The role of CDP in today's AI driven world

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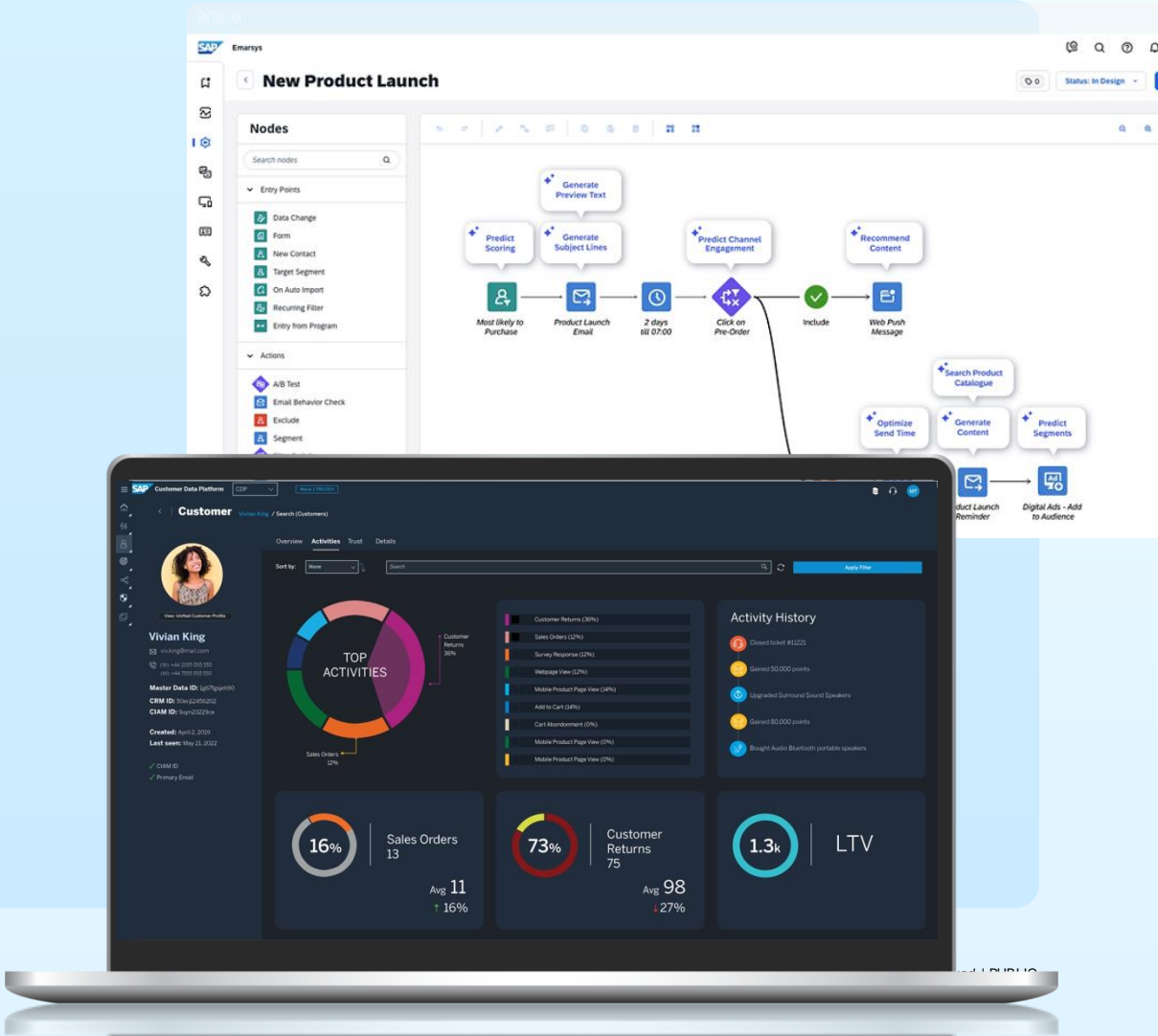


