SAP Customer Engagement & Commerce for B2B

Unlocking the Power of your Investment with Accenture and hybris

Digital commerce is transforming how we live, work and play. In most business-to-business (B2B) organizations, using multiple channels (catalog, web, mobile) throughout the purchasing process is a standard practice. In fact, according to Accenture Interactive's 2014 State of B2B Procurement Study, 68 percent of B2B buyers now purchase goods online, and 47 percent have researched company products on a smartphone or tablet in the past year. In these business transactions, B2B buyers expect the same seamless interactions they experience in their lives as consumers.

Digital capabilities are now a business imperative. Successful eBusiness today is driven off of customer intelligence that is garnered by capturing, understanding and predicting customer behavior. B2B organizations that cannot provide a sophisticated omni-channel commerce experience put sales, customer engagement and brand reputation at risk. However, delivering this level of engagement requires more than just eCommerce.

The Future of Digital

The future of digital for B2B companies is a holistic integration between sales, content, contextual marketing, eCommerce, and service support. The SAP Customer Engagement & Commerce (CEC) Suite enables companies to help achieve this digital reality.

The CEC suite offers broad and deep capabilities for a complex B2B environment, is highly flexible (deploying in the cloud, on-premise, or via a hybrid approach), and works seamlessly with current back-end office systems. With the CEC Suite businesses can power:

- **Commerce**: Simplify and unify customer interactions and transactions across products, brands, markets and channels to deliver exceptional omni-channel customer experiences.

- **Marketing**: Make every customer feel like your only customer. Gain real-time insights into the context of each customer, and leverage these insights to deliver highly individualized customer experiences.

- **Service**: Deliver a consistent, effortless customer service experience regardless of channel or device throughout the customer journey.

- **Sales**: Sell smarter by providing sales reps with the insights and agility they need to know, sell and engage their customer, from anywhere.

Gartner ranks Accenture as a leader in SAP implementation. Accenture received three 2015 SAP Pinnacle Awards.
Driving ROI

For every B2B industry, modern commerce technology offers benefits. The opportunity to redefine or improve business models and drive a substantive return on investment (ROI) is both real and achievable. By unlocking the power within the SAP CEC Suite, companies can help achieve efficiencies and customer experiences that result in market leadership.

| Reduced operating expenses | • Reduce errors through a seamless system of online order taking, invoicing, and payment  
|                           | • Gain real-time insight into inventory, and ongoing cash flow  
|                           | • Address current business requirements as well as future growth by replacing obsolete legacy systems with a modern platform  
|                           | • Refine and improve overall business processes, both human and technological  
|                           | • Provide customers with instant feedback on current inventory, pricing, shipping options, and more  
| Faster, more accurate order placement, fulfillment, and payment | • Provide a seamless, interactive purchasing, fulfillment, and payment experience through one network-connected commerce platform  
|                           | • Deliver fast and reliable order processing and instant order confirmation  
|                           | • Give customers the confidence that their shipments will arrive complete, and on time  
|                           | • Provide customer assurances that payments will be applied to the correct invoices, rapidly and accurately  
|                           | • Leverage centralized order management functionality that controls and routes orders placed through different channels, inventory locations, and fulfillment routes  
| Improved revenue generation | • Reassign personnel previously engaged in manual processes (such as phone orders or fax transcription) that are now automated to higher-value activities  
|                           | • Empower field sales representatives by providing access to critical data wherever the sales person happens to be through mobile devices, such as smartphones, tablets, or laptops  
| Streamlined business processes | • Reduce the time it takes to order, invoice, and pay for product through efficient business processes.  
|                           | • Process more deals in a shorter period of time, and realize increased cash flows  
|                           | • Provide buyers with automatic alerts for pricing changes in previously purchased items, or special deals that encourage them to take immediate action and make the purchase  
|                           | • Help identify unallocated or excess inventory simply and cost-effectively, and redirect it in a manner that both accelerates sales and adjusts pricing to match demand  
| Greater value delivery      | Deliver easily defined, quantifiable value and ROI through:  
|                           | • A faster, more interactive customer experience  
|                           | • Shorter inventory turn times  
|                           | • A more welcoming, 24/7 ordering and fulfillment process  
|                           | • Protection against premature obsolescence  

The Accenture SAP CEC Demonstration Environment

For every business the path to capturing the greatest value from the SAP CEC Suite may be different. To help companies determine its potential for their business, Accenture offers a fully functional SAP CEC Demo Environment using SAP, hybris, and Cloud for Customer environments.

Companies can see demonstrations of customer journeys within the SAP CEC tool set, innovate new ideas such as new functionality or tool integrations and build specific demonstrations of customer journeys that are customized to their individual companies. Through hands-on experience companies can identify ways to optimize their existing omni-channel customer engagement platform or build upon their SAP Business Suite more effectively to deliver a seamless customer experience.

Together, Accenture and hybris help companies unlock the power of their SAP investment and satisfy the requirements of a unified digital experience.

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Accenture became the first hybris Global Strategic Partner and was named hybris 2013 and 2014 Global Partner of the Year.
About Accenture Interactive

Accenture Interactive helps the world’s leading brands delight their customers and drive superior marketing performance across the full multichannel customer experience. As part of Accenture Digital, Accenture Interactive works with over 23,000 Accenture professionals dedicated to serving marketing and digital clients to offer integrated, industrialized and industry-driven digital transformation and marketing services. Follow @AccentureSocial or visit accenture.com/interactive.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 336,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US$30.0 billion for the fiscal year ended Aug. 31, 2014. Its home page is www.accenture.com.

About hybris software

hybris software, an SAP Company, helps businesses around the globe sell more goods, services and digital content through every touchpoint, channel and device. hybris delivers OmniCommerceTM: state-of-the-art master data management for commerce and unified commerce processes that give a business a single view of its customers, products and orders, and its customers a single view of the business. hybris’ omni-channel software is built on a single platform, based on open standards, that is agile to support limitless innovation, efficient to drive the best TCO, and scalable and extensible to be the last commerce platform companies will ever need. The same software is available on-premise, on-demand and managed hosted, giving merchants of all sizes maximum flexibility. Over 500 companies have chosen hybris, including global B2B sites W.W.Grainger, Rexel, General Electric, Thomson Reuters and 3M as well as consumer brands Toys”R”Us UK, Metro, Bridgestone, Levi’s, Nikon, Galeries Lafayette, Migros, Nespresso and Lufthansa. hybris is the future of commerceTM. For more information, visit www.hybris.com

About SAP

As market leader in enterprise application software, SAP helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 258,000 customers to operate profitably, adapt continuously, and grow sustainably. For more information, visit www.sap.com.