The Empowered Mobile Consumer

Serving a New Generation

Creating Superior Experiences

Key Mobile Communication

SAP Innovations

Serving the New Generation of Consumer

Mobile technology is growing at an incredible speed, and consumers are favoring mobile devices over computers to make purchases. Retailers need to capitalize on this technology to enable effortless, personalized, and relevant user experiences.

Many consumers visit stores to view and handle products but ultimately use their smartphone to make the purchase. Through mobile apps, they can instantly compare prices with those of competitors, access product reviews and specifications, and consult social media networks. If a retailer does not satisfy a customer's need, this can lead to a lost sale as well as a lost customer relationship. Therefore, retailers need to make conscious decisions to cultivate their business and the loyalty of their customers in order to drive sales.

Mobile devices are fast becoming the prime communication channel for consumers, and market pressure is increasing due to innovations such as mobile shopping and mobile wallet technology. To remain competitive and serve today's mobile consumers, retailers need to integrate mobile technology into their customer relationship–building activities.

Retailers must respond to this change in behavior by interacting with customers on a new level and leveraging the power of their mobile devices to incite them to buy in the store.

24%

Higher operating margins where enterprise mobility is embedded in all business processes

Source: SAP Performance Benchmarking

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Serving a New Generation

Creating Superior Experiences

Key Mobile Communication

SAP Innovations

Creating Superior Mobile Experiences

Satisfy the needs of mobile consumers by delivering relevant offers, service information, and product details in real time to support purchasing in stores and online. Consumers want instant access to a high level of detail; therefore, both the quality and quantity of information available on mobile apps are vital.

Mobile technology is playing an increasingly important role in influencing sales both in stores and online. To increase store revenue, retailers need to use mobile technology as a channel integrator, helping drive customers to the store, encouraging them to purchase in stores and online, and inspiring them to return. By harmonizing services such as store pickup with mobile services, companies can inspire customers to purchase from them over other retailers.

To create superior mobile experiences for consumers, retailers need to ensure their product assortments and offers in stores and on the Web channel are consistently reflected through the mobile channel.

Mobile solutions from SAP enable retailers to empower consumers prior to and during the point of purchase through sophisticated application technology, providing a superior mobile experience and driving revenue.

Best-Run Retail

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Serving a New Generation

Creating Superior Experiences

Key Mobile Communication

SAP Innovations

Prioritizing Mobile Communication

Today's consumers are more connected than ever before, and the mobile communication channel is increasingly important in the retail sector.

Best-run companies implement mobile apps to engage with consumers, anytime and anywhere.

Solutions from SAP enable retailers to empower their consumers through mobile commerce and mobile payment technology as well as tools to drive loyalty and marketing activities via mobile devices. This enables retailers to:

- Turn the mobile channel into a profitable extension to secure sales
- Increase customer loyalty by personalizing the mobile shopping experience for each consumer
- Increase revenue through e-commerce technology for smartphones, such as self-scan and self-checkout
- Increase the share of customer spend through convenient shopping online and in stores

61%

Of retailers recognize the huge importance of enterprise mobility, whereas 74% have yet to implement these enablers extensively

Source: SAP Performance Benchmarking

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Serving a New Generation

Creating Superior Experiences

Key Mobile Communication

SAP Innovations

SAP Innovations

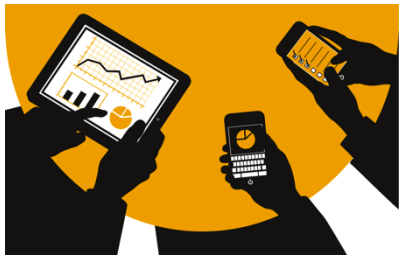
Solutions from SAP for empowering mobile consumers are scalable and flexible. Respond quickly to market dynamics, obtain real-time visibility of consumer demand, and provide customers with always-on, anywhere access to products and services.

Database and technology solutions such as the SAP HANA platform enable retailers to give customers high visibility into offerings. Consumers gain access to information including orders, shipments, point-of-sale (POS) data, and personalized offers.

Analytics solutions enable advanced modeling and optimization throughout every aspect of the retailer's network, from assessing current demand to improving future promotions and monitoring service levels. These techniques help increase customer satisfaction.

