

SAP Solution Brief

SAP Omnichannel Promotion Pricing

Boost Loyalty and Revenue with Consistent Promotional Pricing



Enable True Omnichannel Experiences with SAP® Omnichannel Promotion Pricing

In the past, brands could maintain market dominance by providing a wide variety of customer engagement channels such as online shops or brick-and-mortar stores. But today, **customers expect more**, and they're growing frustrated with disjointed experiences – especially when it comes to promotional pricing. You can meet growing expectations with consistent promotional pricing across channels.

To increase demand and encourage buying, you need to provide a wide range of promotions across your engagement channels – and ensure that experience is seamless.

Today's customers will most likely start their journey on one engagement channel and complete it on another. Many are likely to begin engaging with your products and offerings online before visiting one of your retail locations to make their purchase, and vice versa. Along the way, your customers may interact with your call center

or view your mobile app. But what happens when the promotion they found online doesn't apply in store or on any other channel?

The SAP® Omnichannel Promotion Pricing solution helps companies of all sizes achieve consistent promotional pricing across any number of engagement channels. Because every customer journey is unique, the solution helps ensure that each of your engagement channels provides customers with accurate and consistent information on your promotional pricing.

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Create Consistency Across Customer Engagement Channels

In the rush to provide customers with competitive options for engagement, many businesses acquired a sprawling set of sales channel applications that provide no opportunity for interoperability. With different price calculation functionalities and their own price and promotion repositories, your teams probably have to tap into several different sales applications to update a single item on promotion – and then again to update them once the promotion has ended. This lengthens the time to bring your promotion rules to market and introduces opportunities for error with each additional sales channel.

With SAP Omnichannel Promotion Pricing, you can overcome challenges related to disparate

pricing and promotion repositories, different promotional pricing calculation logics, and complex promotions that aren't fully supported by all of your relevant sales channels. When you upload your pricing information and promotion rules to the solution's cloud repository, it calculates the effective promotional price for a product by applying your rules and the price information – so the right products receive the right promotions on each channel.

The four distinct Calculation, Data Upload, Data Access, and Administration services included in SAP Omnichannel Promotion Pricing enable the solution to reliably complete specific pricing tasks with agility.

Create Consistency Across Customer Engagement Channels

Maintain Omnichannel Promotion Rules with a Built-In Promotion Maintenance UI

Help Ensure Your Promotional Pricing Rules Always Apply

Meet Your Unique Promotional Pricing Needs

Empower Employees with Accurate Promotional Pricing

Maintain Omnichannel Promotion Rules with a Built-In Promotion Maintenance UI

The Maintain Promotions service within SAP Omnichannel Promotions Pricing enables you to establish promotion rules that can be used to achieve consistent promotion pricing across multiple customer engagement channels. The service offers a flexible UI designed to facilitate custom derivative promotion rules without the need for external tools, so your customers can find consistent promotions.

The service helps you create promotion rules directly in the centralized cloud repository to present you with a more focused view of the state of your omnichannel promotions. These promotion rules can then be directly linked to the engagement channels of your choice. For

example, you can determine that your customer gets their 40% discount whether they are buying in store, online, or over the phone. These rules can quickly be maintained and updated across connected channels, making upkeep a smoother process for employees and improving the customer experience.

Since the service is integrated within the solution, you can continually track and deploy promotions across your channels without having to leave the solution. This is essential for minimizing data silos, as you can access data in one place instead of relying on disparate processes or external tools that run the risk of miscalculations and communication errors.

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The Calculation service within SAP Omnichannel Promotion Pricing returns the final effective promotional prices for one product or a set of products by applying the promotional rules you upload. Once your sales application requests a price, the service calculates and sends it to the application.

It can handle varied types of promotional rules, which may be very complex and include a set time frame, category of item or service, shopping cart value, and so on. You can set promotional rules specific to your needs, including creative examples such as:

- Get 10% off the total value of a purchase for qualifying purchases of US\$100 or more
- Receive 100 extra rewards points for a \$50 purchase

- Get all long-sleeve shirts for \$15
- Buy two pairs of shoes and get the third pair free
- Get any pizza for \$4.99 between 2 p.m. and 4 p.m. on Mondays in March

With the capability to support complex promotional rules, you can enable promotions that best fit your customers' shopping behaviors and the standards of your brand. For example, if you're a luxury brand whose customers enjoy exclusive offerings, you can set a rule that provides your "gold" members with a special discount. The level of detail SAP Omnichannel Promotion Pricing offers is especially helpful if any of your individual sales channels do not have the capability to handle or set up such complex rules.

