SAP Solution Brief | PUBLIC
SAP Customer Experience | SAP Commerce Cloud

The Advanced Digital Business Solution Available in the Cloud

THE BEST RUN SAP

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Seizing the opportunity to become a global digital business

Today your business is facing an unprecedented opportunity for growth as the Internet and commerce solutions make the entire world your potential market. If you're ready to take your business to the next level, then SAP is here to help you at every step of the way.

Perhaps you're looking for a commerce solution that will help you to go to market quickly and create highly targeted, relevant and exciting customer experiences across all touchpoints.

Or you want a fully functional omnichannel commerce solution deployed in the cloud for lower costs and less operational support so that you can focus on your core business.

You will need a flexible, but also highly scalable, solution that can grow with you and can easily handle the highest traffic peaks. You also want subscription options that are highly flexible and tailored towards your organizations' specific needs and growth requirements, with flexible pricing options such as pay-as-you-grow.

Finally, you are probably looking for an omnichannel commerce cloud solution that can grow globally with you, across multiple business units in a seamless, secure, and scalable way.

You've found it.

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Introducing the commerce solution you need right now

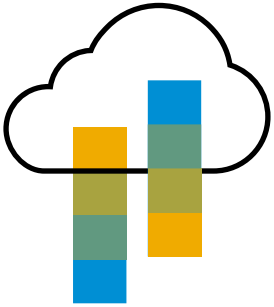
The solution you are looking for is called SAP Commerce Cloud. All around the world right now, in organizations of every size in every industry, this solution is driving digital transformations and it will do the same for yours.

SAP Commerce Cloud will help you to deliver personalized digital commerce experiences, simplify your digital transformation, reduce TCO, and accelerate time-to-value.

It can integrate all digital and physical customer touchpoints onto a single, robust platform - including online, mobile, point-of-sale, call center, social media and print - empowering you to deliver exceptional, seamless customer experiences, in any business, anywhere in the world.

Our single-stack architecture ensures a fast time to innovation, drives the best total cost of ownership and offers maximum flexibility for extension and customization.

A customer-centric approach to channel integration empowers you to deliver customer experiences that boost loyalty and increase sales.



Built for B2B, B2C and B2B2C, SAP Commerce Cloud will help your organization to **thrive in today's digital economy.**

Introducing the commerce solution you need right now

Completely transform your digital business from the ground up

Everything you need to succeed

A complete solution

So much to do, and it's all taken care of

Delivered in the cloud

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Completely transform your digital business from the ground up

Core commerce
SAP Commerce Cloud is an omnichannel solution that integrates your digital and physical touchpoints in one system to take care of customers' orders across all channels quickly, securely and reliably.

Customers can easily find what they want with advanced search and navigation. The built-in omnichannel storefront enables you to serve your customers with a single storefront (or multiple storefronts), whether they are using their mobile phone, tablet, or any other form factor. Individually tailored content, promotions and recommendations help drive conversion.

Core capabilities include:
- Omnichannel storefront
- Search and navigation
- Recommendations
- Shopping cart
- Wish list
- Checkout

Product content management
Product Content Management lets you manage all your product content from a single information repository. You can organize multiple catalogs in numerous languages and content including attributes, images, editorial content, and videos. You can also enrich descriptions and engage customers with user-generated content.

It is a single source of truth that helps ensure content consistency across all channels while also supporting collaboration, via built-in workflows, between departments, reducing time to market and cutting costs. It helps simplify product content management, while improving productivity and efficiency.

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Customer experience
The Customer Experience product helps you to manage Web content across channels - including online, mobile, and Internet - using a single, intuitive interface. Create and reuse content across multiple touchpoints and devices and quickly build and manage Web sites.

Personalization helps increase average order value and maximize value by tailoring content to a shopper's history and behavior. You can segment your customers and create rules to deliver relevant product selections, recommendations, and promotions. You can promote top sellers and niche products based on customer preferences, and evaluate shopper behavior in real time for true one-to-one marketing.

Order management
Order management helps manage customer engagement to improve the shopping experience from start to finish. You can configure availability-to-sell rules and offer convenient omnichannel fulfillment options. It not only supports B2C cases but also complex B2B omnichannel order fulfillment scenarios including sourcing, consignment, complex orders, and delivery options. Customer self-service tools help provide a fast and efficient return service.

A single view of inventory, shipping, and returns helps streamline order management. You can run fulfillment operations simply and efficiently, optimizing order allocation, cutting shipping times, and lowering costs.

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Bundling
SAP Commerce Cloud enables bundling to combine products and services and create unique, personalized offers. It gives you tools to easily configure, manage, and sell complex bundles via visual and declarative methods. You can define flexible pricing rules to promote bundles. Definitions have inheritance properties to help in developing bundles and there are many templates to use as starting point.

You can promote bundles through personalization and merchandising to drive conversion. Definitions can be used for guided-selling, reducing the buying friction and simplifying the buying process for complex products. Bundling is designed for both B2C and B2B, helping to increase the average order value and simplify the buy process.

Accelerators
Accelerators can help get your digital business up and running faster. Sample deployment embeds best practices for deploying many key capabilities and modules of the solution.

There are two cross-industry accelerators, one for B2C industries like retail and consumer products and one for B2B segments like wholesale distribution and manufacturing. There is also an accelerator for the Chinese market. Additionally, there are several industry-specific accelerators:

- Telco and media
- Financial services
- Travel
- Citizen engagement

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Platform
SAP Commerce Cloud is designed for superior data management. It ensures consistent, high-quality information across all channels and is:

- Built on an innovative, standards-based architecture
- Easy to extend, integrate, and maintain
- Complete with technologies for elastic scaling and quick deployment
- Easy to manage with built-in self-service

Integration
The solution will speed up data integration and validation for experience-driven commerce strategies with accurate and consistent master data at the core. Using SAP Cloud Platform Integration, you can create robust digital commerce experiences that simplify existing commerce channels, unlock efficiencies, and open up new opportunities for growth.

