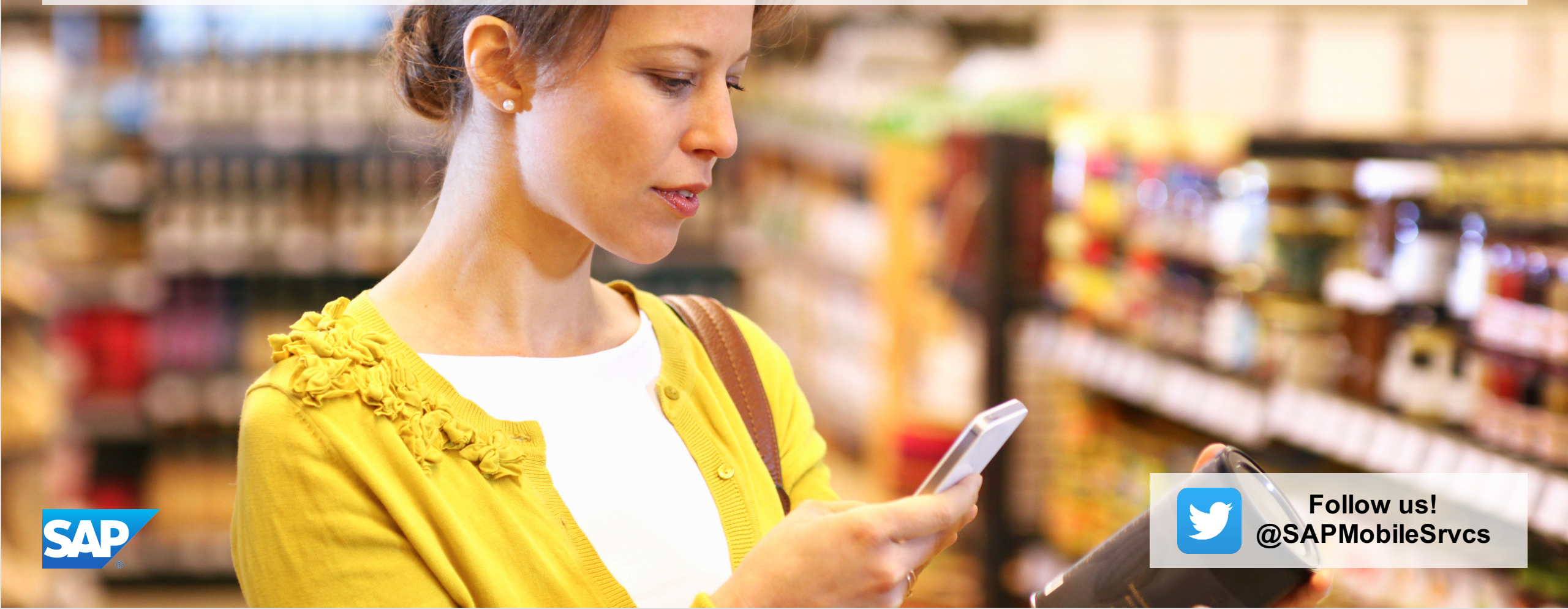
Creating More Contextual Customer Experiences with Intelligent, Multi-channel Engagements in the Digital Economy

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Introduction

SAP Mobile Services

Digital economy drivers and enablers

Connecting the “last mile”

