



Transition Path to SAP C/4HANA

A Roadmap for Customer Relationship Management Customers

Naveen Banala, SAP

Gopalakrishna Vijayalakshmi, SAP

Session ID # 83454

About the Speakers

Naveen Kumar Banala

- Product Architect, SAP
- Certified in Hybris Marketing and Commerce
- Cycling, Photography, Badminton, Cooking, Music

Vijayalakshmi Gopalakrishna

- Development Architect, SAP
- SAP Press Author, Machine Learning and Subscription Billing consultant
- Music, Badminton

Key Outcomes/Objectives

1. Understand C/4 HANA
2. What's the Roadmap for SAP C/4HANA and SAP S/4HANA?
3. How Machine Learning along with C/4 HANA maximizes business outcome

Agenda

- Customer Experience Transformation – Why SAP C/4HANA?
- SAP Customer Experience Solutions in SAP C/4HANA
- Customer Experience Transformation – A Roadmap for SAP CRM Customers.
- Changing the game with Machine Learning.

Customer Experience Transformation –

WHY SAP C/4HANA?

Appliances Manufacturer

“We no longer sell appliances, we sell better taste to our customers”

Global Airline

“We want to put the customer at the center, not the transaction or booking”

Customer Experience is on top of the Board room agenda

Automotive Company

“The passenger on the bus we manufactured is our customer, not just the driver or buyer”

Department Store

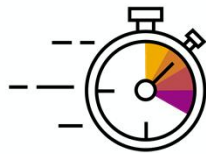
“The personal shopping experience starts with the parking space”

Great, so let's go innovate on the customer experience!

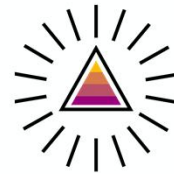
Talking about it is easy...
doing it is harder:



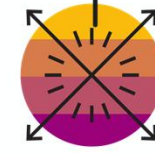
Needs to be cost efficient



Needs to be fast



Avoid introducing risk

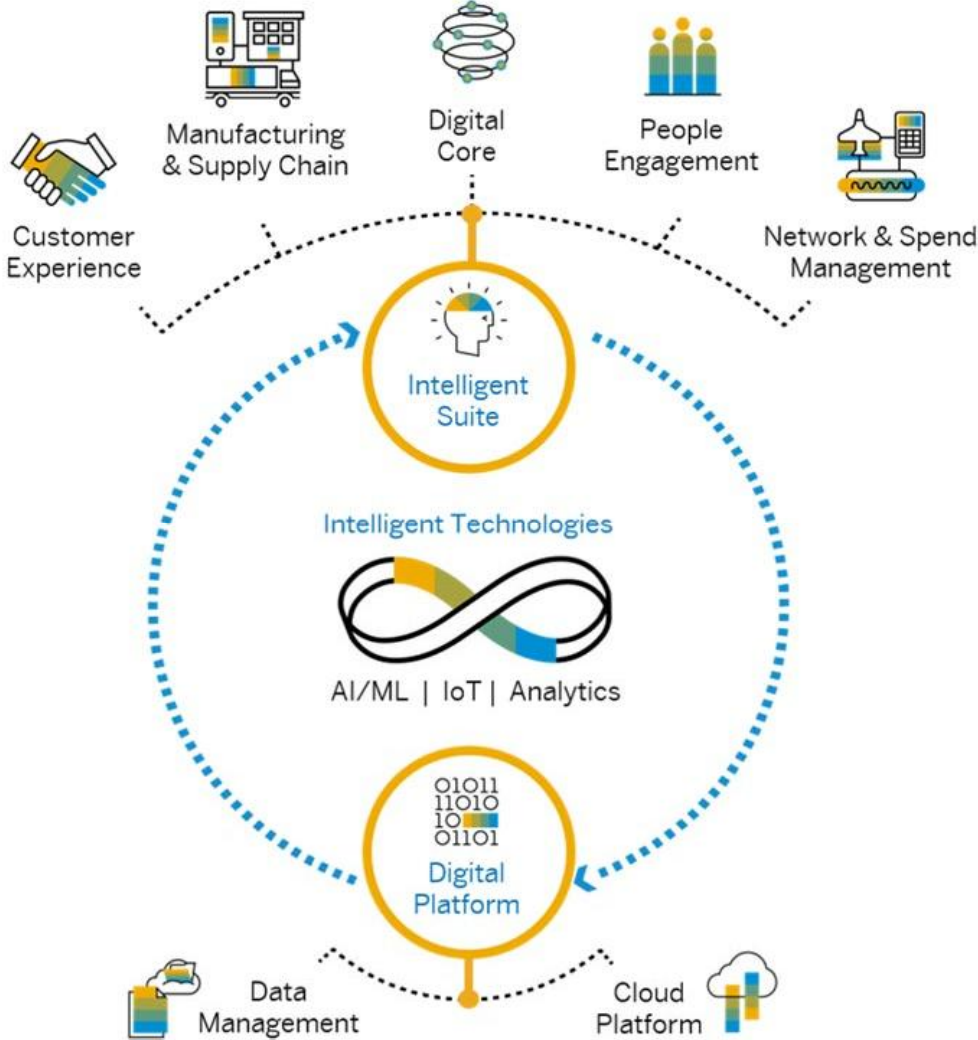


Scalable both in throughput and to other parts of the business



Etc.

SAP Strategy – Deliver the Intelligent Enterprise



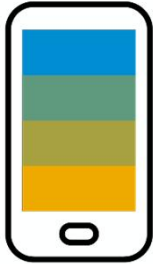
THE INTELLIGENT ENTERPRISE features 3 KEY COMPONENTS:

- 1 Intelligent Suite
- 2 Digital Platform
- 3 Intelligent Technologies

Five Trends driving change in today's Customer Experience

Digital First

Global scale and adoption of new digital businesses



Complete View of Customer

Customer at center of the business (B2B2C)

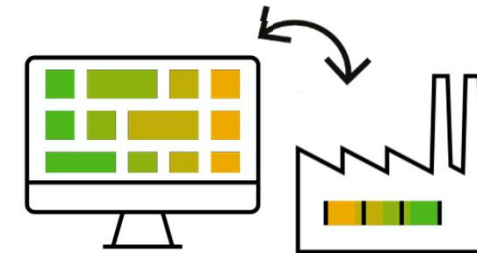
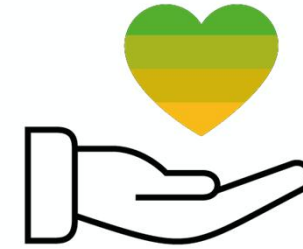


