SAP Customer Experience LIVE

On Demand Replays for Retail

THE BEST RUN **SAP**

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Get actionable ideas for creating experiences
customers want

Learn How doTERRA Drives 5x Growth with SAP Customer Data Cloud and SAP Commerce Cloud Solutions

Hear the CIO at a world-leading essential oil company, doTERRA, discuss how the company is tapping into the power of trusted customer data to drive amazing customer engagements at massive scale across e-commerce and service channels. See how SAP solutions help the business better understand and build trust with its customers, while unifying customer experience across multiple properties and regions, and establishing the foundation for growth beyond $5 billion in revenue over the next five years.

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Discover Whats Next for Office Depot on SAP Commerce Cloud

Office Depot is a highly experienced SAP Commerce Cloud solution customer. Join this session to hear this American retailer of office supplies explain why it selected SAP Commerce Cloud. Learn what the company achieved by rolling out the solution in various countries, hear about the lessons it learned, and discover how you can use the solution to reach the level of performance that's crucial for success in your business

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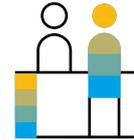
Decode the Customer Experience: What Customers Really Want

What are your customers expectations when it comes to your brand and how you deliver service? What role does technology play in creating customer experiences that increase loyalty? Join this discussion on what really makes a customer experience and how technology is influencing customer expectations.

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KIT: Enhancing Customer Experience and the Role of the Store Associate

Modern retailers need to recognize that their store associates are pivotal in helping retailers succeed in the 21st century. Learn how KIT enhances the role of the store associate and improves the customer experience. See how it helps drive sales with assisted selling and store operations, a 360-degree view of the customer, and enhanced communications along with machine learning and image recognition.

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Empower the Connected Customer

Discover Shell Retails global journey in using the SAP Commerce Cloud solution to connect with the end customer through mobile channels anywhere, anytime. Launching a multitude of customer value propositions like its Fill Up and Go, click and collect, car wash, and license plate recognition services all powered by SAP Commerce Cloud Shell will be able to provide a better customer experience for motorists around the globe.

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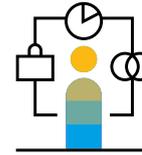
See Who Your Customers Really Are

Assuming that you know who your customers are can cost you money, while machine learning that helps eliminate stereotyping can uncover new sales opportunities for your brand. Panelists share their experiences in improving customer engagement and gaining competitive advantage by developing marketing strategies that incorporate people of different cultures, identities, and abilities with cross-generational intelligence. Move your business beyond bias and let your customers see who YOU really are.

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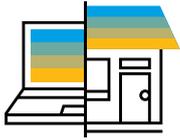
Deliver Frictionless Purchasing Experiences with Order Management Capabilities from SAP

Consumers do not think in terms of sales channels. Rather they perceive the retailer as a brand and expect consistency across all channels. This session shows how SAP helps our customers achieve seamless order management across all channels, with real-time inventory availability and dynamic order sourcing logic through to order execution and last mile delivery. Learn how to improve customer satisfaction while at the same time optimizing inventory and managing fulfillment capacity constraints.

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Find ways to engage today's
food & beverage shoppers

Master Online Grovery Fulfillment
Click and collect or delivery? In-store, dark store, or warehouse fulfillment? Outsourced, crowd-sourced, or in-house? Robots or autonomous vehicles? Deciding how to fulfill online grocery orders can be confusing and overwhelming. Hear industry experts explain how you can fulfill your customers' online grocery fulfillment expectations without breaking the bank.

Watch replay now

Discover the Business Strategy Driving Breakthru Beverage Groups Approach to Customer Experience
Breakthru Beverage is a family-owned and operated company delivering world-renowned wine, spirits, and beer brands to the doorsteps of North Americas retail, bar, and restaurant businesses. In this strategy-focused discussion, a representative will detail the key business drivers for Breakthrus approach to customer experience. Hear about recent projects and near-term priorities, as well as a long-term view for the companys growing business.

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Ensure Future Growth Through Digital Transformation Placing Your Farm at Your Fingertips
Ballance, a New Zealand farmer-owned co-operative, helps its customers to farm more productively, profitably, and sustain-ably. Learn why, for any organization in any industry today, a customer-centric digital business framework is essential. By placing SAP C/4HANA, SAP S/4HANA, and Esri software at its core, Ballance has created a unique blend of the e-commerce and a gri-tech worlds. Ballance is not only readying itself for the digital future, its already operating within it.

Watch replay now

**Swinkels
family brewers**

**Toasting Innovation: Digital Transformation at Swinkels Family Brewers**

Alex Atzberger is joined on stage with Anke Swinkels, Chief Innovation Officer of Swinkels Family Brewers in the Netherlands. They discuss how this 300-year-old family-owned brewery uses SAP technology to innovate today, including using SAP Cloud for Customer to successfully launch sales and distribution for their new brewery in Ethopia, and collaborating with SAP Customer Experience Labs to digitally transform the customer experience of ordering a beer.

