



Innovate and accelerate time to value with SAP Subscription based Commerce Cloud implementation

Laurent Douek & Karsten Illing, Innovation Services & Solutions, SAP Services
October 8th 2020

PUBLIC

Today's Speakers



Letizia Ciaccia

Enterprise Architect
SAP Services



Laurent Douek

VP Innovation Officer
Innovation Services and Solutions
SAP Services



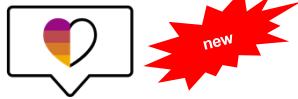
Karsten Illing

CX Global Program Lead and Solution Architect
Innovation Services and Solutions
SAP Services

Let's Build the Intelligent Enterprise Together



Ottobre: il mese della Customer Experience



Experience Management: come appropciare in maniera efficiente un percorso di trasformazione
1 ottobre



Innovate and accelerate time to value with a **subscription based SAP Commerce Cloud implementation**
8 ottobre



Il commerce evoluto: benvenuti nell'economia dell'**esperienza** e dell'**omnicanalità**
15 ottobre

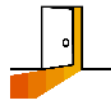


Nuovi modelli di business abilitati da SAP BRIM: verso la "**subscription economy**"
22 ottobre

Novembre: il mese del Manufacturing e della Supply Chain



Come rendere intelligente la Supply Chain: il **Demand Driven MRP**
5 novembre



Le **funzionalità** che fanno la differenza in **S/4** in ambito Digital **Supply Chain** e come adottarle generando **valore**
12 novembre



Come migliorare l'efficienza dei tuoi **Assets** attraverso la **manutenzione predittiva** e il **controllo della qualità**. Tecnologie e approcci progettuali a supporto
19 novembre



Intelligenza e **Velocità** per immaginare ed implementare la **Supply Chain del futuro, oggi**
26 novembre

SUPPLY CHAIN,
MANUFACTURING &
MAINTENANCE
INNOVATION DAY

#VIRTUAL_EVENT

71 participants

CUSTOMER
EXPERIENCE
INNOVATION DAY

#VIRTUAL_EVENT

34 participants

VIRTUAL DATA
INNOVATION TOUR

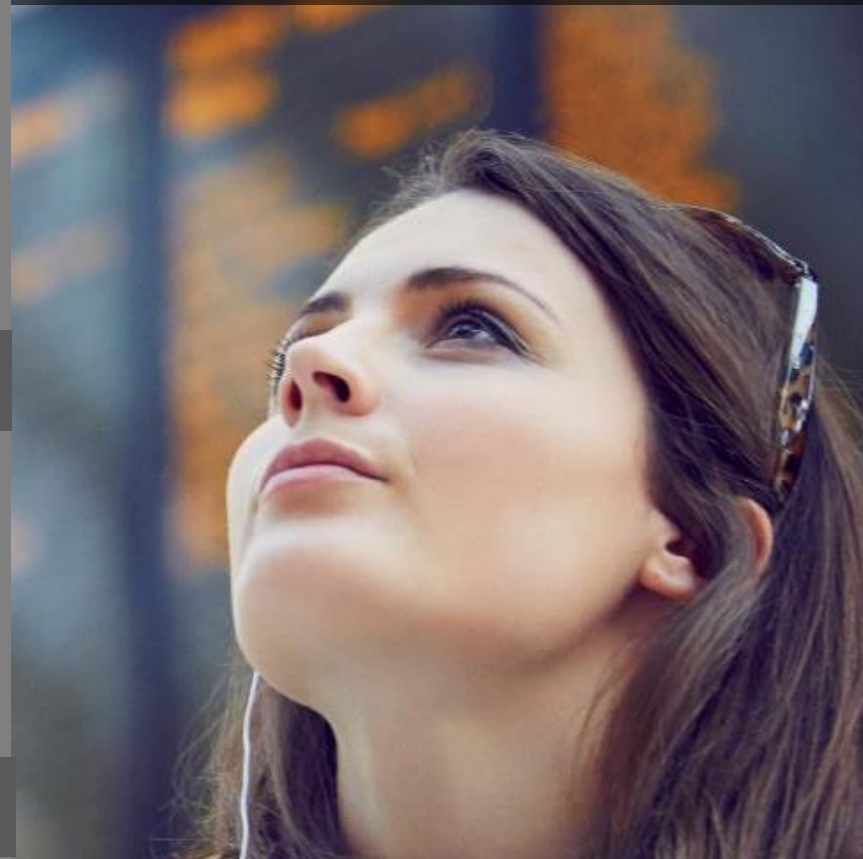
#VIRTUAL_EVENT

67 participants

INTELLIGENT ENTERPRISE
INNOVATION DAY

#VIRTUAL_EVENT

51 participants



INTELLIGENT
SPEND MANAGEMENT
INNOVATION WORKSHOP

November 11th

Agenda

SAP Innovation Services & Solutions

- The organization to develop, support and operate innovative solutions for our customers globally

Innovative and accelerated Implementation Approach for SAP Commerce Cloud

- Journey from Fast Track Commerce to Base Store using Minimum Viable Product (MVP) approach

Subscription based Model to consume your SAP Commerce Cloud Solution

- Benefits of the subscription based model for our customers



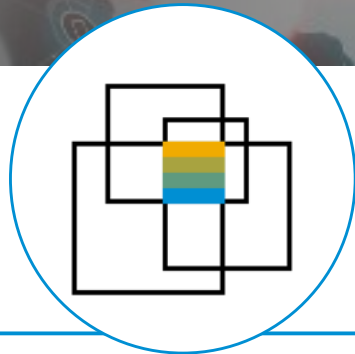
SAP Innovation Services & Solutions

The organization to develop, support and operate innovative solutions for our customers globally



INNOVATION = NEW CUSTOMER VALUE

Create competitive advantage by combining your SAP standard products, intelligent technologies and new developments.



Create the new with innovations specific to your needs and bring differentiated competitive value.



Enhance your existing business processes to make them smarter and faster and drive new value

HOW TO INNOVATE

Embracing a human-centered approach and delivering clear outcomes in every phase



Explore innovation opportunities

Gain deep understanding of needs and opportunities via consumer, employee and market research

Design and create a prototype of the solution

Develop and deliver the tailored business and technical solution for productive use

Run the solution and optimize it continuously. Deploy across your company.

Outcome

- Multiple innovation opportunities
- Prioritized use cases

Outcome

- Common understanding of the current environment and the challenges / opportunities
- Aligned stakeholders
- First insights to overcome the challenges

Outcome

- A prototype validating the viability, desirability and feasibility of the solution.
- Enterprise architecture design
- Commercial proposal

Outcome

- Productive solution synchronized to SAP roadmap
- Deployed in cloud, on-premise or hybrid environments and on any device

Outcome

- Smooth operations and continuous optimization
- Solution maintained with available support options
- One support infrastructure for standard and tailored solutions
- Productive solution deployed across markets and regions



Innovation Value

Business Focused

Address both your technology and innovation needs to support mission critical business solutions

Integrated & Aligned

Ensure integration with standard solutions and alignment with product roadmap

Agile

Create value early and often to achieve a faster path to productivity and adoption.