Customer case studies

Key takeaways and Q&A



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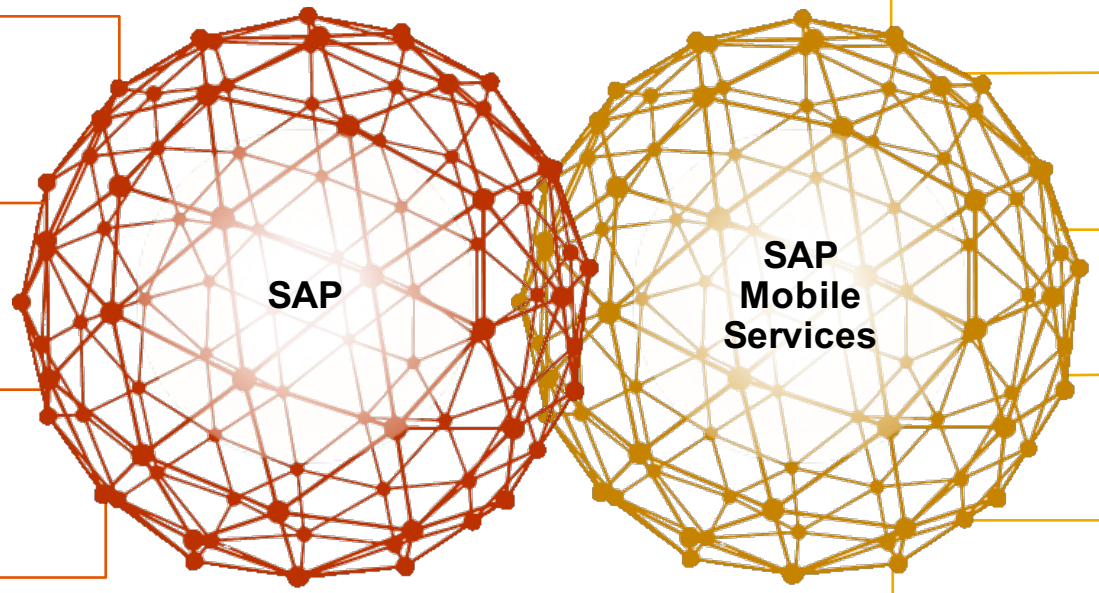
SAP is a proven mobile ecosystem solution provider and partner

More than 14,100 consumer products companies in 134 countries use SAP solutions

87% of Forbes Global 2,000 companies are SAP customers

$16 trillion of consumer purchases worldwide use SAP systems

98% of the top 100 most valued brands in the world are SAP customers



1.8 million messages processed daily

230 countries reached

1000+ mobile operators connected

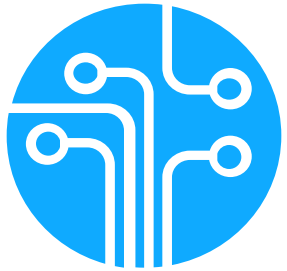
520+ IPX operators connected

500+ enterprise customers

93% of all mobile subscribers reached

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The digital economy and its characteristics



Digital business models are disruptive.
Industry boundaries are blurring and embedded software is changing everything.



Customers expect a frictionless experience.
Commerce is seamless and technology is invisible and makes lives easier.



Early adopters are winning.
Value creation is significant for companies that embrace the digital world and execute their digital strategy.

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Mobile drives the digital economy

Connect the "last mile" with customers

- Secure cloud infrastructures
- Carrier-grade networks and connections
- Global reach and reliability

Utilize integrated solutions

- Multichannel campaigns
- Authentication

Improve customer engagement

- Transparent, seamless functionality
- Simplify lives



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Messaging is the core enabler in the digital economy



Source: KPCB.com/Internet Trends 2015

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Digital economy messaging trends

	Market drivers	Key verticals	Use cases
	• Reach, low cost • Reliability and accessibility • Strong push from chat apps	• Financial services • Retail • Social media • Travel and transportation • Healthcare	• Notifications, authentication, promotions • Fund transfers and payments
	• Data privacy and security pressures	• SMS-based 2FA growing as a second line of defense	• Shift to multi-factor authentication with biometric enhancement

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Digital economy messaging threats



Poor customer engagements and experiences

Meet engagement expectations

- Support social messaging and chat app options

Illegitimate traffic

- Higher-quality SMS providers sign contracts
- Legitimate SMS often blocked or not delivered
- “Legal” routes, delivery receipts, better service may cost slightly more

Unreliable message routing

- Reduce non-delivery, spam, and fraud
- Accurate routing essential for time-critical and sensitive messages



