



SAP SAPHIRENOW

**ASUG ANNUAL
CONFERENCE**

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Impress Your Customers with **Great Experiences**

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PUBLIC

Agenda

Why investing in experience matters

Delivering Multi-Experience on the SAP Cloud Platform

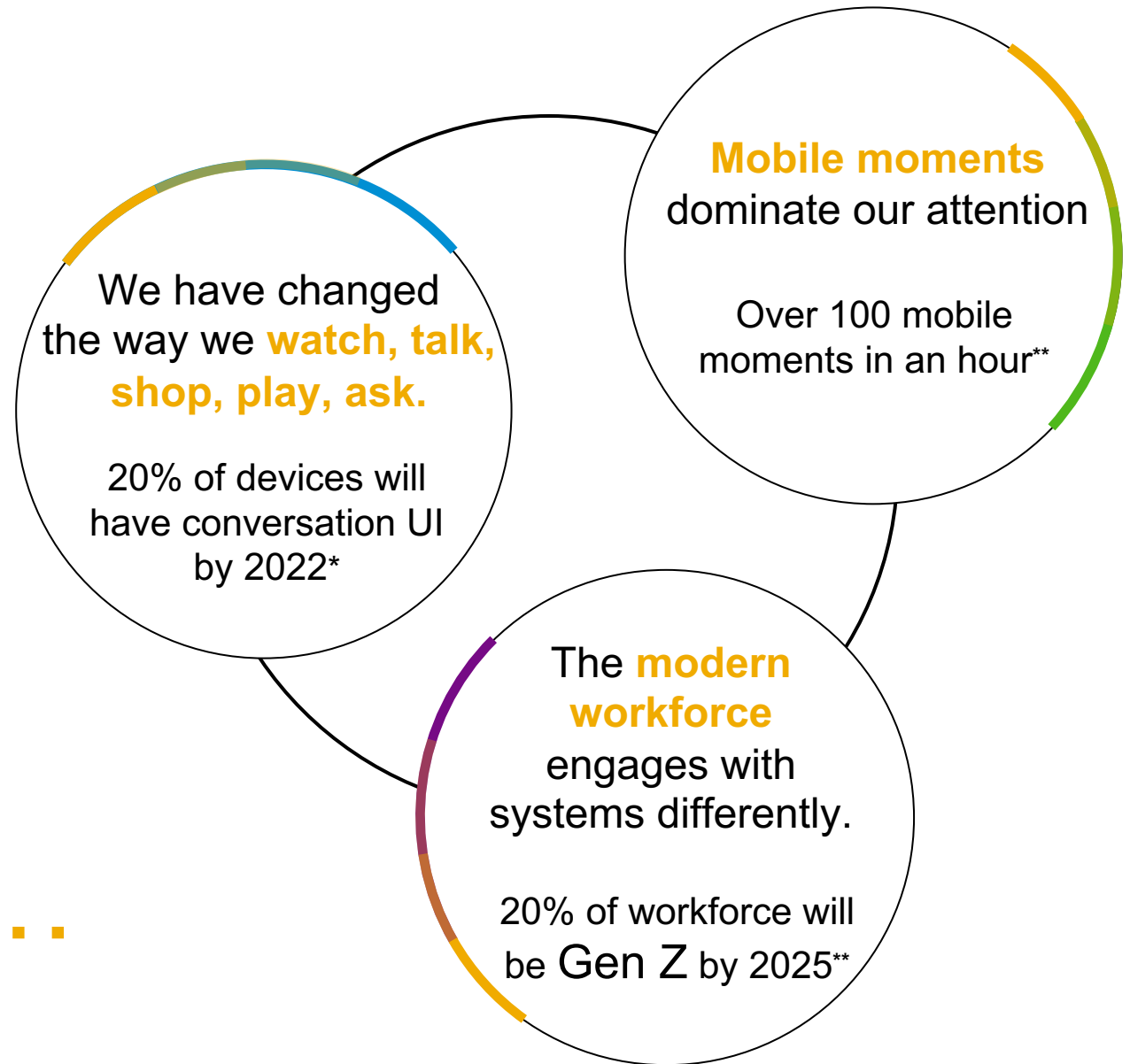
Optimizing Experience with SAP Qualtrics

Demo: Measuring and Leveraging Experience

Q&A

Why investing in experience matters

People have embraced **new** ways to engage ...

