Agenda

- Introduction
- C4C functionalities
- Integration overview
- Cloud setup
- C4C Development Life Cycle
- Integration Detailed
- Lessons learned
Customer Relationship Management (CRM)

- Customer relationship management (CRM) is a model for managing a company’s interactions with current and future customers.
- It involves using technology to organize, automate, and synchronize sales, marketing, customer service, and technical support.
- The various subsections of CRM are:
  - Marketing
  - Sales
  - Social Media Interactions
  - Customer Service & Support
- Many CRM vendors offer subscription-based web tools (cloud computing) and software as a service (SaaS).
- Some CRM systems are equipped with mobile capabilities, making information accessible to remote sales staff. (Empowering Sales Managers)
- CRM market share reports that the worldwide CRM market grew 13.7% from $18B in 2012 to $20.4B in 2013, with 41% of all systems sold in 2013 being SaaS-based.
## Cloud vs OnPremise

<table>
<thead>
<tr>
<th>Comparison Item</th>
<th>On Premise Solutions</th>
<th>Cloud Solutions</th>
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<tr>
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SAP C4C - An Introduction

- SAP C4C was available from June 20, 2011.
- A new product based on SaaS, PaaS & IaaS approach.
- SAP Cloud for Customers is available in 19 languages as on May 2015.
- Easy integration approach with SAP ERP & CRM with SAP NW PI or HCI for standard scenarios.
- Connecters also available for popular middleware like Dell Boomi, Informatica, Mulesoft etc.
SAP Cloud for Marketing – Overview

**Marketing Funds**: Used to assign and track both marketing budgets planned for and the actual marketing spending

**Campaigns**: Cover all measures within the campaign management process (e.g. channel determination, assignment of forms and target groups, campaign execution and response tracking

**Target Group**: Used to define subsets of customers or prospects to be addressed in a campaign to target the right customers or prospects for each campaign.

**E-Mail Execution**: Direct E-Mail campaigns send personalized HTML e-mail messages directly from the SAP Cloud for Customer system to each account or contact of the assigned target group (with valid e-mail address).

**Lead Generation**: Created in order to record raw data that is derived from campaigns, trade shows, and other marketing activities. You can also edit leads, and convert leads to follow-on items, such as opportunities or accounts and contacts, to drive sales activity.
SAP Cloud for Sales – Overview

**Lead**: Capture information from potential clients or customers that can then lead to a sale

**Account and Contact**: Make fast account updates, get complete customer intelligence and keep everyone in the loop so that you and your team are delivering the right impact in every customer conversation

**Opportunity**: Accelerate sales wins by rapidly tracking activities, collaborating with internal teams, customers and partners, keeping tabs on the competition, and obtaining guided selling materials for each deal

**Sales Quote**: Create and submit quotes to align with your internal approval process

**Sales Order**: Utilizing the robust integration features available on the back end, you can also create sales orders
SAP Cloud for Service – Overview

- **Incoming Communications**: Via configured communication channels (e.g. e-mail, social media accounts, phone calls, and live chat)

- **Processing**: Automatic steps, applied by the system (e.g. text analysis or real-time customer lookup), and manual steps performed by customer service roles further clarify and categorize the customer’s issue

- **Resolve Issue**: From simple to complex cases, ease of use is critical for the agents

- **Response**: Response flexibility enables the agent to respond to the customer using either the original communication channel or switch to a new method of communication.

- **Close**: The ticket is completed by the agent; individuals, managers, or teams can use analytics to review whether they are meeting their own performance goals or benchmarks
SAP Cloud for Sales Product Features

• Consumer guide UI
  – Simple Facebook like user experience with intitutive navigation

• Collaborative workspace
  – Social network usage paradigm with feed subscriptions and updates, tags, flags,favorites

• Core Sales Functionality
  – Accounts, contacts, competitors, leads, opportunities, activities, employees, products, territory management.

