

HISTORIAS QUE TRANSFORMAN

Procesos de Innovación con **SAP** y **GBM**



AGENDA



Visión - SAP CX Portfolio



Beneficios de Sales Cloud v2



Metodología de Implementación



Claves del Éxito



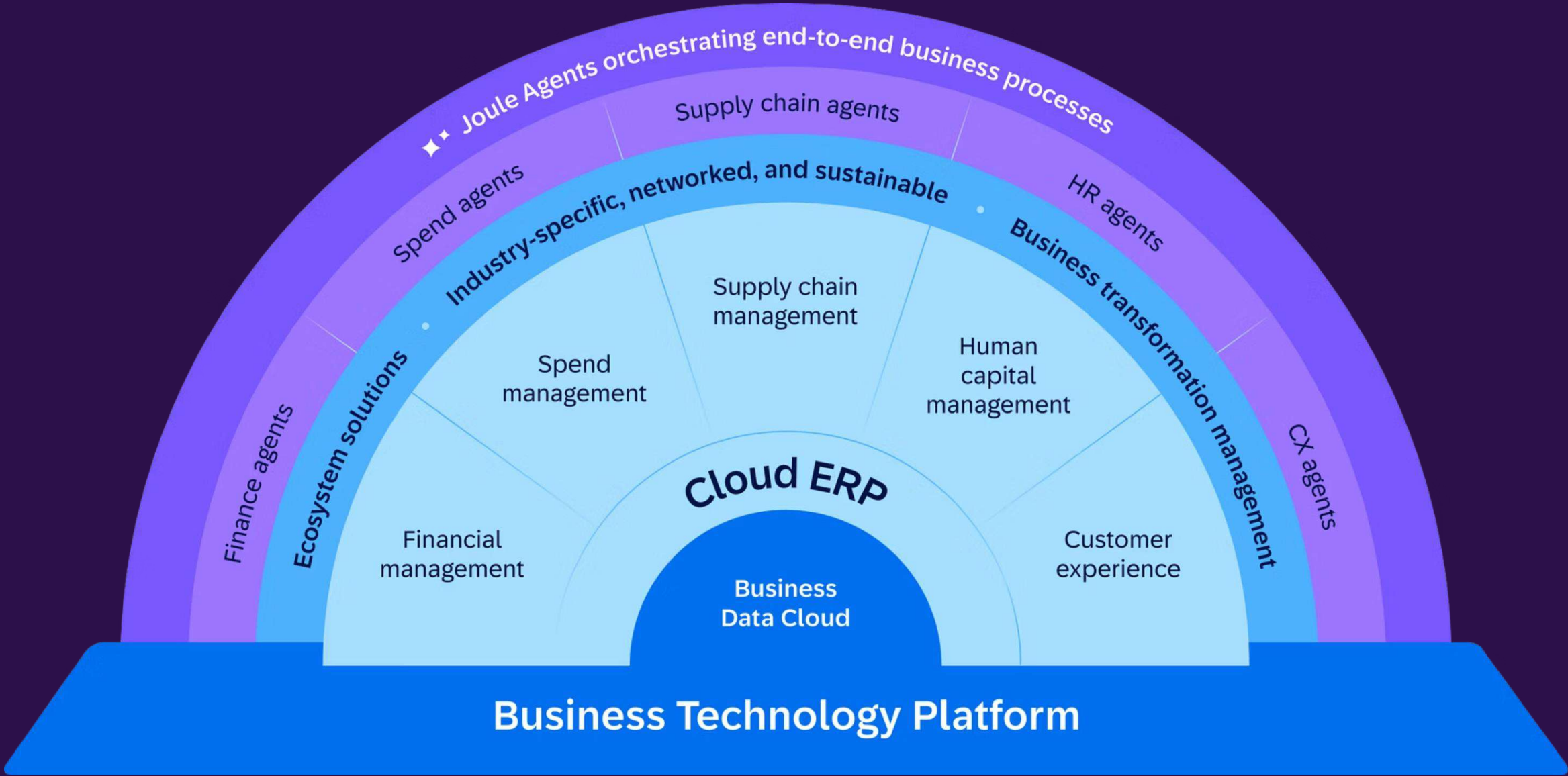
01

Vision – SAP CX Portfolio

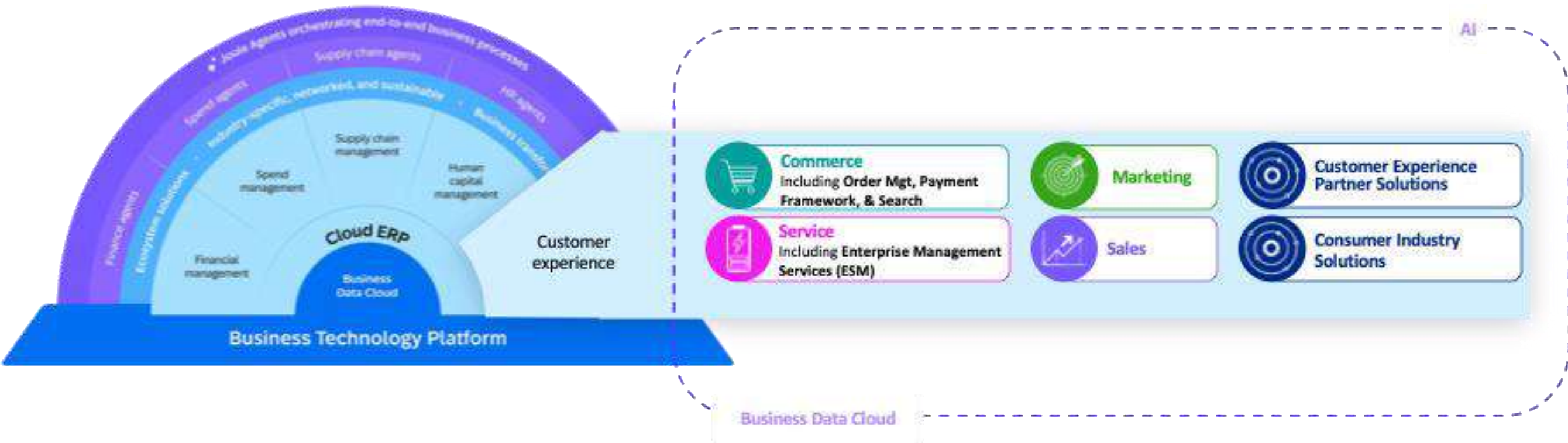


SAP Business Suite

Seamless interconnected end-end business processes delivered in the Cloud



SAP Business Suite and Customer Experience portfolio



Commerce & OMS

Drive profitable and sustainable commerce outcomes with agility, across any business model at scale.

>€30 Billion

Commerce Revenue and 100% uptime during the 2023 holiday shopping season

Marketing

Increase customer lifetime value with data-driven personalization in real-time via automated omnichannel journeys.

1.9 Billion

Personalized Recommendations Monthly

Sales

Increase Top Line Revenue Growth by empowering sellers with intelligent recommendations.

