C4C - Cloud for Customer
SAPSA 2016-04-28
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Agenda

- Introduction
- C4C functionalities
- Integration overview
- Cloud setup
- C4C Development Life Cycle
- Lessons learned
- Quick Comparison with SFDC
- Future improvements
Empowered Customers

79% of customers spend at least 50% of total shopping time researching products online.

Digitally Connected

53% of customers abandoned an in-store purchase due to negative online sentiment.

Socially Networked

59% of customers are willing to try a new brand to get better customer service.

Better Informed
**Introduction to SAP Cloud for Customer**

- The SAP cloud CRM provides customers with the full set of sales force automation capabilities that they need to efficiently manage accounts, create opportunity, monitor all stages of the sales process, and close deals.
Key Differentiators

Beautiful User Experience with Mobile Included

Flawless Execution
Seamlessly bring the back-office to the front-office to accelerate sales, improve customer service and deliver best-in-class customer experience

Rich Insights
Understand your customer, anticipate their needs and eliminate surprises with complete 360 degree customer insight and predictive analytics

Industry Content
Leverage industry-specific content and processes that mirror your specific way of doing business and help you deliver faster on your customers' needs
Simplify Sales Tools

Make it a love-love relationship
• Finally, a clean, easy user experience you’ll love to use, personalized to your preference

And leverage the ones you use everyday
• Feature-rich integration with Outlook, Gmail and Lotus Notes boosts your sales productivity
SAP Cloud for customer engagement

PORTFOLIO OVERVIEW FOR CUSTOMER SERVICE

INDUSTRIES

OMNI-CHANNEL SUPPORT | SELF-SERVICE | PREDICTIVE SERVICE | MOBILITY | RESOURCE SCHEDULING | SERVICE ORDER MANAGEMENT | LISTENING | ANALYTICS | ENGAGEMENT

CUSTOMER SERVICE | FIELD SERVICE | SOCIAL MEDIA

PREDICTIVE ANALYTICS

SAP HANA

UNIFY THE CUSTOMER VIEW

Develop a holistic customer view and enable complete context

CLOSED LOOP ENTERPRISE PROCESSES

End-to-end integrated process automation

OPEN FRAMEWORK

Leverage existing solutions, partners, or build your own

Inventory | Returns | Finance | Billing | Supply chain
Social Media Listening & engagement

• **Listen** to your customers in social media
• **Understand** your customer
• **Engage** your customers on their terms
• **Respond** in real-time to critics and brand advocates
• **Strengthen** brand perception through public engagement
SAP Cloud for Customer Features

Designed to WoW the customer, agent and manager

ANALYTICS

PRODUCTIVITY

INTEGRATION

COLLABORATION

MULTI-CHANNEL SERVICE

SOLUTION FINDER

MOBILITY

*Social Media channels with SAP Cloud for Social Engagement
A Complete Customer Picture

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NEVER AGAIN SAY “I’LL GET BACK TO YOU.”

- Get everything you need on the road with complete mobile apps
- Be prepared for every call and every close
SAP C4C – Hybrid Deployment Options

Leverage end-to-end processes with pre-built and maintained integrations

Cloud + CRM
Cloud for Sales

Two-tier CRM
Cloud for Sales
Subsidiaries

Cloud + ERP
Cloud for Sales

Cloud + 3rd Party
Cloud for Sales

Cloud Solutions

On-premise Solutions

Pre-Built and Maintained Integration

SAP CRM
SAP ERP

SAP CRM
SAP ERP

SAP ERP
SAP ERP

3rd Party System
SAP C4C Pre-packaged Integration

and many more…
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
Reporting - 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.
Developments and Config – What is different?

- ABSL (Advanced Business Script Language)
- BODL (Business Object Description Language)
- SAP Cloud Developer Studio (PDI) / SDK for customer specific enhancements
- 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 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.
- 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 to be able to 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 had to be designed for custom solutions.
- Scope control has to be really strict.
- Solution not well adapted for Metals industry.
- Defects in OOTB functionalities.
- Long response time from SAP for non-critical issues.
- Lack of documentation in some areas.
C4C advantages compared with SFDM

Mobility: Offline capabilities and true NATIVE apps.