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Todays SAP

CoPilot Joule + CDP + Marketing

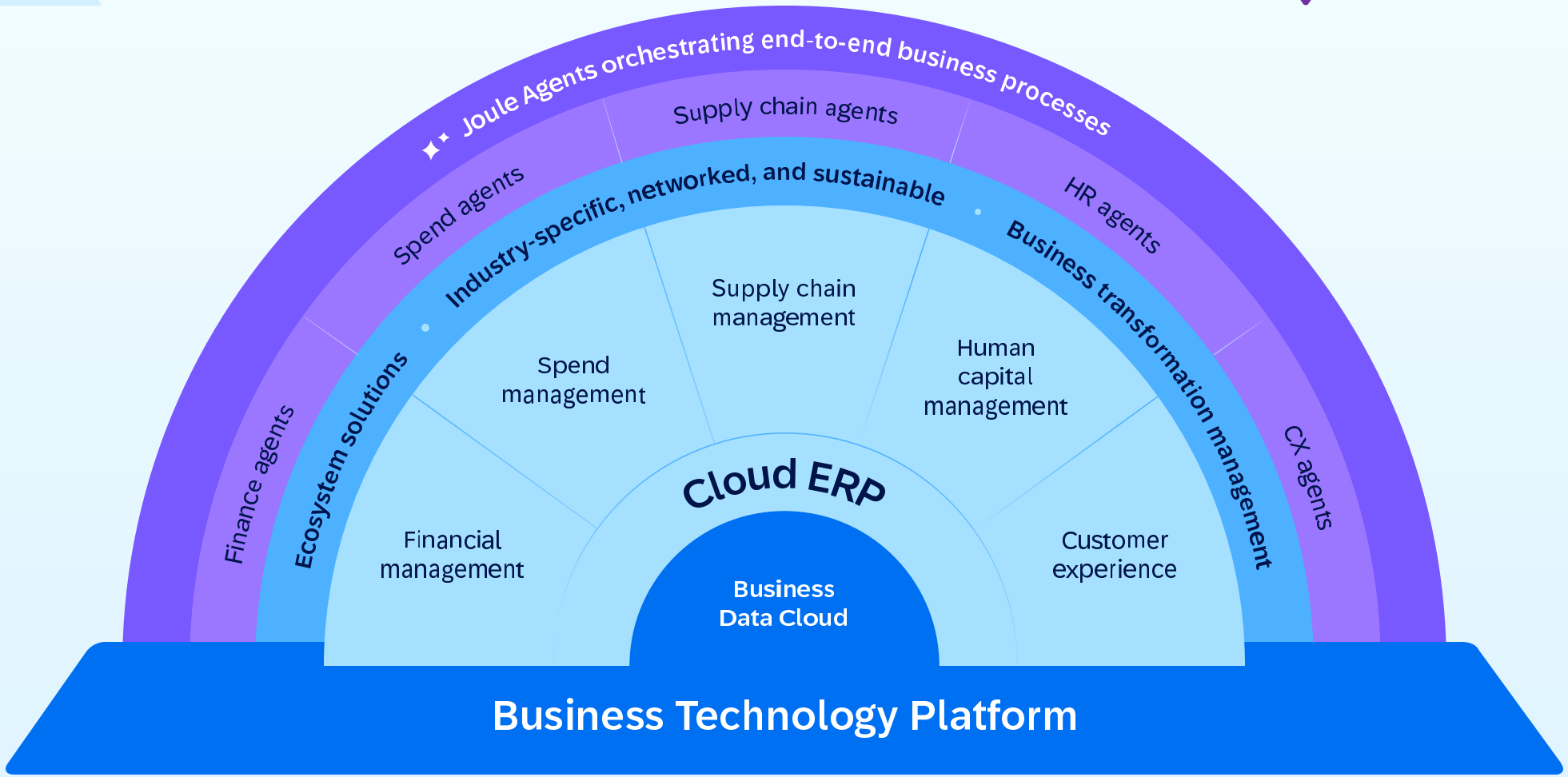
- AI Powered with CoPilot Joule
- AI Powered Segment generation