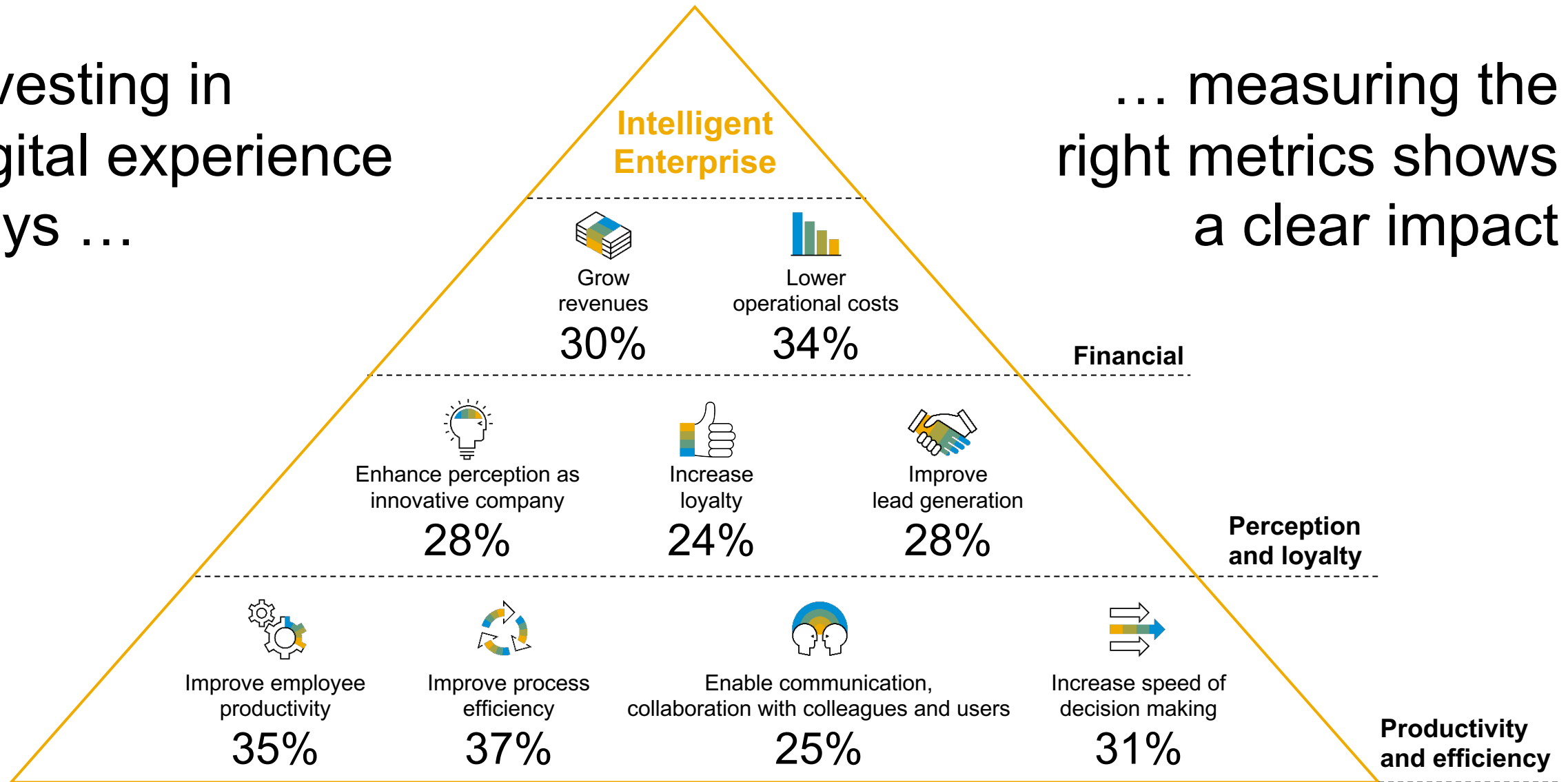


* IDC research

** Forbes Voice

Investing in
digital experience
pays ...

... measuring the
right metrics shows
a clear impact



Data Source: a commissioned study conducted by Forrester Consulting on behalf of SAP, Oct 2016

Enterprise Experiences Are Often Not Optimal

- App-centered vs. interaction-driven
- Inconsistent experience across apps and channels
- Complex and redundant UIs
- Not personalized
