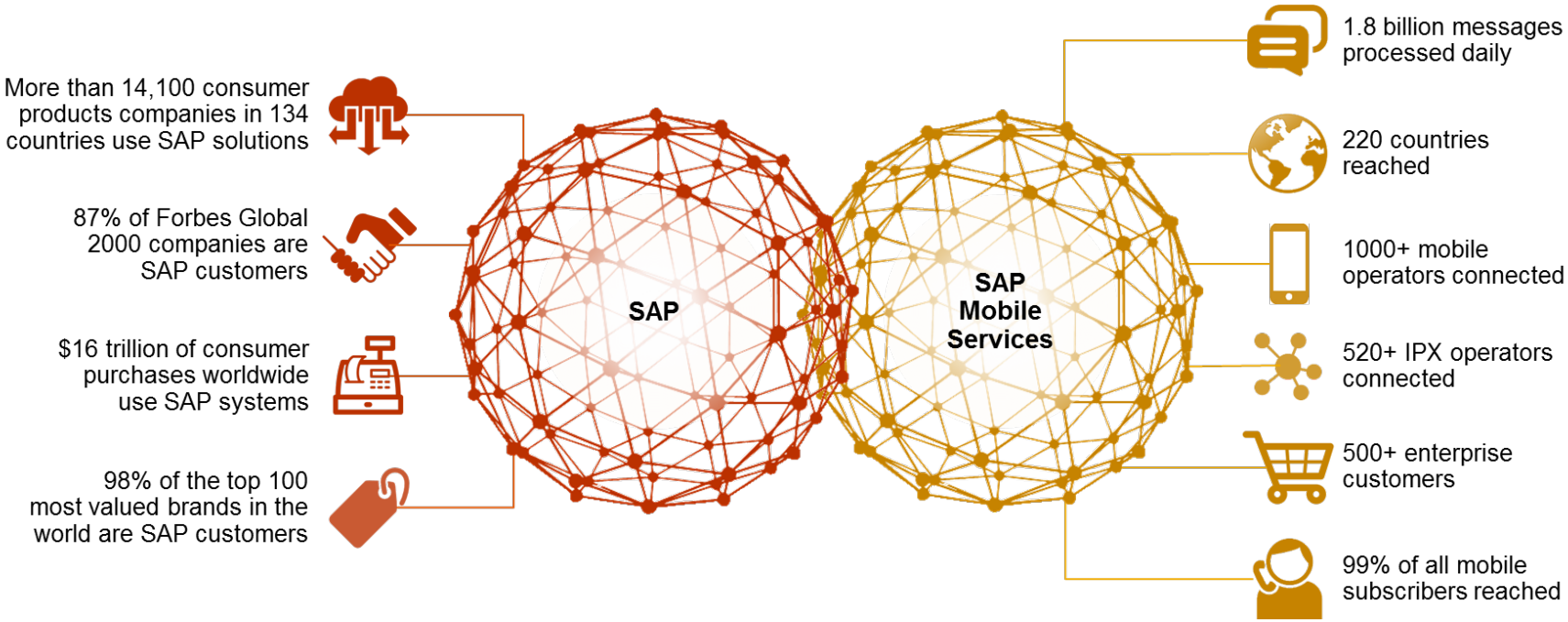
“Create Impactful Customer Engagements Using Mobile-Driven Consumer Intelligence”

Rob Heuser, Director, Presales and Account Services
Vaibhav Vohra, Head of Product Management
September 27, 2016