SAP Business Suite

Suite First

AI First



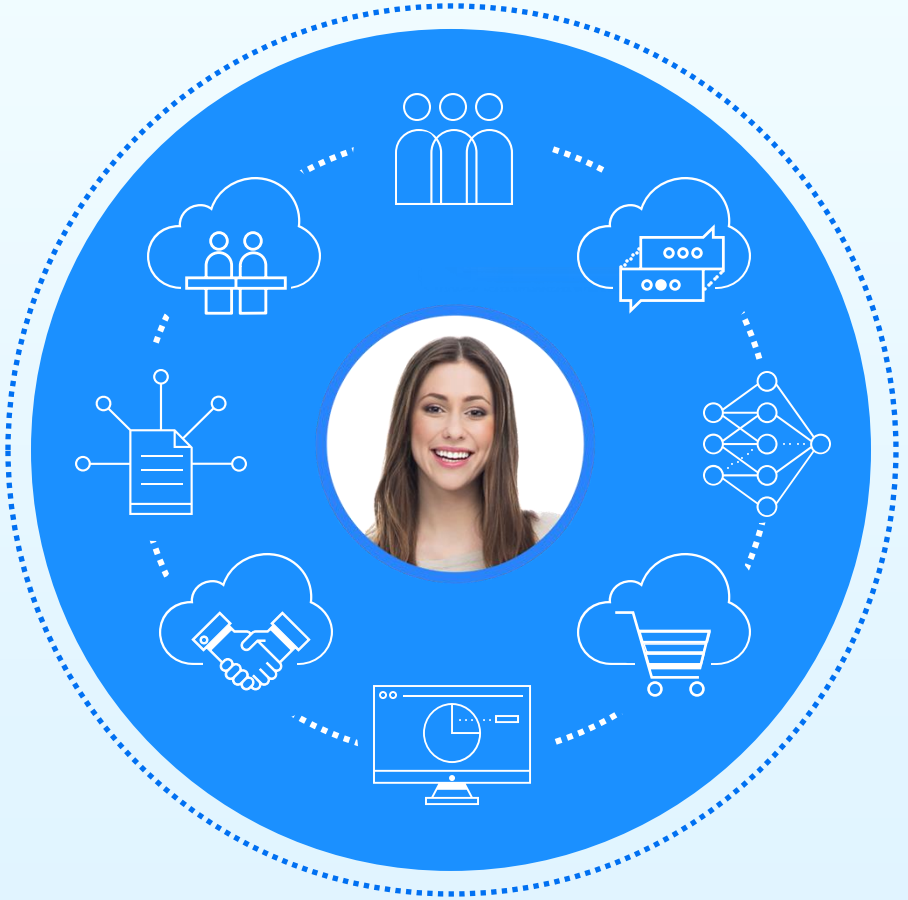
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What is a Customer Data Platform for SAP?

- Solution designed to **collect, unify, and store customer data** from multiple sources, creating a **single, persistent customer profile**.

Customer Profile	Segmentation	CX Orchestration / Data activation

“Know your customers across all touchpoints”



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Enterprise grade CDP from SAP

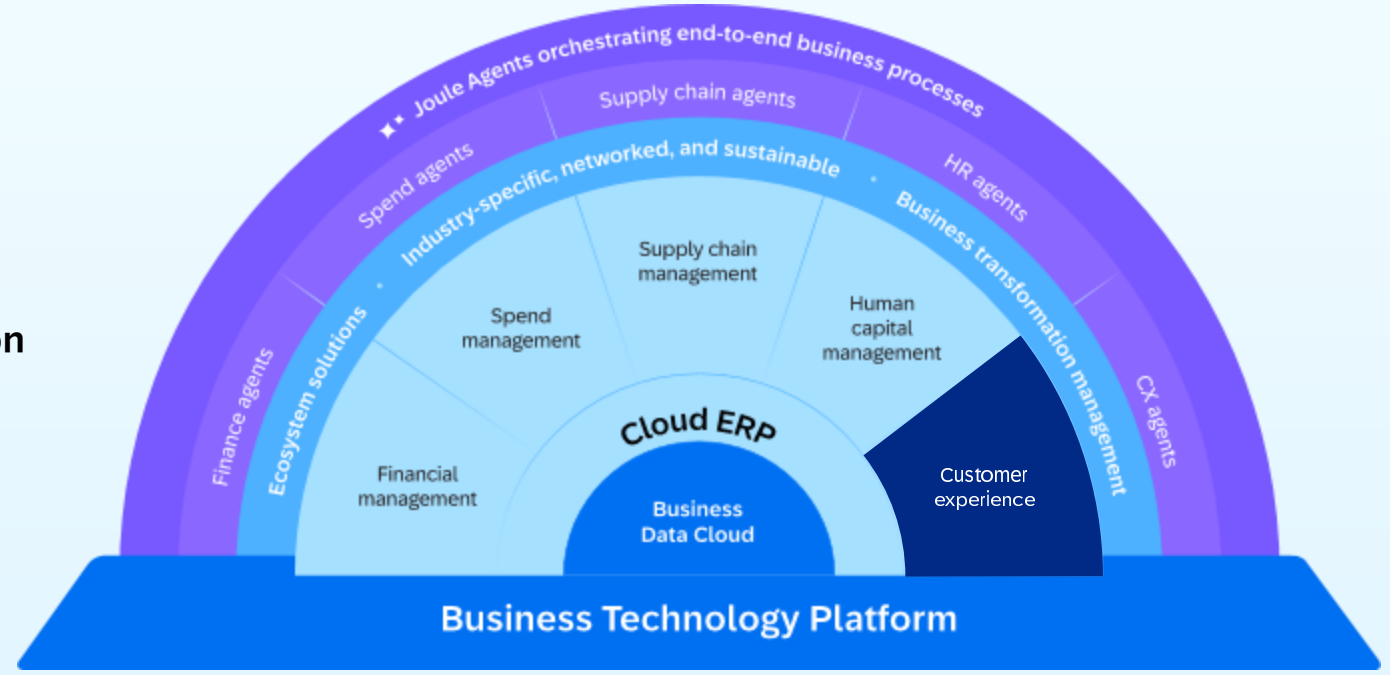
- ✓ Built-in & “Low-code/ No code” Connectors
- ✓ Seamless data connection across the SAP Suite
- ✓ Composable Architecture