Cheap solutions not always the best value

Questionable routes

- Low-cost aggregators may often use dubious SMS delivery methods
- Operators not often paid for low-priced, bulk messages – no contract

Fraudulent activity

- Lower prices also attract fraudulent activity – spam, phishing

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Improve experiences with multichannel mobile engagement

Orchestrate delivery across touch points

- Uncoordinated tactics ineffective
- Offer real-time, contextual content and offers
- Deliver consistent, connected experiences

Serve customers across time, location, and preferred channels

- Enable SMS, apps, email, social, voice
- Leverage global reach and connectivity
- Escalate and ensure delivery with intelligent channels

"There's an app for that" not always the answer

- Low adoption and traffic
- High development and support costs
- Increasing customer acquisition and retention costs



Know your customers with better analytics and insight



Provide real-time relevancy using targeted engagements



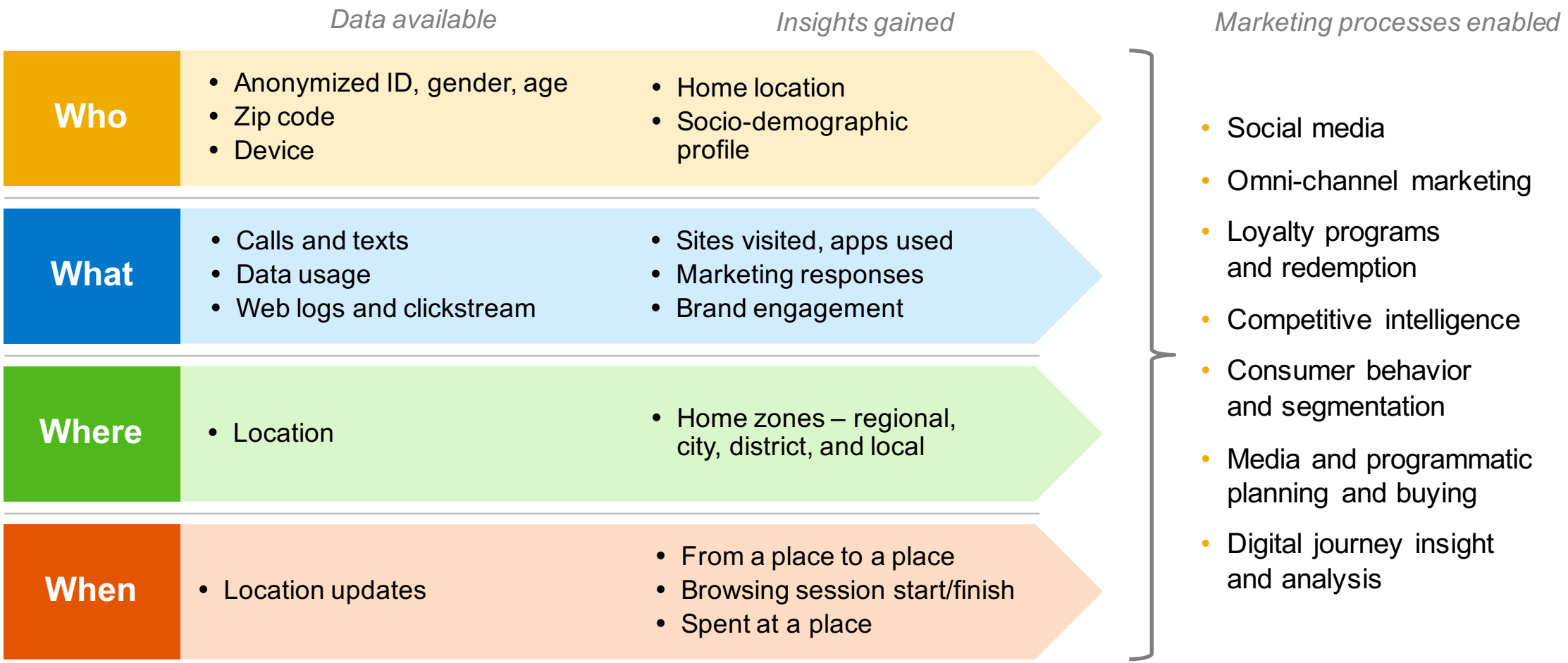
Enable intelligent channels to engage and compel customer action



