Web Channel

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Delight the Next-Generation Customer

Delight Customers

Customer-Driven World

Expanded Market Reach

SAP Innovations

Turn the Internet into a profitable sales and interaction channel. Giving customers an enticing online shopping and self-service experience from one place is the key.

Traditional customer relationship management techniques are a thing of the past. Web consumers are no longer tied to their computers. They rely on mobile devices to gain direct interaction with other customers through social channels. Engagement is now an on-the-fly, community-driven phenomenon.

With the competition a mere click away, companies need a more holistic approach to consider the complete multichannel customer experience. That may require thinking in terms of both business-to-business and business-to-consumer capabilities across sales, service, and marketing.

Companies that stand out in today's e-business market give customers a compelling omni-channel shopping and service experience. That means implementing a strategy for a context-aware, multiple-device consumer experience that doesn't end when the customer logs off or hangs up the phone. The goal: to carry that experience through to the moment a customer holds a product in his or her hands.

To win over next-generation customers, companies must ensure a consistent experience across all touch points. Using a single, integrated platform to deliver sales, service, and marketing is key.

78% more customer interactions per day when interaction history is made available to front-office channels

Source: SAP Performance Benchmarking

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Thrive in a Customer-Driven World

Delight Customers

Customer-Driven World

Expanded Market Reach

SAP Innovations

Customers are calling the shots more than ever in this hyperconnected world. They demand powerful and easy-to-use online, self-service functionality.

To thrive in this climate you need to provide customers with a rich user interface that is both attractive and intuitive.

The overriding goal of a Web shop is to turn the Internet into a profitable sales and interaction channel, delivering convenience and satisfaction to business partners and consumers. But things aren't what they used to be.

The first e-commerce Web sites helped to serve uninitiated consumers in the business-to-consumer space and offered convenience for business-to-business interactions.

E-commerce today is far more sophisticated. Recent improvements in online security and connectivity have increased adoption rates in e-commerce. The latest smartphones and tablets make the Web an even busier hub of consumer interaction, resulting in customers who are now extremely sophisticated shoppers.

Adding social media into the mix means that customers have more power than ever.

An ordinary Web shop is no longer enough.

Web channel software from SAP helps you create and manage your Web presence to match customers' power with equally powerful incentives to build loyalty.

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Delight Customers

Customer-Driven World

Expanded Market Reach

SAP Innovations

Expand Market Reach on One Platform

The Internet is the hub of customer interaction. Gaps in piecemeal infrastructure make users' experiences less than optimal.

Best-run companies know that evolving their infrastructure is key to managing social media and mobile device channels.

Web channel software from SAP lets you control your online presence on one platform, while maximizing traditional business processes. The result: satisfied customers and lower IT costs.

- Enrich the client experience with contextualized browsing, in-store pickup, and real-time availability
- Boost advocacy with self-service, live assistance, and loyalty management
- Extend market reach with campaign management
- Lower IT costs with one platform for business-to-consumer and business-to-business e-marketing, e-commerce, and e-service

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SAP Innovations

Delight Customers

Customer-Driven World

Expanded Market Reach

SAP Innovations

With a common platform that supports multichannel customer interactions across e-commerce, e-marketing, and e-service, Web channel software from SAP helps you increase sales and improve the overall customer experience.

Multichannel Foundation (MCF)

Leveraging the power of the SAP HANA platform, MCF provides a 360-degree view of the customer. Enterprises gain an inside view with analytics supported by real-time access to and analysis of customer interactions.

Mobile

SAP software for consumable Web services makes e-commerce capabilities available to the mobile Web with native and hybrid apps that can be deployed across smartphones and tablets.

Social

Web analytics and social media monitoring complement SAP e-sales software by providing the rich interaction and sentiment analysis data that pinpoints the success or failure of Web strategies.

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Turn the Web into a Profitable Sales Channel

Solution Overview

E-Sales

E-Marketing

E-Service

Effectiveness and Insight

Why SAP?

E-Sales

Create an engaging online experience to improve interaction quality. Reduce basket abandonment through simple, one-click checkout processes.

E-Marketing

Incentivize customers with loyalty points and deliver personalized recommendations. Target customers based on online behavior and foster closer relationships through social media.