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The Data Upload service is responsible for uploading your pricing and promotion information to the cloud repository, which is the basis for the calculation of effective prices. Your company can still rely on its existing price and promotion management systems for pricing and promotion maintenance, but employees only need to upload that information to the cloud-based repository on SAP Omnichannel Promotion Pricing one time (and again if that base price or promotion changes). After that, the Data Access service enables you and your employees to access the prices and promotional rules uploaded to the solution.

Once your promotions are complete or obsolete, the Administration service helps you delete them. Your employees no longer need to access each

individual sales application to delete promotions themselves once they've ended.

The solution can understand complex rules for promotional pricing that your company needs. While it excels in calculating prices based on preset rules for your promotions, it can also support you through unexpected events, during which discounts must be applied on the fly. For instance, a salesperson in your store can use the promotions engine in a sales application at checkout to manually apply a discount to a damaged item, and this discount can be directly uploaded to the cloud repository in SAP Omnichannel Promotion Pricing. This manually applied discount can then be used to calculate the final promotional price for the product.

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Your business has a lot to gain when employees get their hands on SAP Omnichannel Promotion Pricing too. Each time your individual sales channels call and get accurate promotion pricing from the solution, your employees save significant time and effort. They can then spend that time on less-routine, more-innovative tasks, which provide greater value to your company in the long run.

By cutting the mundane task of repeated manual promotion and price information entry to each

sales channel, you are also removing a potential source of significant employee frustration. This enables a more satisfied workforce to provide better service to customers, in addition to the potential for greater productivity and fewer mistakes on the job. The opportunity for user error increases every time an employee updates an individual sales channel with a new promotion or price information. By providing a single point of data entry with the Data Upload service, you significantly improve the accuracy of your pricing and promotion information.

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The employee experience and customer experience go hand in hand. Your employees can best support customers only when they have the **tools to do their jobs right.**

Build Brand Loyalty and Find New Revenue

SAP Omnichannel Promotion Pricing service helps your customers and your employees save time and avoid frustration. When customers can enjoy an omnichannel experience, they spend less time trying to make sense of your promotions and more time engaging with your brand in a positive way. Ultimately, they are less likely to close your Web site or leave your store frustrated without making a purchase.

When customers know they can trust your brand for reliable, consistent information, you open the door for future engagements and, eventually, brand loyalty. This is especially important in today's market, as brand loyalty is increasingly hard to

come by, and customers are more often swayed by convenience and price. When SAP Omnichannel Promotion Pricing enables your sales applications to provide consistent promotional pricing information in a convenient and reliable way, customers lose a reason to turn to your competitors.

By supporting a wide range of promotional rules with varying levels of complexity, the solution enables you to meet the increasing and quickly evolving needs of customers today and tomorrow.

You can deploy SAP Omnichannel Promotion Pricing as a stand-alone solution and use it with other offerings that require a promotional price calculation.

Build Brand Loyalty and Find New Revenue

Summary

The SAP Omnichannel Promotion Pricing solution enables businesses of all sizes to provide consistent promotional pricing across sales channels. The cloud-based solution can understand complex promotional rules and uses them to calculate the final effective price of your offerings.

Objectives

- Provide consistent promotional pricing across customer engagement channels
- Meet customer demands for an omnichannel experience that saves time and reduces frustration
- Gain a competitive edge in increasingly competitive markets

Solution

- Includes one calculation service that provides promotional pricing for multiple sales channels
- Supports applying innovative promotions rules on regular prices and providing the calculated promotional price to sales channels as needed

- Enables a centralized method for establishing and monitoring promotion rules across sales channels
- Reduces manual effort and data sprawl with one price and promotion repository
- Features a service for promotion maintenance that enables users to create omnichannel promotion rules within the solution without the need for an external tool

Benefits

- Create customer loyalty with consistent promotional pricing in a true omnichannel engagement experience
- Boost revenue through additional promotional sales and positive customer engagement
- Empower employees to focus on more-productive tasks and spend less time implementing promotions and pricing across channels
- Help eliminate siloed promotions processes by creating a single source of truth for cross-platform promotions rules

Learn more

To find out more about SAP Omnichannel Promotion Pricing, visit us [online](#).