1.2 Billion

Sales Orders Under Management

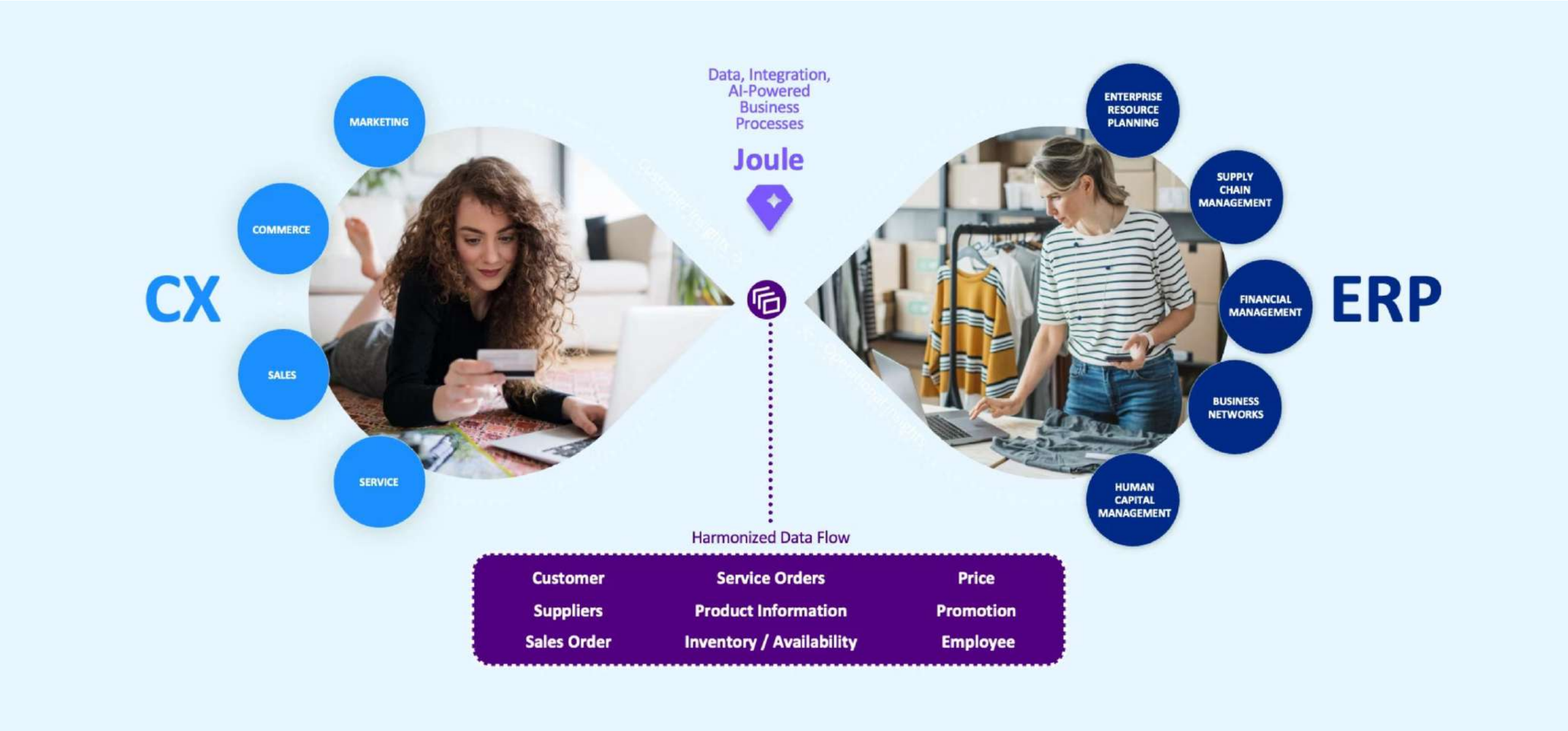
Service

Deliver cost savings via a real-time service platform enhancing resolution from predictive, automated, and agent-assisted interactions.

>4 Billion

Customer Records & Interactions

SAP Business Suite with CX and AI deliver better and faster business outcomes



02

Beneficios de SAP Sales Cloud v2



SAP Sales Cloud (V2) Functional Overview

Agent Desktop

- Customer led insights
- Interaction/activity timeline
- Internal notes
- Knowledge search
- Embedded inquiry flows
- Communication Channels Integration

Insight through Real-Time & Predictive Analytics

- Analytics Cloud embedded
- Embedded & custom dashboards and reports
- KPIs, embedded & ad hoc reporting
- Local & global administration

Solution Finder

- SAP Knowledge Central by Nice*
- Integrate with existing knowledge base
- Context-sensitive recommendations
- Easily share content with customers

*Additional license required (SAP or Partner solution)

Collaboration

- Notifications
- Microsoft Teams integration

Platform

- Real-time, scalable, high performant
- Hyperscale hosting
- CI/CD



Case Management & Case Designer

- Case Routing
- Workflows, notifications, approvals
- Visual designer and case types
- Types, steps & phases
- Status, notes, SLA
- Service level agreements
- AI driven
- Service Orders & Returns

Channel Orchestration

- Widget & API based CTI integration with preferred vendors (phone, chat, messenger, social, bot, etc...)
- Multisession
- Email management (native)
- Self-service extensibility with API
- IOT extensibility via API

Integration brings quick time to value

- SAP S/4HANA
- SAP BTP
 - Intelligent technologies
 - Analytics
- SAP Build Apps
- Integration suite

Productivity

- Global Search
- Autoflow & approvals
- Notifications
- Guided flows
- UX & field extensions
- Template management

Data Privacy

- Data disclosure
- Data depersonalization
- Data Retention (employee)
- Change History

