Build a Store and Launch a Mobile-Native and Progressive Web Application with SAP Upscale Commerce
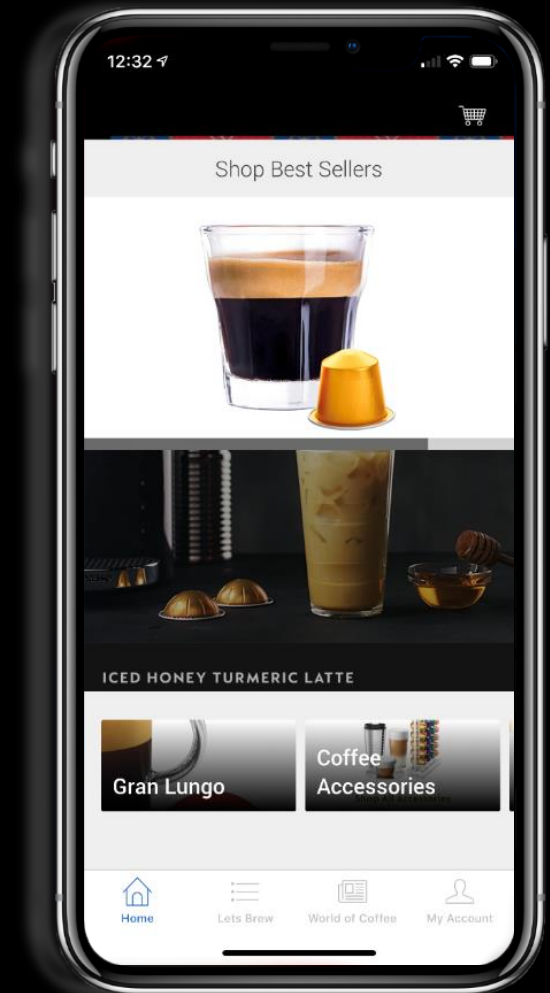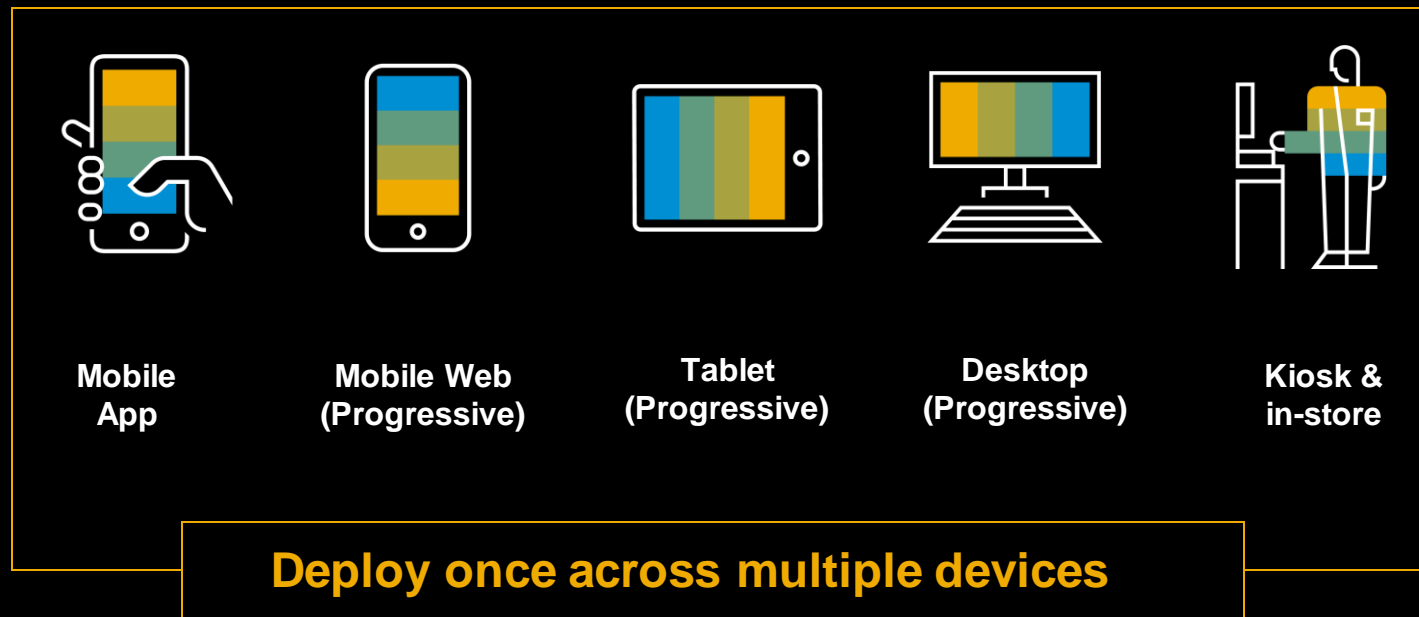
Charles Nicholls – SVP SAP Upscale Commerce