End-to-end

Cover the complete innovation journey – from initial idea to live solution – across all SAP touchpoints

Supported

Mitigate risk with same approach to support and operation as your standard SAP solution

Human Centered

Place people at the center of every engagement



Backed by the power of a truly global organization of business & technology experts

BRINGING CONCEPTS TO LIFE WITH OUR EXPERTS

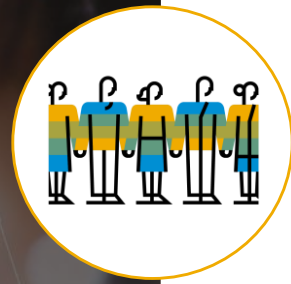
2,200+ Development related professionals

4,600 Solutions built

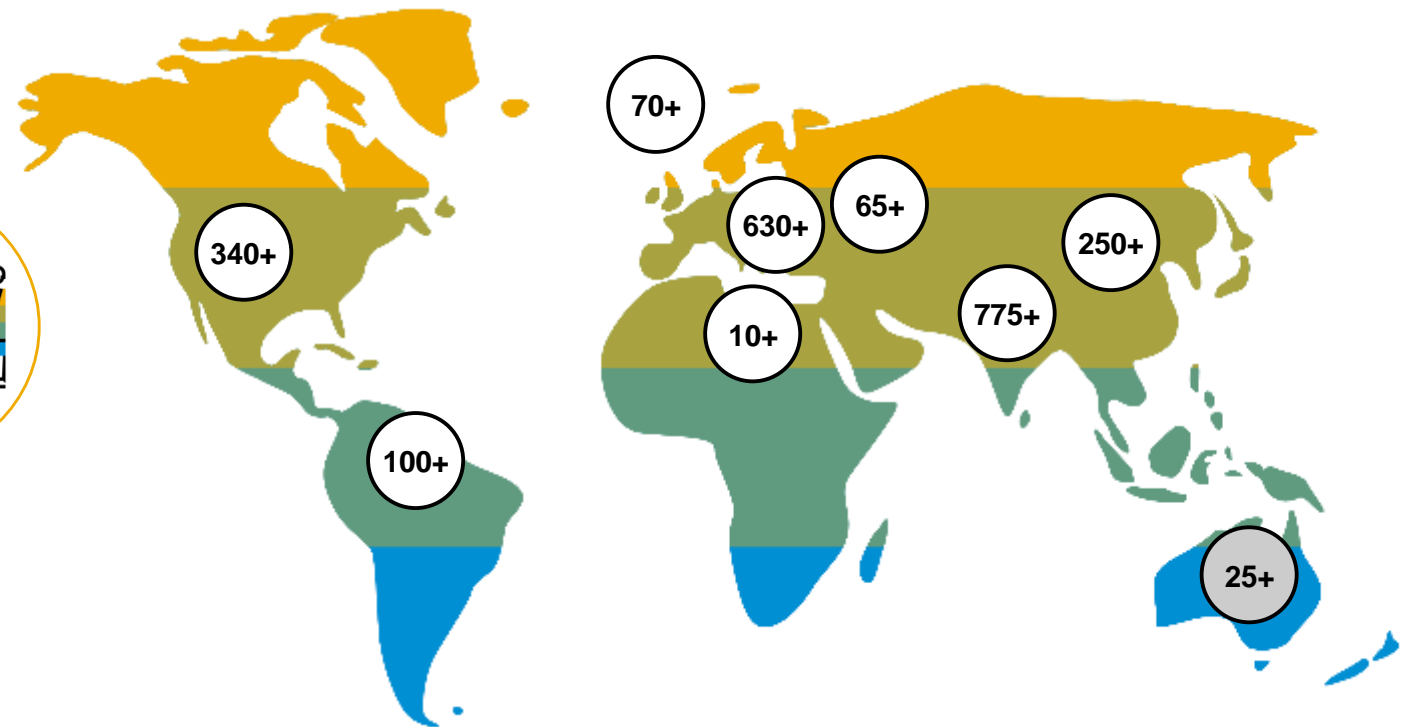
1,650+ Satisfied customers

Direct access to SAP's 38,000 R&D
and Services experts

- Business Innovation Experts
- Innovation Managers
- Design Thinking Coaches
- Project / Program Managers
- UX Designers
- Architects | Business & Technical
- Data Scientists
- Developers
- Consultants | Business & Technical
- Support Specialists
- Product Managers



Serving our customers from **34 countries** around the world



SAP Customer Experience

The Modular CX Suite



Listen – Understand – Act



Marketing
Cloud



Service
Cloud



Commerce
Cloud



Sales
Cloud

Customer Data
Cloud



Innovation Services & Solutions (ISS)

- The plan of ISS is to deliver E2E solutions based in SAP CX and integrated into SAP S/4HANA (or other ERPs)
- Define target architecture and roadmap together with Expert Services and Consulting.
- Align roadmap with standard development and support Co-Innovation activities