Trusted Data

Data necessary for personalization and with data privacy protected

Customers for Life

From selling products to subscription services



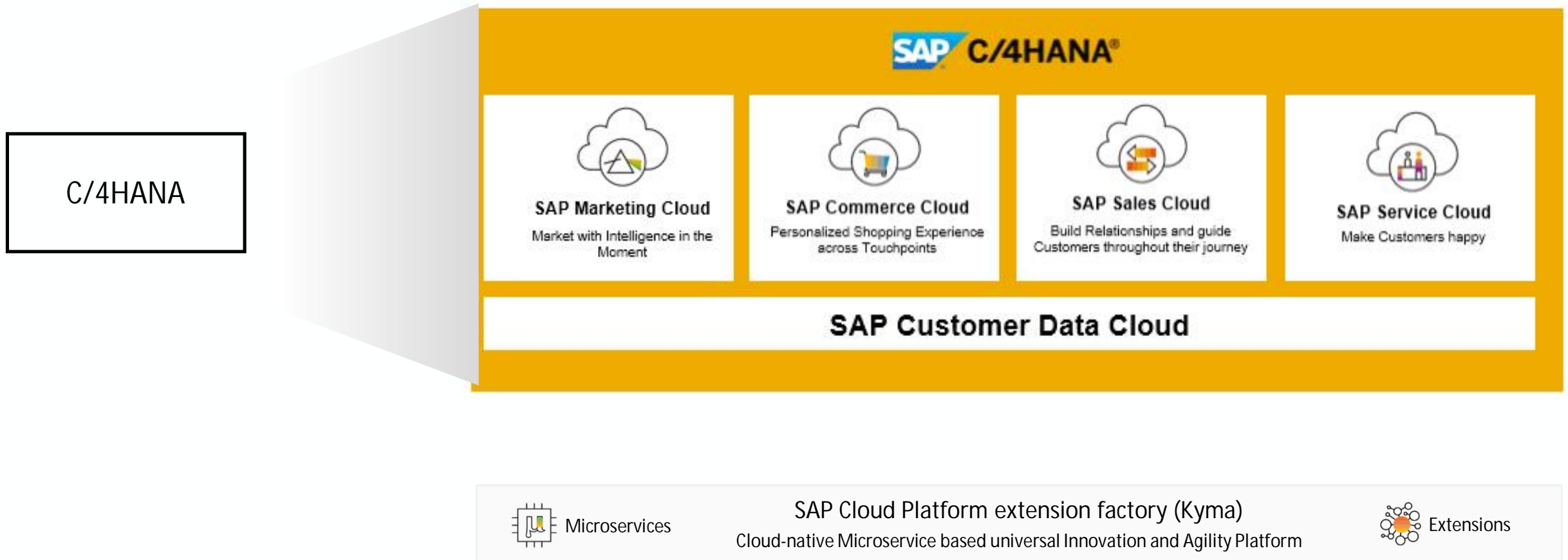
Holistic Customer Experience

Connecting front and back office

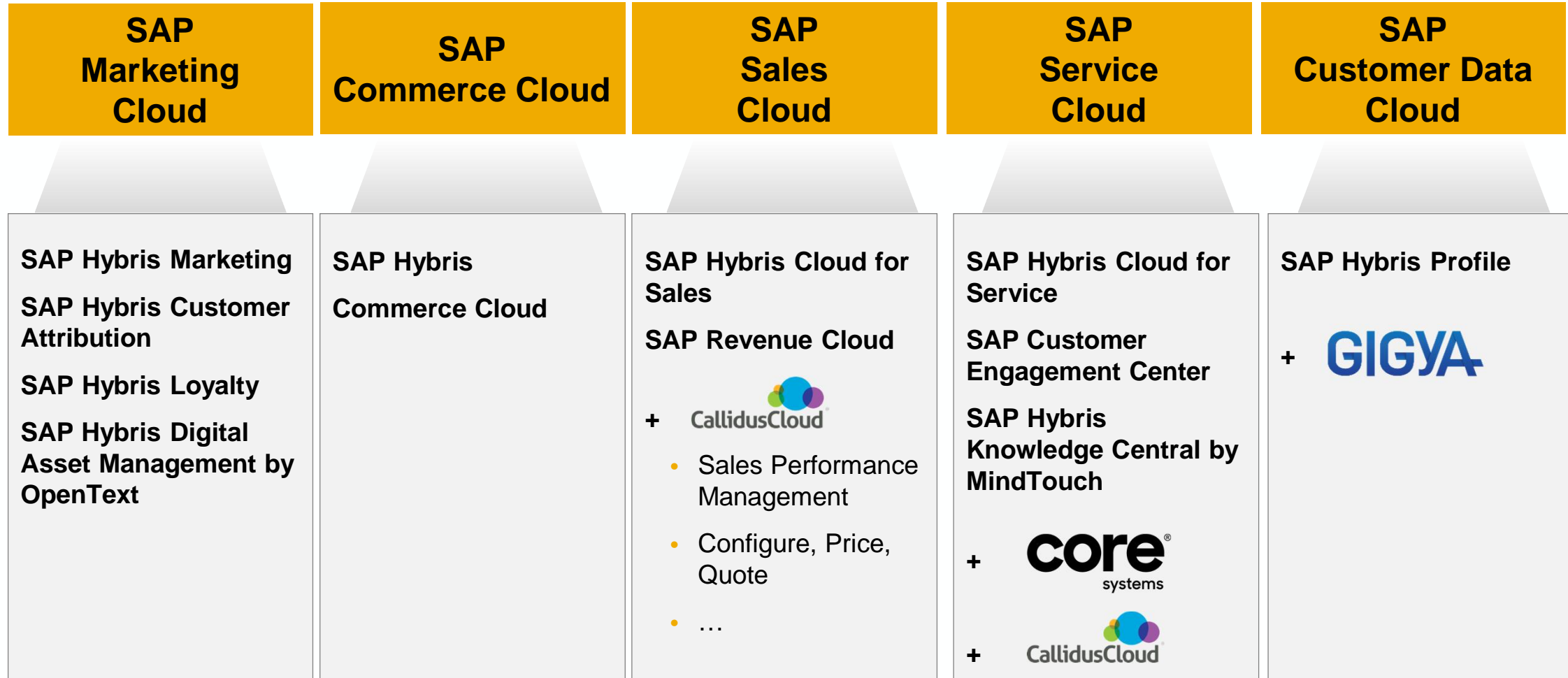
SAP Customer Experience Solutions in

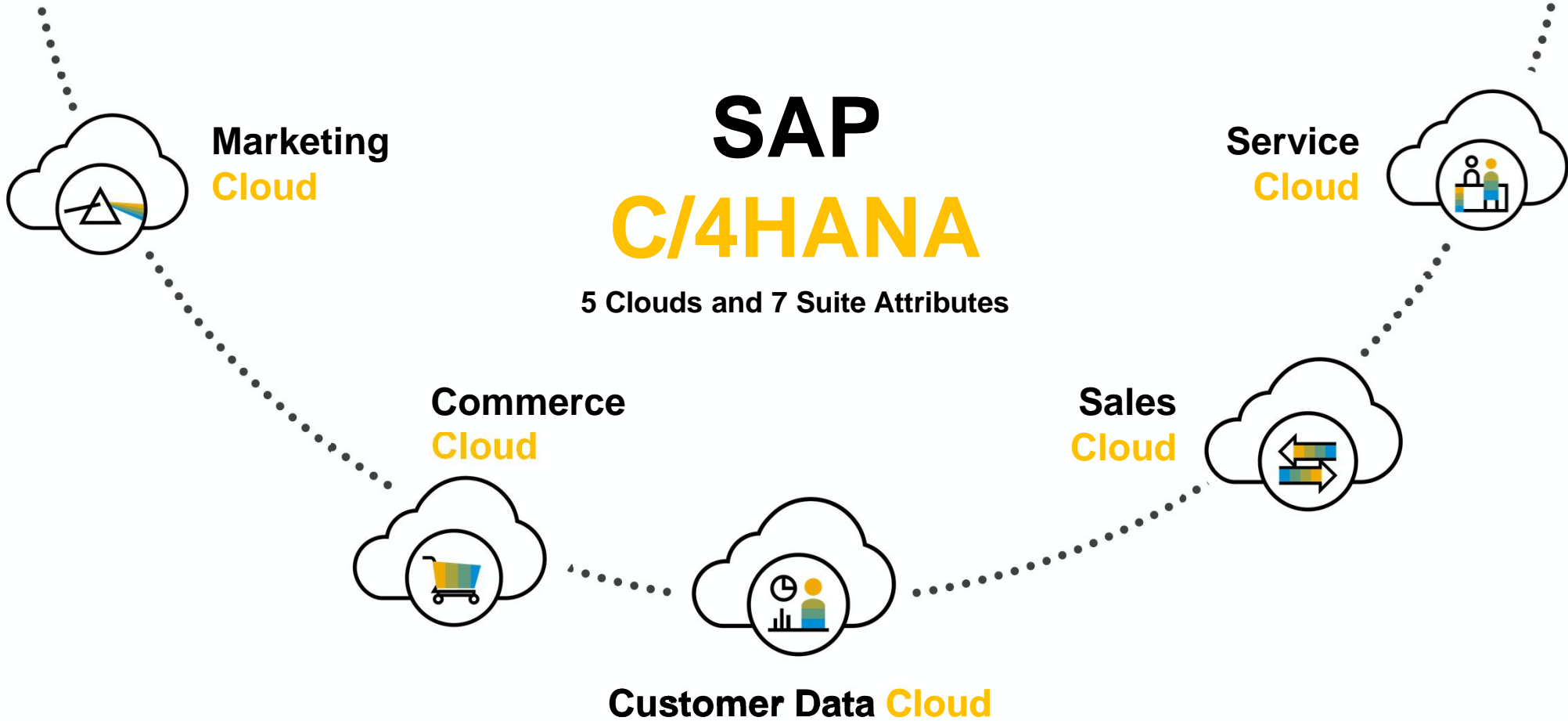
SAP C/4HANA

C/4 HANA Suite – Zoom Level 1



C/4 HANA Suite – Zoom Level 2





**Marketing
Cloud**

**Service
Cloud**

**Commerce
Cloud**