- ✓ AI-powered automations
- ✓ AI-powered insights

- ✓ **Unstructured & Structured Data Ingestion**
- ✓ **Real-time** Data Distribution
- ✓ Zero Data Replication

- ✓ Dynamic Segmentation
- ✓ Real-time Indicators
- ✓ Real-time Audience Activation

- ✓ Built-in support for **Customer Data Privacy**
- ✓ **RESPECT** – Trusted Customer Relationships Protecting from Business Risk



Connect operational and engagement data to create world-class customer experiences

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Focus on profitable customers

B2C

Enriched customer data



MAX

LOYALTY STATUS	Gold
AOV	115
ORDERS	30
CHANNEL ENGAGEMENT	High email/SMS open & click rates
RETURN PREFERENCE	**Exchange**
PRODUCT REVIEWS	**Highly active and positive tone**
RETURNS	**3**
AVERAGE NPS SCORE	**High**



MICK

LOYALTY STATUS	Gold
AOV	115
ORDERS	40
CHANNEL ENGAGEMENT	High email/SMS & WA open and click rates
RETURN PREFERENCE	**Refund**
PRODUCT REVIEWS	**Fairly active and mixed tone**
RETURNS	**18**
AVERAGE NPS SCORE	**Low**

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Get to Know Implem Co. and Security Solutions

B2B

IMPLEM CO.

LOYALTY STATUS	Industrial Machinery
AOV	1950
ORDERS	52
CHANNEL ENGAGEMENT	High email/SMS open & click rates

SECURITY SOLUTIONS

LOYALTY STATUS	Industrial Machinery, Electrical Components
AOV	1800
ORDERS	50
CHANNEL ENGAGEMENT	High email/SMS & WA open and click rates

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Looking Behind the Curtain with CDP

B2B

Enriched customer data



IMPLEM CO.

LOYALTY STATUS	Industrial Machinery
AOV	1950
ORDERS	52
CHANNEL ENGAGEMENT	High email/SMS open & click rates
PROFITABILITY	**Medium**
CURRENT DELAYED SHIPMENTS	**0**
OUTSTANDING BILLS	**5**
SERVICE ESCALATIONS	**12**



SECURITY SOLUTIONS

LOYALTY STATUS	Industrial Machinery, Electrical Components
AOV	1800
ORDERS	50
CHANNEL ENGAGEMENT	High email/SMS & WA open and click rates
PROFITABILITY	**High**
CURRENT DELAYED SHIPMENTS	**1**
OUTSTANDING BILLS	**1**
SERVICE ESCALATIONS	**0**

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Limited Stock?

