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

Drive Profitable **Commerce Growth**
with Prebuilt Packaged Integrations

THE BEST RUN **SAP**

Drive Profitable Growth and Nurture Customers for Life

In the digital economy, driving profitable commerce outcomes and becoming a digital innovator with a **best-in-class customer experience** are at the core of a successful business strategy. Companies that seize growth opportunities, simplify operations, and optimize every engagement are prepared to win in the digital era.

As companies embark on digital transformation, the delivery of profitable growth and personalized commerce experiences at scale becomes a priority. A holistic customer journey, from discovery to delivery, starts even before the first visit to a Web site, through highly personalized, one-to-one customer communication. It then leads to contextual browsing and buying experiences, based on customer trust, preferences, affinity, buying patterns, and other characteristics. It also extends that customer-centric experience to postsales and postservice activities – ensuring a delightful customer engagement from end to end.

Today, gaining the insight needed to make profitable business decisions requires connecting your demand and supply chain and creating a 360-degree view of your customers, products, and inventory across all channels. This means integrating disparate systems to assimilate massive amounts of data into a single golden view.

Leading organizations go a step further by maintaining comprehensive customer profiles, along with order and subscription history. They leverage this data to share a complete view of each customer throughout the enterprise – at each interaction and each touch point. The question is: are you prepared and ready to compete?

Integration – The Gateway to Exceptional Customer Experience

The SAP® Commerce Cloud solution is built for the forward-thinking enterprise and drives profitable growth by winning loyal customers. It includes integrated tools for API-based headless commerce initiatives, a decoupled omnichannel storefront, product content management, sophisticated personalization and merchandising, and streamlined order management. These tools help you improve conversion rates, increase average order value, and most important, ensure a great customer experience.

Integration with other solutions in your ecosystem is a critical component to achieve this mission, but it can be complicated and time intensive.

To reduce that complexity and drive quick time to value, SAP Commerce Cloud integrates with many other SAP solutions to meet your commerce needs, as well as with a vast network of third-party solutions.

This integration is achieved using the SAP Cloud Integration service for data services, which facilitates integration using publicly available APIs and manages data transfer using industry standard protocols such as REST and OData. The integrations are more secure, with content encryption and encrypted data storage, data isolation at runtime, persistency, and transparent monitoring.

Also, Webhooks are well suited for many integration use cases. Webhooks provide a way for developers to subscribe to item change events in SAP Commerce Cloud in near-real time. Webhooks are configured using the integration object concept, which allows extension developers to rightsize their event payload to meet the needs of their use case. Webhooks are sent to the URL of the developer's choice.

In addition, existing integrations can be enhanced or customized and new integrations can be built quickly using SAP Business Technology Platform (SAP BTP), Kyma runtime.

'Master the data' with SAP Commerce Cloud

Drive omnichannel success and rely on accurate master data at the core that powers exceptional commerce experiences.

Appropriately mapped data facilitates inbound and outbound communications in various formats, such as iDoc, XML, SOAP, and plain REST. For both inbound and outbound scenarios, SAP Cloud Integration for data services maps data on an asynchronous basis, supporting smooth, uninterrupted processing and avoiding end-user interaction disruptions.

Instead of you having to deal with siloed data and the resulting landscape complexity, SAP Cloud Integration for data services synchronizes master data to create a single source of truth that supports the resiliency, robustness, and scalability of SAP Commerce Cloud.

With the service managing the transfer and translation of data, organizations can deliver positive customer experiences based on consistent and accurate data. Master data synchronization, for example, helps ensure that product and pricing data in SAP S/4HANA® is on hand in SAP Commerce Cloud (inbound scenario) when needed, leading to a consistent customer experience.

Synchronize master data and integrate processes to drive omnichannel success.

Deliver Smooth Experiences with SAP Commerce Cloud

The prebuilt integrations of SAP Commerce Cloud lower total cost of ownership and enable you to deliver smooth and exceptional experiences everywhere.

The integration of SAP Commerce Cloud with the SAP Sales Cloud solution, for example, lets you execute lead-to-cash strategies, empowering your sales team to turn leads into profitable opportunities. It enables accurate online quoting with digital review and approval processes that shorten negotiation cycles substantially. And you get an instant overview of incoming orders and can act on them immediately, improving profitability with visibility into the sales process.