2015-2020 Customers | 100+ Projects

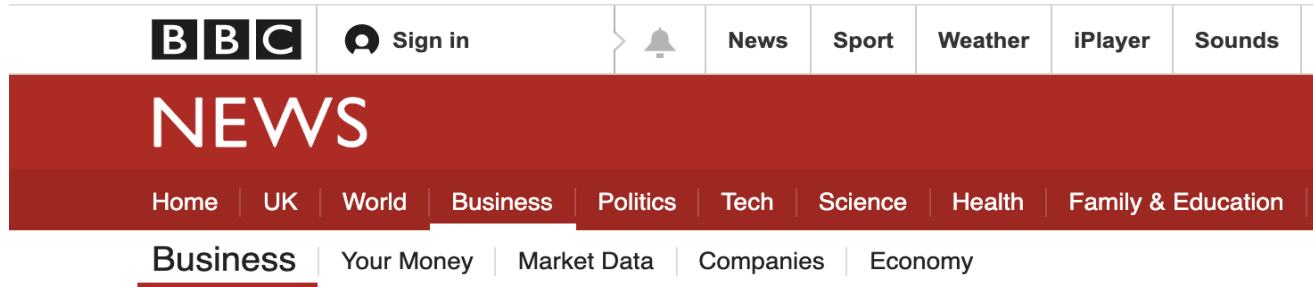
BASF Germany **DETSKIJ MIR** Russia **HARTING IT** Germany **T-SYSTEMS** Germany **TETRA PAK** Sweden **CEREBOS** Singapore **NESTLE** Switzerland **RELIANCE INDUSTRIES** India **MOUNTAIN EQUIPMENT CO-OP** Canada **CORNING** USA **CINTAS** USA **SUPER-PHARM** Israel **TATA UNISTORE** India **SEVERSTAL** Russia **METTLER-TOLEDO** Switzerland **AMERISOURCE BERGEN** USA **BRG SPORTS** USA **DEERE & COMPANY** USA **FRUCOR BEVERAGES** New Zealand **NESTLE WATERS** USA **ACEA** Italy **CANCOM** Germany **GORENJE** Slovenia **VW ZUBEHÖR** Germany **HERITAGE FOOD SERVICES** USA **SAMSUNG** Korea **LC WAIKIKI** Turkey **ZIYLAN** Turkey **BIG SHOPPING CENTERS** Israel **CHEDRAUI** Mexico **ELECTROLUX** Sweden **FIRST ENERGY** USA **GRUNDFOS** Denmark **BLANCO** Germany **SHAKLEE** USA **PFIZER** USA **LEVI'S** USA **BOSCH** Germany **IDP** Australia **ARROW ELECTRONICS** USA **ERICSSON** Sweden **SHARJAH COOPERATIVE** UAE **DU TELECOM** UAE **RED BULL** Austria **ASAHI** Australia **DOEHLER** Germany **BRITISH AMERICAN TOBACCO** UK **CARRIER** USA **CCC** Poland **MERCK** USA **LECTA** Spain **MAGIC LEAP** USA **LIDS** USA **MASSMART** South Africa **CATERPILLAR** USA **SAUDI ARABIAN GENERAL INVESTMENT** Saudi Arabia **CARNIVAL** United Kingdom **SHELL** Netherlands **AMG** Germany **CHRISTCHURCH CITY COUNCIL** New Zealand **CITY MART** Myanmar **MERCURY** New Zealand **SHOPRITE** South Africa **RIO TINTO** Australia/Singapore **ABDUL LATIF JAMEEL** Saudi Arabia **CENTRICA** United Kingdom **ROCHE** Switzerland **MAN** Germany **AMWAY** India **INSIGHT ENTERPRISES** USA **THE CHEMOURS COMPANY** USA **COSTCO** USA **UMW TOYOTA MOTOR** Malaysia **HUAWEI TECHNOLOGIES** China **SACO** Saudi Arabia **BELL CANADA** Canada **O.C. TANNER** USA **SKODA** Czech Republic **DAIKIN** Belgium **BENJAMIN MOORE & CO** USA **DAIMLER TRUCKS** USA **CENGAGE** USA **PT KAWAN LAMA SEJAHTERA** Indonesia **STANDARD BANK** South Africa **ULTRATECH** India **DAIMANI** Switzerland

Innovative and accelerated Implementation Approach for SAP Commerce Cloud

Journey from Fast Track Commerce to Base Store using Minimum Viable Product (MVP) approach



COVID-19: An urgent need for an online channel



Primark UK stores closing 'until further notice'

🕒 23 March 2020



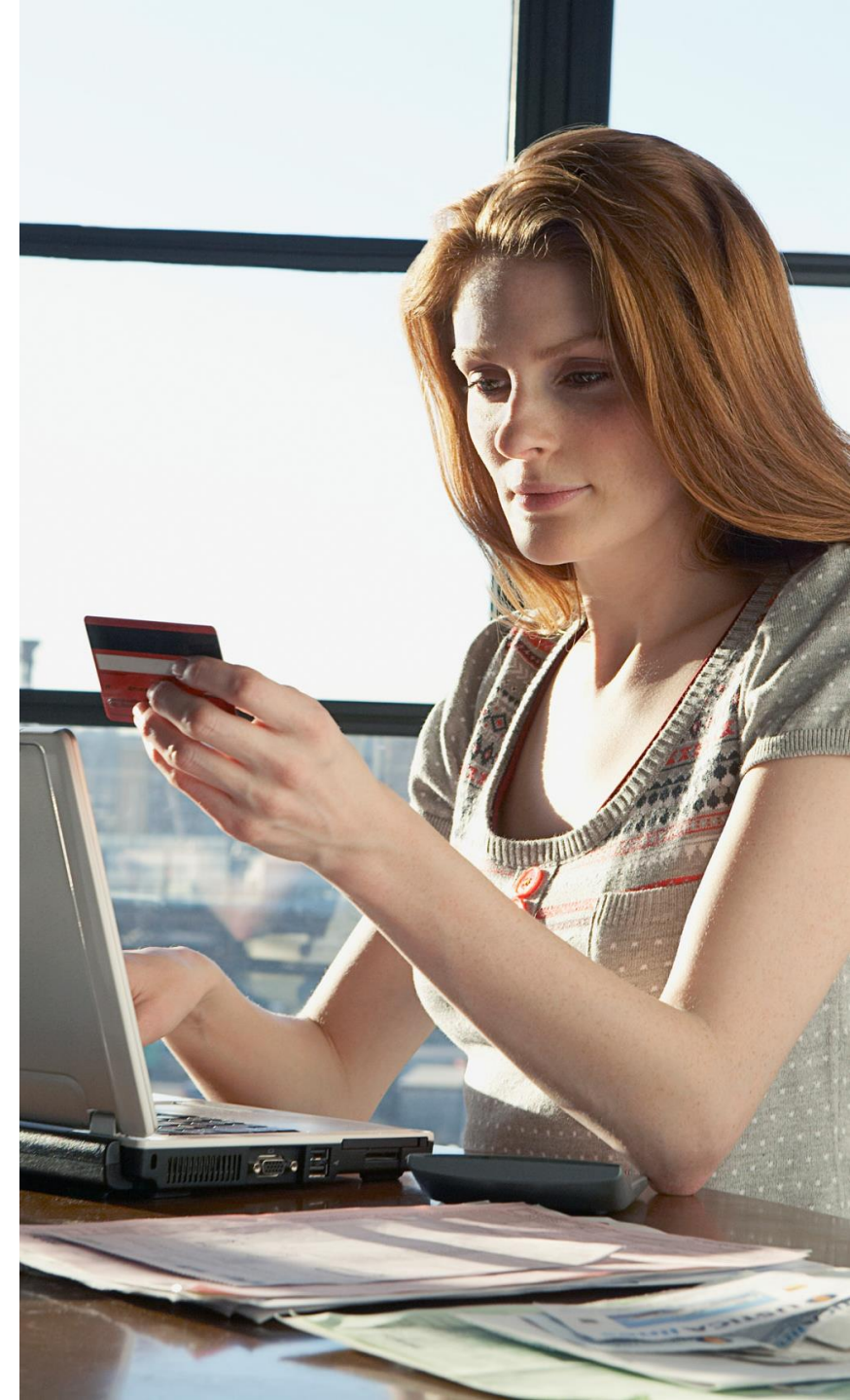
Coronavirus pandemic

Primark stores across the US, France, Spain and Italy have already shut their doors to try to contain the spread of the virus.

