit at Henkel implemented two groundbreaking SAP Customer Experience solutions together with SAP partner maihiro and took its sales to a whole new level. An online shop and applications for field sales staff reinforce Henkel's position as a leading global company.

BEFORE: CHALLENGES AND OPPORTUNITIES

- Implement digital transformation successfully
- Increase business growth through more-effective sales
- Take customer care to a new level
- Obtain end-to-end insights into customer data
- Analyze customer data constantly and utilize the findings instantly

WHY SAP AND MAIHIRO

- Solution can be flexibly adapted to changing market requirements
- Integration capabilities facilitate future innovations
- Implementation partner maihiro offers the maiTour solution to optimize sales-visit planning

AFTER: VALUE-DRIVEN RESULTS

- Consolidated product and service information in a single system
- Launched a new online shop that perfectly matches real customer demands
- Increased revenue through demand-based cross- and up-selling



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