Wendy LaHaye – Chief Product Officer, SAP Upscale Commerce

Jake Troy – Product Manager, SAP Upscale Commerce

SAP

Upscale **Commerce** in one slide

- **Next generation** commerce platform for brands retailers and direct to consumer

- **Standalone or extends your existing commerce system** with rich mobile, cross-channel and in-store experiences

- Flexible deployment – **Go live in 7-14 days**

- **Intelligent AI** merchandising and category management built in

- **Native experiences** across a wide range of devices, starting with mobile

| Mobile App | Mobile Web (Progressive) | Tablet (Progressive) | Desktop (Progressive) | Kiosk & in-store |

Deploy once across multiple devices

Build beautiful experiences in days
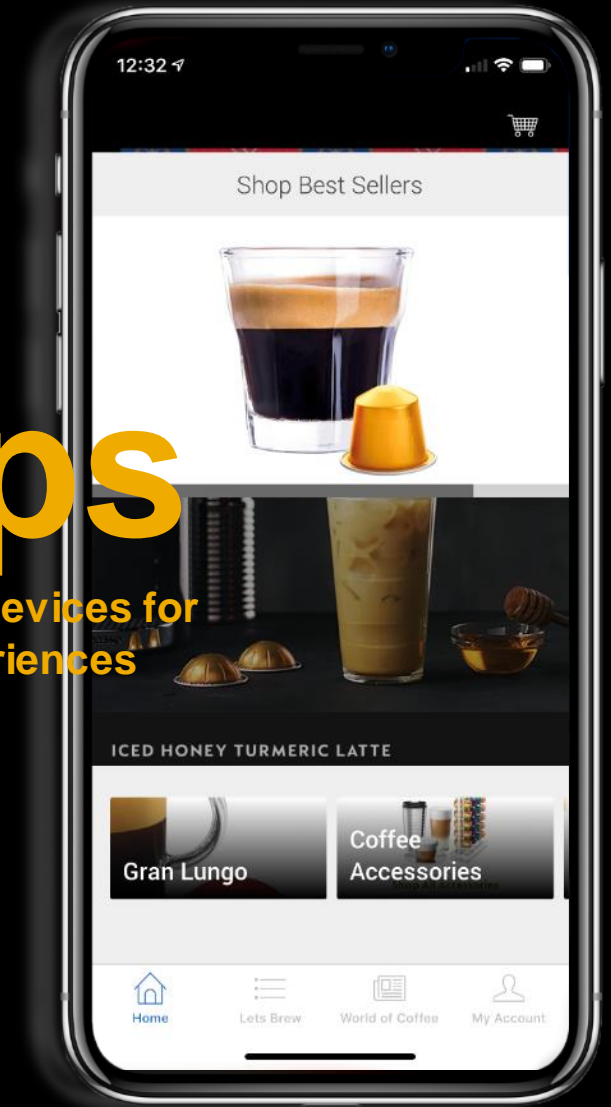
Mobile is the device

~70%
of traffic is on mobile.