**Sales
Cloud**

**Customer Data
Cloud**

Harmonized
User Experience

End-to-End Processes

Business and
Master Data
Services

Suite
Intelligence and
Analytics

Platform
Services

Extensibility
and Integration

Open Ecosystem



SAP Customer Experience Transformation

END TO END PROCESS BETWEEN S/4HANA AND C/4HANA

Lead to Cash

Business
Scenarios

Integrating the Front Office with the Digital Core



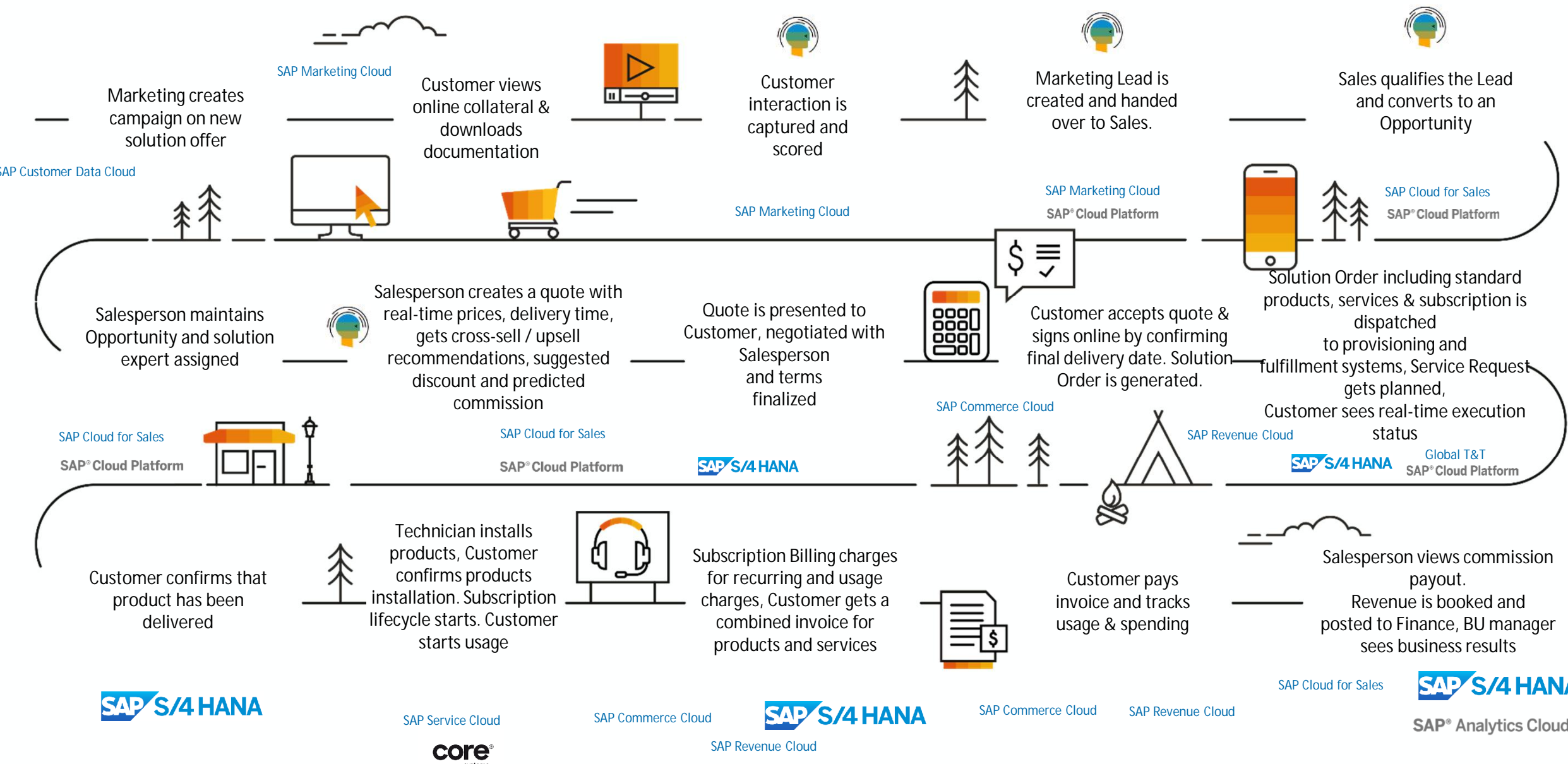
SAP C/4 HANA + SAP S/4HANA + SAP Leonardo + SAP Analytics Cloud