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Explore the future of fashion & beauty
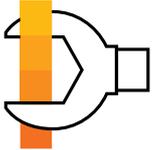
FitFlop + Tacit Knowledge's Packaged Solution for SAP = ROI in Three Months
Using a cutting-edge headless commerce architecture and prebuilt integrations, implementation costs and time can be reduced by over 50%. FitFlop launched on ncommerce, built by Tacit Knowledge, just over a year ago and had ROI in just three months, driving triple-digit increases in both mobile and desktop conversion rates immediately.

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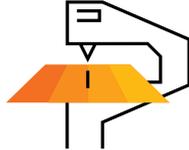
Discover How Fashion Brands Can Win in B2BChannels
Digitalization of business-to-consumer channels started more than a decade ago in the fashion industry, but the digitalization of business-to-business (B2B) channels is happening now. Join this session as we discuss the best practices to win in this area. Learn how fashion brands are prioritizing scope and justifying investment, who the main players are, and why B2B digital transformation is happening now.

Watch replay now

Explore Best Practices and Functionalities for Accelerating Digital Transformation in B2B Fashion
Learn why Pentland, a global business providing footwear fashion and brands, selected the SAP Commerce Cloud solution to boost its B2B business. Find out which functionalities and best-practices were identified as critical in the selection process for SAP Commerce Cloud and how these helped Pentland to go live in only 18 weeks. Join us to see what benefits Pentland has achieved so far.

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### New Era Caps: A Lifestyle Brand in the Digital Age

Getting consumers from point A to point B – no matter how efficiently – is no longer enough to earn their loyalty. Stand-out companies in the market today set them- selves apart by delivering once-in-a-lifetime experiences. Alex Atzberger introduces SAP CMO Alicia Tillman to discuss how creating experiences that get to the heart of consumers' wants and needs – that reflect shared purpose – helps foster life-long customer relationships.

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Deep dive into new technologies
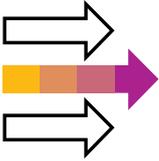
Deliver Value with Augmented Intelligence
Increase the performance of your compensation plans with deep insights into what incentives are driving the best performance, without relying on IT or data scientists. Use artificial intelligence and machine learning with your commissions data, empowering business users to identify key sales performance insights with out-of-the-box integration and zero implementation.

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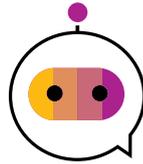
Get Acquainted with the Chatbot for SAP Commerce Cloud
Be one of the first to get your hands on the new front-office chatbot for SAP Customer Experience solutions. Built using SAP Conversational AI services, the bot is preintegrated into the SAP Commerce Cloud solution and helps retailers and brands to enrich their experiences with a new, messenger-based commerce channel.

Watch replay now

Discover the Intelligent Enterprise from SAP: Retail Innovation and Vision
Never before have retailers faced so much change. Global digitalization changes the way customers interact with retailers and puts pressure on the traditional retail model. It also offers huge opportunities for retailers. Come hear about the Intelligent Enterprise for retail and see how the next generation of enterprise software systems can empower retailers through process automation, proactively respond to customer needs, and effectively use data assets to achieve desired outcomes.

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Innovate the Shopping Experience with New Technologies and Integrations
Companies are often trying to strike a balance between stability and agility while creating innovative customer experiences. SAP Customer Experience Chief Innovation Officer Eugenio Cassiano and Brickwork CEO David Munczinski show how you can utilize new technologies like machine learning and AI, and blend the online/in-store experience to deliver a richer overall customer experience.

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Transforming the Customer Experience through Big Data
Watch this panel discussion to hear female warriors from representative companies of the Women in Big Data Forum describe how theyre using Big Data technologies to change the face of customer experience. Learn how AI, ML, and Big Data can be a game changer in helping sales, service, and marketing provide exceptional customer experiences across all interactions. Hear how these executives have mastered the art and science of using data as an agent for transformation and business change.

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Pick up some new roadmaps

Dive into Our Road Map and Discover the Future of SAP Customer Data Cloud
Caught our keynote, but want more? Join us for a deep dive into our upcoming product road map. Find out how well connect customer data with master data management, the ways well continue to optimize the end-to-end customer journey, and much more. Learn how well continue to innovate around our core solutions SAP Customer Identity, SAP Customer Consent, and SAP Customer Profile while working toward a future where every part of the enterprise benefits from the power of trusted customer data.

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Look Ahead at the Road Map for SAP Commerce Cloud
Get an overview of the guiding principles and strategy for innovating the SAP Commerce Cloud solution. You'll gain insight into the short- and long-term road map, as well as key focus areas such as machine learning, customer experience, product content management, and integration. Join this session and learn how SAP Commerce Cloud is enabling you for success.

Watch replay now

Take a Look Down the Road: SAP Marketing Cloud Road Map for 2019 and Beyond
Don't miss this session on what is in store for the SAP Marketing Cloud solution next year. Get a closer look at our plans so you can begin to think about the marketing strategies you will want to put into place. We are excited to share with you the many innovations we have planned, including future plans for AI and machine learning; how SAP Marketing Cloud will help B2B marketers including ABM; how SAP is improving the user experience; and much more!

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SAP Customer Experience

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