E-Service

Gain a full picture of customer product and interaction history. Empower customers to raise service requests, report complaints, and manage returns online. Support interaction communities and enable customers to register products and services, activate warranties, and view order history online.

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Web Channel

Solution Overview

E-Sales

E-Marketing

E-Service

Effectiveness and Insight

Why SAP?

	E-Sales			E-Marketing			E-Service	
Pre-Purchase	Product Configuration	Pricing and Contracts	Shopping Cart Management	E-Mail and Web Campaigns	Catalog Management	Ratings and Reviews	Knowledge Management	Installed Base Management
Purchase	Quotation and Order Management	Gift Cards	Checkout and Payment	Personalization	Loyalty Management	Content Management		Account Self-Service
Post-Purchase				Ratings and Reviews		Service Request Management	Complaints and Returns	Product Registration

Enterprises can turn the Internet into a profitable sales and interaction channel to deliver convenience and satisfaction to business partners and consumers.

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E-Sales

Solution Overview

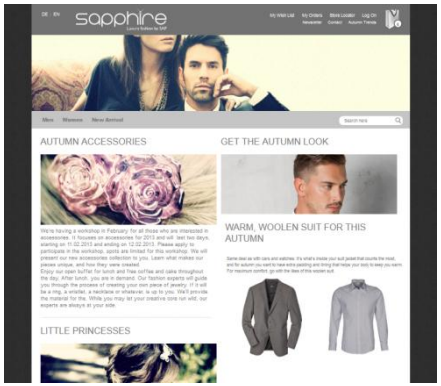
E-Sales

Capabilities

Benefits

SAP Innovations

Enterprises can benefit from comprehensive capabilities that enable them to carry out the entire sales experience online, from pre-sales to fulfillment.



SAP software provides a full range of e-commerce processes for both consumers as well as businesses on a common unified platform. These step-by-step processes enable sales organizations to carry out the entire sales experience online, from presales to fulfillment. This provides customers with a highly interactive, consistent, and personalized multichannel experience.

With this approach, sales organizations can extend market reach, increase customer loyalty, lower total cost of ownership, and increase profitability, while driving additional revenue.

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Drive Online Sales to Increase Revenue

Solution Overview

E-Sales

Capabilities

Benefits

SAP Innovations

SAP software for e-sales provides quotation and order management functions that enable the end-to-end online order management process. SAP solutions also increase the strategic value of the Web, supporting functionality such as order status, free goods, and availability-to-promise checks.

Shopping cart management offers customers a user-friendly and consistent interface across all ordering processes.

Single and multilevel product configuration capabilities make product and service bundles accessible to consumers and businesses.

Store locator and in-store pickup capabilities empower customers to locate the nearest stores where particular products are sold or serviced, while checkout and payment capabilities enable a secure and complete checkout process.

Gift cards make it convenient for customers to buy and redeem gift cards online. Because gift cards provide easy access for purchase and redemption while allowing the receiver to make flexible purchase choices, they are a top seller for many retailers.

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Solution Overview

E-Sales

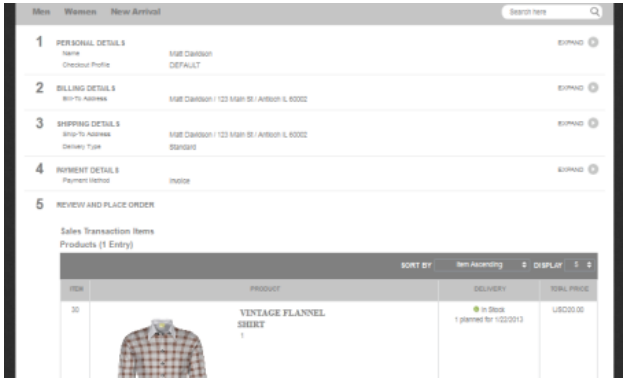
Capabilities

Benefits

SAP Innovations

Grow Revenue with an Engaging Online Buying Experience

E-sales can extend reach and increase loyalty by providing an interactive, consistent, and personalized experience. That leads to lower cost of ownership, increased profitability, and more revenue.



