

SAP Solution Brief

SAP Services

Cloud Services for Customer Relations

Objectives

Solution

Benefits

Quick Facts

A photograph of a retail environment. In the foreground, a person's hands are using a black payment terminal. A bright orange garment is draped over the counter. In the background, a white handbag hangs from a rack, and a person wearing a dark cap is partially visible.

Elevate Your Customer Engagement Strategy with Cloud Services



The Best-Run Businesses Run SAP™

Win over today's empowered customers

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To attract and retain today's empowered customers, businesses need a customer engagement strategy that goes beyond traditional practices. The SAP® Services organization can help you define a winning strategy and apply innovative customer engagement solutions from SAP to help you **reach your most elusive customers** and gain their loyalty.

To be competitive, your business needs to align its operations around customer needs and expectations. Your sales, marketing, and services teams need to harness information and insight from across the enterprise. With this insight your teams can deliver consistent and personalized customer experiences across touch points and communication channels.

SAP Services can help make an engaging customer strategy a reality for your business. We apply firsthand knowledge of a full portfolio of customer engagement solutions

from SAP to equip your teams to win. We can help you realize your customer relationship management (CRM) vision through the power of cloud, in-memory, analytics, and mobile technology.

We can help you get the most out of your current solution investments, effectively address your current business challenges, and prepare for the future. By applying our collective experience with on-premise and cloud deployments, we can reduce project risk and speed your time to value.



Begin with expert guidance and realize ongoing value

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Get fast results and fully connect with customers

Ensure success and grow your customer engagement vision

SAP Services has supported countless sales, marketing, and service organizations across all stages of the software adoption lifecycle – making us an ideal advisor and business partner. We can help you define your business challenges and determine the right mix of applications, technology, and deployment options to help you achieve your business objectives. We'll clearly define a solution road map that meets your immediate needs while enabling your customer engagement vision.

Your business may be like many companies looking to cloud solutions as a means to

enhance customer engagement practices. Cloud technology provides a way to quickly extend your existing solutions or add new ones. It offers options to transform key functions and bring new levels of agility and innovation.

Our cloud advisory and strategy service helps you identify areas where a cloud-based solution would bring the most business benefit. We'll assess your cloud readiness and provide an action plan to enable your transformation – in as few as three days.

Benefit from years of industry and business process expertise combined with firsthand knowledge of all customer engagement solutions from SAP.



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Ensure success and grow your customer engagement vision

All too often, cloud-based CRM solutions are deployed on a stand-alone basis and are not integrated with on-premise enterprise software. This disconnect can lead to inconsistent customer experiences, missed opportunities at critical touch points, and inaccurate customer records. To realize the full value of your cloud software, it must be fully integrated with enterprise software and processes.

SAP Services offers business process alignment, data migration, and solution integration services to help ensure that

important processes and data are connected throughout the enterprise – regardless of the solution or deployment scenario. We also offer packaged services that can simplify your migration and integration processes.

Our adherence to proven best practices, methodologies, tools, and templates helps ensure your software is up and running quickly. What's more, by utilizing services that have been developed in tandem with the software that's being implemented, you can minimize business disruption and speed your return on investment.



Ensure that important data and processes are connected throughout the enterprise – regardless of the solution or deployment scenario.



Ensure success and grow your customer engagement vision

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At SAP Services we understand that the true value of your software is evident after it has been deployed. That's why our services extend beyond implementation to enable the long-term successful use of your CRM solution. We help ensure the right processes are in place and that your people know how to use the software. Our team of experts can work with you to develop a complete rollout strategy that includes the necessary communications, training, and business user enablement so you can effectively manage change and drive results.

We also make sure that you continue to get the most out of your solution – even as your needs change. By analyzing software use and monitoring your business results, our optimization services help to ensure that you are fully utilizing your solution. We'll make recommendations to adjust business processes and improve skills where needed. When you get to the point where you need to extend your solution, our expansion services can help open up new possibilities to take your customer engagement efforts to the next level.

SAP Services helps ensure you get the most out of your solution to enable your CRM strategy now – and in the future.



Create exceptional customer experiences

Create exceptional customer experiences

To be competitive your business needs to execute sales and service processes flawlessly. You need to develop and execute customer engagement strategies based on information you've harnessed from across the entire enterprise. This means connecting and engaging customers in social networks and informing and influencing their behavior at the point of decision.

SAP Services can help you select, implement, and optimize innovative customer engagement solutions from SAP so you can achieve a winning customer engagement strategy. Benefit from our years of experience working with

top-performing companies throughout the world. Leverage business expertise that can help you identify areas of improvement, prioritize customer initiatives, and discover competitive advantages.

Our team of experts can help you make the best use of your existing CRM solutions, quickly innovate or extend into the cloud, and integrate your software to enable an enterprise-wide approach to CRM. Regardless of the SAP solutions or deployment options you choose, our services scale to support projects of all types and sizes.



Make your CRM vision a reality. Count on what you need, when you need it, every step of the way.





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Summary

Customer engagement solutions from SAP can help your sales, marketing, and services teams create an exceptional customer experience. Whether those solutions run on premise, in the cloud, or via a hybrid model, the SAP® Services organization provides firsthand knowledge to support you every step of the way. We help you define a winning strategy and apply innovative solutions from SAP to win over your most elusive customers.

Objectives

- Create a customer relationship management (CRM) strategy and prioritize customer initiatives
- Understand how to apply the latest SAP solutions and technology
- Quickly implement and integrate new solutions
- Ensure the ongoing success of deployed solutions and extend them as needed

Solution

- Advisory, strategy, and assessment services
- Scalable, packaged implementation services
- Migration and integration of rapid-deployment solutions
- Optimization, education, and expansion services

Benefits

- Increased competitive advantage by taking an enterprise-wide approach to CRM
- Simplified engagement with packaged services aligned to all solutions
- Improved support regardless of deployment scenario – on premise, cloud, or hybrid
- Better integration and data migration between solutions
- Greater expansion and extension of CRM capabilities

Learn more

To find out more, call your SAP representative today or visit us online at www.sap.com/services-support/svc.html.



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