SAP Commerce Cloud has pre-built integrations, also using SAP Cloud Platform Integration, to many SAP solutions for customer engagement, SAP core business systems and other solution extension.

These include:

- SAP Marketing Cloud
- SAP Service Cloud
- SAP Customer Data Cloud
- SAP S/4HANA
- SAP ERP
- SAP Hybris Digital Asset Management Cloud by Opentext

Forrester rates SAP Hybris a leader for B2C and B2B Commerce Suites

Source: The Forrester Wave: B2C Commerce Suites, Q1 2017 and The Forrester Wave: B2B Commerce Suites, Q1 2017

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SAP Commerce Cloud is built with cloud-native capabilities for agility, scalability, and flexibility in its architecture and offers a 99.95% SLA. The customer benefits include:

Rapid Onboarding
- Immediate access to development, staging and production environments
- Standard configurations optimized for running Commerce Cloud
- Azure SQL database-as-a-service

Self-service Portal
- Environment management
- Continuous integration and delivery pipeline
- Backup and restore
- User management
- Build and deployment management

Upgrades and Best Practices
- Application Lifecycle Framework
- Automated cloud application level code checks and quality gates
- Access to latest releases
- Cloud Platinum upgrade package

Infrastructure Scaling
- Automatic scaling to handle your traffic peaks

Infrastructure Monitoring & Management
- Infrastructure monitoring 24/7 with alert functionality
- Proactive database health and performance monitoring
- Continuous server management, OS patching, and security updates

Disaster Recovery and Backups
- Standard Recovery Point Objective (RPO) of 1 hour and Recovery Time Objective(RTO) of 24 hours
- Premium offering with RPO of 5 minutes and RTO of 4 hours
- Automatic weekly full database backups and hourly incremental backups

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Everything you need to win in the global digital marketplace

SAP Commerce Cloud is a state-of-the-art omnichannel platform that will help you to win more customers through more channels. It's a reliable, industry-leading commerce solution with which you can engage your customers through a meaningful and consistent shopping experience, regardless of device.

It delivers:

- **True omnichannel engagement** - with comprehensive tools and capabilities for seamless customer engagement via any touchpoint
- **Comprehensive end-to-end commerce capabilities** - including product content management, experience management, and order management, enabling you to differentiate, grow, and win
- **Personalized customer experiences** - to interact, engage and transact with customers
- **Adaptability** - with a solution that can be structured and extended to differentiate your business
- **Multiple industry support** - with built-in industry-specific accelerators to get you up and running fast and cost-effectively
- **Flexibility** - supporting business of all sizes, from global brands to small businesses, as well as B2C, B2B, and B2B2C business models
- **Scalability** - thanks to a platform that can grow with you
- **End-to-end customer engagement** - with pre-built integrations to SAP customer-facing solutions as well as SAP business core systems

Everything you need to win in the global digital marketplace

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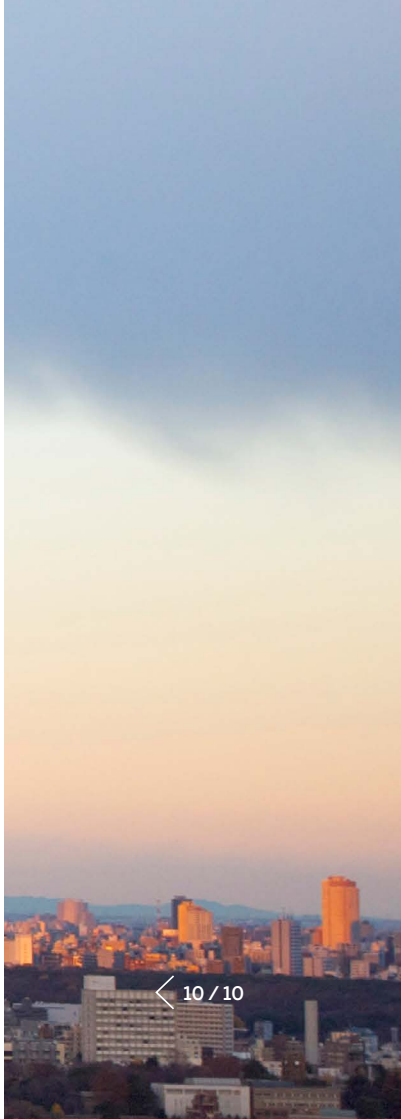
Summary
SAP Commerce Cloud is a complete digital business solution that can integrate digital and physical customer touchpoints onto a single, robust platform, helping you deliver exceptional, seamless customer experiences anywhere, anytime. It's safe, secure and protected by state-of-the-art security and authentication technology.

Objectives
- Seizing the opportunity to become a global e-commerce business
- Lower set up and running costs
- Innovate and differentiate to grow, thrive, and win in the digital-first economy
- Deliver a consistent, personalized digital commerce experience
- Enhance your competitiveness and increase efficiency in how you engage and sell to your customers

Solution
- Brings you a world class platform in the cloud
- Digitalizes your business with a flexible, robust, and comprehensive commerce solution to innovate, test, differentiate, and win customers
- Features one platform to support all go-to-market models
- Includes industry-specific capabilities
- Incorporates pre-built integrations to SAP core business systems

Benefits
- Contextual, personalized and relevant customer experiences
- Increases sales and revenue
- Agility and flexibility to test and innovate
- Accelerates your time-to-value
- Low total cost of ownership

Learn more
To find out more, call your SAP representative today or visit us online at sap.com/commerce.



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