• Analytics
  – Embedded charts in overview screens
  – Central dashboards for critical information

• Productivity Tools
  – MS Outlook integration
  – Native Pad, iPhone and Blackberry applications

• ERP Integration
  – Data integration: Accounts, contacts, products, orders and quotes
  – Process Integration: Pricing, Quotes and Order
  – Integrated code and value mapped data flow monitoring backing of EUR 17.56 billion for 2014.
SAP Cloud for Service / Social

Designed to WoW the customer, agent and manager

*Social Media channels with SAP Cloud for Social Engagement
SAP C4C Pre-packaged Integration

and many more…
Integrating SAP Cloud for Customer with SAP On-Premise Solution

SAP offers pre-packaged integration content (iFlows) built on top of its integration technology. The technology has two flavors, resulting in two ways of integrating SAP cloud for customer with SA on-premise solutions using the following:

- SAP Netweaver Process Integration (PI), or
- SAP HANA Cloud Integration (HCI)

The SAP customer relationship management (CRM) and SAP ERP solutions can be integrated with SAP cloud for customer, either using an on-premise PI or on the cloud using HCI.
Layout

.toolbar

.panes

.work centers
UIs

The UI framework for SAP Cloud for Customer is on HTML5.

All business user features and functions are available in HTML5.

Most administrator features and functions are still only available in Silverlight.

The default client is HTML5, but admin users can launch the Silverlight UI from the adaptation menu to access the configuration relevant work centers.
Tenant Landscape

For each SAP cloud production tenant that is purchased by a customer, one test tenant is permitted at any given time. There is an unique web address for each tenant.
Public vs Private Edition

By default, a system houses many tenants for multiple customers.

Customer’s can purchase private edition subscriptions, which entitles them to a system with no other customer tenants on it.
Upgrades

New versions of SAP Cloud for Customer are released every three months, for a total of four releases per year.

1. First, Release to Customer (RTC) occurs for new customers.
2. Second, the newest release is applied to all existing customers’ test tenants.
3. Lastly, the newest release is applied to all existing customers’ production tenants approximately 2 weeks after test tenants are upgraded.
Sample Project Plan
Incident Handling

Always report the incident from the screen in which the issue occurs.

The system takes a screen shot and automatically attaches it to the incident.

Administrator can forward to SAP.
Incident Handling

1. **End User**
   - Log incident via Help Center in SAP system

2. **Administrator**
   - Take over incident (if admin is not end user)
   - Resolve Issue?
   - Yes
     - Push incident to SAP Cloud Support
   - No
     - Respond to requestor

3. **Issue resolved?**
   - Yes
     - Confirm incident
   - No
     - Suggest resolution for issue
Resources

• GUIDES at https://service.sap.com/cloud4customer
  – Administration Guide
  – Analytics Guide
  – Security Guide
  – Integration Guides (C4C-ERP-HCI, C4C-ERP-PI, C4C-CRM-HCI, C4C-CRM-P, C4CEmployee Central, C4C – Jam)
  – Onboarding Guide

• SCN How-to Guides at http://scn.sap.com/community/cloud-for-customer
  – How-To Guides with Screenshots including YouTube playlists

• Online Help (http://help.sap.com/cloud4customer )
  – API documentation
SAP HANA Cloud Integration

- Cloud-based technology
- Real-time, bi-directional process integration
- Data integration
- Graphical flows & mappings
- Centralized monitoring and administration
- Pre-built adapters
- Community marketplace (future)
- Lower cost of change over time
Pre-packaged Integrations

- iFlows are the standard integration content from SAP
- iFlows run on HCI and NetWeaver PI
- Each iFlow contains logical and technical routings

- User defined functions required for standard integration delivered. Customers can customize them
- iFlows contain predefined mappings with 100+ fields mapped and several user defined functions and routing rules
SAP Cloud for Customer – SAP CRM
Multiple Integration Touchpoints

1. INITIAL DATA LOAD
2. REAL-TIME MASTER DATA SYNCHRONIZATION
3. REAL-TIME CAMPAIGN and LEAD SYNCHRONIZATION
4. REAL-TIME OPPORTUNITY and SERVICE SYNCHRONIZATION
   Real-time Opportunity synchronization
   Real-time Service request with status update from CRM
5. RECENT ORDERS INTEGRATION (Account 360)*
6. DATA INTEGRATION – SAP BW to SALES OD
7. REPORT INTEGRATION/ HTML MASH-UP
8. DATA INTEGRATION – SALES OD to SAP BW