Mobile solutions provide customers with optimal access to products and services. An integration layer delivering a flexible connection to the POS and other systems provides an overall satisfying experience.

Cloud-based solutions allow for fast, low-risk deployment, minimizing the IT footprint while helping ensure long-term scalability, flexibility, and technology and process integration.



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Solution Overview

Mobile Loyalty

Mobile Payment

The Empowered Mobile Consumer

Why SAP?

Provide a Superior Customer Experience

Mobile Loyalty

Effectively market the brand and cultivate customer loyalty through innovative initiatives and smooth mobile interactions.

Mobile Payment

Implement new, flexible payment options that can inspire customers, create a superior buying experience, and develop continued repeat business.

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Empowered Mobile Consumer

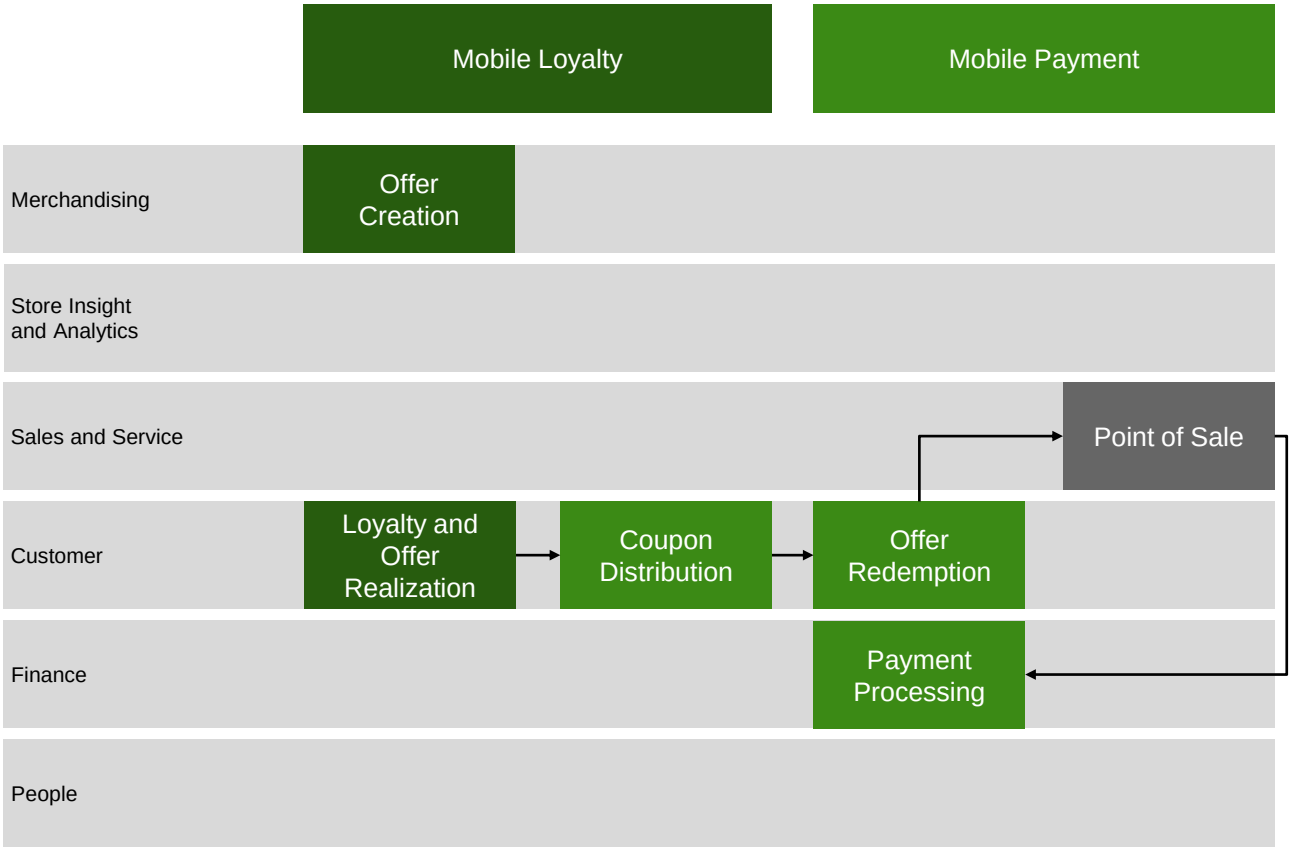
Solution Overview

Mobile Loyalty

Mobile Payment

The Empowered Mobile Consumer

Why SAP?



