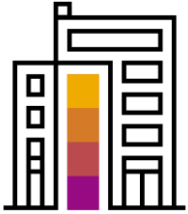




# SAP® Innovation Awards 2020 Entry Pitch Deck

Transforming a Paper Catalog into a Provider of Advanced Digital Services  
Yell Limited



## Company Information

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<b>Headquarters</b>	Reading, United Kingdom
<b>Industry</b>	Media
<b>Web site</b>	<a href="http://www.yell.com">www.yell.com</a>

www.yell.com is the UK's leading online business directory, launched in 1996 by the publishers of the Yellow Pages directories. Since then, Yell Limited has put the names, addresses, and telephone numbers of more than 2.9 million businesses at the fingertips of prospective customers. Customers can search more than 3,000 classifications for companies matching the type of products and services they need, or they can find a franchise in their area by searching for the company name.

Yell also manages Web sites and marketing campaigns for more than 100,000 small businesses, knowing from experience that many business owners struggle to find the time or acquire the skills to create them internally. From the initial conversations about customer objectives, through building an integrated solution that matches them, to assigning a dedicated account manager as the customer site or campaign launches, Yell offers step-by-step, fully personalized services. And with everything under one roof, Yell helps customers save time and money.

# Creating Value-Added Services to Boost Customer Count



Yell Limited



The wave of digital transformation hit Yell hard at the beginning of the 21st century. We knew that online commerce was a game we had to join to move forward, and SAP Commerce Cloud and SAP Innovative Business Solutions were right there to help. Our starter pack for customers is also a beginning for our own venture into e-commerce.

Mark England, Head of Technology Services, Yell Limited

## Challenge

Yell holds the information of **almost 3 million local businesses** in its database. Yet only around 125,000 are paying customers. Our challenge is to raise revenue and market share by adding personalized services that double and even triple that count.

## Solution

Yell implemented the SAP® Commerce Cloud solution with the help of the SAP Innovative Business Solutions organization. Yell created a simple self-service approach and designed a sales bundle of easy-to-consume services to encourage customers to sign up for its services.

## Outcome

Self-service has accelerated the conversion of listed businesses to customers and decreased manual administrative effort. The sales pack offers attractively priced entry-level services to yell.com and Yell Connect, plus a Web site starter kit. And it represents the first entry in a long line of planned e-commerce solutions.

**3,000,000**

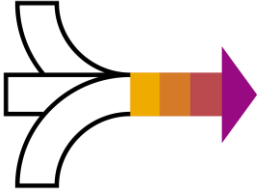
Businesses who currently have free Listings could be attracted to this Unique Offering

**3**

Basic products offered in the starter pack

**£30**  
**(€35)**

Monthly subscription rate for the starter pack



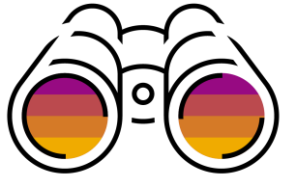
## Business Challenges and Objectives

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Yell serves two sets of customers. The first set consists of small businesses that want a Web presence to display their contact information, hours of operation, and offerings to attract customers of their own. The second set consists of consumers who want to locate specific products and services in their area. The challenge is to optimize the virtuous cycle in which each drives success and growth in the other.

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The overall project objective is to drive revenues from both sets of customers in one self-service, Web-based solution, offering additional online commerce services to small businesses and consumers alike. Yell has looked toward e-commerce for several years and intends to expand from developing the starter pack into a full exploration of the many ways in which SAP Commerce Cloud can add value in our space.



# Project or Use Case Details

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## Yell.com Starter Pack Offering

The purpose of this project is to build a new image and revenue stream using SAP Commerce Cloud to deliver a simplified digital engagement to merchants of small businesses and midsize companies and to automate pricing and order management. The first phase creates an initial introductory offering consisting of a Web site, Yell.com ads, and the Yell Connect service, helping ensure that customer details are presented consistently across the Internet.

The overarching goal is operational efficiency, with the expectation that effective self-service order management will increase the productivity of the sales force and back-office staff.

The new commerce platform will serve first as a selling platform for new customers who need to get started with a basic set of marketing products. In later phases, the platform becomes the single front door to the business through which customers can review their accounts and change their digital subscription details. Finally, the platform becomes the foundation for a new business and revenue-creation model based on online commerce.



# Benefits and Outcomes

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## Business or Social

- Pilot for evaluating use of online commerce in future projects
- Tips for subsequent marketing and redirection to drive traffic to this starter-pack offering
- Ideas for self-service account management in proposed new-product lines