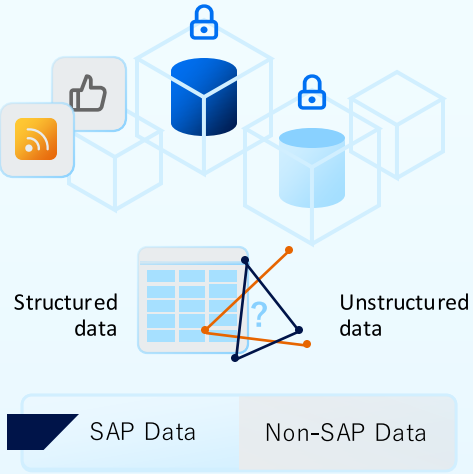
Who should I priorities?





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CDP ♥ DATA AI

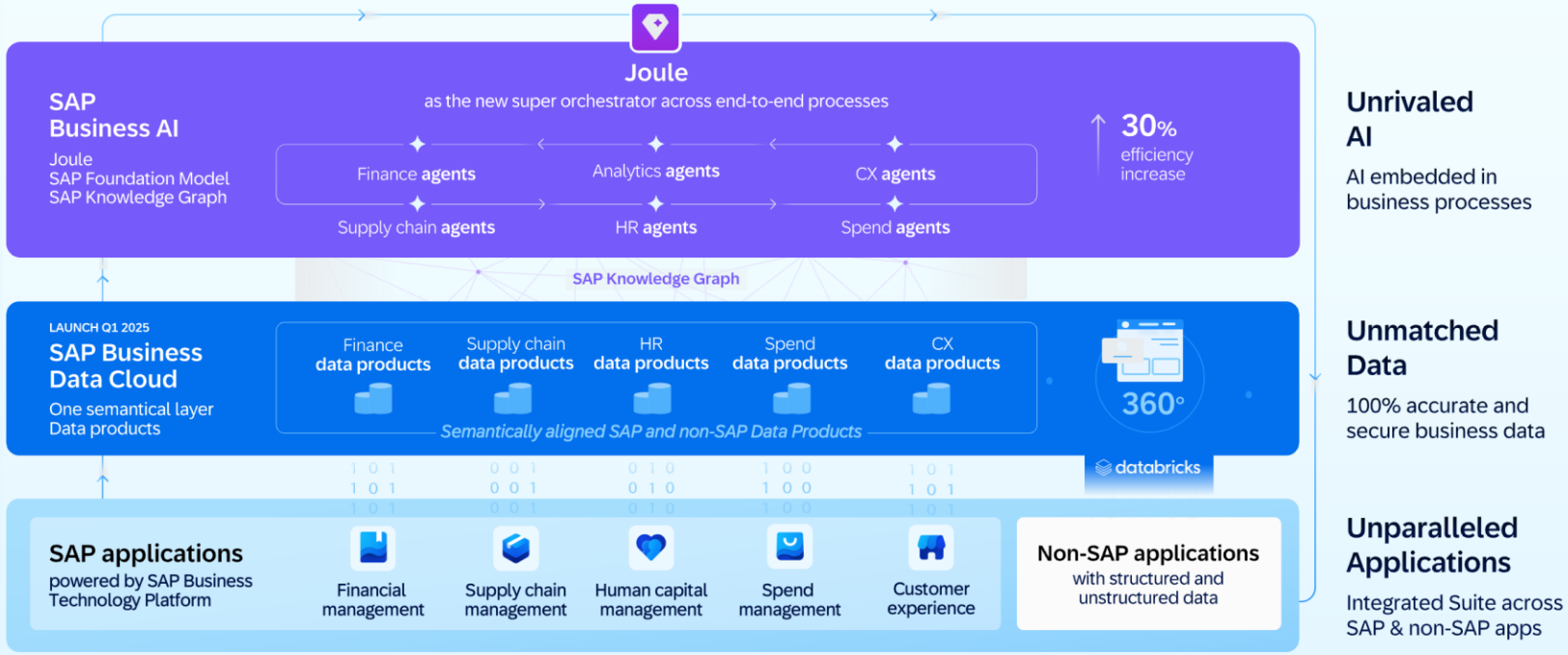


- Disparate data silos
- Quality and reliability issues
- Navigating privacy, compliance, and ethics
- Disconnected from business processes