Solutions from SAP to empower mobile consumers enable retailers to achieve smooth mobile interactions and create superior customer experiences.

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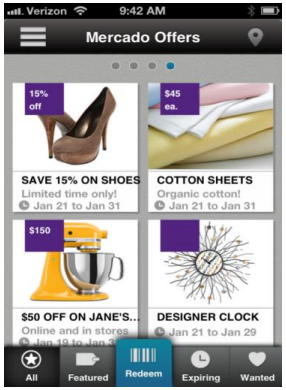
Mobile Loyalty

Solution Overview
Mobile Loyalty
Capabilities
Benefits
SAP Innovations

Acquire customers and engage with them more easily and effectively. Enable permission-based interactions to establish an important channel for enhancing customer relationships.



13%

Higher cross-selling and up-selling for organizations that leverage business intelligence for customer insights and effective product positioning

Source: SAP Performance Benchmarking

Mobile solutions for loyalty from SAP let retailers establish a mobile transaction channel that is intuitive to use and allows consumers to engage in a loyalty program through their smartphones.

Create a personalized shopping experience and increase customer satisfaction through loyalty account management as well as personalized product recommendations, coupons, vouchers, and promotions. Internet purchases are made easier with online product catalogs and shopping cart functionality. The POS connectivity interfaces at postsales service points enhance mobile communication with customers in the store.

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Facilitate Mobile Interaction

Solution Overview

Mobile Loyalty

Capabilities

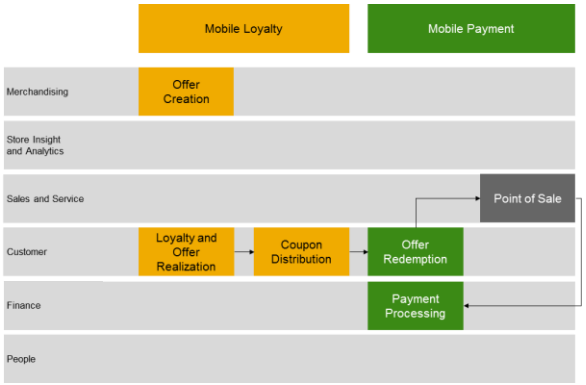
Benefits

SAP Innovations

Mobile loyalty functionality from SAP supports retailers in the successful operation of their loyalty programs. To help meet the expectations of today's consumers, retailers can create offers and send them to their consumers, who can then choose to redeem them and share them with friends and acquaintances. The special offer information is stored in the customer's digital wallet, or phone, and can be shared with the points of sale across all channels.

Through loyalty account management functionality, customers can conveniently review loyalty account points, status information, and rewards. They can manage their personal details and access their account information.

Customers can digitize several cards to identify themselves and take advantage of special offers in the retailer's store, online, or through mobile apps. This, combined with digitized coupons and shopping lists, provides for a more convenient and unified shopping experience.



Customers can digitize several cards to identify themselves and take advantage of special offers in the retailer's store, online, or through mobile apps. This, combined with digitized coupons and shopping lists, provides for a more convenient and unified shopping experience.

57%

Lower customer churn for the top 25% of organizations compared with average organizations

Source: SAP Performance Benchmarking

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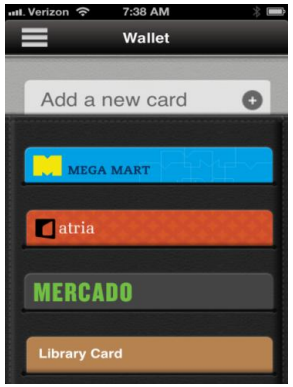
Solution Overview
Mobile Loyalty
Capabilities
Benefits
SAP Innovations

Interact Effortlessly and Effectively with Mobile Consumers

Mobile loyalty functionality integrates with all back-end technologies and extends to the mobile-payment functionalities, offering flexible deployment options and guaranteeing speed to market.