End to End Customer Experience

ASUG

High Level Process



SAP S/4 HANA

SAP Service Cloud

SAP Commerce Cloud

SAP S/4 HANA

SAP Commerce Cloud

SAP Revenue Cloud

SAP Cloud for Sales

SAP S/4 HANA

SAP Analytics Cloud

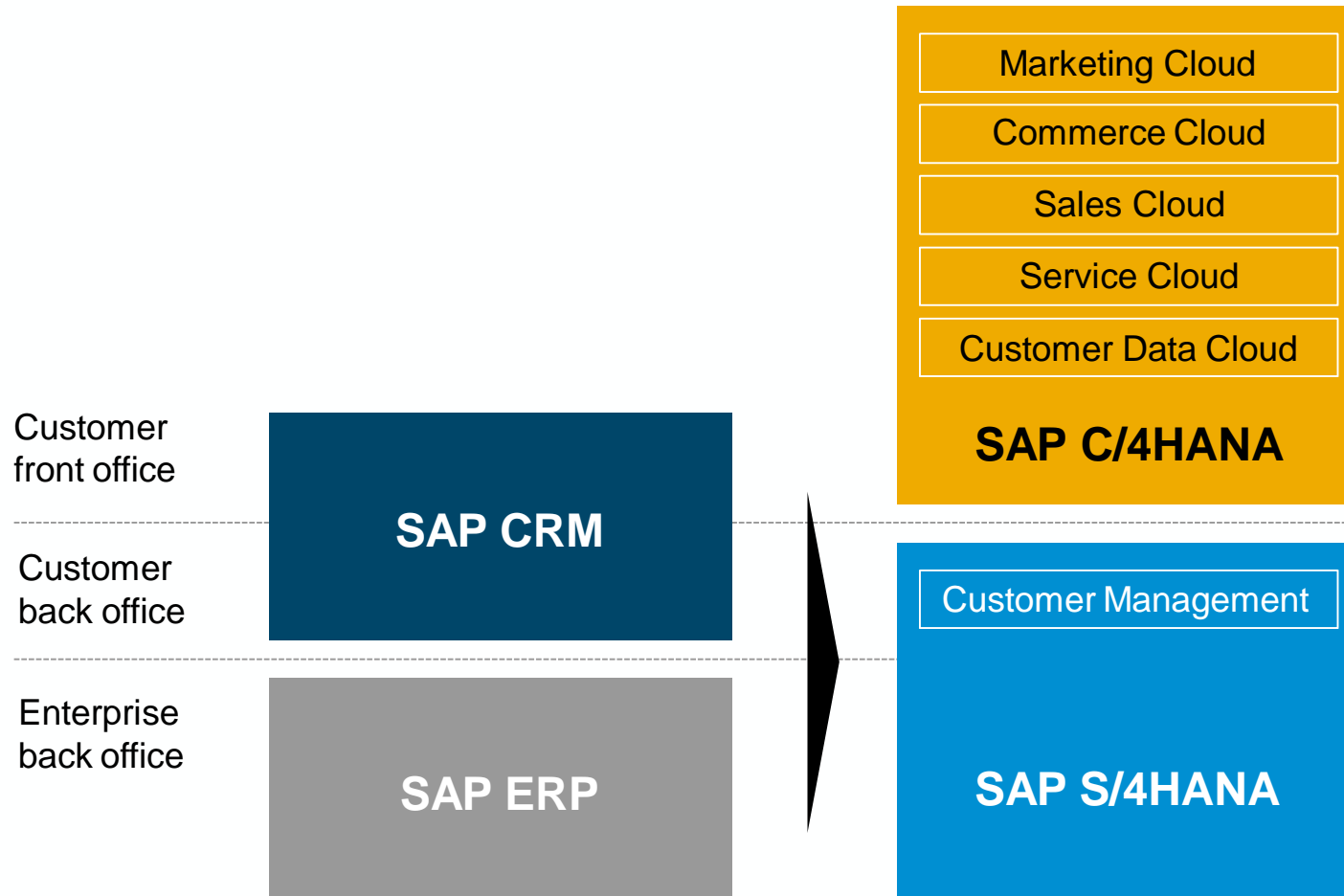
core systems

SAP Revenue Cloud

SAP Customer Experience Transformation

ROADMAP FOR SAP CRM CUSTOMERS

Transformation of SAP CRM



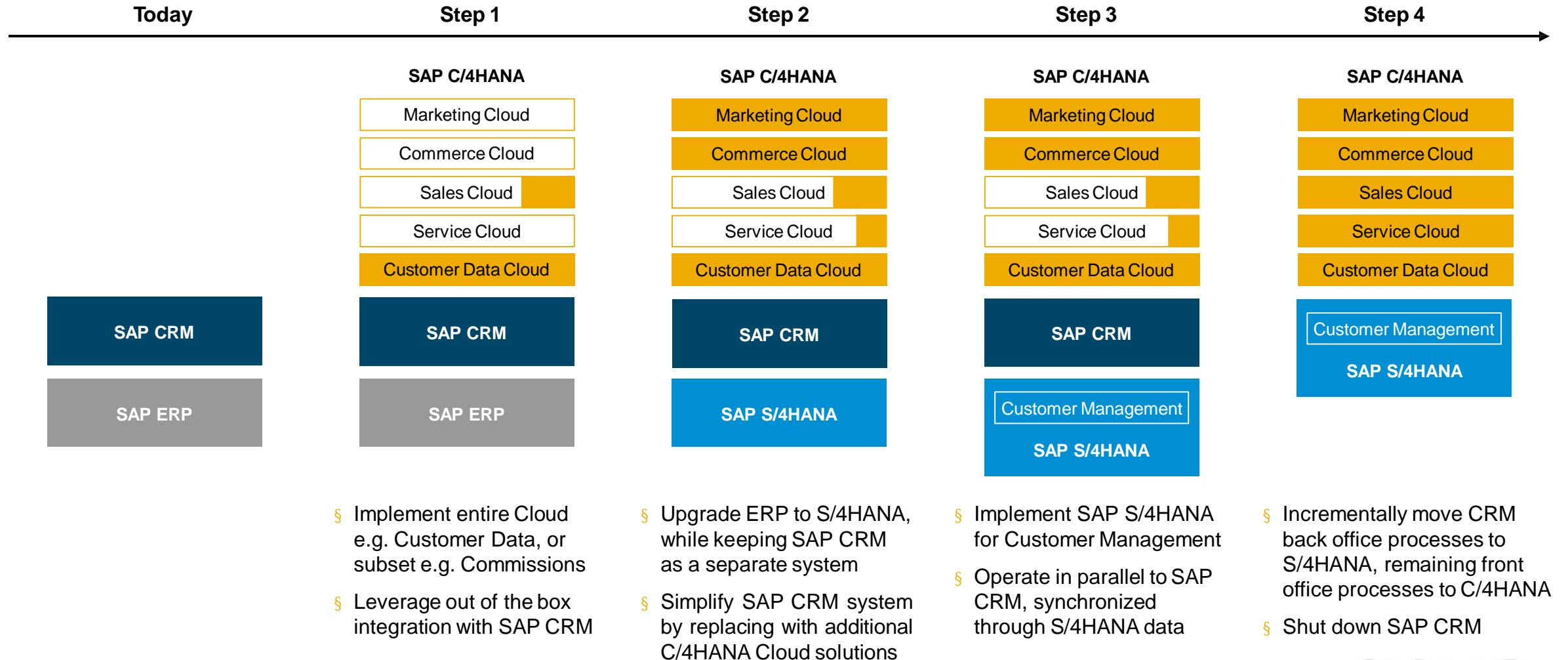
Transform front office with C/4HANA

- § Suite of Cloud solutions designed for the new customer era