*Account 360 and BI integration possible only when CRM ID’s match ECC account ID’s.
SAP Cloud for Customer Integration Flow: Campaign to Quote

* No changes will be communicated back from CRM backend until status has been set to completed
Opportunity-to-Order Process Integration
Sales Documents View in Accounts and Opportunities
SAP Cloud for Customer – SAP ERP

SAP HANA Cloud Integration or SAP NetWeaver PO/PI

**REAL-TIME MASTER DATA SYNCHRONIZATION**
- Unidirectional from ERP for account hierarchy, products, sales org, currency conversion rates, employees
- Bi-directional option for Accounts, Contacts

**REAL-TIME OPPORTUNITY-TO-ORDER INTEGRATION**
- Real-time Opportunity Pricing Check
- Real-time Quotation Processing
- Real-time Sales Order Processing
- Review of relevant Sales Documents

**REAL-TIME TICKET INTEGRATION**
- Real-time Work Ticket to Invoice
- Supports mash-ups for ERP order integration

**RECENT ORDERS INTEGRATION (Account 360)**

*ERP has prerequisites to Leverage Prepackaged Integration Content*
Recent Orders Integration
Sales and Cloud for Service – ERP Integration

- Ability to display recent transactions from SAP ERP system with header level information
- Header level data is persisted in Cloud for Sales and Service from SAP ERP
- Customers are expected to extend the “Recent order” object and the corresponding integration
- SAP Notes # 1724752 used to extract recent Sales Document information from ERP and pushing into Sales and Cloud for Service. Provides sample ABAP code (Program / Z-report) for SAP ERP
- Other transactional object like invoice, order in back order, service issues etc can be added via SAP Cloud Developer Studio (PDI) as separate tabs within an account. Requires new Interfaces
Using MS Outlook with SAP Cloud Customers

The SAP Cloud for Customer Add-In for Microsoft Outlook allows you to synchronize and exchange some information between your e-mail system and SAP Cloud for Customer and supports scenarios from sales, service, and marketing.

Working from MS Outlook, you can create and access contact and account information. You can also view associated items like opportunities and leads.

By synchronizing appointments, tasks or e-mails, you create corresponding activities within SAP Cloud for Customer. You can also add them with reference to an account, campaign, opportunity, or lead.

When the service scenario is enabled, e-mails sent from Microsoft Outlook are not regarded in SAP Cloud for Customer as activities. Instead, they are responses to a ticket
Using Social Media to Listen, Understand and Engage

The Full Social Web

Listen
SAP Social Media Analytics by NetBase

Your Target Audience

Understand
Fan Appz, an SAP Cloud Partner

Person to Person

Engage
SAP Cloud for Social Engagement
Work Distribution

Organizational work distribution enables you to define rules to manage the distribution of work (for example, tickets or leads) by org unit. Employee work distribution does the same but at the employee rather than the org unit level.

Distribution rules are created by work categories. Each work category provides one or more parameters that match the parameters in the corresponding business document (e.g. tickets).

You define rules based on these parameters to tell the system how to determine the org unit or employee responsible for a business document. Work distribution only controls who is responsible for a certain business document, but does not define the access rights for these business documents.

Escalation routing for tickets is also defined using work distribution
Data Migration Templates

The data migration templates are provided by SAP and are used to migrate data into SAP Cloud for Customer. They provide a structure and framework for the data that must be migrated from the legacy system(s).

A template is available for each migration object that supports tool-supported migration.

The template structure is predefined and cannot be changed.

Each template contains different tabs that group the data into logical units. They also provide field definitions, which are used during the population of the templates.

