

**SAP Solution Brief**

SAP Customer Relationship Management

SAP 360 Customer

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Objectives

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Solution

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Benefits

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Quick Facts



**Empower the Modern Marketer**



The Best-Run Businesses Run SAP™

# Marketing to today's empowered customers

## Marketing to today's empowered customers

Successfully engaging your audience is today's biggest marketing challenge. Digitally connected, socially networked and better-informed customers expect you to personalise communications, provide responsive service and make their lives more convenient. How can you [transform marketing](#) to effectively target and market to this new generation of customers?

Relevant, personalised messages, delivered at the right time and at the right moments, are essential to communicating effectively with your audience. For many companies, meeting that goal requires rethinking marketing.

You must arm marketers with real-time insights into the business – including your products, markets and customers – and use these insights to drive decisions. This knowledge can help champion delightful customer experiences across the organisation, across multiple interaction channels. And streamlining marketing

operations helps you increase transparency and collaboration, crowd-source the best ideas and speed decision making.

That's why we offer the SAP® 360 Customer solution powered by the SAP HANA® platform. Together, they enable 360-degree insight by combining customer data from your transactional systems with data from external sources. The solution helps you capitalise on "Big Data" insights, orchestrate amazing customer experiences and streamline your marketing processes.



# Capitalise on Big Data insights

## Capitalise on Big Data insights

Champion engaging customer experiences

Streamline marketing operations

Get SAP solutions your way

Mass marketing is so 20th century. But huge data volumes can make it difficult to get the customer insights you need to deliver one-to-one marketing.

SAP 360 Customer can help you turn Big Data into real-time insights by enabling a complete, real-time view of your customers. Using powerful analytics software that runs on SAP HANA, you can uncover hidden market trends, gain unprecedented customer knowledge and better understand your audience.

For example, the SAP Audience Discovery and Targeting analytic application helps marketers

interact with Big Data and discover levels of customer information unprecedented in granularity. To help you anticipate customer behaviour and create personalised offers and promotions, we offer SAP Predictive Analysis software.

The SAP HANA Sentiment Intelligence rapid-deployment solution and the SAP Social Media Analytics application by NetBase help marketers better understand the "voice of the market." Monitor and analyse customer sentiment for new insight into brand awareness, product development and messaging, and react directly through social channels.

Stop digging for golden nuggets of data.  
SAP 360 Customer helps you strike it rich  
by turning Big Data into key insights.



# Champion engaging customer experiences

Capitalise on Big Data insights

## Champion engaging customer experiences

Streamline marketing operations

Get SAP solutions your way

Poor experiences with your organisation are a sure turn-off for customers. How can you ensure that customer expectations are met with every interaction?

SAP 360 Customer helps you orchestrate relevant, personalised customer experiences across all channels, while providing incentives that cultivate loyal customers and convert them into brand advocates. By providing integrated interaction channels, the solution gives marketers the complete customer information they need to create engaging experiences.

For example, the SAP HANA Customer Segmentation rapid-deployment solution helps marketers aggregate data from diverse sources and tackle large volumes of data with high-speed targeting and segmentation. SAP Real-Time Offer Management software includes a powerful decision-support engine that gives marketers the customer data they need to make the best offers at every interaction.

The SAP Social OnDemand solution helps marketers engage customers through social media channels, and the SAP Web Channel Experience Management application helps your team enrich customers' Web-based interactions.

A delighted customer will reward you with loyalty. SAP 360 Customer helps you enrich the customer experience.



# Streamline marketing operations

Capitalise on Big Data insights

Champion engaging customer experiences

## **Streamline marketing operations**

Get SAP solutions your way

How easily can your marketing organisation shift gears? The ability to react quickly to changing market conditions can make the difference between a thriving enterprise and one that barely survives.

SAP 360 Customer delivers the accurate budget and expense information, social collaboration features and decision support data you need to make quick, confident decisions. SAP marketing resource management functions help you streamline key business processes and increase marketing efficiency with project management tools.

The SAP Digital Asset Management application by OpenText helps you develop, manage and publish marketing assets. You can be sure that the best assets are leveraged consistently across the organisation. The SAP Document Presentment application by OpenText helps you create highly personalised, relevant communications.

You can use the SAP Jam social software platform to collaborate with key stakeholders such as sales teams, agencies, vendors and partners.

Act faster. SAP solutions help your employees rapidly make intelligent decisions that optimise marketing programmes and processes.



## Get SAP solutions your way

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**Get SAP solutions your way**

SAP offers a broad set of solutions that help your marketing organisation better connect with customers. Now you have deployment choices for these solutions as well.

If you need a cloud-based solution, we offer on-demand versions that deliver rapid time to value without major investments in hardware and software. These solutions run on any device, including mobile phones and tablets that can bring new insight to remote users. And if you

company requires deep integration with existing business processes, SAP 360 Customer can run on premise within your IT landscape.

With this deployment flexibility, you can make the most of the investments you've already made in SAP technology while plotting a clear path to the future. We call this "elegant innovation without disruption" – giving you the tools your business needs to market better, without driving up IT costs.

On premise or on demand – you choose the model. We'll help you better connect and engage with your customers.



# Transform your marketing organisation for the 21st century

## Transform your marketing organisation for the 21st century

Engage and delight your customers at every interaction. With SAP 360 Customer, your marketing team can react quickly to changing market dynamics, deliver contextually relevant offers and promotions to a targeted audience and increase customer loyalty. This solution helps you achieve the following benefits:

- **Increased customer understanding** thanks to access to high-performance data discovery and analysis tools designed for marketers
- **More effective customer targeting** through predictive analytics features that anticipate customer behaviours
- **“Stickier” customer loyalty** with in-context offers based on real-time customer location and preferences, across all interaction channels, which encourages loyal customers to become brand advocates
- **Faster response to changing market conditions** through streamlined marketing and greater transparency of plans, activities and collaboration, across your enterprise and beyond
- **Improved customer retention** using multi-channel loyalty programmes that deliver personalised rewards

Become faster, smarter and more agile. Marketing is more effective with SAP 360 Customer.



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**Summary**

Converting loyal customers into your best brand advocates requires a new approach to marketing. You need tools to help manage and discover customer insights from Big Data, create engaging customer experiences and streamline operations. The SAP® 360 Customer solution powered by the SAP HANA® platform supports end-to-end customer engagement, helping companies transform their marketing operations and gain essential insight.

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**Objectives**

- Better understand needs and desires of customers and prospects
- Effectively target and segment customer communications to reach hidden market segments
- Enhance loyalty by delivering experiences that delight customers
- Increase efficiency of marketing operations

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**Solution**

- Powerful analytics software that helps uncover trends and knowledge
- Customer experience management features that help orchestrate relevant personalised customer experiences across all channels
- Marketing resource management functions that help streamline key processes

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**Benefits**

- Increased understanding of customers, with high-performance data discovery and analysis tools
- Enhanced customer loyalty, using in-context offers and multichannel loyalty programmes
- Faster response to market opportunities, thanks to transparent plans, activities and collaboration

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**Learn more**

To find out more, call your SAP representative today or visit us online at [www.sap.com/marketing](http://www.sap.com/marketing).



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**The Best-Run Businesses Run SAP™**