- Inconsistent experience in diverse SAP and non-SAP landscape

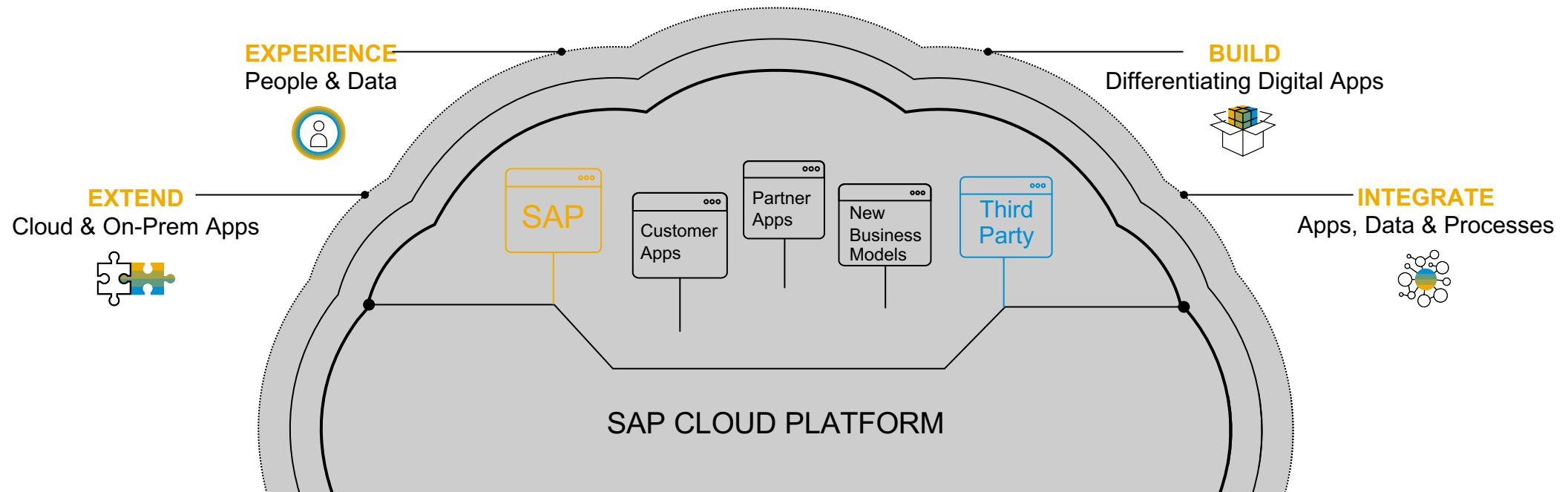


Enterprise apps are abandoned 5 times more than consumer apps*

* Data Source: a commissioned study conducted by Forrester Consulting on behalf of SAP, Oct 2016

Delivering Multi-Experience on the SAP Cloud Platform

SAP Cloud Platform Use Cases



NEXT GENERATION BUSINESS PROCESSES
Embedded Intelligence | Harmonized Experience | Unified Integration | Flexible Extension