- § Can be used standalone or together for maximum synergies
- § Out of the box integration with S/4HANA
- § Extensible via SAP Cloud Platform

Consolidate back office onto S/4HANA

- § Streamlined operations with harmonized UI
- § Reduced TCO: no more middleware
- § Powered by HANA
- § Ready for Cloud

Sample Customer Transformation Path (Illustrative)

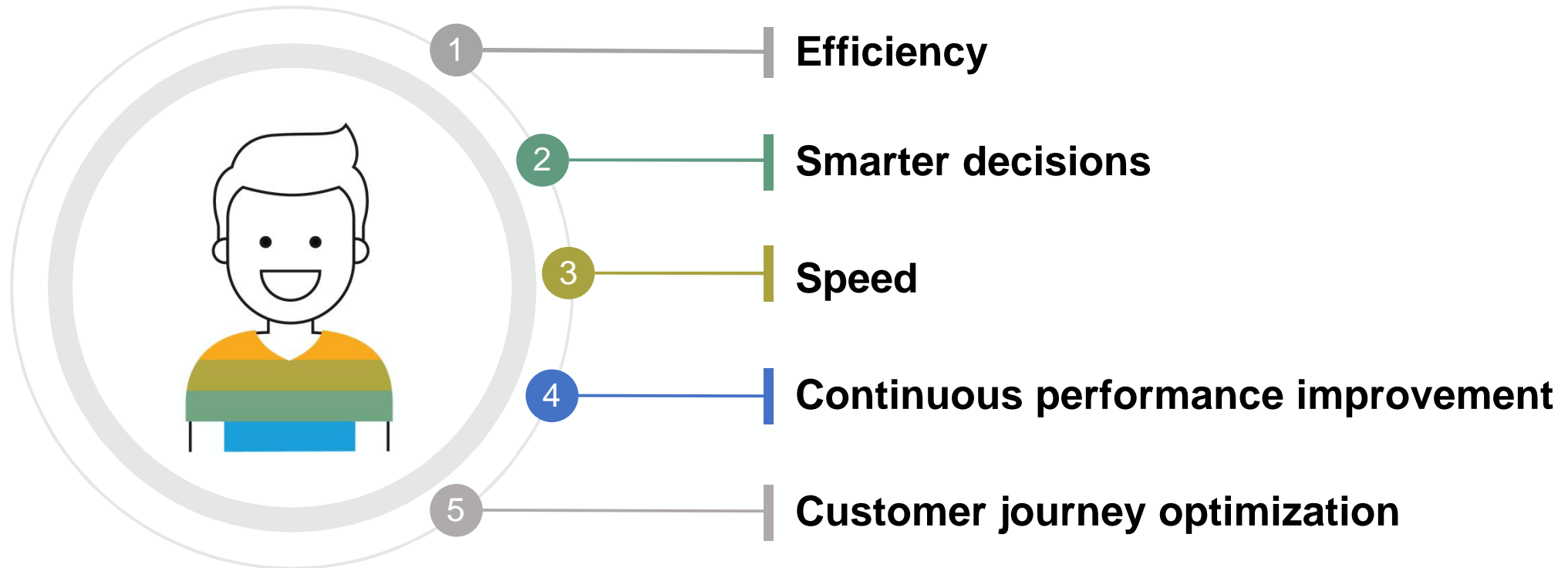


Changing the game with

MACHINE LEARNING

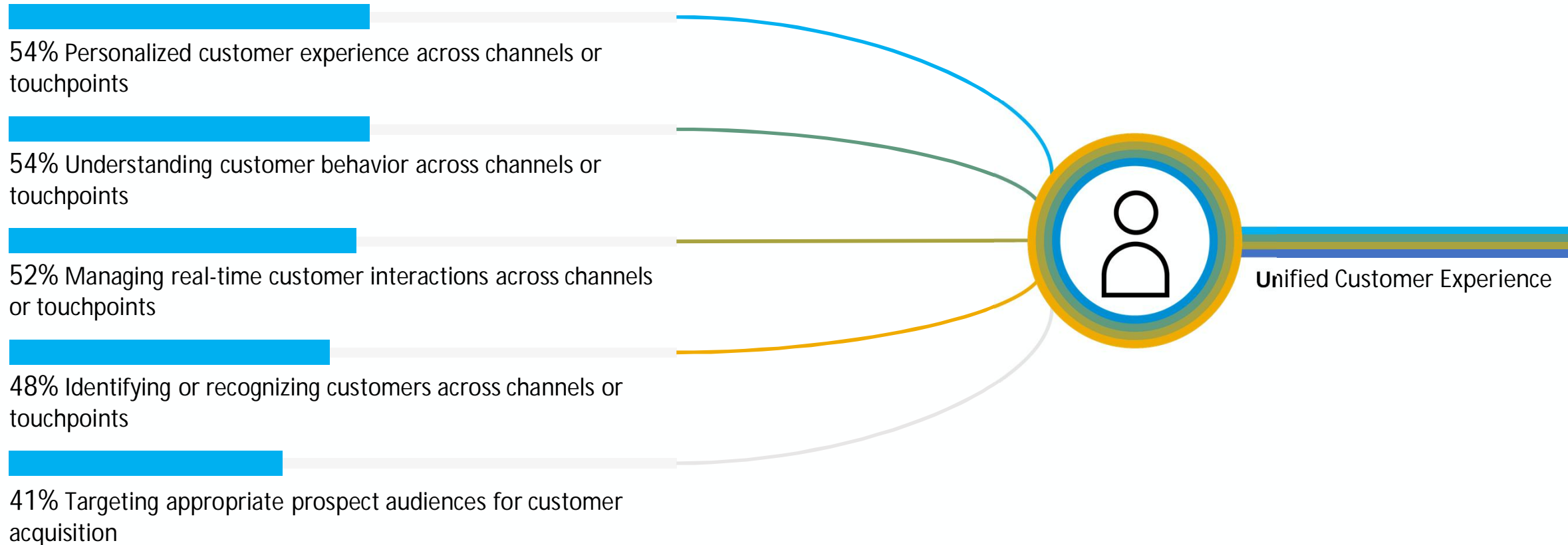
AI and Machine Learning makes bold promises to marketers