Mobile
is always within reach. Perfect for consumable & household replenishment.
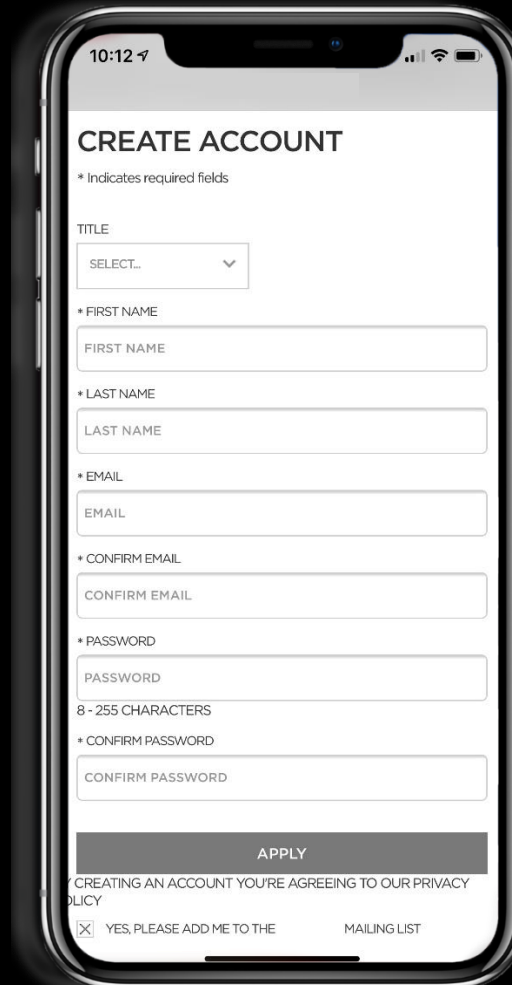
Apps
connected to devices for richer experiences

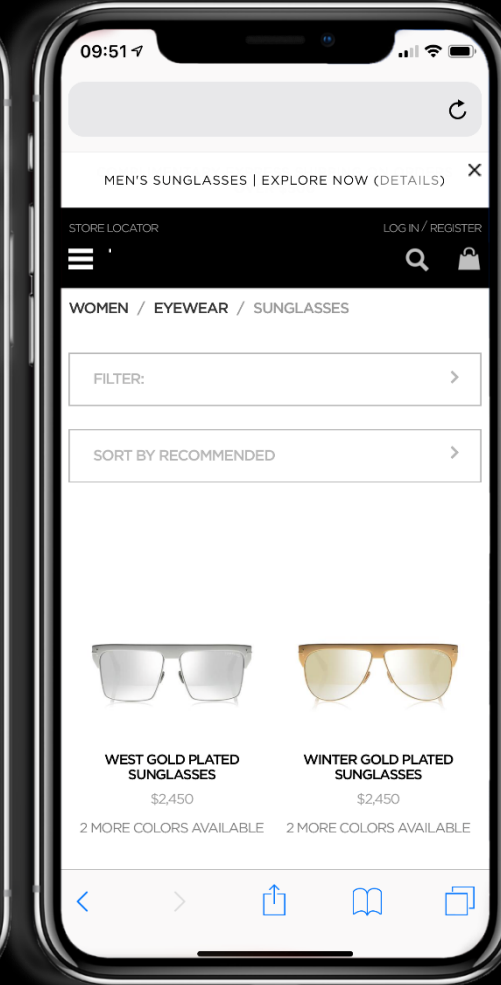# But mobile experience is ripe for reinvention

Many standard commerce features were built for desktop & need rethinking for mobile.
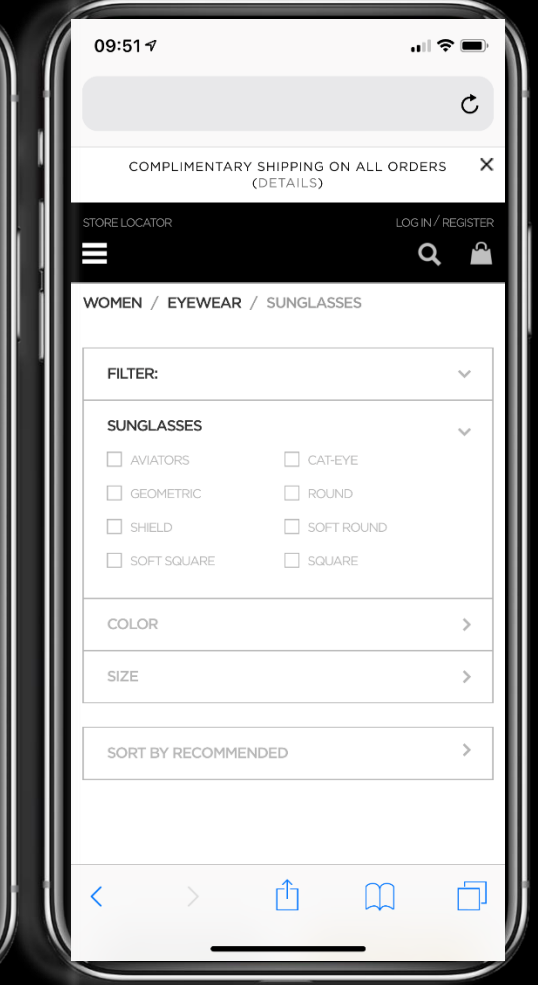
Why build today for yesterday's platform?