In response to falling demand, the firm has now stopped placing any orders for clothes to be made in the future.

It also has a large amount of stock in stores, warehouses and in transit that has already been paid for.

Primark does not have an online sales operation, so it orders and sells vast quantities of clothing through its network of brick-and-mortar shops.



Fast Track B2C for SAP Commerce Cloud

Start fast and grow



Base Store

- Integrated Order Management with Backend System
- Pre-packaged MVP template
- Customization & Google Analytics
- Customer branded UI & layout
- **Go Live incrementally**

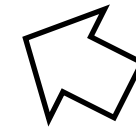


Fast Track

- B2C stand-alone online shop
- Pre-built system on CCV2
- One language, one currency
- One Payment Service Provider
- Customer logo & color
- **Go Live in 3 weeks**



Innovation Cycle 1



Customization

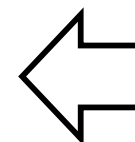
Tailor the shop to your specific requirements



Innovation Cycle n

Distinguish

Create your unique presence – Take the steps ahead of your competition



Pre-built foundation

Your essential functionality to sell online

Time



Fast Track B2C for SAP Commerce Cloud

The essential start of the online B2C sales

Highlights

- **Spartacus Storefront**, Standard Site Layout: Home Page, Headers, Footers
- **User and Guest User Registration**
- **GDPR compliance / Consent functionalities**
- **Integration to one hosted Payment Service Provider Integration**

... and a lot more

- Basic UX styling: Customer Logo and color
- 1 Language, 1 Currency
- Product catalog 1 staged and 1 Online
- Additional Product catalog support importing and setting up of the first 500 SKU
- Content catalog 1 staged and 1 Online
- Content Management via Backoffice and Smart Edit
- Solr Search with Facets on price and category
- Standard Product Pages with
 - Categories
 - Details
 - Images
 - Pricing (manual, Backoffice)
 - Availability (manual, Backoffice)
- Shopping Cart
- B2C Checkout for guests and registered users.
- Order confirmation via Email
- Wishlist, Save for Later
- Order History (Commerce default)

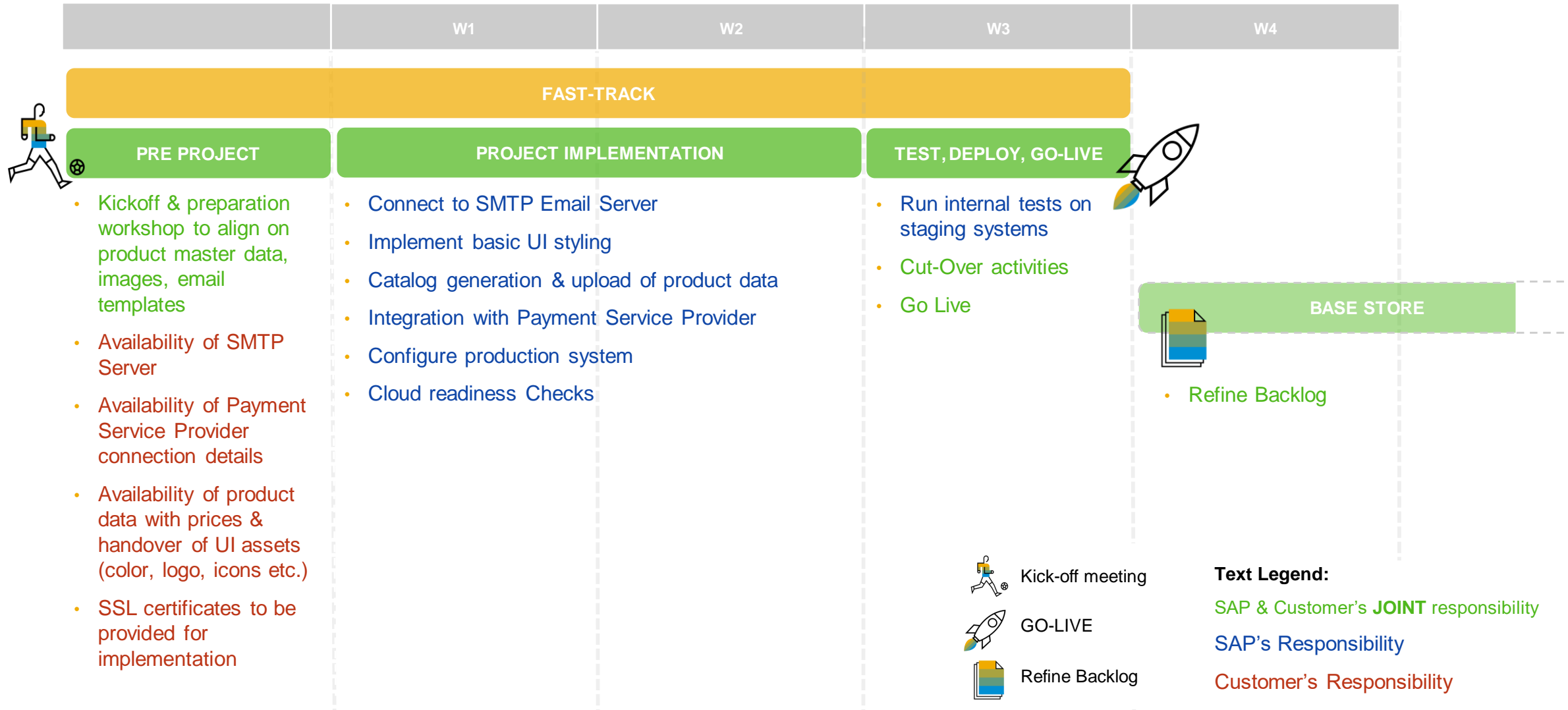


Fast Track

- B2C stand-alone online shop
- Pre-built system on CCV2
- One language, one currency
- One Payment Service Provider
- Customer logo & color
- **Go Live in 3 weeks**

Project Timeline

Make it happen!