Once the templates have been filled, you can upload the data multiple times if required.
Mass Data Maintenance

Mass data maintenance allows you to correct details of your business data on a large scale. The maintenance process is divided into three steps, during which you export, change, and import your data. This allows you to update a large amount of data in your SAP Cloud for Customer solution.
Reporting

In SAP Cloud for Customer, analytics are integrated in the solution to support and monitor business processes, helping you to make informed decisions. The analytics data in the solution is real time and there is no persistency in a separate Business Warehouse layer.

The three primary types of analytics features you’ll work with are:

• Standard reports shipped with the solution
• Custom reports you create
• Interactive dashboards you assemble.
Interactive Dashboards

SAP Cloud for Customer delivers several interactive dashboards that provide you with a big picture of your data in real-time. You can zoom in by selecting a chart element, or by selecting specific characteristics, and applying filters.

Dashboard charts are based on existing reports and provide the following:

- In-place interactivity and drilldown
- Advanced analysis on iPad
- Single set-up for browser and iPad
- Easy, guided wizard to create and publish
Mashups

Mashups are used to integrate data from SAP Cloud for Customer with data provided by an online Web service or application.

Mashups can include Web searches, company or industry business information, or online map searches.

There are a few preconfigured mashups delivered with the solution as well as some additional preconfigured mashup web services that you can use to create mashups.

- **URL Mashups**: A mashup that sends data from the solution to the URL of an online service provider.
- **HTML Mashups**: A mashup that embeds an HTML or JavaScript based Web page directly on a screen.
- **Data Mashups**: A mashup combines and displays data from both internal and external sources.
- **Custom Mashups**: A mashup that has been created as an add-on solution by SAP
• A BI query can be consumed in an HTML web template in BEx Web Application Designer 3.X

• The query shall have the Account ID as a variable to derive context specific data

• Mapping information of Account IDs / Product IDs to be maintained in either Cloud for Sales and Service or BW to map the Cloud Sales and Service Account ID with the Account ID in ERP / BI
Report Integration / HTML Mash-Up in Sales and Cloud for Service

- HTML mash-up to show dashboard with BI / BW information consolidated for a specific account
- ERP Customer ID or CRM Customer ID on account header passed as parameter to the Mash-up
Data Transfer – SAP BW to Cloud for Customer

• Data in BI Infoprodiers can be transferred into an Open Hub Destination.

• In Cloud for Sales and Service, a custom BO (table) is created to store the data and its associated web service (A2X) is generated. From BI, call the web service via a Z* program or PI and push the data from the Open Hub Destination into the custom BO (table) in Cloud for Sales and Service.

• Data in custom BO can be exposed in Cloud for Sales and Service UI as embedded tables or as native reports.
Data Transfer – Sales and Cloud for Service to SAP BW (Minimum BI Version: BW 7.3SP5)

- In this mode of integration, data is transferred from Sales and Cloud for Service to SAP BI. The data sources in Cloud for Sales and Service are exposed via Operational Data Provider (ODP) service that are consumed by SAP BI.
  - Minimum BI version: BW 7.3 SP5
  - Only full upload supported (Selection criteria possible)
SAP Cloud for Customer - Mobile

SAP Cloud for Customer has several native apps available that provide mobile access to the solution tenant:

- SAP Cloud for Customer for iPad
- SAP Customer Insight for iPad
- SAP Cloud for Customer for iPhone
- SAP Cloud for Customer for Android

In addition, the HTML5 client can be accessed from the browser on mobile devices like Android tablets.
Developments and Config

- ABSL (Advanced Business Script Language)
- BODL (Business Object Description Language)
- SAPRuby for SDK
- No ABAP

- Automatic Production client creation
  - Content Transfer and Import/Export
- Test Client creation
- No transports
- Authorisations - Business Role Concepts, Code List mappings
Customer role post Go-live

• Processing incidents from end users, attempting to resolve the issue and if not, interfacing with SAP Support
• Maintaining users with access authorizations, user substitutions and monitoring business task
• Maintaining and monitoring web services and communication with external systems
• Adapting the solution as needed, such as changing form templates, scope, and configuration settings
• Testing upgrades
• Training new users and provide enhancement training for existing users
Lessons Learned

• UI designer (Ruby Script) does not extends to Mobile devices: Accenture gave a detailed incident capture to SAP which came back on mobility extension steps for custom UIs.