Data entry or checkout

Use of limited real estate

Facets, filters, drop downs, check boxes are all designed for a mouse, not fingers

Don't build for desktop. Build Progressive Web Apps

App like experiences delivered in a browser, but without the download
- Finger based navigation
- Tap, pinch, swipe etc
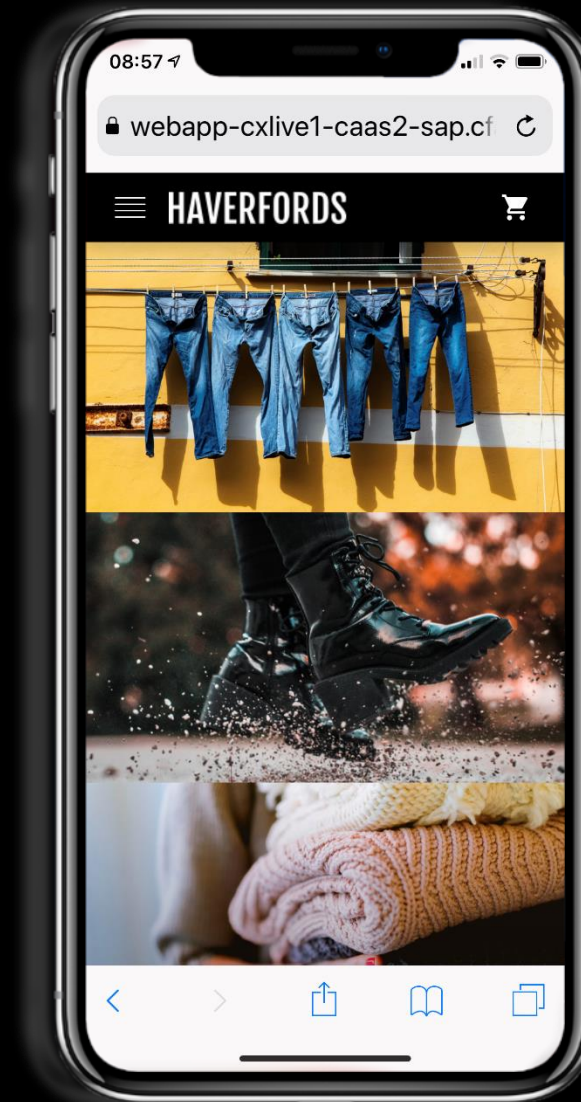
Runs anywhere a browser runs
- Mobile, tablet, desktop, kiosk, TV, in car…
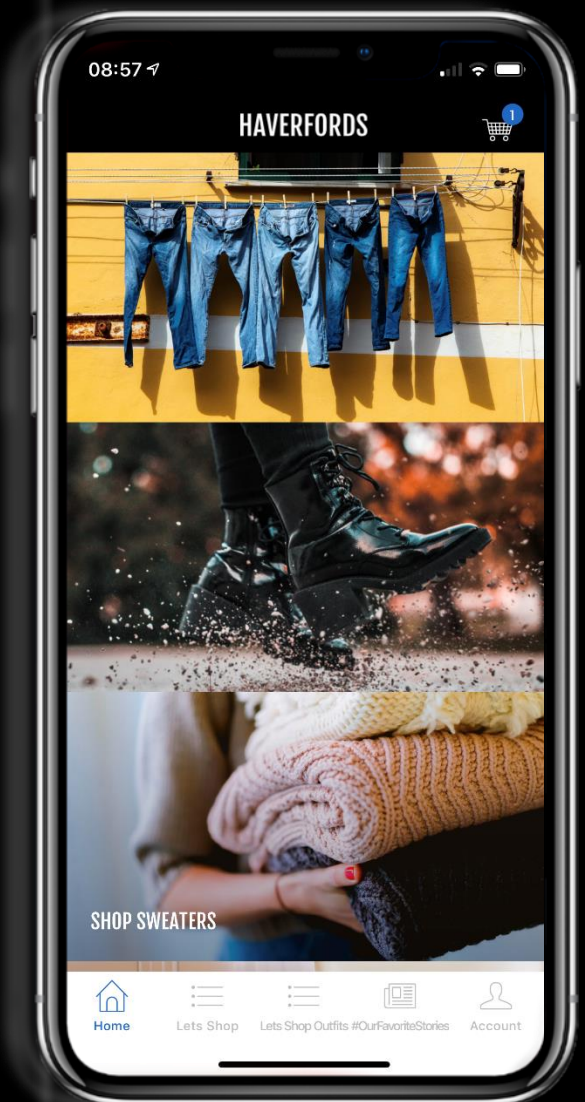
Leverages capabilities of the device
- One tap-buy (e.g. Apple Pay, Google Pay)