Optimize mobile app interaction and enable personalized marketing programs

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Mobile ambient data is crucial for customer engagements



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Connecting the “last mile” with customers is critical for success



59%

more concerned about security when using mobile phones when compared to using their laptops



66%

give more importance to secure transactions above ease of doing business or reputation



42%

identify failure to protect data as the biggest threat to a business reputation

Authentication enables more secure, confident experiences

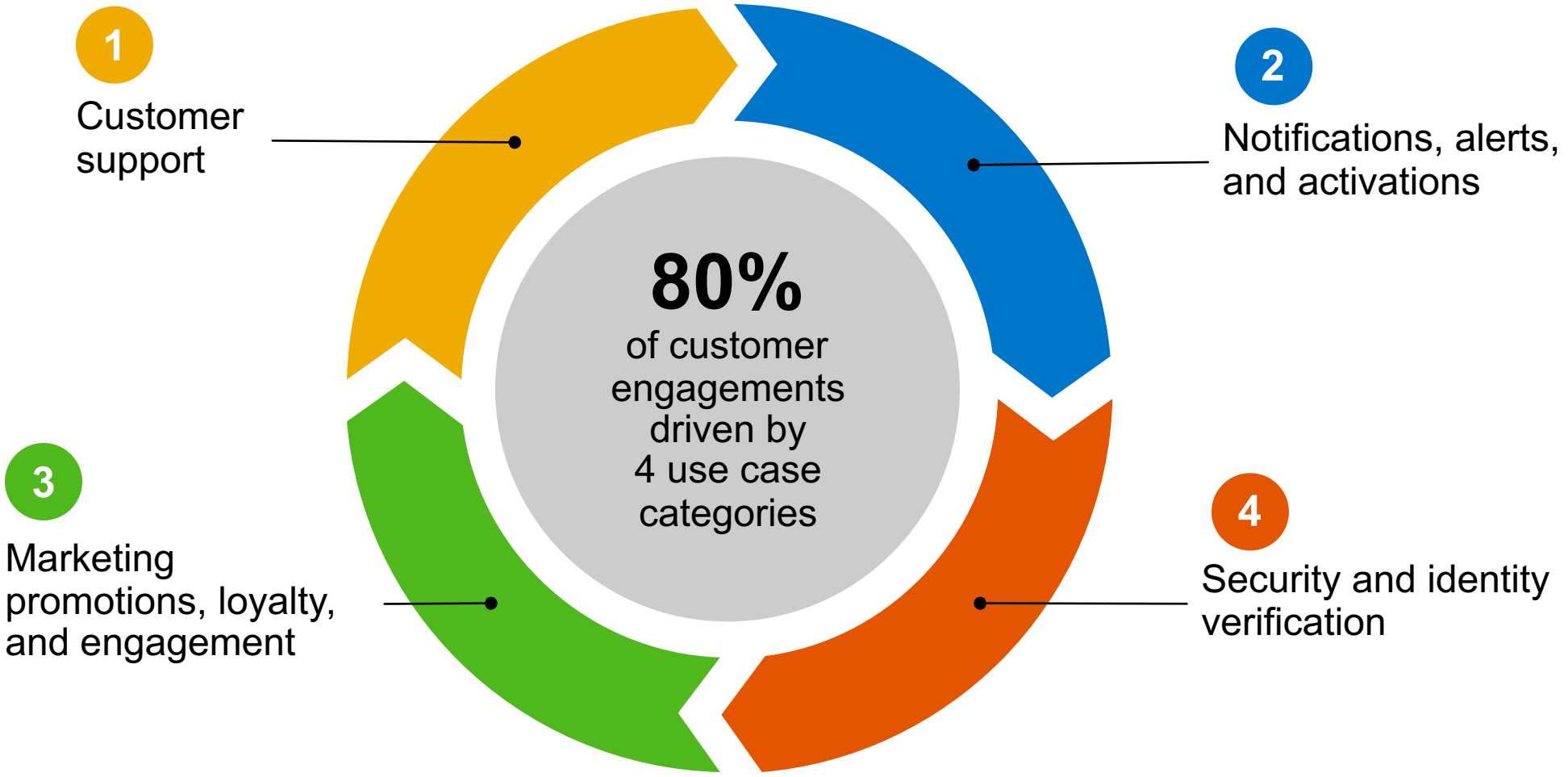
SMS-based methods simplify and protect engagements