• For ERP accounts linked to more than 1 Sales Orgs, SAP C4C accounts had to be split in two or more accounts with individual owners.

• Need to create an incident to SAP when requesting the test tenant and request it be on a different system in order to support multiple versions of the SDK solution.

• Future proof solutions owing to frequent upgrades resulting in redundant solutions.

• Data cleaning BO was designed for custom solution
Feature improvements with releases

• Custom Object Builder:
  – Custom Business Object can be made in runtime by Administrators
  – Data sources for such custom objects can be defined
  – ABSL can be used for deep customizations & logic (SDK)

• SSO with MS Outlook & IBM Lotus Notes

• Sales Order creation in SAP C4C

• SMS ticket creation

• SSO for SAP C4C & JAM

• Enhanced offline capabilities for iPad

• Improved Synchronization with MS Outlook

• Enhancements in embedded reports

• Enhanced functionalities in Activities like duration, sales information etc

• GPS coordinate capture during visits check-in/check-out
Feature improvements with releases

- UI enhancements in various objects
- Approve opportunities right from the Microsoft Outlook add-in
- Multiple approvals in one click
- Enhanced Installed Base integration with SAP ERP
- New Fiori based UI
- Maintenance Plans
- Creating visits in offline mode on tickets
- Live Cart display of Hybris Commerce in Live Activity Pane
- Respond to Ticket Using External E-Mail Client
- Time recording of Service tickets
SAP C4C Roadmap for Sales

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<td>1511</td>
<td>1602</td>
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- **Mobility & UX**
  - Responsive HTML5/offline - enhancements
  - Responsive HTML5/offline - phones
  - High volume offline enhancements
  - Visual workflow

- **Predictive Analytics**
  - Product Recommendations, Guided Selling
  - Commissions, Predictive Forecasting, Predictive Ordering

- **Horizontal industry capabilities**
  - TPM integration
  - Dealer management integration
  - Basic offline pricing with manual discounts
  - Complex offline pricing, Cash collection, Mobile Docs integration
  - Geofencing, Planograms

- **Sales Performance**
  - Configurable opportunity factsheet
  - Pricing guidance for reps (Vendavo integration), Concur Integration for Travel & Expenses
  - Pricing for managers (Vendavo integration), Integration to Integrated Business Planning
  - Sales Performance Mgmt (Vistex integration)

- **Partner Channel**
  - Partner Portal: deal registration, deal capture

- **Integrated CEC Scenarios**
  - Interactive Selling, phase I (hybris PCM integration)*
  - Interactive Selling, phase II (incl. CPQ integration)*
  - hybris marketing integration*

* Under planning with hybris team
SAP C4C Roadmap for Service & Social Engagements

**Q2 2015**
- **Release**: 1505
- **Core Service Processes**: Case Management (phase I)
- **Mobility**: Mobile offline (phase I)
- **Field Service**: ERP Equipment integration, Scheduling (phase I)
- **Self Service**: Self Service Portal enhancements
- **Integrated CEC Scenarios**: hybris/CS foundations: Customer data

**Q3 2015**
- **Release**: 1508
- **Core Service Processes**: Case Management (phase II)
- **Mobility**: Mobile offline (phase II)
- **Field Service**: Maintenance Plans, Van Inventory, Partners, IOT
- **Self Service**: Self Service Portal enhancements
- **Integrated CEC Scenarios**: hybris/CS scenarios (I) Tickets and orders

**Q4 2015**
- **Release**: 1511
- **Core Service Processes**: Guided ticket creation
- **Mobility**: Call scripting
- **Field Service**: Depot repair, Predictive Service
- **Self Service**: Peripheral support
- **Integrated CEC Scenarios**: hybris/CS scenarios (II) e.g. upselling...

**Q1 2016**
- **Release**: 1602
- **Core Service Processes**: Next best action
- **Mobility**: Call scripting
- **Field Service**: ERP Contract Integration, Ticket to Order
- **Self Service**: Peripheral support
- **Integrated CEC Scenarios**: hybris/CS scenarios (II) e.g. upselling...