Faster than mobile web
- Progressively downloads frequently used items and caches locally for a faster app-like experience
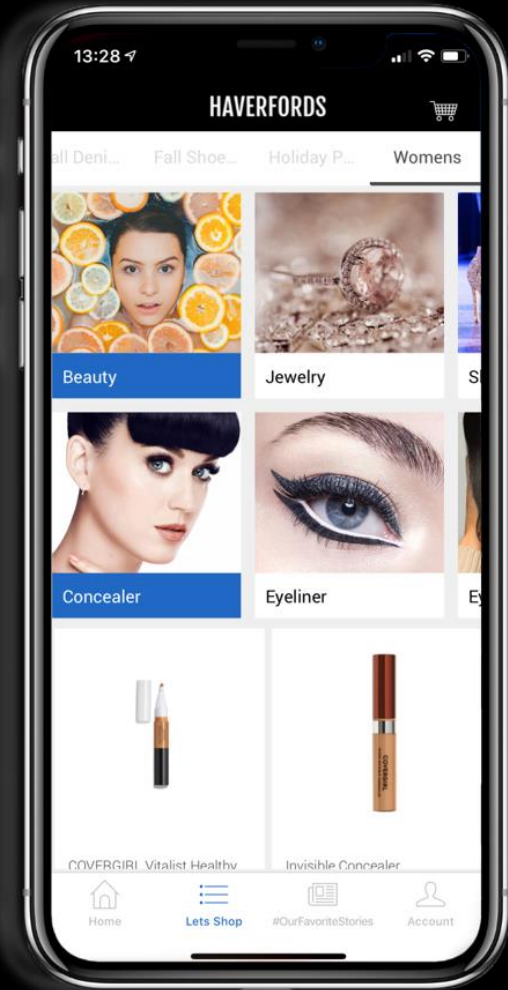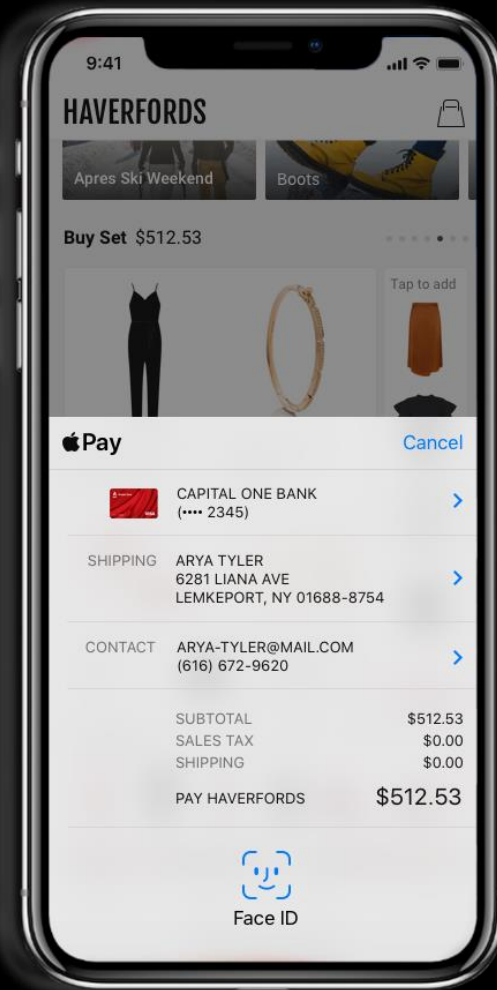