14%

Higher customer satisfaction for top 25% organizations compared to average organizations

Source: SAP Performance Benchmarking

With SAP software for e-sales, companies can enhance revenue growth and market share by providing a state-of-the-art and engaging online buying experience. Enterprises can gain customer loyalty with Web sites that are easy to navigate and pleasing to search. That allows customers to get informed about products and conclude their shopping in a seamless way.

With SAP software, companies can increase actual sales versus targets by reducing basket abandonment rates through simple, one-click checkout processes.

SAP software enables making reliable commitments through available-to-promise check integration and reduced cost of sales.

Sales analysis enables organizations to evaluate the success of their sales strategies for top-line growth in a multichannel context and to assess the profitability for increasing margins.

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Innovations for E-Sales

Solution Overview

E-Sales

- Capabilities
- Benefits
- **SAP Innovations**

SAP innovations enable you to bring the right resources, knowledge, and information to the point of interaction in real time.

20%

Higher revenue per employee in organizations using information to identify advantages

Source: SAP Performance Benchmarking

Multichannel Foundation (MCF)

Leveraging the power of the SAP HANA platform, MCF provides a 360-degree view of the customer. Enterprises gain an inside view to analytics, with real-time access and analysis of customer interactions.

Mobile

SAP software for consumable Web services makes e-commerce capabilities available to mobile Web, with native and hybrid apps that can be deployed across smartphones and tablets.

Social

Web analytics and social media monitoring complement SAP e-sales software by providing the rich interaction and sentiment analysis data that pinpoints the success or failure of Web strategies.

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E-Marketing

Solution Overview

E-Marketing

Capabilities

Benefits

SAP Innovations

SAP software provides step-by-step processes for organizations to develop and manage a Web presence that provides customers with an integrated, consistent, and personalized multi-channel experience.

SAP software offers a full range of processes for consumers and businesses, including e-commerce, e-marketing, and e-service, on a single platform.

These step-by-step processes enable marketing organizations to develop and manage a corporate Web presence that provides customers with an integrated, consistent, and personalized multichannel experience. With this approach, marketers can extend market reach, increase customer loyalty, lower total cost of ownership, and increase profitability, while driving additional revenue.

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Increase Market Share and Mindshare

Solution Overview

E-Marketing

- **Capabilities**
- Benefits
- SAP Innovations

With e-marketing software from SAP, Web channel customers are provided with generic and personalized product recommendations.

Product recommendation capabilities enable enterprises to display alternative, related, and complementary products and accessories in the Web shop.

Multichannel campaign management enables organizations to consistently manage campaigns across channels and to monitor profitability. Organizations can also better manage the entire e-marketing campaign processes through design, execution, coordination, optimization and monitoring.

Web-based loyalty management enables customers to earn, monitor, and redeem loyalty points online. This feature applies across multiple industries to build customer relation-ships and to promote specific customer behaviors.

Product ratings and reviews enable customers to leverage community-generated ratings and reviews to increase conversions.

11%

Operational cost reduction per FTE when channel mix drives lower cost interactions, such as through e-mail and the Web

Source: SAP Performance Benchmarking

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Drive Market Reach and Revenue with Multichannel E-Marketing

Solution Overview

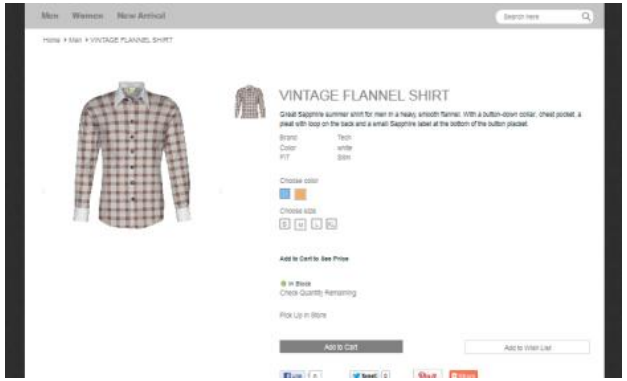
E-Marketing

Capabilities

Benefits

SAP Innovations

With e-marketing software from SAP, marketers can extend market reach, increase customer loyalty, lower total cost of ownership, and increase profitability, while driving additional revenue.



57%

Lower customer churn for top 25% of organizations as compared to average organizations

Source: SAP Performance Benchmarking

SAP software helps companies improve retention and loyalty by incenting customers with loyalty points they can earn, monitor, and redeem online.