## IT

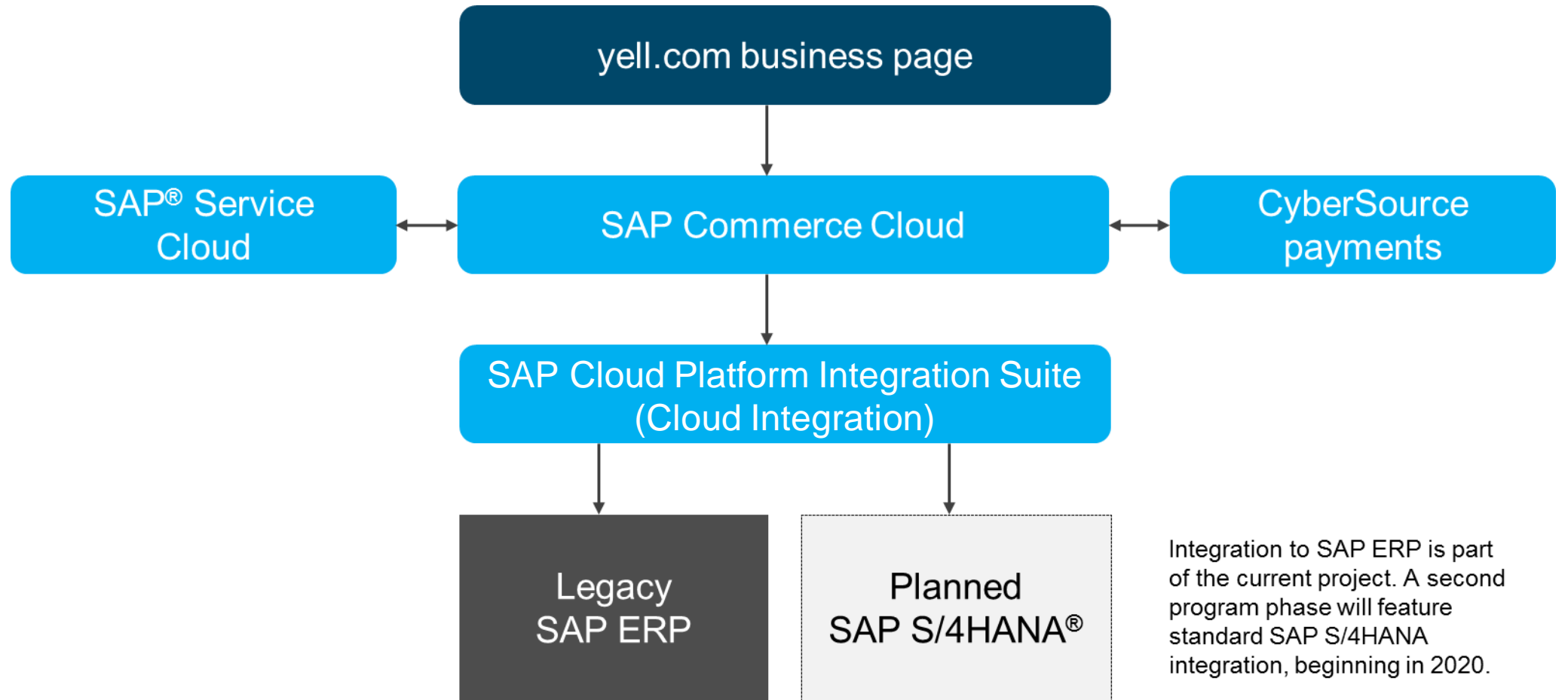
- Time saved through self-service for customers and cloud solutions from SAP that staff can apply to other initiatives
- Lessons learned to guide road mapping of additional innovations

## Human Empowerment

- Elimination of the manual work in welcoming new customers on board
- Reduced need for back-office services as more customers move to the self-service model



# Architecture





# Deployment

Deployment status      Live

Date                      August 2019

Number of users      XXXXX

## SAP technologies used:

	SAP product	Deployment status (live or proof of concept [POC])	Contribution to project
1	SAP Commerce Cloud	Live	First phase to validate new system, with marketing redirection to drive traffic to it in later phases
2	SAP Cloud Platform Integration Suite	Live	Integration to the legacy SAP ERP application for order capture and payment management by CyberSource. (Cloud Integration)
3	SAP ERP	Live	Order and payment capture, including creation of business partners

If you have used one of the services or support offerings from SAP Digital Business Services during the implementation or deployment phase, please select with ☒ one or more of the following offerings:

- ☐ SAP MaxAttention™
- ☐ SAP ActiveAttention™
- ☐ SAP Advanced Deployment
- ☐ SAP Value Assurance
- ☐ SAP Model Company
- ☐ Others:
- ☐ SAP Innovation Services
- ☒ SAP Innovative Business Solutions

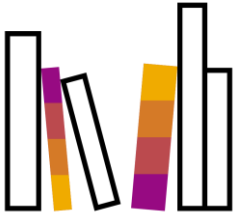




# Advanced Technologies

The following **advanced technologies** were part of the project.

	Technology or use case	Yes or No	Contribution to project
1	3D printing	No	
2	Blockchain	No	
3	Internet of Things (IoT)	No	
4	Machine learning or AI	No	
5	Conversational AI	No	
6	Robotic process automation	No	
7	Data anonymization	No	
8	Augmented analytics	No	



## Additional Information

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This phase of the Yell commerce journey will be followed closely by a second featuring the implementation and integration of SAP S/4HANA.

Planned future phases include enhanced functionality for:

- Account management
- Customer self-service

Several further product lines and business models are currently under discussion.