SAP Service Cloud (V2) Functional Overview

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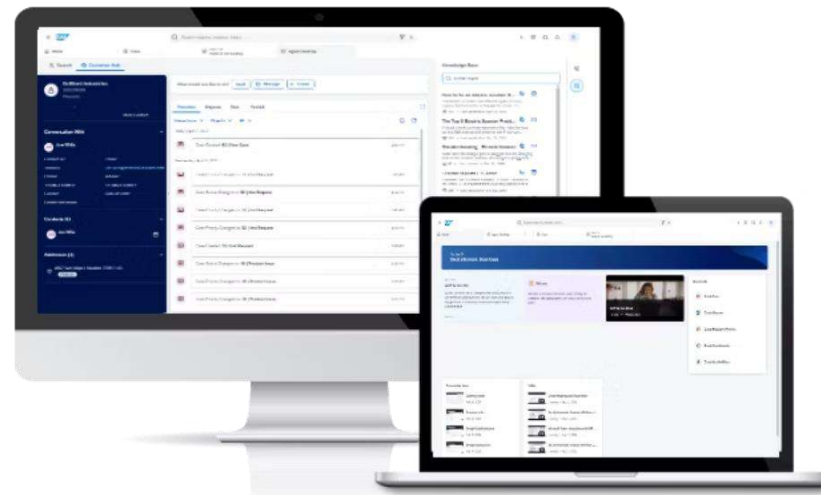
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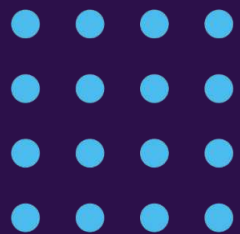
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03