Fast Track for SAP Commerce Cloud

Your benefits



Shortest time to Go Live

- ✓ Benefit from a pre-built Solution template
- ✓ SAP's best practices and implemented in 3 weeks



Quick Time to Value

- ✓ Start selling quickly
- ✓ Focus on your core business
- ✓ Leverage Commerce Cloud infrastructure and get updates, security and support by SAP



Pay as you grow

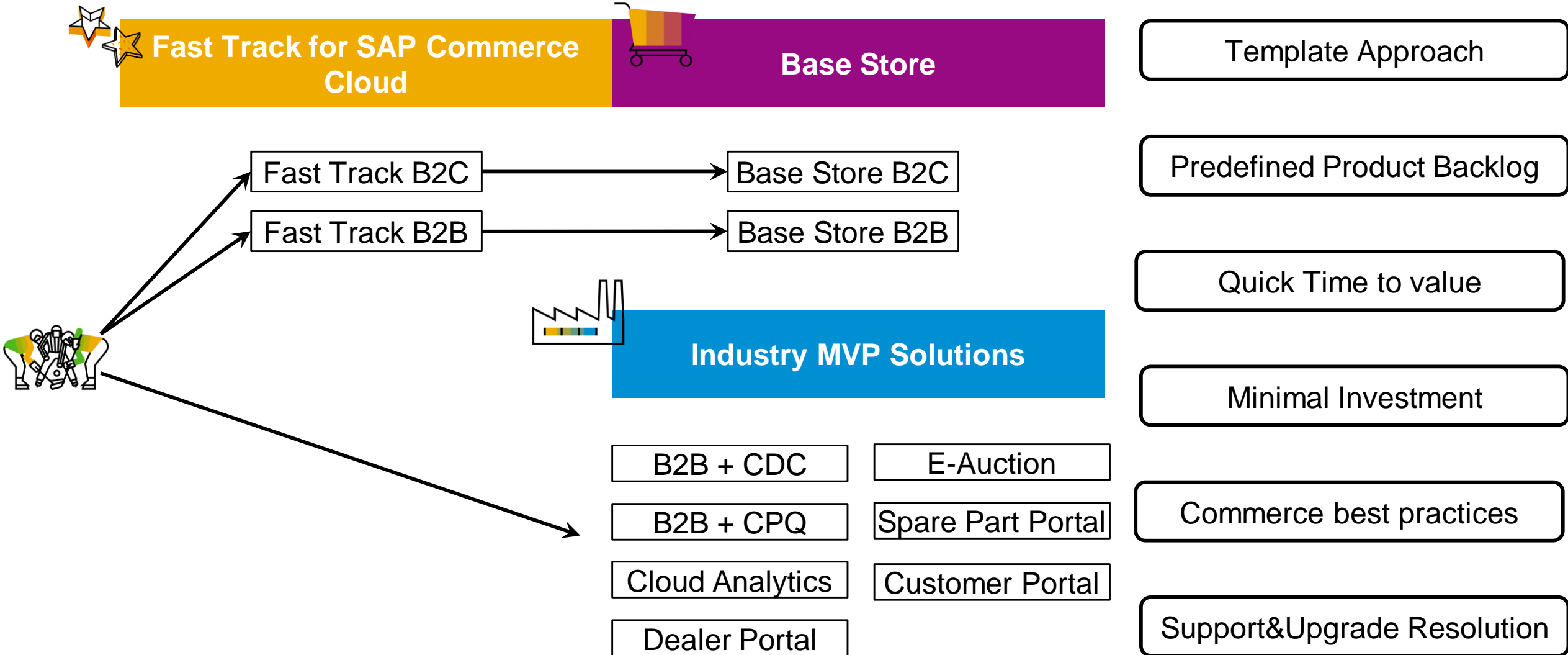
- ✓ Start fast with "must have" functionality and extend the functionalities to meet specific requirements
- ✓ Subscription Payment options available with support included



Global eCommerce expertise

- ✓ Leverage SAP's Design Authority and Global eCommerce expertise
- ✓ Aligned to SAP Commerce cloud roadmap

Fast Track B2C and further ready-made End-2-End solutions For Rapid Implementation of SAP Commerce Cloud



Fast Track B2B

For SAP Commerce Cloud

Fast Track B2B for SAP Commerce Cloud

Having the same Building Blocks as B2C

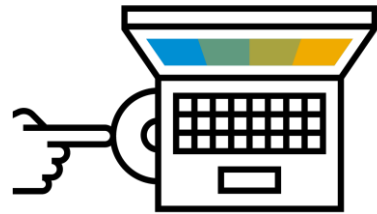


Predefined Shop

Pre-built documentation to kick start the project

- Vision & Scope Template
- Customer Questionnaire
- Data Templates
- Implementation Instructions

Go Live in 5 weeks



Automated Setup

Accelerate the time to setup the project code with automated scripts for setting up the base code foundation, followed by necessary configuration and clean up,

automatically.

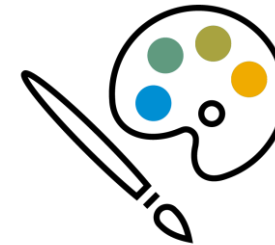


Data Templates

Ready to use Excel data templates for **Core & Product data**

Customers can easily fill the data in “**easy to use & understand**” excel templates