SAP software also increases cross-sell and up-sell offers that result in sales, by delighting customers with advanced, personalized recommendations that match their needs.

Targeting customers based on online behavior allows sales organizations to reduce overall marketing costs.

Finally, enterprises can drive growth in market share by enabling social capabilities to foster closer relationships with customers and their circles of influence.

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Innovations for E-Marketing

Solution Overview

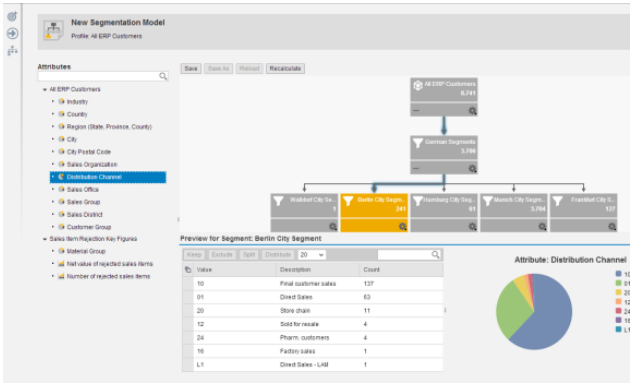
E-Marketing

Capabilities

Benefits

SAP Innovations

SAP innovations enable organizations to bring the right resources, knowledge, and information to the point of interaction.



40%

Higher employee productivity when employees have mobile access across all levels

Source: SAP Performance Benchmarking

Mobile

Companies can utilize mobile apps to view high-performance, real-time analytics with highly interactive data visualization.

Analytics

Enterprises can predict customer behavior and profitability for more effective segmentation and targeting.

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E-Service

Solution Overview

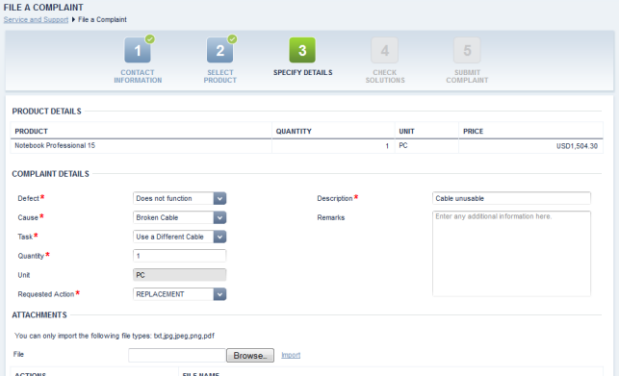
E-Service

Capabilities

Benefits

SAP Innovations

SAP software supports step-by-step, intuitive, multichannel self-service capabilities to enable service organizations to leverage the Web as a channel to address and resolve customer issues.



SAP software supports a full range of e-service processes for consumers and businesses on a common platform. These step-by-step processes enable service organizations to leverage the Web as a new service channel to address customer issues.

By providing intuitive multichannel self-services as part of the overall customer experience, customers are empowered to research issues, seek out resolutions, and initiate service requests on their own. With this approach, organizations can increase customer loyalty, lower total cost of ownership, and increase profitability, while driving additional revenue.

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Take Customer Service to a New Level

Solution Overview

E-Service

Capabilities

Benefits

SAP Innovations

SAP e-services software offers account self-services functionality that enables customers to register accounts, view and update information, and monitor interactions. Customers can use personalized support pages to view of their transactions.

Service request capabilities allow customers to schedule service online. Service contract management empowers clients to view and extend service contracts.

Complaints and returns management guides customers through the process of complaining about or returning a product. Reason codes make it easier for the user to enter complaints while allowing organizations to evaluate products, customers, and reasons for complaints.

Online product registration capabilities enable customers to register products and services as well as activate their warranties. Customers can also view warranty information and perform transactions.

Knowledge management connectors enable companies to connect to their preferred third-party knowledge management solutions.