Customer 360: C4C provides truly deep customer 360 insight with integrations.

Integrations ready: C4C supports full native integration with Outlook email & calendar. Integrations with SAP ERP & SAP OnPremise CRM.

Lower Total Cost of Ownership: Zero cost full mobile applications and prepackaged integration content are at the heart of this customer value.

HANA Cloud Platform: Runs on In-memory HANA database giving superb analytics.

Embedded Analytics: Has numerous pre-built, HANA based predictive dashboards.

Innovation: C4C incorporates all the modern technologies and insights and development perspective with quarterly releases.
C4C advantages compared with SFDM

- Other SAP Advantages

**Global 24/7 support:** ALL SAP Cloud Solutions include full global 24/7 support in over 130 countries.

**Storage:** SAP Cloud for Sales offers massive 10GB storage per USER (data+files).

**Implementation:** SAP delivers and implements their own SAP Cloud Solutions offering true commitment to the customer. One-stop-shop from solution to implementation to operation that is soley responsible for customer success.

**Private Cloud:** SAP offers customers to run the SAP Cloud Solutions in a public or private cloud setup. Salesforce.com only offers a public cloud.
1602 Release Highlights in SAP Cloud

- Integration with SAP Hybris Marketing
- Integration with SAP S/4 HANA Core On-Premise
- Cloud 2 Cloud Integration Enhancements
- Mass Upload possibility of Campaign Responses using Excel Add-in
- Barcode Scanning for Adding Products to orders via app
- Attach PDF summary to email notifications on Service tickets
- Map View of Installed Base
- Key User Adaptation
  - Page Layouts – Copy/Paste Sections
  - Smartphone Layouts – HTML Mashups available
Feature improvements with releases

- Approve opportunities right from the Microsoft Outlook add-in
- Multiple approvals in one click
- New Fiori based UI
- SMS ticket creation
- Creating visits in offline mode on tickets
- Live Cart display of Hybris Commerce in Live Activity Pane
- Time recording of Service tickets
- GPS coordinate capture during visits check-in/check-out
Questions

• 1605 release - C4C will Known as *SAP Hybris Cloud for Customer*

Feel free to reach out to me, Manu Komban at [manu.s.komban@accenture.com](mailto:manu.s.komban@accenture.com)
Appendix – 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
Appendix – C4C Integration to SAP CRM 7.0
End-to-end master data synchronization and process integration

- **Real-time integration of master data**

Unidirectional synchronization of **Products, Account Hierarchy and Territories** from CRM to Cloud for Sales (C4S).

**Account hierarchy** is modeled via parent-child relationship. CRM Business Partner hierarchy support is planned.

- **Bi-directional synchronization of Accounts, Prospects, Competitors, and Contacts.**

- **Real-time integration of transactional data**

Unidirectional synchronization of **Service Request** from C4S to CRM and completed status synchronized from CRM to C4S.

Unidirectional synchronization of **Sales Quote** from CRM to C4S (**Limited integration**) with sales/quote number synchronized to C4S.

Bi-directional synchronization of **Leads, Opportunities** and **Activities** (Email, Tasks, Appointments, Phone Call)
Appendix – C4C Integration to SAP ERP 6.0
Process Integration: End-to-end master data synchronization and process integration

- Bidirectional synchronization of Customers and Contacts master data
- Unidirectional synchronization of Product/Material master data from ERP
- Trigger real time creation of ERP Quotation Inquiry and Sales Order Inquiry from Cloud for Customer Opportunity
- Real-time update of pricing in opportunity based on ERP pricing conditions
- Trigger real time creation of ERP Sales Order Inquiry from Cloud for Customer Quote
- Periodic update to review relevant Sales Documents for an Account
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.
Appendix - Data Migration & Mass Data Maintenance

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).

Once the templates have been filled, you can upload the data multiple times as required.

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.
Appendix - 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.
Appendix - Layout