For B2B data is imported automatically through automated **Cron jobs**



Brand Colors

Every customer has their own color palette to resonate with their identity

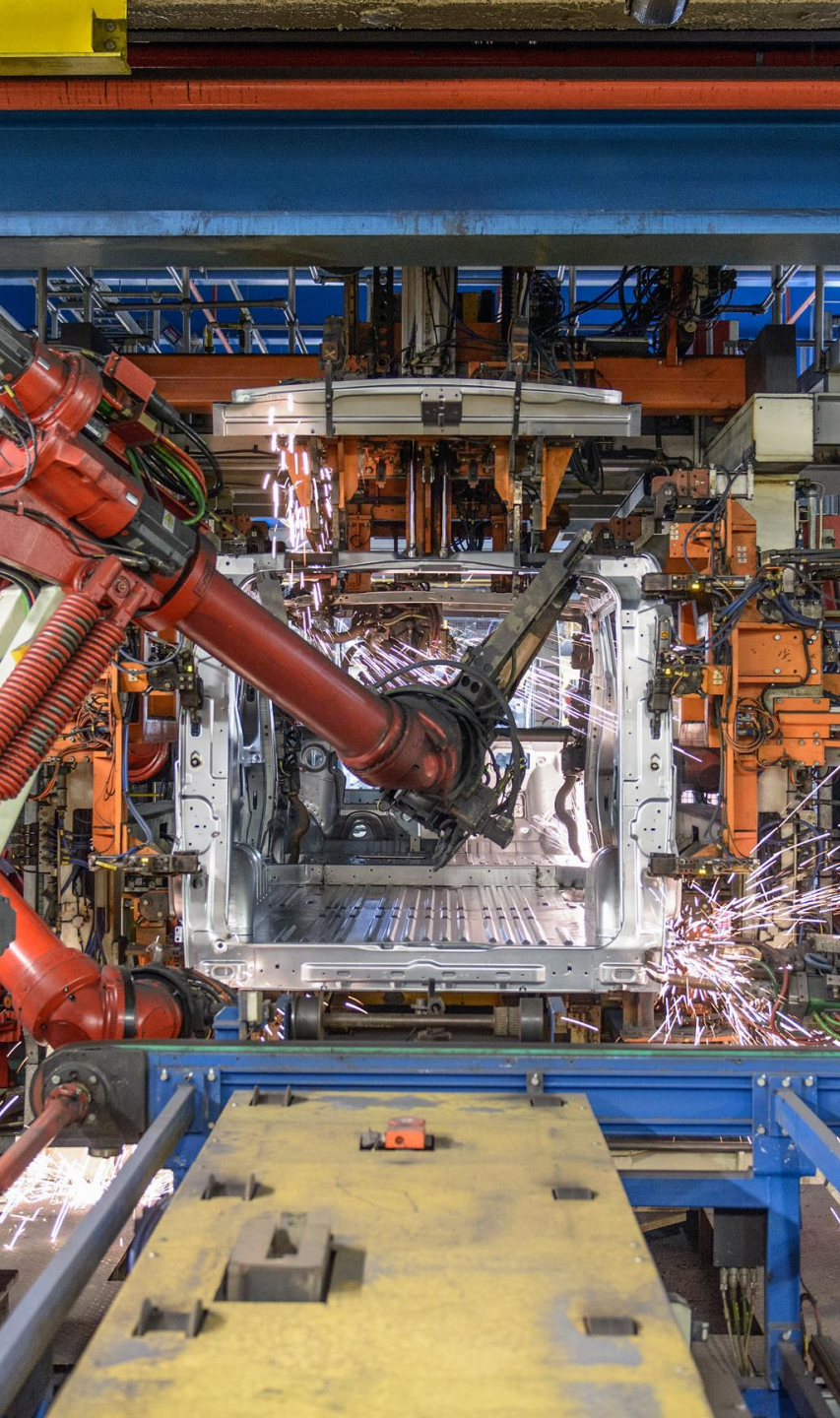
UX styling



Cloud Ready

Pre-built system setup for CCV2

Start in the cloud – the system is ready and set up!



Fast Track B2B for SAP Commerce Cloud

The essential start of the online B2B sales

Highlights

- Smart Hot folder integration for Data import of Master data.
- User and Guest User Registration
- GDPR compliance / Consent functionalities
- Order integration replication to S/4HANA

... and a lot more

- Standard Site Layout: Home Page, Headers, Footers, responsive UI
- Basic UX styling: Customer Logo and color
- 1 Language, 1 Currency
- Product catalog 1 staged and 1 Online, up to 5 additional Product attributes
- Additional Product catalog support importing and setting up of the first 500 SKU
- Content catalog 1 staged and 1 Online
- Content Management via Backoffice and Smart Edit
- Solr Search with Facets on price and category
- Standard Product Pages with
 - Categories
 - Details
 - Images
 - Pricing (manual, Backoffice)
 - Availability (manual, Backoffice)
- Shopping Cart
- B2C Checkout for guests and registered users.
- Order confirmation via Email
- Wishlist, Save for Later
- Order History (Commerce default)



Fast Track

- B2B online shop
- Pre-built system on CCV2
- One language, one currency
- Order replication to S/4
- Customer logo & color
- **Go Live in 5 weeks**

Base Store for B2C & B2B

For SAP Commerce Cloud

Customize your Fast Track Shop

Evolve towards the B2C Base Store



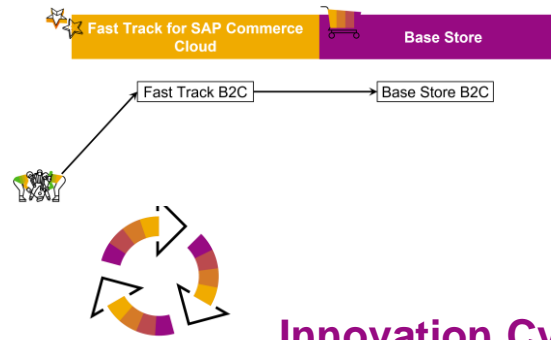
Base Store

- Integrated Order Management with Backend System
- Pre-packaged MVP template
- Customization & Google Analytics
- Customer branded UI & layout
- **Go Live incrementally**



Fast Track

- B2C stand-alone online shop
- Pre-built system on CCV2
- One language, one currency
- One Payment Service Provider
- Customer logo & color
- **Now Live!**



Innovation Cycle 1

Innovation Cycle n

Customization
Tailor the shop to your specific requirements

Distinguish
Create your unique presence – Take the steps ahead of your competition

Pre-built foundation
Your essential functionality to sell online

Time

B2C Base Store for SAP Commerce Cloud

Functionality Scope

- Customer-branded Visual Styling with Responsive UI
- Site Layout: Home Page, Banners, Headers, Footers
- Product Pages further enriched with Recently Viewed, Reviews, Product Comparisons, Vouchers and Standard Promotions
- Shopping Cart, B2C Checkout With Cart Abandonment and Persistence
- Integration for Products, Pricing, Customers and Order Management via default Integration to SAP Backend Systems / Hot-folder
- Ordering with Tax Calculation and Confirmation Via Email
- Re-order, Order Cancelation, Returns, computing Refunds, Wishlist
- Upsell, Cross-Sell
- Order History with details and Shipment Tracking
- Assisted Service Module (ASM), standard ticketing in SAP Commerce
- Google Analytics standard events: page views, product & category, completed orders
- CX Solutions native User Groups, Roles, Permissions for Omni Channel Storefront and Cockpits, including Backoffice