7%

Higher customer satisfaction where customer profiles, history, and preferences are available at the point of interaction

Source: SAP Performance Benchmarking

Mobile loyalty functionality facilitates focused and personalized mobile interaction with connected consumers. Targeted communication and offers relevant to the individual result in a higher rate of offer acceptance by the consumer, helping drive sales both in stores and online. The engagement model introduces a new way of interacting with existing channels such as stores and e-commerce as well as provides offers exclusive to mobile users. The POS integration interface further enhances communication with the consumer.

The solution can be adapted to suit all networks and mobile devices and supports multiple languages. It delivers communication across a number of mobile channels including SMS, unstructured supplementary service data, mobile Web browser, mobile client applications, and near-field communication.

Moreover, the self-service Web portal provides the same interaction features as on the customer's mobile device, if needed.

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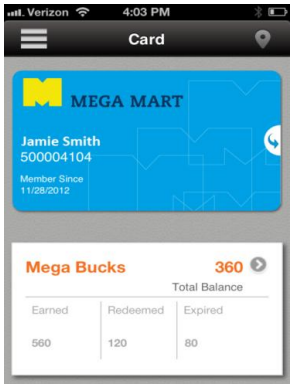
Innovations for Mobile Loyalty

Solution Overview
Mobile Loyalty
Capabilities
Benefits
SAP Innovations

Mobile loyalty is integrated into SAP Mobile Platform, which delivers value on the existing IT system landscape.



68%

Of companies have limited or no predictive modeling capabilities or optimization techniques for data analysis

Source: SAP Performance Benchmarking

Database and Technology

The SAP HANA platform can integrate with the SAP Precision Retailing solution to enable contextual-based interactions at the point of decision. The mobile loyalty solution comprises reusable components from SAP Mobile Platform to create a range of services and offers a framework for creating mobile apps used across multiple platforms.

Mobile

This solution fully harnesses mobile technology available for smartphones and supports the distribution and redemption of offers. Mobile loyalty functionality supports all popular messaging channels, enabling retailers to appeal to and connect with a broad customer base.

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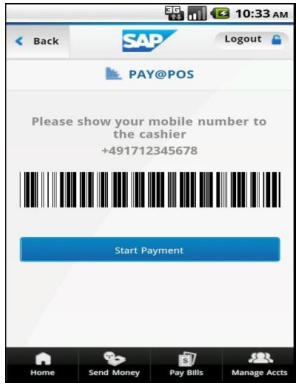
Solution Overview
Mobile Payment
Capabilities
Benefits
SAP Innovations

Mobile Payment

One of the most critical elements of a retail transaction is the payment of goods. Mobile payment functionality from SAP delivers a payment process that can be more convenient, secure, and simple.



SAP Mobile Platform enables retailers to increase customer satisfaction by processing payments quickly and efficiently. It helps retailers establish a standard, convenient channel for communication and transactions by integrating e-commerce and POS payments on a single platform.

Retailers can allow consumers to use mobile apps to engage in loyalty programs, redeem coupons, and make purchases.

SAP Mobile Platform includes functionality for mobile banking, payments, remittance, and loyalty. It also includes an advanced marketing component.

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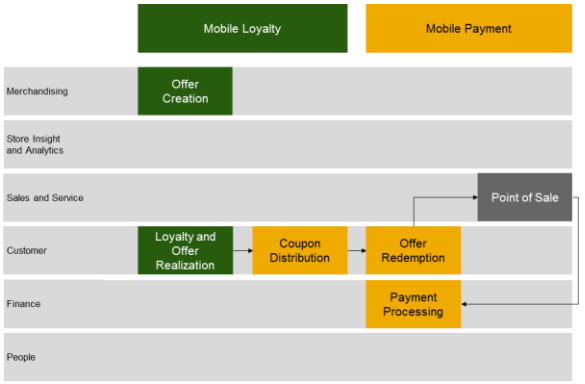
Implement New Payment Options

Solution Overview
Mobile Payment
Capabilities
Benefits
SAP Innovations

SAP Mobile Platform provides key payment instruments such as pay before, pay now, and pay later for making and processing payments. The functionality offers the distribution of coupons and allows customers to redeem offers more quickly and easily using their smartphones when purchasing on any of the retailer's sales channels.