Two-factor authentication becoming a key mobile enabler

Source: SAP Mobile World Congress Survey 2016

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Improving engagements and experiences in the digital economy



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Customer success: Global shipping provider

SMS notifications reduce call center volumes and improve customer satisfaction

- Fewer missed deliveries reduce costs and support expenses
- Decreased inbound call volumes improve call center productivity
- Single vendor with worldwide expertise simplifies complexity



81%

of consumers say SMS shipping communications improve their overall brand experience

15-20%

Percentage of customers adopting SMS shipment notifications when offered

x23

In the last 3 years the number of shipment SMS being sent by SAP Mobile Services' customers increased by more than 23 times

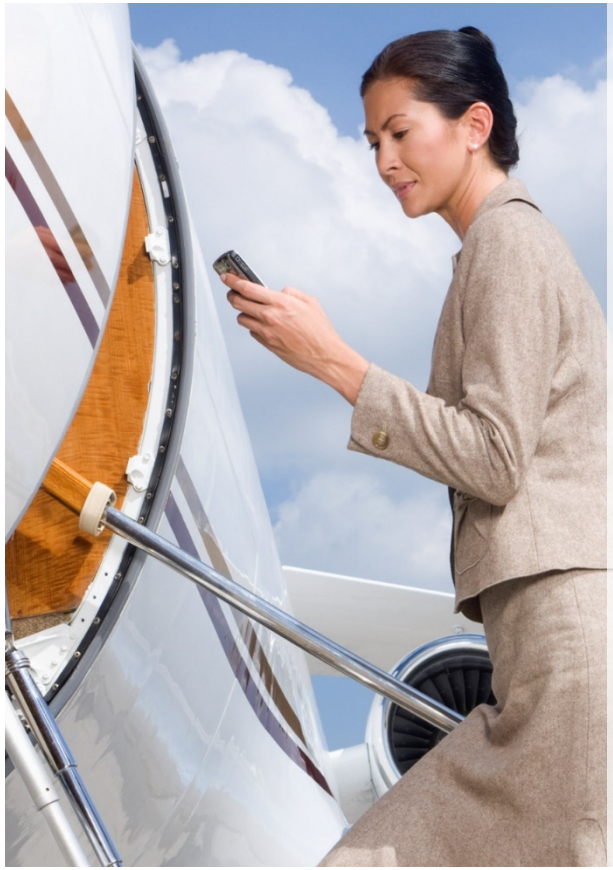
The SMS Advantage Report

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Customer success: International travel company

Two-way messaging enhances confirmations, updates, travel alerts, and customer service

- Reduces cancellations with real-time booking and pre-trip info
- Delivers offers and campaigns that optimize revenue
- Complements personal service and improves experiences



77%

Say SMS communications show that travel/transport companies care about consumers and their orders/data

76%

Say SMS communications show that travel/transport companies make consumers feel in control

74%

say that they should uninstall a number of apps that they don't use,

The SMS Advantage Report

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Customer success: International retailer

Intelligent, multichannel reach improves campaigns and customer engagements

- Delivers automated campaigns and relevant content at the point of consumption
- Intelligent, multichannel engagement provides better click-through rates
- Complements other channels including social media



81%

Say sometimes I just need a simple process like SMS rather than complicated and varied apps