Progressive Web

Native App

When coupled with one-tap buy the impact is dramatic

Mobile app, or app like experience

One-tap buy

>200% increase in conversion

The mission

Build a mobile store from scratch in <40 minutes

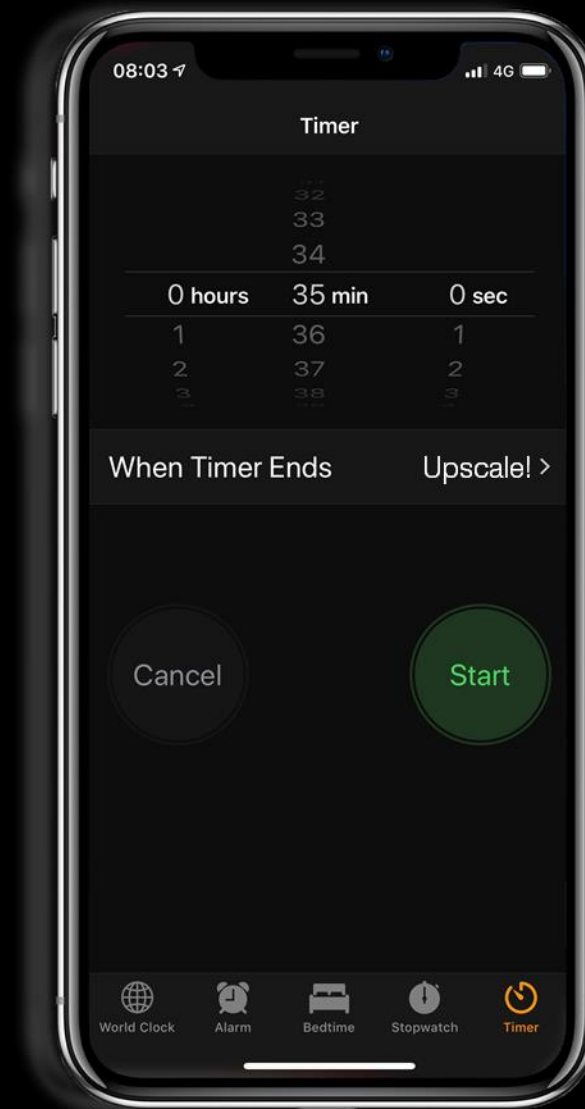Ingest product data

Build a transactional shopping experience

One tap buy for ordering

Configuring merchandising for seasons

Drag and drop AI components

Deploy

Modify & redeploy

How can we do this so fast?

Low Total Cost of Ownership

Code free, fast deployment option

Cloud-native Multitenant SaaS – always on, continually upgraded

Built-in smarts: merchandising, personalization, DOM and continuity

No code deployment option.

Build rich experiences in minutes. Drag and drop AI widgets.
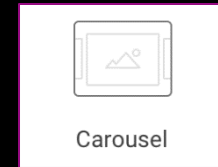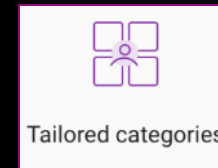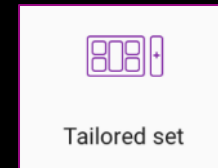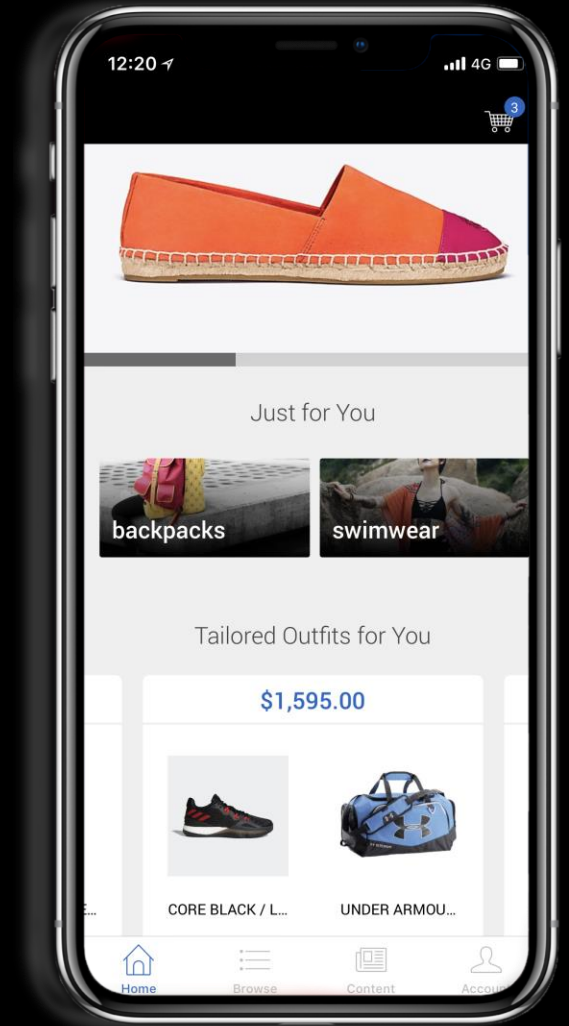
Mix N' Match API's and 'code-free' options = great flexibility
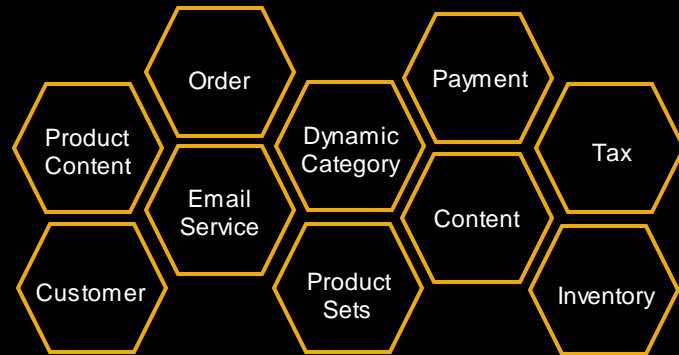
API DRIVEN MICROSERVICES