EFFICIENCY

SPEED OF INNOVATION

AGILITY



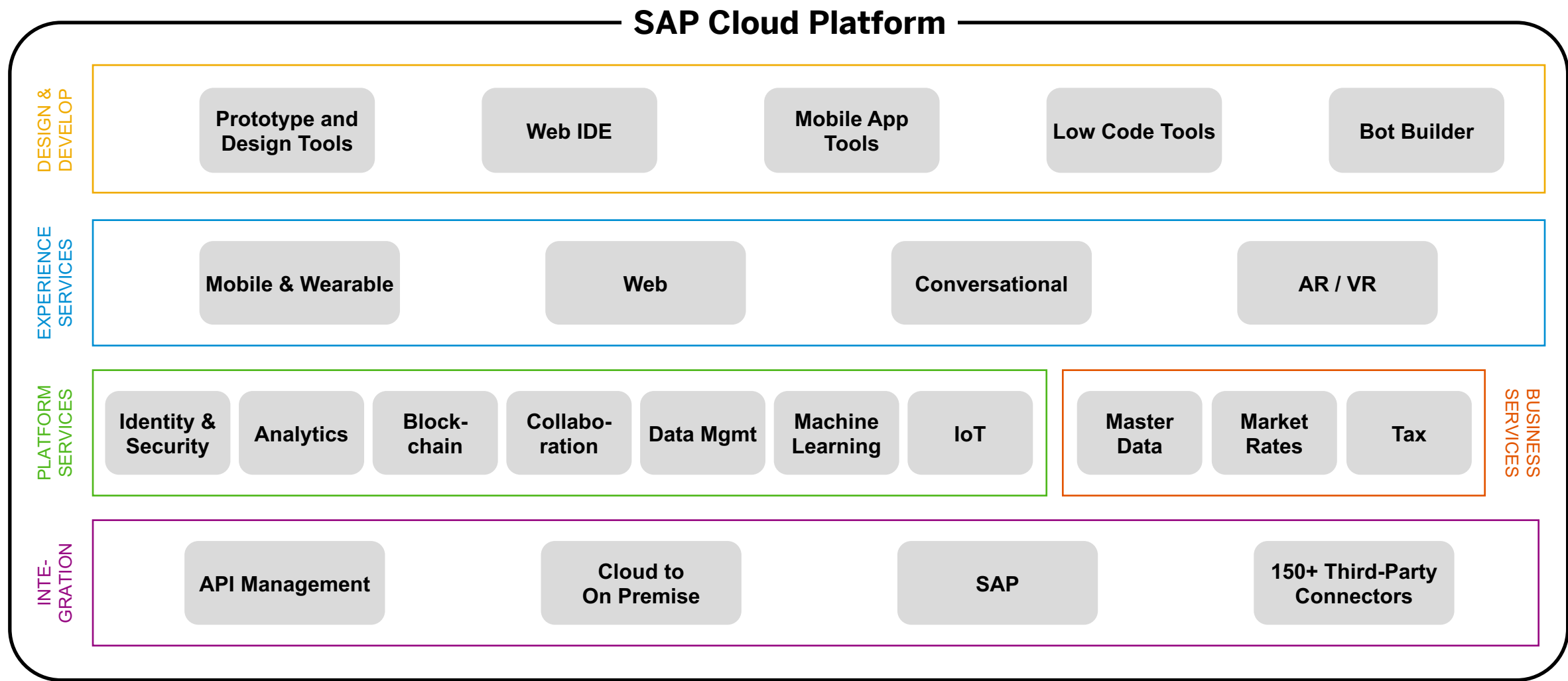
DATA



Multi-Experience Apps Bring Information to Users



Delivering Multi-Experience on the SAP Cloud Platform

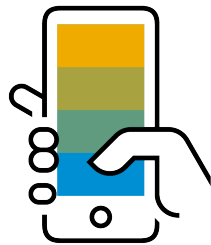


Use Cases We Are Seeing with Customers



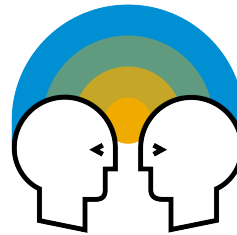
Refresh User Experience

- Improve experience by simplifying and streamlining access to SAP systems
- Projects include web applications (usually with SAP Fiori), chatbot and AI implementation, or evaluating technologies like AR / VR