The prebuilt integration of SAP Commerce Cloud with the SAP Emarsys Customer Engagement solution supports the delivery of true one-to-one personalized omnichannel engagements that build loyal and lasting relationships. They include transactional e-mails; product recommendations; and behavioral-, lifecycle-, and product-triggered automations.

And by integrating SAP Commerce Cloud with SAP Customer Data Cloud solutions, you can deliver great digital shopping experiences that garner trust. You can use permission-based, first-party data to drive relevant engagements with a single, unified view of customers, which serves as a basis for further personalizing all aspects of a customer's commerce experience.

Connect the Demand and Supply Chain

SAP Commerce Cloud allows you to simplify the buying process by connecting the demand and supply chain and optimizing fulfillment and inventory management.

Consider the example of order management. Prepackaged process integration enables order fulfillment for physical goods or subscription products from single or multiple back ends alike. For a smooth digital experience – from ordering the product to paying for it and consuming it – this integration is a prerequisite. Throughout the process, from beginning to end, customers have transparency of product availability, inventory levels, and order status.

Provide inventory visibility within your storefront for stock transparency for your customers and gain a single view of orders across the enterprise.

Create accurate customer invoices for even the most complex orders, and provide customers with visibility into order history, invoices, active subscriptions, and so on. In addition, enable customers to request returns through customer service or a self-service portal, and provide clear visibility into status updates for returns and refunds.

SAP Commerce Cloud enables you to make profitable business decisions more quickly through integrated demand and supply chain processes, helping ensure a smooth customer experience along the way.

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Connect the Demand and Supply Chain

Security, Monitoring, and More

Enable Business Model Innovation

Give Your Customers Faster and More Accurate Quotes

Optimize the Checkout and Payment Process

Security, Monitoring, and More

Data security and privacy are critical to gaining and maintaining customer trust. SAP Cloud Integration supports the highest levels of security for your SAP Commerce Cloud implementation. Features such as content encryption and signing, certificate-based authentication, encrypted data storage, data isolation at runtime, and persistency keep data safer and guard against breaches.

To track the status of integration, SAP Commerce Cloud offers local monitoring to verify the data integrity within the application and address issues caused by the target system.

SAP Cloud Integration for data services adds monitoring capabilities that support detailed message tracing to help ensure data is completely and consistently transferred to and from SAP Commerce Cloud.

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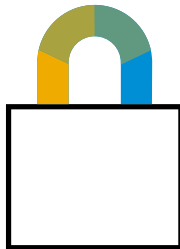Deliver Smooth Experiences with SAP Commerce Cloud

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Keep customer data safer and always know the status of your integrations.

Enable Business Model Innovation

Drive business model innovation by more quickly designing new subscription offerings and monetizing them to increase profitability.

You can integrate SAP Commerce Cloud with the SAP Subscription Billing solution using SAP Cloud Integration for data services. This helps you monetize your subscription and usage-based services, sell them across channels and touch points, bill them, and collect and recognize revenue.

Your customers can add both physical and subscription products to the same order, with the physical and subscription products internally split into separate orders. The solution replicates orders with physical products to SAP S/4HANA for fulfillment and replicates subscription products to SAP Subscription Billing, where the orchestration process takes place.

You can also enable customers to manage their subscriptions and view necessary details right from the storefront in SAP Commerce Cloud. This includes displaying order details and bills, extending subscriptions for subscription products, and canceling subscriptions.

And through the integration with the SAP Entitlement Management solution, you can model, manage, and track the lifecycle of entitlements. Your business users can more easily generate entitlements for eligible orders, and customers can navigate and view entitlements that come with their orders directly on the storefront.

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Give Your Customers Faster and More Accurate Quotes

Provide a richer customer experience by empowering your sales team and partners to more easily offer complex product configurations, optimized pricing, and great-looking proposals with the SAP CPQ solution.

Through this integration with SAP Commerce Cloud, customers can configure simple product bundles on the storefront. The dependencies within this bundle are controlled by the underlying SAP CPQ solution. You can also use attributes for guided selling. For example, the question "Are you

a professional photographer?" could hide some bundle items that would appeal only to amateur photographers.