* Under planning with hybris team
## SAP C4C Integration Infrastructure Roadmap

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<td>- OData Editor (for standard &amp; custom BO)</td>
<td>- OData consumption (read &amp; write scenarios)</td>
<td>- OData payload generator</td>
<td>- OData V4 uptake (Annotation generation, Asynchronous support, Delta token)</td>
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<td>- OData Explorer</td>
<td>- OData for all C4C Standard Objects</td>
<td>- OAuth – Authorization code flow support</td>
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<td>- OData for 10 Standard Objects</td>
<td>- OData Error Handling and Service Monitor</td>
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<td>- Migration of JAM services</td>
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<td>- Single Logout</td>
<td>- At (@) mention of Objects</td>
<td>- HTML 5 widgets</td>
<td>- Task Integration</td>
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<td>- Mass Featuring</td>
<td>- Enterprise search (People, Objects, &amp; Docs)</td>
<td>- Feed Vocabulary</td>
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<td>- JAM branding</td>
<td>- Setup simplification</td>
<td>- Work pattern for Quotes</td>
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<td>- Recommend group simplification</td>
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<td>- Social media integration with HCI (POC)</td>
<td>- User provisioning - C4C to CI</td>
<td>- Travel expense – Concur integration (to be validated)</td>
<td>- SalesRep onboarding - SF Onboarding Integration (to be validated)</td>
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<td>- OData user provisioning API (from yaaS/CI to C4C)</td>
<td>- Simplification of Employee replication (EC)</td>
<td>- Social media integration enablement</td>
<td>- SalesRep learning - SF Learning Integration (to be validated)</td>
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<td>- Social media integration using HCI</td>
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<td>- CMIS support (via HCP)</td>
<td>- SalesRep performance - SF Performance Integration (to be validated)</td>
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<td>- C4C Excel Connector - OData plugin (How-to)</td>
<td>- Unifying Data Migration and Mass Data maintenance</td>
<td>- Data loader in HCI w/ C4C Odata</td>
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<td>- Data Loader and Maintenance Tool (standard and custom) based on OData</td>
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<td>- Performance Metrics - Percentile, Transaction Volume &amp; Response Time</td>
<td>- Performance Metrics - User login and Usage reports</td>
<td>- Performance Metrics - Availability report</td>
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## SAP C4C Integration Infrastructure Roadmap

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<th>Year</th>
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<th>HCP</th>
<th>Genband</th>
<th>Wearables</th>
<th>Admin Experience</th>
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<td>1502</td>
<td>yaaS POC</td>
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<td>Enable C4C platform Genband integration (chat &amp; call)</td>
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<td>Admin UI simplification</td>
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| 1505 | yaaS scenarios  
- Enable yaaS for IoT use cases  
- POC - platform capability  
(Device, temp, motion, occupancy sensors) |      | Extend/Adopt Genband integration (video chat) |         | Web Service Monitoring Enhancements |
| 1508 | yaaS scenarios  
- Platform sensors, data analytics, decision support system | C4C extension package enablement |         | Metrizable scenarios - POC | Lifecycle Management - Personalization & Adaptation |
| 1511 | yaaS scenarios  
- Customer support for product (sensor enabled) |      |         |         |                 |
Questions

Reach out to me, Manu Komban at manu.s.komban@accenture.com
# Appendix - Language Support & Feature Matrix

19 languages are supported in SAP C4C till 2015

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<th>Languages Available</th>
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SAP C4C Feature Matrix

- SAP Cloud for Sales
- SAP Cloud for Service
- SAP Cloud for Social Engagement
- SAP Cloud for Customer Enhanced Package
- SAP Cloud for Customer Limited Package

There are additional license options that can purchase to extend your solution including those available for industries.

[Limited RTL support]
Appendix - SAP C4C Architecture

Client Tier

Application Tier

DB Tier

Client Tier

Application Tier

DB Tier
Appendix - Service Control Centre

The Service Control Center enables you to monitor your system availability and system maintenance schedule, your user subscriptions, and maintain your contact details.