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Business Data Cloud

CDP AI



Unrivaled AI
AI embedded in business processes

Unmatched Data
100% accurate and secure business data

Unparalleled Applications
Integrated Suite across SAP & non-SAP apps

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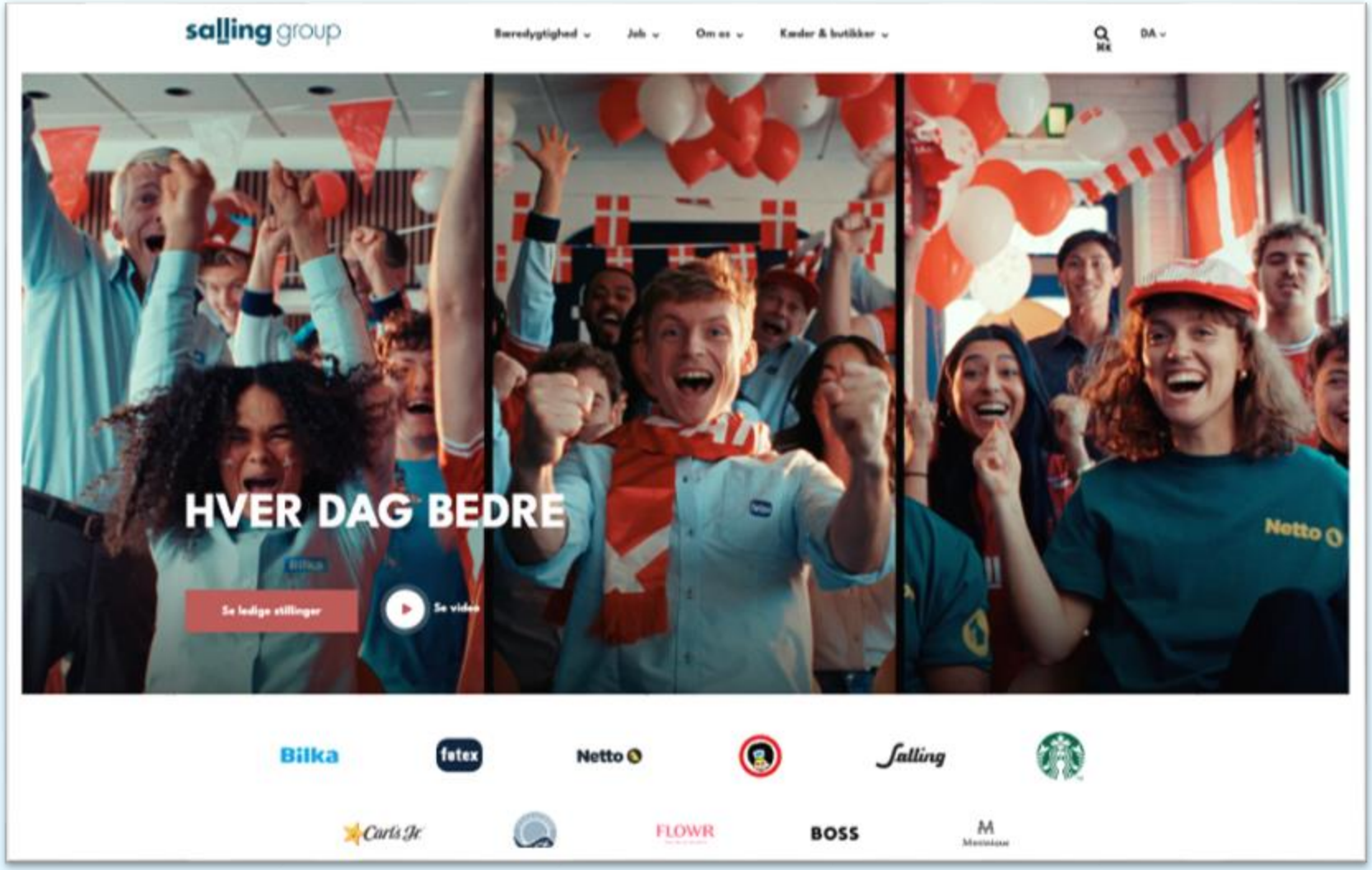
Real world

Learnings from Salling group



Manish Kumar

Senior Solution Architect,
Digital Solutions
Salling Group



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3 Things to Remember from Today

1



2

Enterprise Grade CDP

3



The role of CDP in today's AI driven world

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