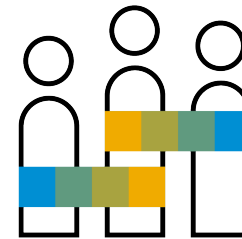
Enterprise-Wide Mobility

- Deliver the same ease of use and convenience of personal apps via enterprise apps
- Explore all types of mobile innovations including visual mobile app development, native SDKs for iOS and Android, Mobilization of web apps (Fiori), micro app creation with Mobile Cards and cross platform mobile apps with Mobile Dev Kit (MDK)



Employee Experience

- Consolidate employee-facing channels into a single branded experience
- Build accessible portals and mobile apps that extend valuable content and data
- Change the way people work to meet the constantly changing expectations of today's users



External-Facing Digital Business Initiatives

- Create new digital products and services for customers and partners to transform the business
- Enable digital transformation initiatives to remain competitive and innovate business models in order to differentiate for unique advantage

Optimizing Experience with **SAP Qualtrics**

Data

is the new digital
currency

Data is Everywhere

Enterprise | Cloud | Social
Legacy Systems

**+4300% in annual
data production by 2020**

New Demands

Real-time | Streaming
High-Velocity
Artificial Intelligence
Machine Learning

**+40% in labor
productivity**

New Data Sources

Internet of Things | Video
Customer Behavior | Geo-Spatial

**30.7B IoT Devices by 2020
75.4B by 2025**

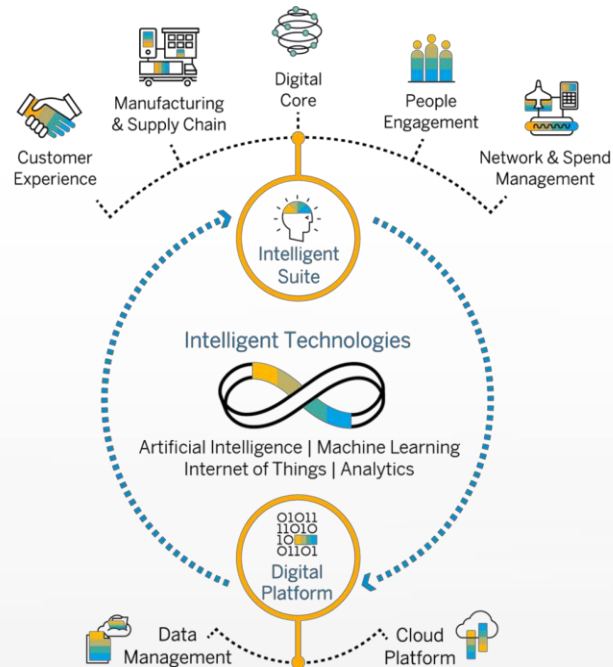
New Experiences

Experience Management |
Experience Data |
Operational Data

**The Power of X+O
674% Return on
Investment**

Experience Data Powering The Intelligent Enterprise

SAP



The **Intelligent Enterprise** is super-charged to take action when transactional data is enriched with data reflecting sentiments and perceptions that reveal an outside-in perspective of a company's performance.