It's time for a new approach to the challenge

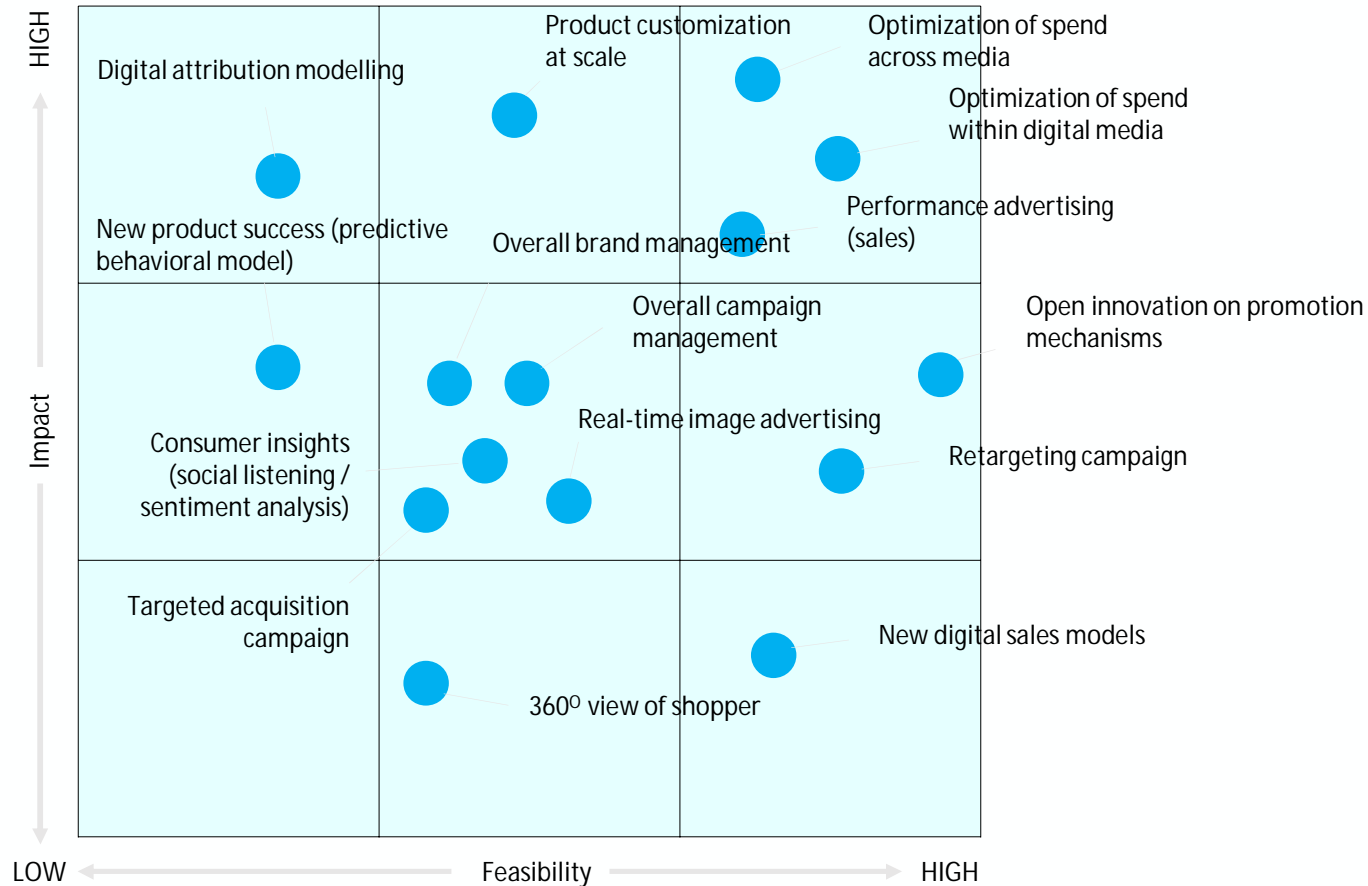


Intelligent Marketing enhances personalization and omnichannel CX

How organizations are using AI marketing to drive innovation and create new growth areas?



AI and Machine learning-driven marketing apps promises to simplify, not complicate, contextual efforts