Mobile payment functionality integrates with bar-code, quick-response-code, and near-field communication-code technology and can be used at the point of sale, mobile point of sale, or online.

The functionality allows customers to access a range of services including account information, balance and transaction details, and customer services for registration and a self-care portal.



The robust security and authentication framework also incorporates an alert function and notifications to keep customers informed of their balances and payments as well as fraudulent and account-related events.

61%

Lower mobile spend per employee for organizations that establish strong security policies

Source: SAP Performance Benchmarking

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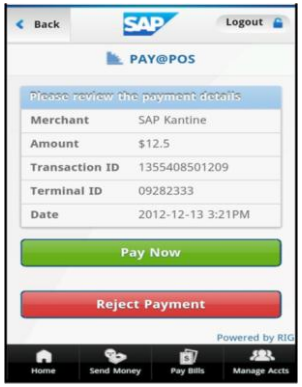
Solution Overview
Mobile Payment
Capabilities
Benefits
SAP Innovations

Fast, Secure Mobile Payment Experience – Anytime, Anywhere

Offer flexible, integrated mobile payment options such as gift cards, stored value accounts, loyalty points, and personalized offers. Consumers can choose how and when they wish to engage with you.



8%

Higher revenue per employee for organizations with a higher percentage of users with mobile access to customer relationship management solutions

Source: SAP Performance Benchmarking

SAP Mobile Platform is one of the most comprehensive enterprise mobile payment solutions available, enabling retailers to introduce a new channel to interact and engage with customers while potentially reducing transaction-related costs.

The platform supports and enables communication across multiple mobile channels, including SMS, unstructured supplementary service data, mobile Web browser, mobile client applications, and near-field communication. Adapt the platform to support networks, mobile devices, and language and currency requirements.

Help reduce time to market and lower costs through integration with the SAP software back end and the POS integration interface.

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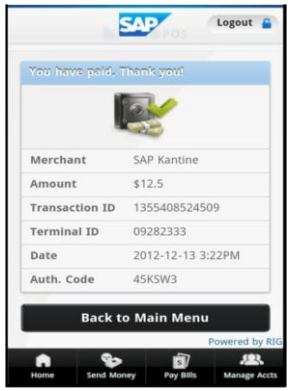
Innovations for Mobile Payment

Solution Overview
Mobile Payment
Capabilities
Benefits
SAP Innovations

Mobile payment functionality in SAP Mobile Platform enables efficient mobile payment processing and service delivery.



77%

Lower IT spend for organizations where IT can handle additional growth in enterprise mobility

Source: SAP Performance Benchmarking

Mobile

Mobile payment functionality enables payments to be processed more quickly and efficiently. It comprises reusable functional components from SAP Mobile Platform to create a range of services and offers a framework for creating mobile apps used across multiple platforms.

This solution fully harnesses the technology available for smartphones, empowering consumers with key information and the tools to make purchases across all channels.

Mobile payment functionality supports all popular messaging channels, enabling retailers to appeal to and connect with a broad customer base.

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Solution Overview

Mobile Loyalty

Mobile Payment

The Empowered Mobile Consumer

Why SAP?

Unified Customer Experience Value Map

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Solution Overview

Mobile Loyalty

Mobile Payment

The Empowered Mobile Consumer

Why SAP?

Why SAP?

Solutions for empowering mobile consumers integrate loyalty initiatives with mobile payment options to create superior customer experiences that are personalized and relevant.

Integrate mobile app technology into customer relationship–building activities to help increase customer satisfaction and drive customers to purchase in stores, online, and with their smartphones.

Leverage mobile-commerce innovations for loyalty to create superior customer shopping experiences that provide customers with the tools and information they need to make a purchase, improving customer retention and increasing revenue.

Build flexible mobile payment technology into mobile apps to create payment processes that can be more convenient, secure, and simple.

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