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Resolve Common Customer Issues Immediately

Solution Overview

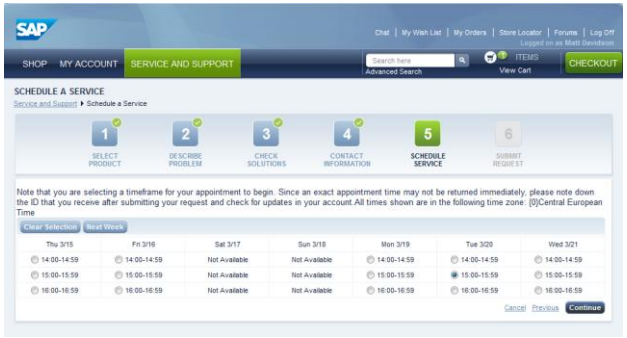
E-Service

Capabilities

Benefits

SAP Innovations

SAP e-service software enables intuitive, multichannel self-service, so customers are empowered to research issues, seek out resolutions, and initiate service requests on their own.



15%

Lower cost per channel interaction when multi-channel communication is used to optimize customer contact

Source: SAP Performance Benchmarking

With SAP software, enterprises can increase first-time resolution rates by giving agents a full picture of customer product and interaction history, right at the point of contact.

Organizations can reduce customer service and support costs by enabling customers to raise service requests, report complaints, and manage returns online. Customer sentiment can also be improved by providing customer interaction communities.

Organizations can improve service-level agreement compliance by allowing customers to register products and services, activate warranties, and view order histories online.

With SAP software, businesses can transform a service organization from a cost center to service center by empowering customers to easily solve problems. Bonus: this functionality makes it easier to retain high-value customers.

Service analysis enables organizations to evaluate the operational performance of their service efforts, as well as analyze profitability to support differentiated levels of service.

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Innovations for E-Service

Solution Overview

E-Service

Capabilities

Benefits

SAP Innovations

SAP innovations enable you to bring the right resources, knowledge, and information to the point of interaction in real time.

8 out of **10**

Decision makers think access to accurate, timely information is critical to their business

Source: SAP Performance Benchmarking

Multichannel Foundation (MCF)

Leveraging the power of the SAP HANA platform, MCF provides a 360-degree view of the customer from all channels. Enterprises gain an inside view to analytics, with real-time access to and analysis of customer interactions.

Mobile

SAP software for consumable Web services accelerates mobile app development and deployment by empowering organizations with the option of choosing between native apps, Web apps, and hybrid apps.

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Sales Effectiveness and Insight

Solution Overview

E-Sales

E-Marketing

E-Service

Effectiveness and Insight

Why SAP?

Definition and Execution of Sales Strategy	Sales Planning and Monitoring	Territory Management	Sales Performance Management	Incentive and Commission Management	
Collaborative Order to Cash	Package and Solution Business	Contract and Order Management	Price and Margin Management	Commodity Sales	Collaboration
Selling Through Contact Center	Inbound Contact Centers	Outbound Contact Centers	Order Capture Through the Contact Center	Customer Acquisition Through the Contact Center	Real-Time Offer Management
Collaborative Sales Force Automation	Collaborative Pipeline and Lead Management	Customer Activity Planning	Sales Collaboration with SAP Jam	Sales Intelligence with InsideView	Sales On Demand
Mobile Sales	Comprehensive Mobile Sales Solutions	Lite Mobile Sales Solutions			
Partner Channel Management	Partner Management	Channel Marketing and MDF	Channel Sales and Partner Orders	Channel Service	Channel Analytics
Web Channel	E-Sales	E-Marketing	E-Service		
Billing and Revenue Innovation Management	Convergent Mediation	Convergent Charging	Convergent Invoicing	Customer Financial Management	Customer Usage Analytics

Web channel enables customer to turn the Internet into a profitable sales and interaction channel, delivering convenience and satisfaction to business partners and end consumers.

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Solution Overview

E-Sales

E-Marketing

E-Service

Effectiveness and Insight

Why SAP?

Why SAP?

To win over next-generation customers, companies must ensure a rewarding customer experience across all touch points. SAP software offers companies sales, service, and marketing functionalities that can turn users into loyal brand advocates.

Engage Customers

SAP software for e-sales helps companies create an engaging online experience to improve customer interactions. Simple, one-click checkout processes help reduce basket abandonment.

Incentivize Customers

With SAP software for e-marketing, companies can incentivize customers with loyalty points and deliver personalized recommendations. In addition, companies can target customers based on online behavior and foster closer relationships through social media.