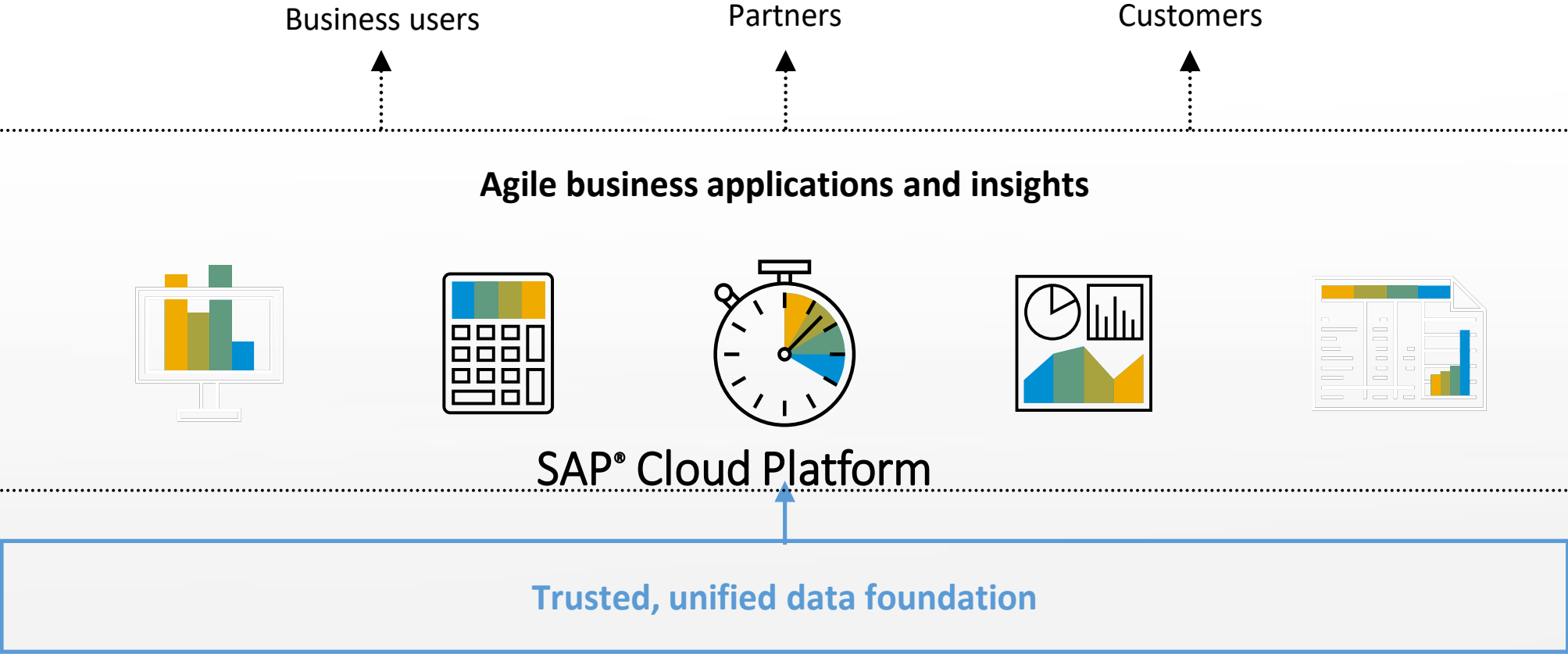
Qualtrics



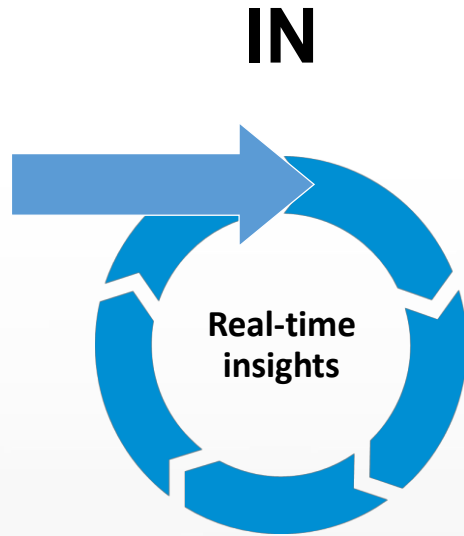
Experience Management is the next evolution of Enterprise software. Combining outside-in experience with operational data empowers a true 360 view on an Enterprise's situation.