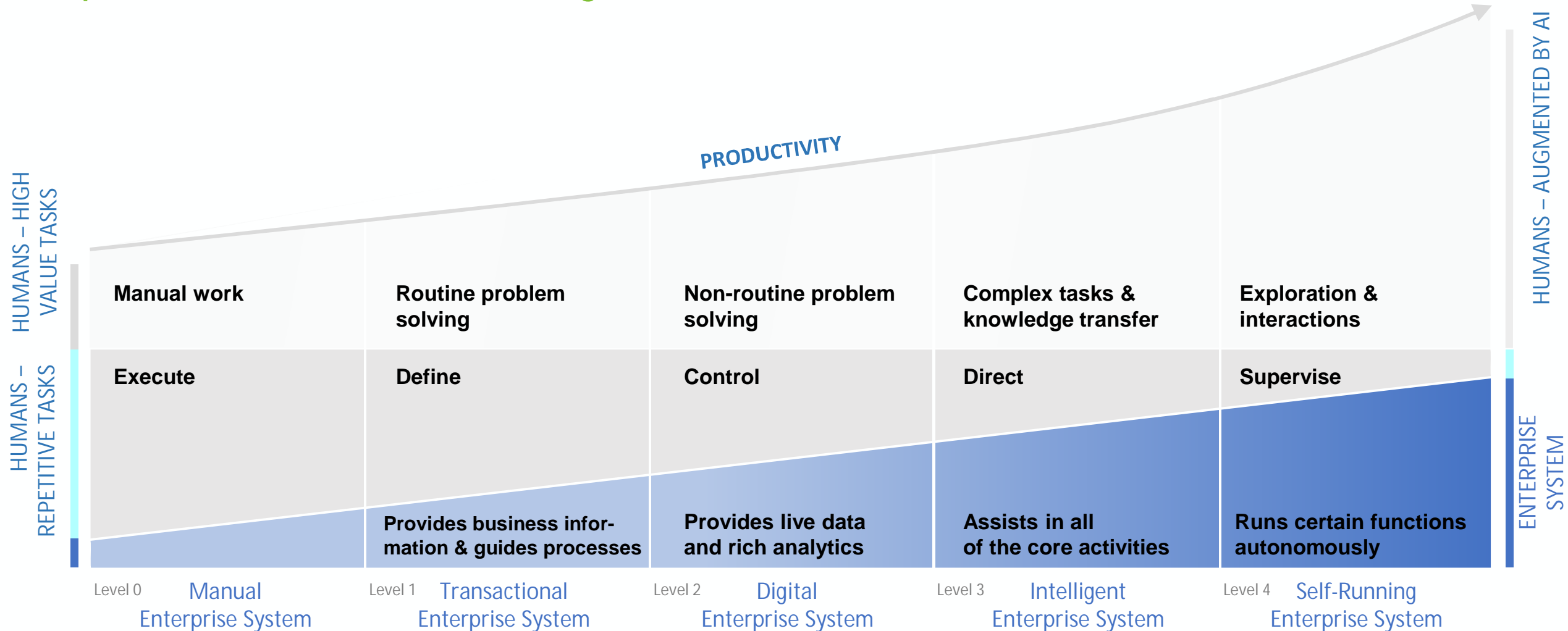


Orchestrating every aspect of attracting, selling and serving customers is being improved by marketers using **machine learning apps** to more accurately predict outcomes

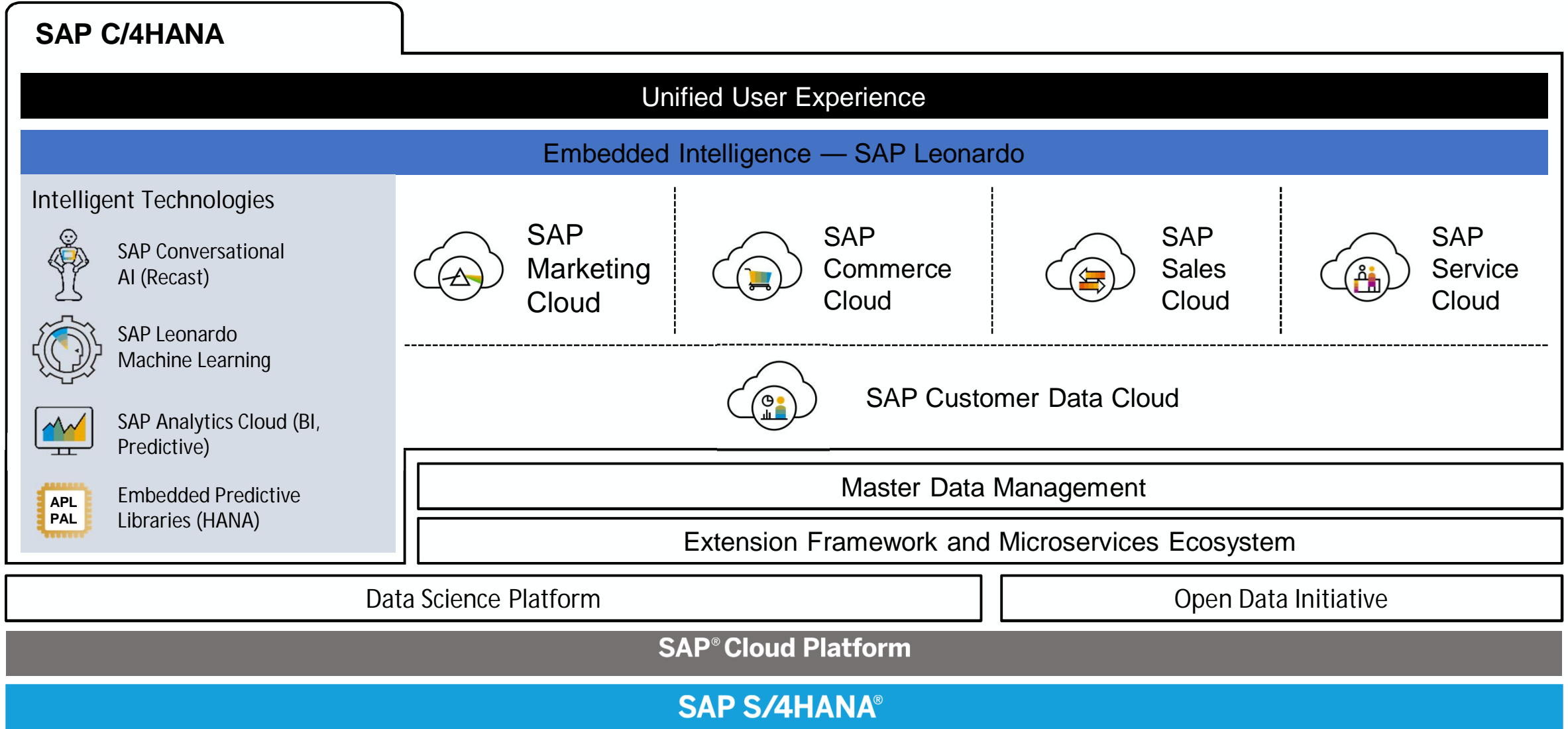
Use cases by benefits and complexity: Example of a consumer-packaged goods company

Source: Crossing the frontier: How to apply AI for impact, McKinsey, 2018

The automation of repetitive tasks is allowing humans to be more productive and focus on higher value tasks