Empower Customers

SAP software for e-service helps companies gain a full picture of customer product and interaction history. Customers are empowered to raise service requests, report complaints, and manage returns online, as well as register products and services, activate warranties, and view order history.

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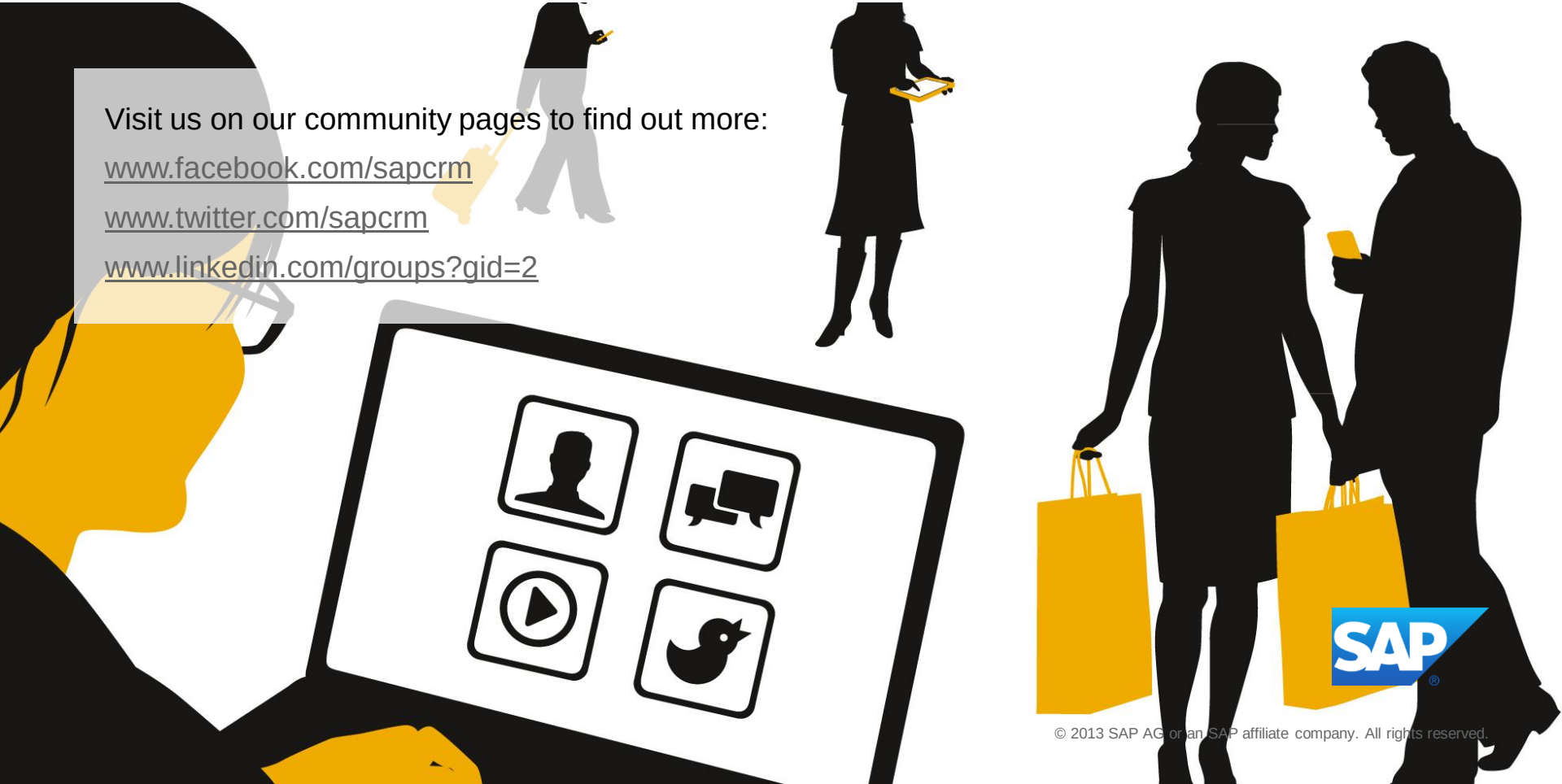

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