Combining stability with agility

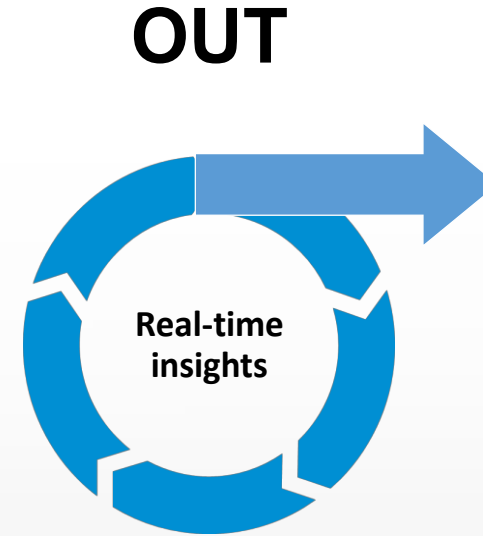
Experience Management



Increased value from data – without compromising trust or compliance



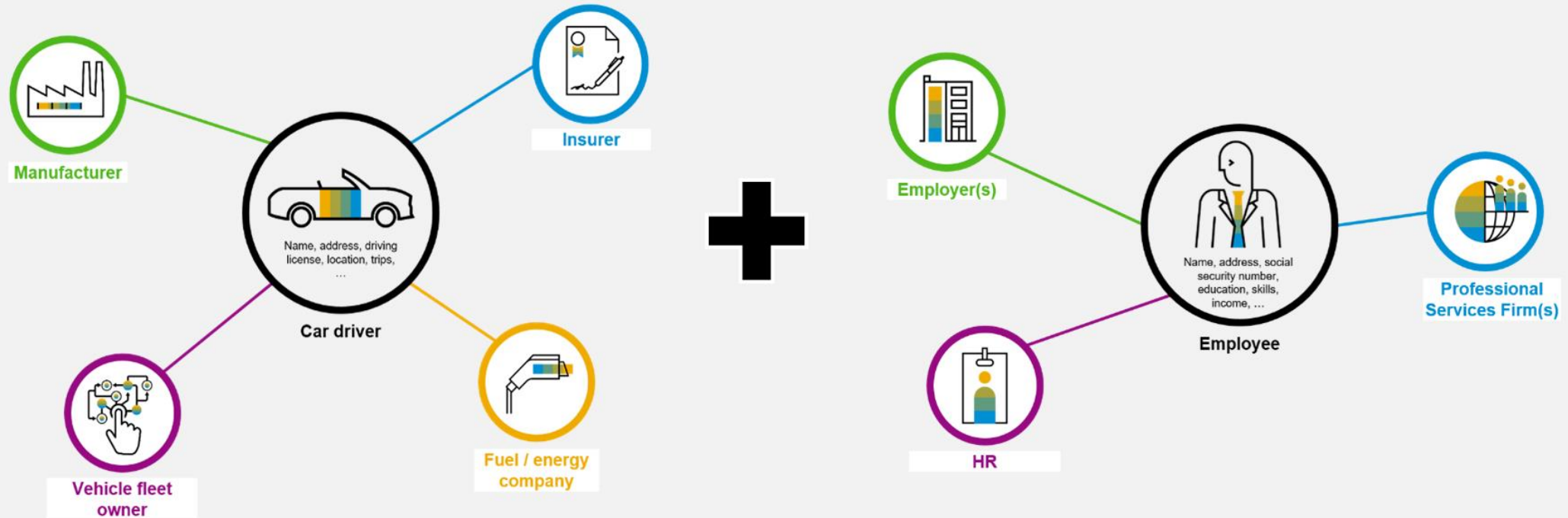
Using more data
inside your business



Monetizing data
outside your business

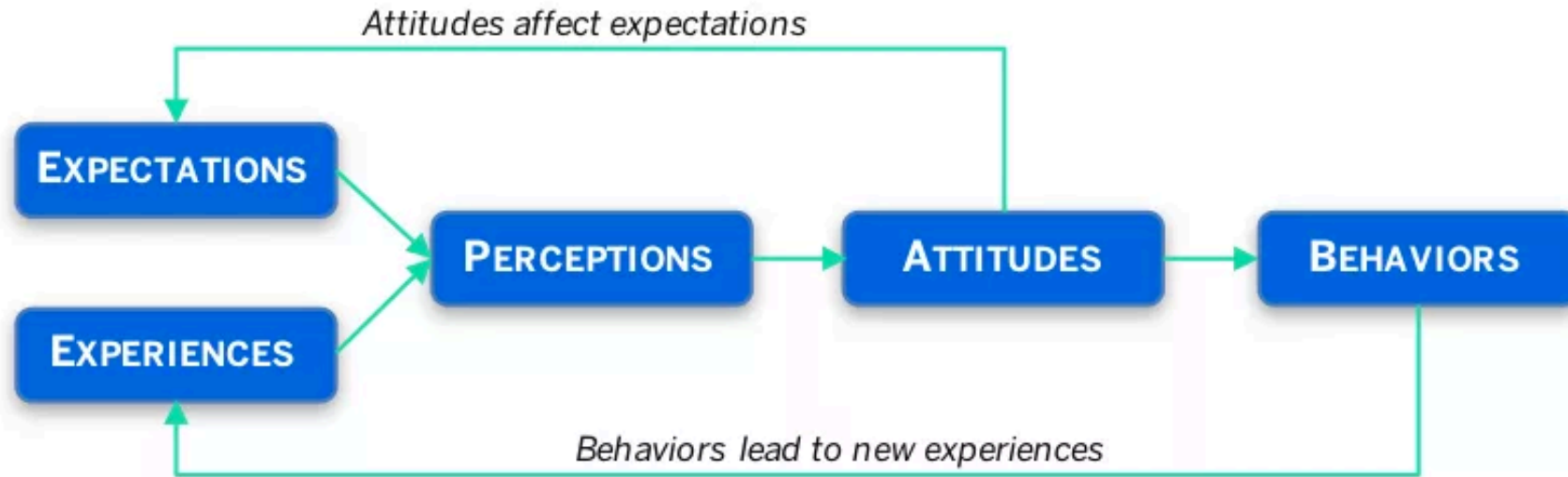
Use Cases

Experience Data



Operational Data

The Human Experience Cycle



- **EXPECTATIONS:** What a person anticipates will happen during an experience.
Examples: *I think this will be easy, or this is going to be painful.*
- **EXPERIENCES:** What actually happens to a person during an interaction.
- **PERCEPTIONS:** How a person views an experience based on their expectations.
Examples: *That was better than I thought, or that was as painful as I expected.*
- **ATTITUDES:** How someone feels about the organization.
Examples: *I'd recommend that company, or I want to look for a new job.*
- **BEHAVIORS:** How a person chooses to interact with an organization.
Examples: Buys more from a company, or volunteers to be on a task force at work.

Qualtrics Case Study

qualtrics^{XM}

**The sooner you get
feedback, the sooner
you can get results**

 **CATHAY PACIFIC**

WALTER LI // HEAD OF INSIGHTS



How you define loyalty affects everything from the way you design your loyalty program to the way you measure and track its effectiveness.

We're a small team with a small budget. We can't afford big superstars, but what we can do is really figure out the right things to focus on.

the customer experience is where we're going to excel. It's an area where, if you spend wisely, the benefits you reap go up exponentially

Demo: Measuring and Leveraging Experience

Thank you.

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