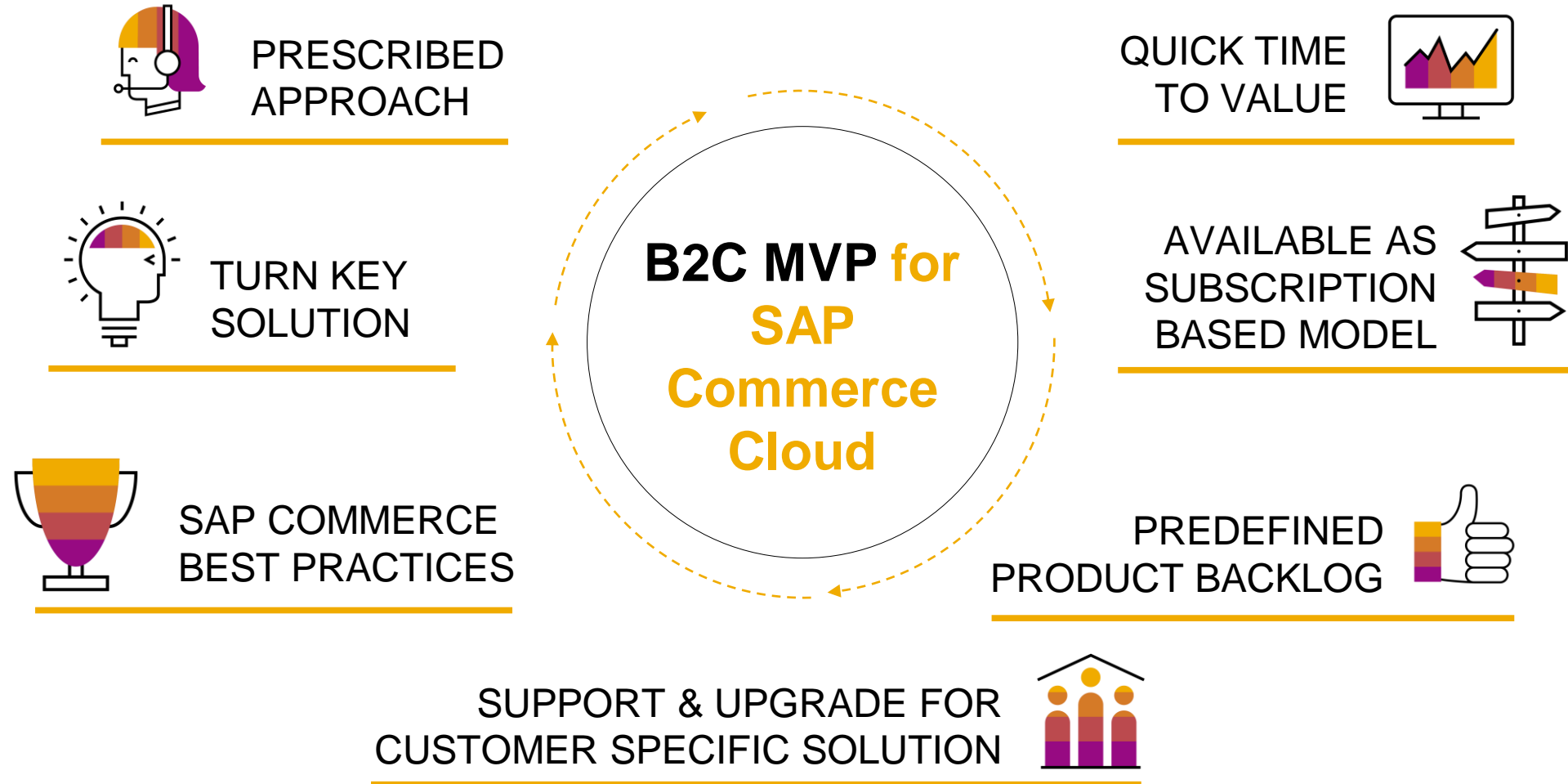
Base Store

- Integrated Order Management with Backend System
- Pre-packaged MVP template
- Customization & Google Analytics
- Customer branded UI & layout
- **Go Live incrementally**



B2C Base Store for SAP Commerce Cloud

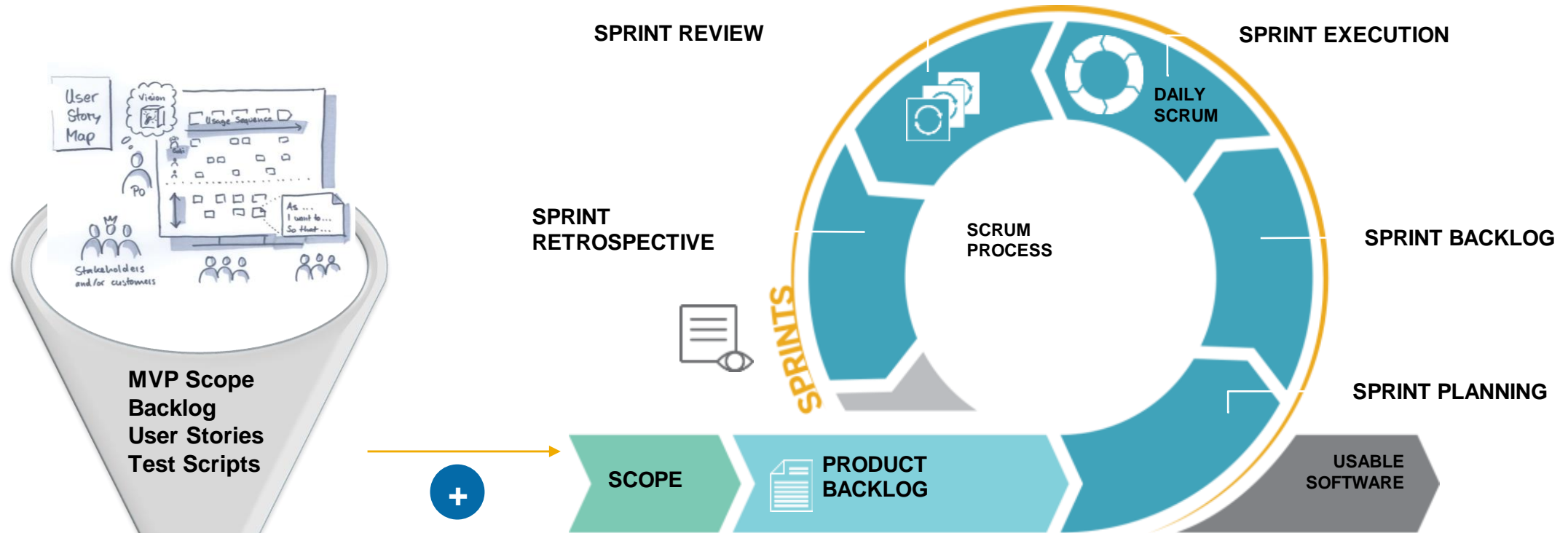
Benefits from an MVP & template based cloud implementation



SAP IBSO Solutions Delivery Methodology

Proven. Reliable. Agile.

B2C Base Store for SAP Commerce Cloud adopting Agile Project Methodology



Deliverables

- MVP preselected user stories from overall template
- Project plan
- Agile project content (Jira access)
- Automated test cases for major generic functionality
- Documentation

B2C Base Store for SAP Commerce Cloud using Experience Project Template & Business Process driven visualization