64%

Say that organizations should use SMS more than they currently do

68%

Check their smartphone at least hourly, and 20% check it every 10 minutes or more often

The SMS Advantage Report

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Customer success: Digital retail banking

Secure and intelligent messaging enables mortgage loan origination workflows

- Delivers customer offers and rewards using preferred channels
- Provides additional security and protects customer personal information
- Validates customer information during payment account setup



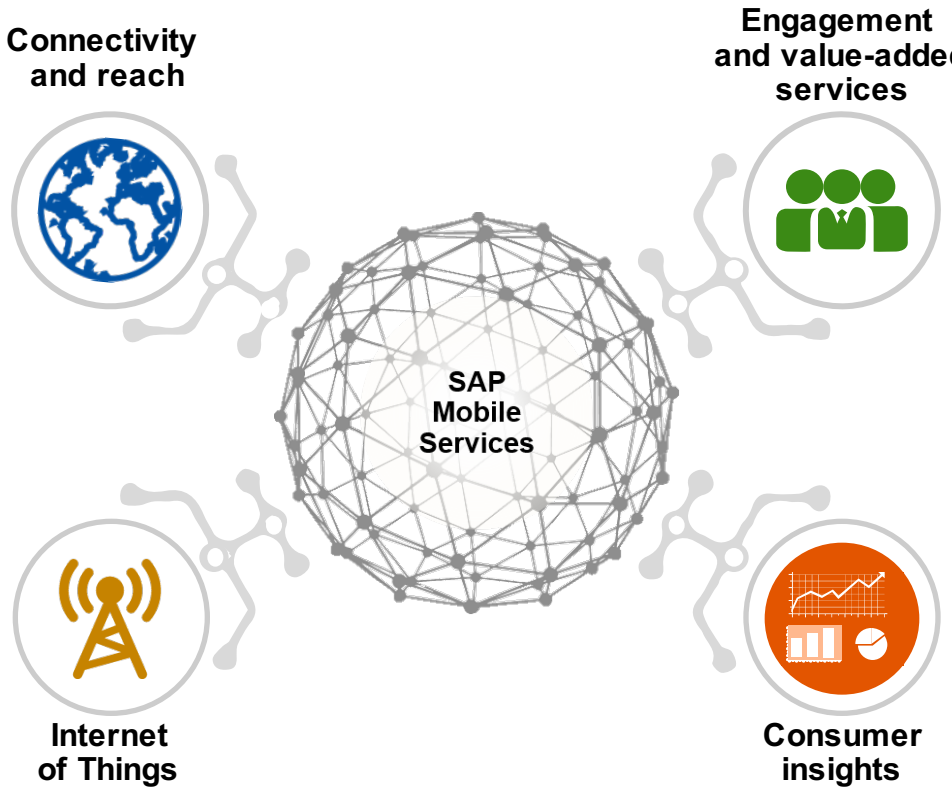
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SAP Mobile Services enables intelligent, interconnected engagement

SAP Enterprise SMS 365 provides SMS based connectivity to consumers around the globe

SAP Intelligent Notifications 365 brings choice of push notifications, emails, T2V along with SMS, rule based decision making

Leverage existing global IPX infrastructure from **SAP Operator Services** to direct and secure connections



SAP Engagement 365 offers simple to configure and manage campaigns, promotions

SAP Authentication 365 provides two factor authentication capabilities

SAP Add-In for hybris, C4C, SFSF, and more enable easy messaging extensions for enterprise solutions

SAP Consumer Insight 365 delivers ready to consume insights based on aggregated, anonymized and enhanced mobile data

Simple, secure, and reliable cloud-based API delivery and consumption model

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Key takeaways



REIMAGINE
Customer engagement

Drive competitive advantage by leveraging new channels, new methods of engaging with your customers



REIMAGINE
Business processes

Change fundamental business processes driven by insights based on mobile ambient data



REIMAGINE
Work

Embrace new technologies and capabilities to enhance and perhaps disrupt existing business models



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Questions and answers



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