SAP Marketing Cloud Briefing
Agenda

Marketing vision
Investment themes and roadmap
Delivery highlights
SAP Hybris Profile overview
SAP Hybris Customer Attribution (Abakus) overview
Marketing vision
CUSTOMER EXPERIENCE
IS THE NEW BATTLEFIELD

Source: MIT Technology Review, 2017
Experience drives revenue

Experience Laggards

+3%

Experience Leaders

+17%

Compounded average revenue growth

Source 1: June 21, 2016 “Customer Experience Drives Revenue Growth, 2016” Forrester Report
Next Generation
MARKETING CLOUD

Real-time profiling
Responsive journey design
User-friendly analytics and multi-channel campaign tooling
Intelligent attribution and optimization
Collaborative process management
Security and privacy control
Extendable platform and partner hub
2017 investment themes and roadmap highlights
Market leadership recognition

Leader
Gartner Magic Quadrant for Multichannel Campaign Management, 2017

“SAP Hybris Marketing Cloud has risen in visibility among client references.”

“Clients value SAP Hybris Marketing Cloud for access to real-time data, unified customer data and data quality. They appreciate the speed of data processing and segmentation, campaign orchestration, and execution.”
2017 investment themes

**LEADING**
- Intelligent orchestration of customer journeys
- Attribution for cross-portfolio optimization
- Granular customer data for richer digital experiences
- Business process integration across the digital core

**DIFFERENTIATED**
- Mobile-first marketing
- Advanced personalization and re-use for content marketing
- Cloud-based, self-service analytic tooling and dashboards
- Flexible resource management

**FOUNDATIONAL**
- Native campaign management
- Standardized integration technologies
- Ecosystem activation
Marketing Roadmap Highlights*

**Q2-Q3 2017**

**Market Leading:**
- Analytic views/dashboards on Hybris Profile data
- Multi-touch campaign attribution and performance management
- Predictive journey automation – including IoT data

**Market Differentiation:**
- Mobile Marketing predictive offer management

**Foundational Enhancement:**
- Google analytics integration
- Campaign tagging
- Marketing data steward

**Q4 2017 – Q1 2018**

**Market Leading:**
- Facial recognition based offers
- 3D visualization of profile data
- Smart Campaigns based on machine learning

**Market Differentiation:**
- Digital boardroom for CMO
- In-store attribution
- Chatbots

**Foundational Enhancement:**
- YouTube, Instagram, Google DoubleClick integration

**Q2 2018 and beyond**

**Market Leading:**
- Portfolio optimization with simulation and prediction

**Market Differentiation:**
- Enhanced Multi-Brand Enablement
- Enhanced content management, measurement and content process integration
# SAP Hybris Intelligent Customer Experiences

Machine learning scenarios and strategic roadmap*

<table>
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<tr>
<th>Commerce</th>
<th>Marketing</th>
<th>Sales</th>
<th>Service</th>
<th>Revenue</th>
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<tbody>
<tr>
<td>• Personal Customer Experiences</td>
<td>• Best Product</td>
<td>• Imaging Intelligence</td>
<td>• Service Ticket Intelligence:</td>
<td>• Optimization of fulfillment network</td>
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<td>• Contextual Merchandizing</td>
<td>• Best Offer</td>
<td>• Imaging Intelligence</td>
<td>• Text Analysis</td>
<td>• Intelligent CPQ</td>
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<td>• Conversational commerce (Charlie bot)</td>
<td>• Best Channel</td>
<td>(Ricoh add-on)</td>
<td>• Solution Proposal</td>
<td>(profitability, predictions, recs, costing)</td>
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<td>• Auto demand forecast</td>
<td>• Best Sending Time</td>
<td>• Predictive Opportunity</td>
<td>• Parts Recommendation</td>
<td>• Intelligent bundling</td>
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<td>• Product dynamic pricing</td>
<td>• Best Audience</td>
<td>Scoring</td>
<td>• Customer service bot</td>
<td>• Predictive pricing simulation</td>
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<td>• Data model mapping</td>
<td>• Affinity Scoring</td>
<td>• Predictive Lead Scoring</td>
<td>(KORE solution)</td>
<td>• Intelligent billing of IOT services</td>
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<td>• Product classification suggestions</td>
<td>• Sentiment Scoring</td>
<td>• Account Scoring</td>
<td>• Intelligent Agent Guidance and</td>
<td>• Intelligent renewal management</td>
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<td>• Media asset classification</td>
<td>• Marketing Attribution</td>
<td>• Deal recommendations</td>
<td>Next Best Action</td>
<td>• Multiple node fulfilment and network</td>
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<td>• SEO keyword creation</td>
<td>• Image Recognition</td>
<td>• Predictive Forecasting</td>
<td>• Virtual Agents</td>
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<td>• Automatic creation of semantic hierarchies</td>
<td>• Brand Intelligence</td>
<td>• Predictive Prospecting</td>
<td>• “Judgment based” exception handling</td>
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<td>• Web crawl for product metadata</td>
<td>• Customer Retention Insight</td>
<td>• Sales Assistant</td>
<td>and process execution</td>
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- Available
- Under development (Beta)
- Concept state, to be prioritized
- *Subject to change

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*Subject to change*
Delivery highlights
Intelligently automate and tailor experiences based on flexible criteria and predictive

- Action based on interest, channel, status, send time, contact conditions
- Learn and adapt on the fly with machine learning
Mobile Offer Intelligence

- Micro targeting of offers based on flexible criteria
  - Geo-location
  - Product related information
  - Predictive score (engagement)
Google Analytics Integration

- Understand the contribution of campaigns to conversion by associating sales orders to campaign ID
Marketing Data Steward App

- Single point of entry to configure, load and monitor all marketing related data
- Transparent match and merge of contact data, build of best record.
SAP Hybris Profile overview
Granular customer data for richer digital experiences

- High volume, big data profiling services
- Enhanced identity matching
- Frictionless cross-channel engagement, triggers/personalization based on derived intent
- Customer-facing privacy and permissions management
- Enhanced security and strict EU compliance
Deeper context for systems of engagement

- Easy capture of data through pre-built integrations
- Drag and drop tagging for any site.
- Merge identities from multiple sources and sessions automatically
- Enrich customers’ profiles based on interactions
- Calculate metrics, affinities, classifiers for actionable data
- Easy consumption for in-session personalization, real-time reporting API for dashboards
Enhancing marketing insight and execution

Extend the marketing profile:

- Synthesize high-volumes of granular interaction data for marketing relevant insight
- Enhance identity management
  - Cross-session matching
  - Cookies, registrations, system IDs, devices, device characteristics etc.
  - Anonymous and known contacts
  - Reoccurring/same device
  - Deterministic matching, across devices
- Trigger marketing engagement and feed rich context for scoring, segmentation and recommendations
Enhancing marketing insight and execution

Provide a real-time view of visitor activity and content engagement

- Audience centric real-time KPIs based on clickstream data from digital properties
- Flexible, open reporting API for marketing dashboard and 3rd party tools
Enhancing marketing insight and execution

Build trust with customer-facing consent and privacy management

- Configurable user interface for brand management of data privacy relationship with customers
  - Strict EU compliance, fully flexible, down to market
- Consumer transparency and control over tracking preferences and data collection on digital properties
SAP Hybris Customer Attribution overview
Optimize performance from a single view

- Understand the incremental value of marketing
- Pinpoint changes in performance as they occur
- Intelligently optimize resources across the marketing portfolio
- Model and explore new strategies
Thank you.
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