Once a product is added to the cart, B2B customers can request a quote in SAP Commerce Cloud and convert the quote to a sales order, if satisfied. Your sales representatives can edit the quote to determine the product price and provide discounts. Once a proposal is sent back, the customer can download the document from SAP Commerce Cloud. If they are satisfied with the price offered, they accept the quote and convert it to a sales order.
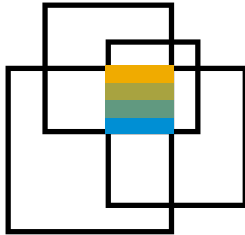
Integrate SAP Commerce Cloud with SAP CPQ to manage basic product bundles.

SAP Commerce Cloud also provides integration with the SAP Variant Configuration and Pricing solution so you can more accurately and efficiently manage your complex products that have various configurable attributes.

SAP CPQ needs to obtain a configuration in order for your products to become complex, configurable models in SAP Variant Configuration and Pricing. You can gain this information through knowledge-base synchronization, which is the process of exporting configurations and other model-related information from back-office applications into the cloud. A knowledge base contains relevant information such as configurations, characteristics, and pricing conditions.

When knowledge-base synchronization is executed, SAP CPQ converts your products into configurable or parent-and-child products. The models are then available in the product catalog, can be configured by the customer, and can be added to the quote.

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Optimize the Checkout and Payment Process

Use SAP Commerce Cloud, SAP CPQ, and SAP Variant Configuration and Pricing together to create quotes for complex products more quickly and accurately.

Optimize the Checkout and Payment Process

Through integration of SAP Commerce Cloud with the SAP digital payments add-on, you can provide your customers with the payment options they expect and help ensure a smooth checkout process.

Customers have the option to register a card using SAP digital payments add-on, and then SAP Commerce Cloud uses the tokenized card information to make the payment during order placement. Customers can easily add or delete cards, as needed.

Through the add-on, you can also add cryptocurrency payment options to your storefront, driving additional sales and tapping into a new generation of cryptocurrency holders.

And data privacy mechanisms for SAP digital payments add-on integration help ensure that customers' personal data is handled appropriately.

With credit-check integration in the SAP Credit Management application, you can increase security by enabling real-time credit checks. When a customer places an order, the solution makes a remote function call to the SAP ERP application to see if the customer has exceeded their credit limit. An exceeded credit limit does not automatically cancel the order, but the order status is set to the "Budget Exceeded Permission" feature, and customers can view this status when they check the details of their order history.

Exceptional Customer Experiences with an Integrated Landscape

SAP Commerce Cloud supports enterprise scalability, privacy, and security so you can keep pace with business growth, maintain high data quality and consistency, and support data exchange for business-to-business as well as business-to-consumer scenarios.

It also reduces total cost of ownership with a robust tool kit for streamlining data integration, lowers the cost of maintenance through standard-ized execution and monitoring, and expedites onboarding with simplified training.

What's more, SAP Commerce Cloud accelerates time to value with prebuilt integrations that reduce development effort and standardized tools for maintenance and support. System administrators gain control over the data integration process with an intuitive user interface for managing data and with transparent error and failure handling.

Finally, with an API-first, microservices-based extension framework, you can extend your platform quickly, stay agile, innovate faster, and set your business apart from the competition.

Summary
The SAP® Commerce Cloud solution integrates with other SAP and third-party solutions – enabling you to deliver exceptional value to customers where and when they need it.

Objectives
- Integrate SAP Commerce Cloud quickly with your system landscape
- Support end-to-end processes across the supply and demand chain
- Know who your customers are and how they want to engage and use that data for one-to-one personalization, product offers, and engagements across the enterprise
- Enhance your competitiveness and increase efficiency by reducing the total cost of operations
- Speed up your integration projects and reduce risks
- Accelerate time to value

Solution
- Prebuilt connectors for SAP S/4HANA®, the SAP ERP application, and a variety of SAP Customer Experience solutions
- **Publicly available APIs** and SAP Cloud Integration service for data services to enable process integration and master data synchronization
- Scalable, secure, and extensible solution using an API-first microservices approach with SAP Business Technology Platform (SAP BTP), Kyma runtime

Benefits
- Consistent and exceptional customer experiences across multiple touch points
- Faster integration at lower risk
- Greater operational efficiency
- Lower total cost of ownership
- Transparency into the performance of integrations
- Profitable commerce business

Learn more
Call your SAP representative today, visit us **online**, or see our CIO guide on **process and data integration** in cloud and hybrid environments.

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