



High performance. Delivered.



Creating the High Velocity Customer Experience

Meet the challenges of the digital marketplace

With digital exploding across the customer experience, traditional sales channels are fast falling by the wayside. Customer buying behaviors are rapidly evolving, as consumers want faster, more consistent and more personalized experiences across sales channels and devices. To compete, you must be ready to engage these customers—anytime, anywhere—with buyer-relevant communications that satisfy their needs and set you apart from the competition.

Despite the rising cost of winning and retaining customers in the digital marketplace, two key challenges make the journey to digital imperative:

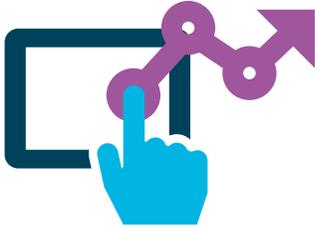
- Outdated legacy systems mean slow reactions to market changes—and missed opportunities for growth.
- Having multiple CRM systems and a lack of data governance results in inconsistent customer information, leaving a company unable to anticipate customer needs.



Powering the digital customer experience

Accenture's High Velocity Customer Experience solution meets these challenges—accelerating your journey to digital with transformation roadmaps that enable the art of the possible, keeping your customer's experience at the core. This preconfigured solution is based on Accenture's leading practices and the latest technologies to deliver Agile Selling and Agile Service transformation supported by digital frameworks. What's more, its industry benchmarking and diagnostic tools allow us to assess your capabilities, provide roadmap recommendations, and speed your business case and technology transformation.

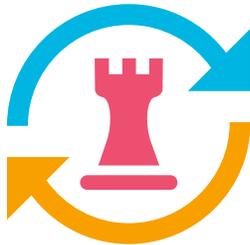
The High Velocity Customer Experience solution powers your move to digital using the SAP Hybris Customer Engagement and Commerce (CEC) Suite of cloud-based solutions for sales, service, marketing, commerce, social, and managing the customer relationship across multiple channels. With transformation, training and communication plans to help satisfy stakeholders and engage customers, the solution accelerates time to value and provides you with specialized support through our Global Delivery Network and solution factories.



Accelerating the value from digital

Organizations that implement Accenture's High Velocity Customer Experience solution can quickly realize benefits. This solution:

- Enables leading practices with innovative business process designs based on user-experience thinking.
- Provides a strong business case and a value-driven approach with predictable outcomes.
- Improves sales growth by maximizing customer face time and shortening sales cycles.
- Increases customer retention and loyalty, and reduces the cost of service operations by driving self-service across channels.
- Streamlines collaboration between sales, service, social marketing and digital operations across your organization.
- Simplifies your technology landscape with real-time integration across solution modules.
- Delivers out-of-the-box mobility to lower your IT total cost of ownership.



Why Accenture?

To help jumpstart the high velocity digital enterprise, the Accenture Advanced Enterprise Solutions (AAES) bring our deep industry insights and more than 40 years of SAP experience into a set of leading practices, processes and ERP technologies, packaged for rapid deployment. We have also amassed a wealth of thought leadership focusing on digital innovation through the Accenture and SAP Business Solutions Group and the Accenture Innovation Centers for SAP Solutions around the globe. This expertise, together with our competitive landscape assessment, can help us deliver the right platform to help you achieve the high velocity customer experience.

To find out more, visit www.accenture.com/sap or contact:

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About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world's largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 373,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.