Build your own
Use only those services you need

Adobe   Acquia   BloomReach
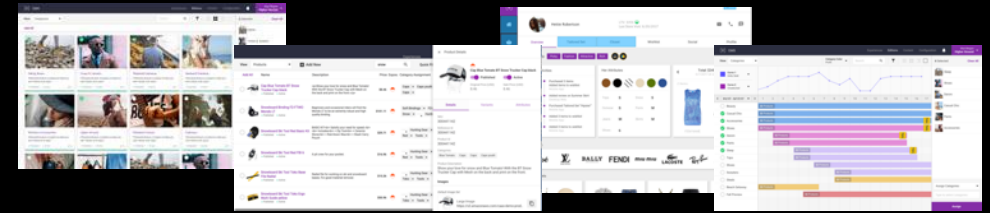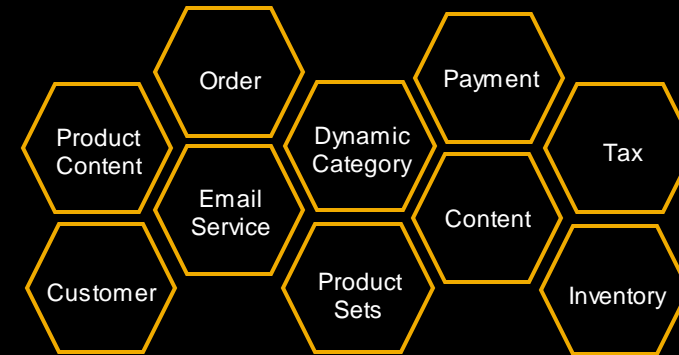
LivePerson   Sitecore

API

DRAG & DROP STORE & EXPERIENCES

Out of the box
Code free store fronts, category management, flexible deployment
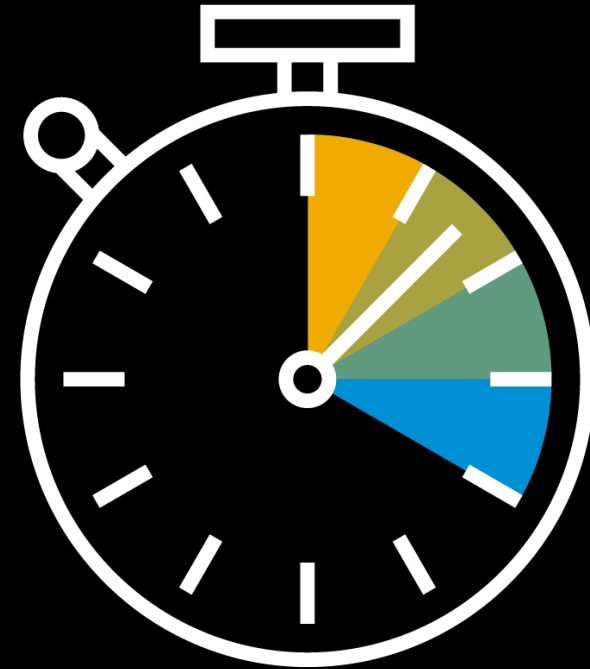
API

Mix and match using the same underlying services

On your marks, set, Go!

Live store build

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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 [email] and [email].

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