Metodología de Implementación



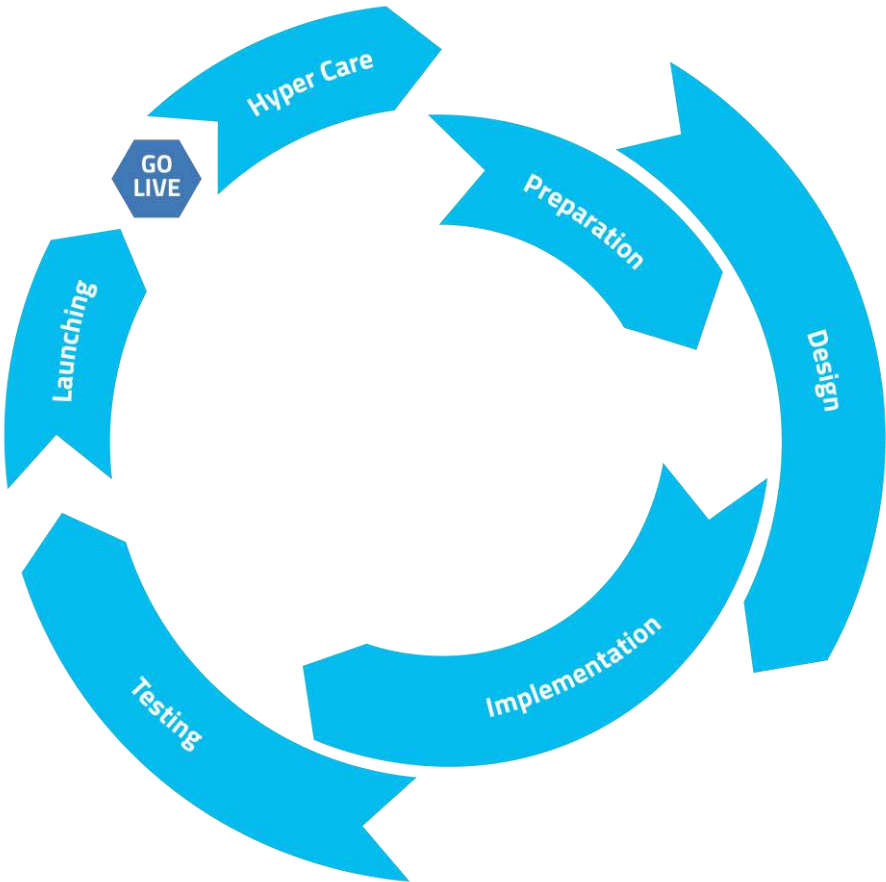
Execution Methodology

Project Delivery Framework

Delivery Lifecycle

Delivery Stage

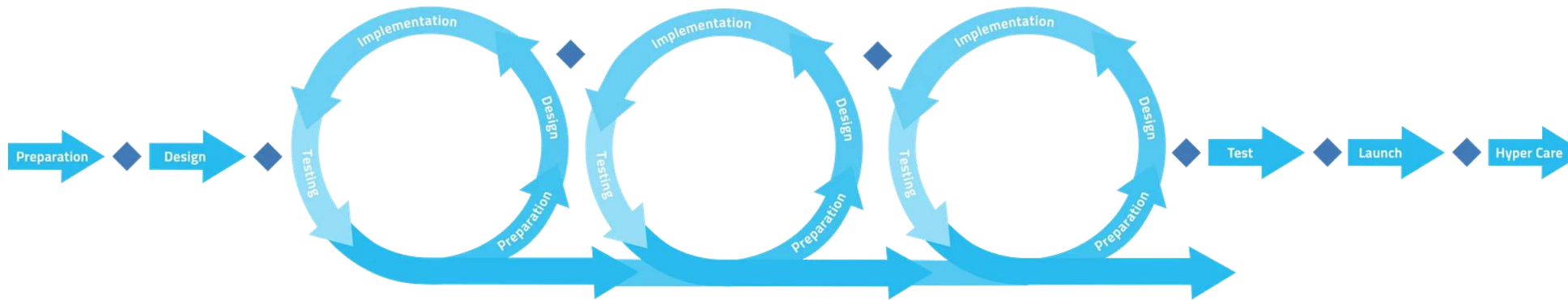
- Each stage has required inputs, activities, and outputs.
- Each stage has pre-defined accelerators to support the execution.
- Each stage has a quality gate decision check point.



Project Management Streams

Planning	Define project baselines and continuous re-planning during project
Execution	Direct project work and manage project operations
Monitoring & Control	Measure project progress & status, control changes on project