Suite Intelligence and Analytics across SAP C/4HANA



Machine Learning and Predictive Scenarios

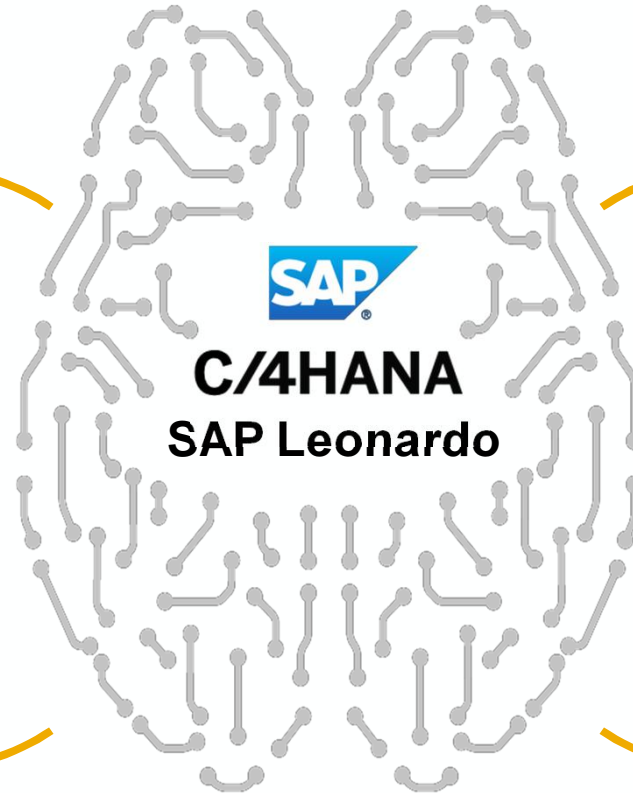
Key Innovations

Commerce

- Personalized CX
- Contextual Merchandizing
- Conversational Bot*
- In-Store Assistant*

Sales

- Deal Intelligence
- Lead Intelligence
- Account Intelligence
- Imagine Intelligence by Ricoh
- Deal Influencer Map
- Product Recommendations
- Predictive Ordering*
- Predictive Forecasting*
- Sales Assistant*



Marketing

- Product and Offer Recommendations
- Best Channel and Sending Time
- Affinity Scoring
- Sentiment Analysis
- Customer Attribution
- Customer Journey Insights*
- Smart Campaigns*
- Brand Intelligence*
- Customer Retention*
- Behavior Segmentation*

Service

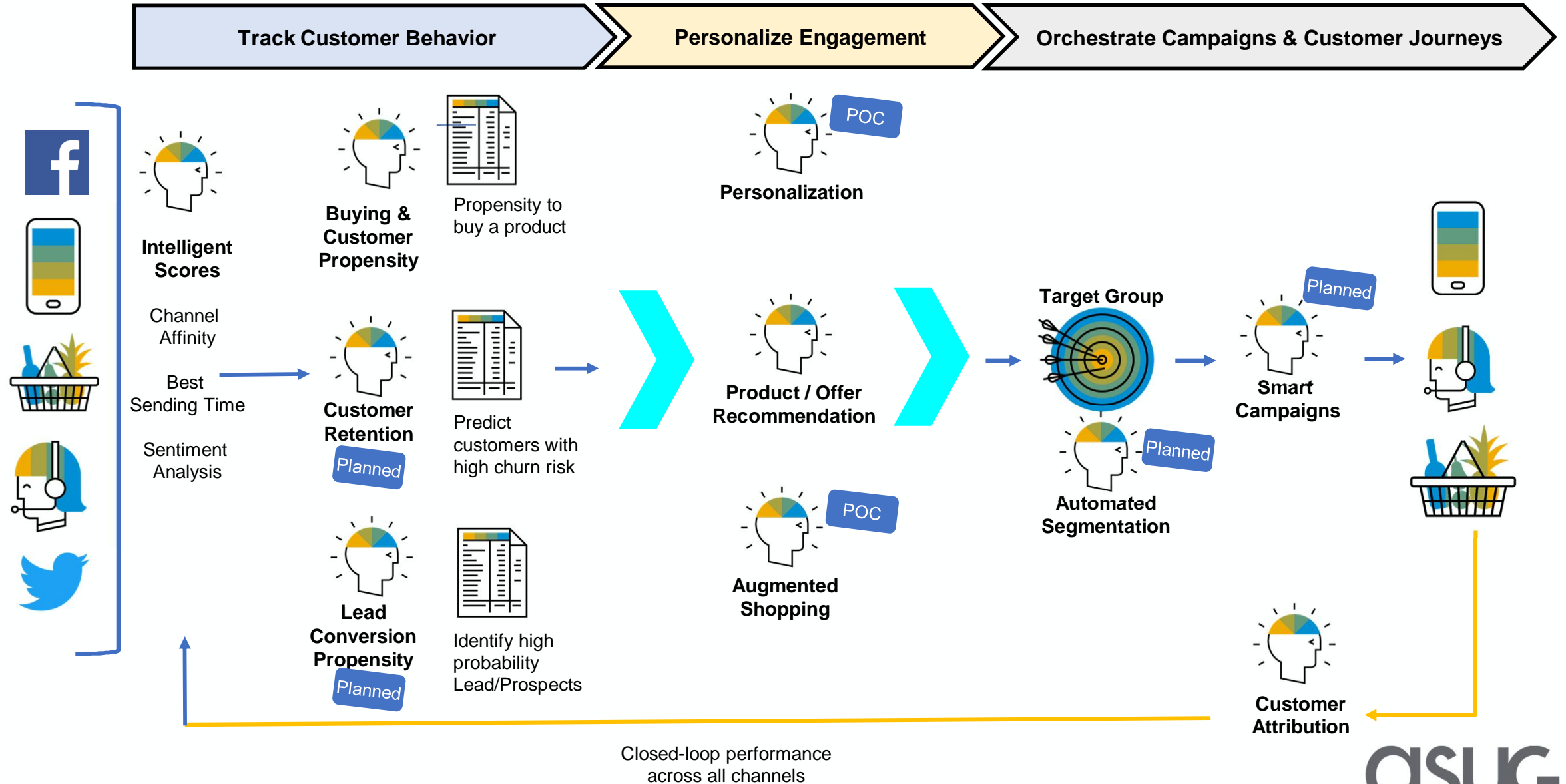
- Ticket Intelligence
- Conversational Bot API
- Similar Ticket Recommender*
- Solution Recommender*
- Parts Recommender*
- Supervisor Insights*
- Service Assistant*

* Prototype / Planned

This is the current state of planning and may be changed by SAP at any time.

This presentation and SAP's strategy and possible future developments are subject to change and may be changed by SAP at any time for any reason without notice. This document is provided without a warranty of any kind, either express or implied, including but not limited to, the implied warranties of merchantability, fitness for a particular purpose, or non-infringement.

Intelligent Marketing: End to End process with Machine Learning



Take the Session Survey.

We want to hear from you! Be sure to complete the session evaluation on the SAPPHIRE NOW and ASUG Annual Conference mobile app.



Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

<http://info.asug.com/2019-ac-slides>

Q&A

For questions after this session, contact us at n.banala@sap.com and vijayalakshmi.gopalakrishna@sap.com

Let's Be Social.

Stay connected. Share your SAP experiences anytime, anywhere.
Join the ASUG conversation on social media: @ASUG365 #ASUG