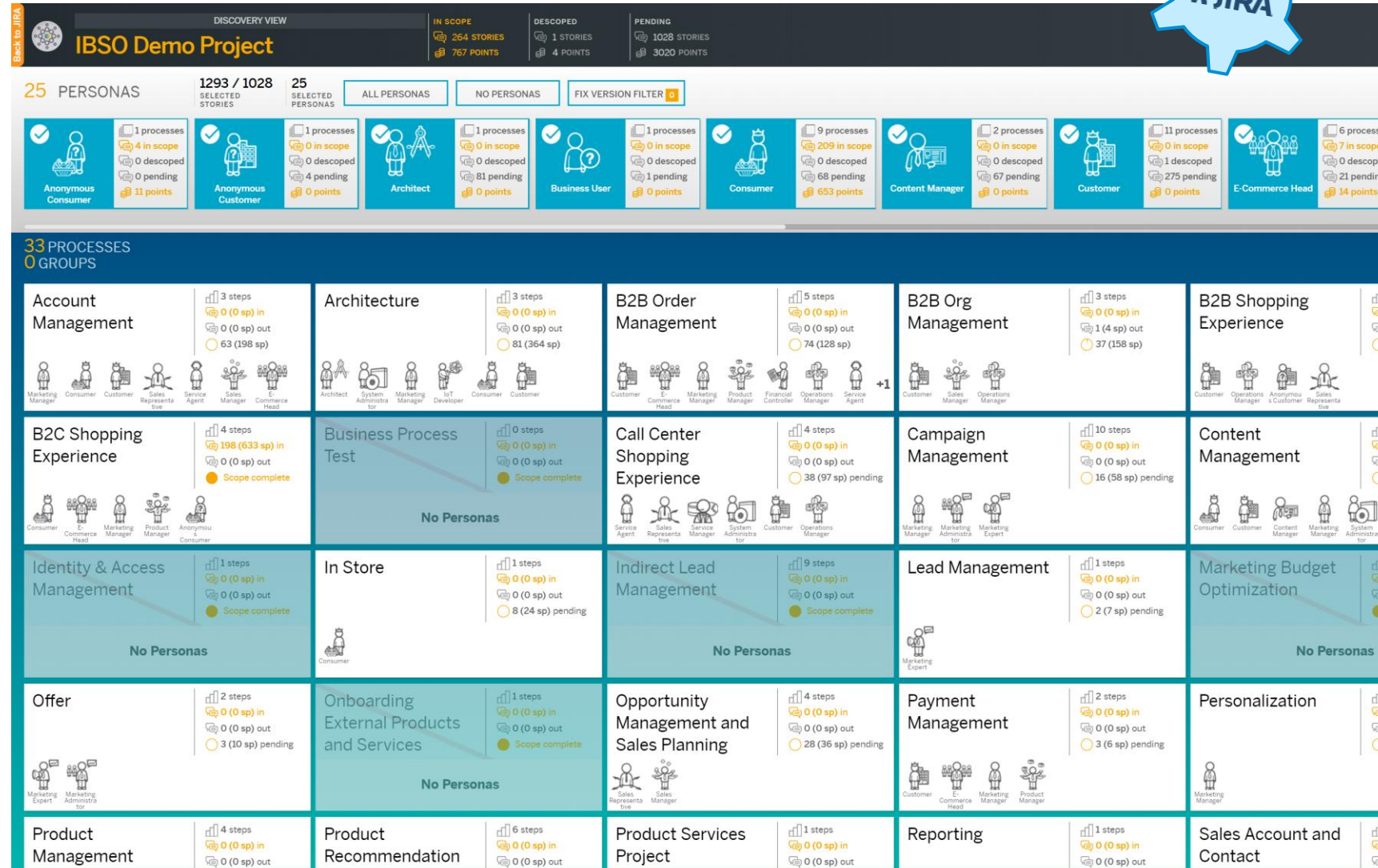


Process centricity

Think and work in the Process areas – this language is understood by IT and Business departments

Personas Overview for the different user groups

Transparency The complete Project scope is visible – to everybody, anytime



Not only close by
YOU are right in the middle!

Collaboration You as our customer has access to the same data and tools as the implementation team from SAP IBSO

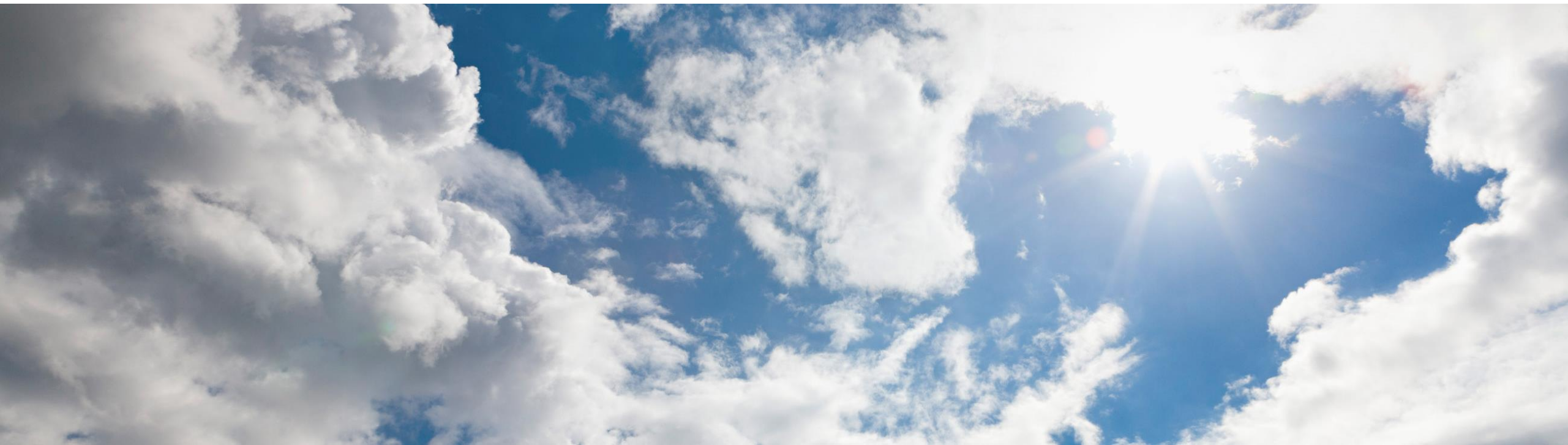
Dashboards Have the permanent overview on your implementation

Maximum Flexibility though implicit change management Transparency in the estimation of each User Story with the Story Points – gives the flexible possibility to exchange or complement the scope



Subscription based Model to consume SAP Commerce Cloud Solutions

Benefits of the Cloud Application Extension model for our
customers



Fast Track & Base Store delivered as SaaS

IBSO Cloud Application Extension (CAE)

The subscription fee is an „All-Inclusive“ package and includes:

- ✓ CAE service development
- ✓ CAE service support
- ✓ Compatibility to base software upgrades
- ✓ 24x7 support, incl. SLAs
- ✓ Operation
- ✓ Installation
- ✓ Data privacy compliance



Benefits of the subscription model:

- **Software as a Service**
- **No payment upfront**
- **Monthly Subscription** fee
- **Predictable costs** over subscription period (OPEX)
- **Operations & Support** included
- Aligned with **base software roadmap**

Thank you.



Laurent Douek
VP Innovation Officer
Innovation Services and Solutions
SAP Services

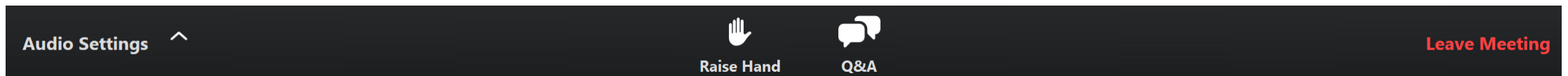


Karsten Illing
CX Global Program Lead and Solution Architect
Innovation Services and Solutions
SAP Services

<https://webinars.sap.com/it/sap-dbs-italy-for-intelligent-enterprise/it/home>

Questions & Answers

Raise your hand and talk live with us



Raise your hand to be unmuted and ask your question

