SAP Customer Experience

SAP Information Sheet

SAP Marketing Cloud
Portfolio of Services

THE BEST RUN **SAP**

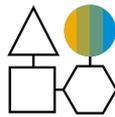**Portfolio of Services**

Summary

SAP solutions for marketing empower your business to understand its customers and to engage with them intelligently: nudging them towards purchase instead of distracting them. Build dynamic profiles of your customers and use them to gain deep insights so you can adapt to both their needs and market trends. Deliver personalized experiences in real-time, increasing conversion rates and gaining loyalty. Gain real-time transparency into the performance of your marketing plans, giving you the agility to change, track and seize new opportunities.

Objectives

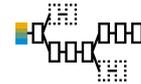|				
Are you aware of all capabilities and best practices?	Is your implementation facing specific challenges? Would your project benefit from an independent expert validation?	Do you have a clear vision on how to set up your ongoing Marketing operations for success industry best practices?	Do you want an expert opinion?	Are you a partner interested in fine-tuning your implementation methodologies?

Increase your project quality, achieve a faster time-to-market and a better return on investment.

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Success Guarding services: give customers and partners the opportunity to increase project quality in deployment phase. Our experts are available to provide an independent point of view on your plans in key implementation areas and help you mitigate project risks, remove potential roadblocks and validate your best path forward. Success Guarding services combine with all project methodologies used by your own IT teams or your implementation partners.

- **Project and Operations Review:** is a 3 to 4-week- custom-tailored engagement with significant presence onsite. You will be able to validate your project and marketing operations plans. SAP experts will review your anticipated business scenario in marketing operations area and proceed to a quality assessment. Our objective is to help you identify areas for improvement, remove roadblocks, mitigate risks and gaps, so you can experience a successful go-live.

- **Technical Design Review**: is a 3 to 4-week custom-tailored engagement with significant presence onsite. This technical engagement by nature allows you to connect with experts and validate your plans in area of technical architecture, application logic configuration, integration and data models.

Portfolio of Services

Optimization Services: are designed to provide an in-depth overview of recommended practices in specialized areas, and ultimately help you increase your solution adoption and satisfaction.

- **Project and Operations Guidance:** is a 2 to 4-week custom-tailored engagement with some presence onsite to help you set your journey up for success. Through exchanges with SAP experts, you can learn about and incorporate recommended practices into your project plans. This service also helps you optimize your ongoing marketing operations and empower your team with foundational knowledge.

- **Technical Design Guidance:** a 2 to 4-week custom-tailored engagement with some presence onsite to help you design your solution to efficiently support your business goals. You will learn about optimum technical solution architecture and most common mistakes.

- **Reporting Guidance:** a custom, 2-week-long engagement to set your organization on the path of fact-based decision-making. Learn about reporting best practices and get advice on the right reporting strategy for your organization.

- **Advanced Analytics Guidance:** a custom, 2-week long engagement to enable your organization to leverage complex analytics capabilities such as machine learning, heuristic scoring, and build a customized advanced analytics scenario.

- **Cloud Migration Guidance:** a custom, 1-to-2-week long engagement to help you find your most effective path to move to the cloud. Creating a realistic plan, learn about best practices, and set your migration project up for success.

Learn more
For more information please visit us online at:
https://cx.sap.com/services/expert-services/marketing.

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