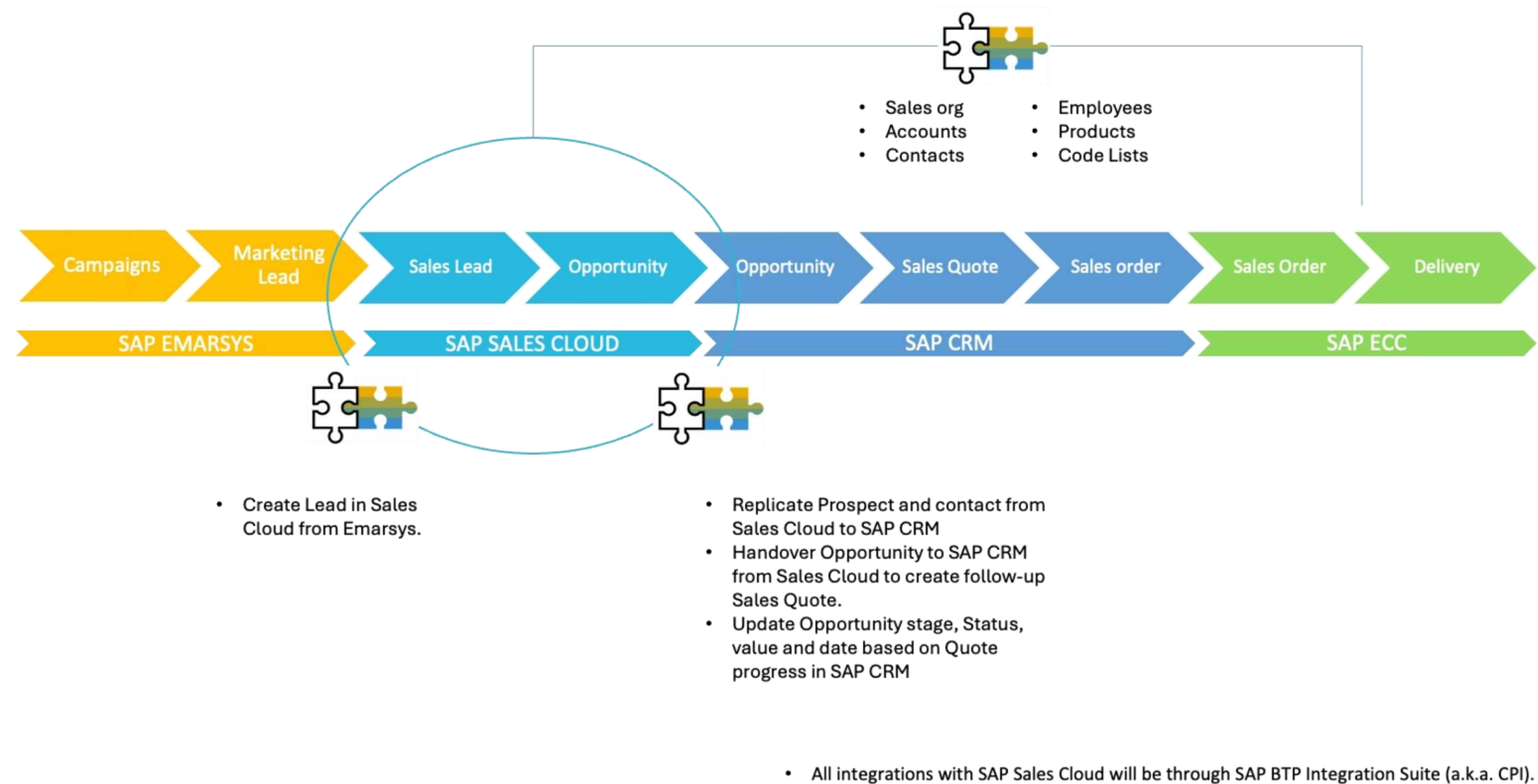
Project Delivery Framework



- The basic **Preparation** stage is executed at the beginning of the project (project kick off, team nominations, establishing project organization...)
- The initial **Design** stage is aimed to gather requirements, design the solution, confirm the scope, prepare the initial backlog, make estimates, assess risks. During this stage, the amount and scope of sprints is planned as well as the final testing and launching.
- The **Build** activities are organized within sprints which are structured in the following way:
 - The Sprint **Preparation** is aimed to reconfirm the sprint backlog, confirm the resources availability, kick-off the sprint
 - The Sprint **Design** activities are supposed to finetune the design of features to be implemented during the sprint and to reconfirm the estimates.
 - The Sprint **Implementation** activities are related to the development & configuration of features in accordance with the system design and specifications.
 - The Sprint **Test** is supposed to confirm that features are developed in accordance with the defined design.
- The final **Test** stage is supposed to ensure that general integrated system testing is done from technical and user perspective. This stage is covering Solution Integration Tests and User Acceptance Tests.
- The **Launch** stage is aimed to ensure that the organization and system are ready for go-live, and to lunch the system to production.
- **Hypercare** aims to ensure stability of the solution, handover the solution to support lines and close the project/phase.

Integration Scope

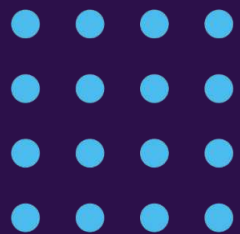
Solution Map – Data & Process Integration



All integrations with SAP Sales Cloud will be through SAP BTP Integration Suite (a.k.a. CPI).

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Claves del Exito



Claves de Éxito

5 Conclusiones Claves

Estrategia de Ventas

Las soluciones CRM facilitan la gestión del canal de ventas. Definir claramente las etapas y actividades del proceso comercial, así como contar con una estrategia previa, agiliza la implementación de la plataforma.

Entrenamiento y Gestión al Cambio

Las transformaciones empresariales suelen ser difíciles porque los empleados ven las nuevas soluciones como complicadas, especialmente sin capacitación ni comunicación clara. Un buen plan de formación y gestión del cambio es clave para el éxito.

Definición de Procesos

La mayoría de las implementaciones fracasan porque no se aborda el proceso de manera integral y, lo más importante, no se toma en cuenta la experiencia del usuario. Frecuentemente se asume que los clientes son únicamente externos a la empresa, pero es fundamental comprender que, al desarrollar una solución de CRM, nuestros clientes principales son los empleados del área de ventas.

Conseguir a un Product Owner

El rol del Product Owner consiste en recopilar los requerimientos de sus clientes (empleados) y priorizar cuáles son urgentes y cuáles pueden posponerse. Un Product Owner eficiente sabe que Roma no se construyó en un día.

Conseguir un buen Partner

Hay numerosas empresas que conocen el producto y pueden llevar a cabo su implementación, pero es fundamental encontrar aquellas que comprendan los procesos de negocio y que además se involucren activamente para asegurar una correcta ejecución del producto.

Muchas Gracias!

Ready for the future?

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