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@SAPMobileSrvcs

Simplify and clarify complex technologies and processes



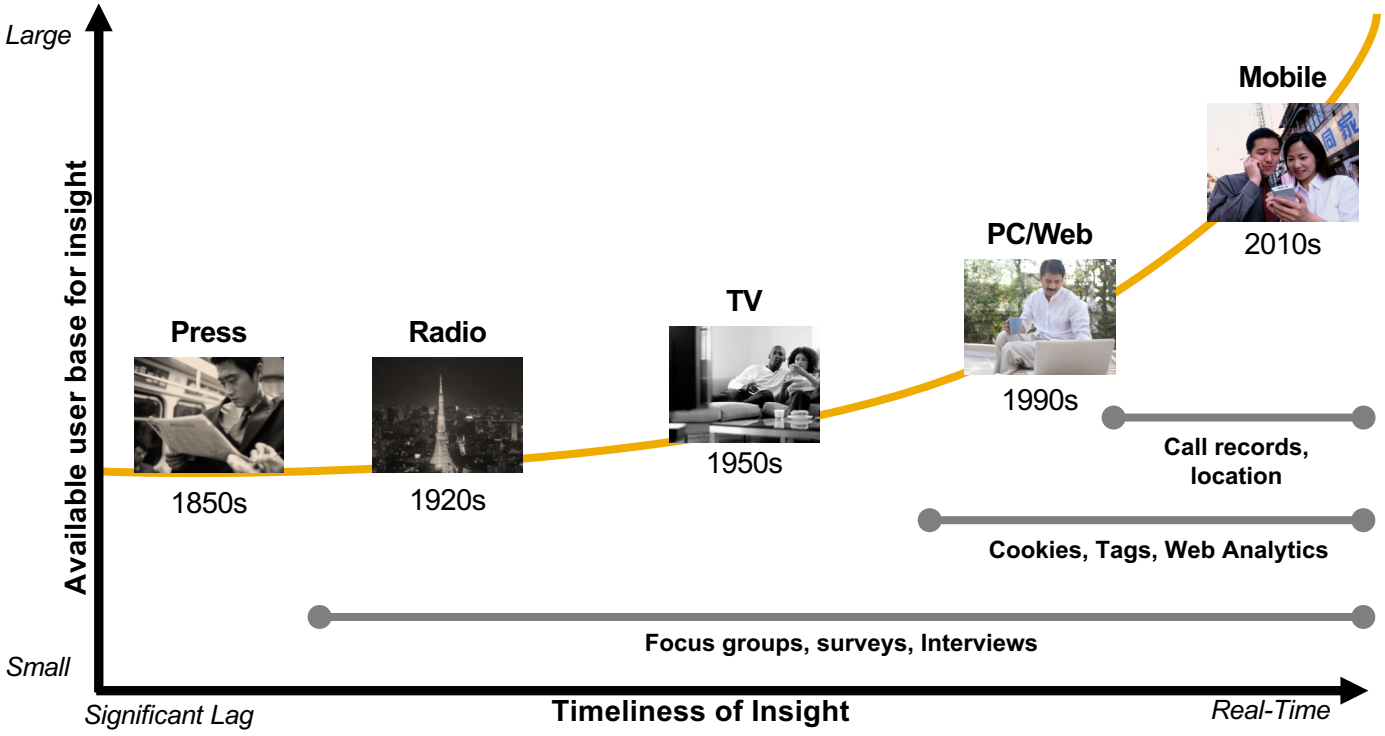
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Welcome



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Evolution and measurement of consumer insight over the decades

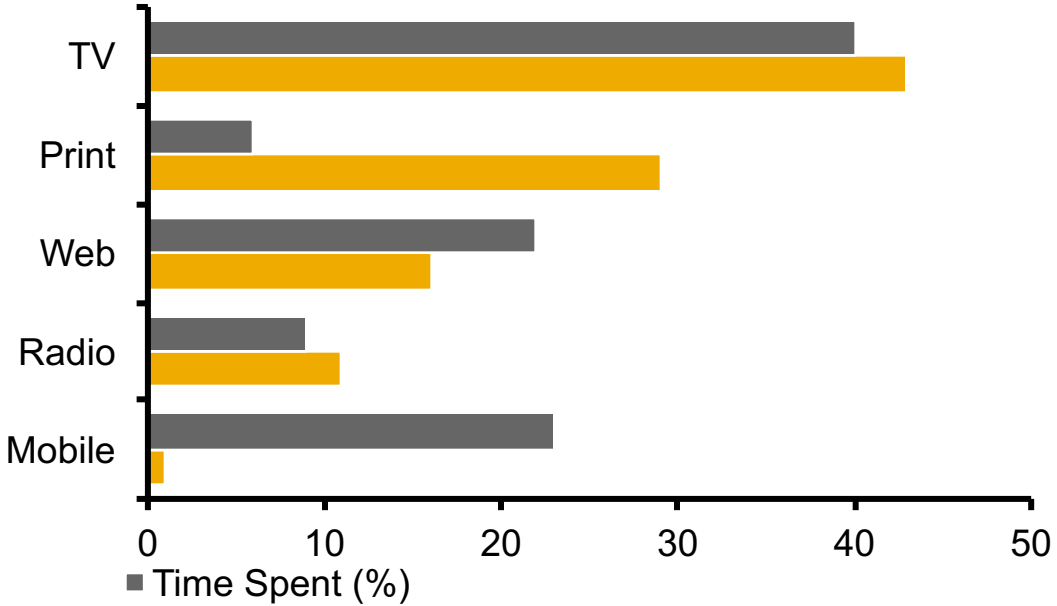


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Ad spend not aligned with channels where consumer spend time

Brands need to consider shift in consumer behavior towards mobile

U.S. Ad Spending vs. Consumer Time Spent by Media



Time spent on mobile increases as TV decreases

2010

- TV 40.9%
- Mobile (non-voice) 3.7%

2014

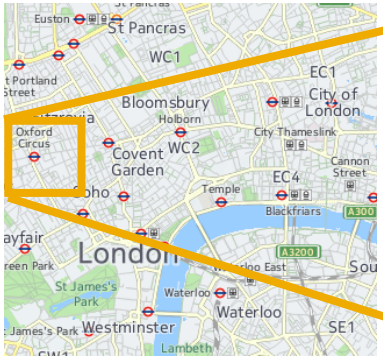
- TV 36.5%
- Mobile (non-voice) 23.3%

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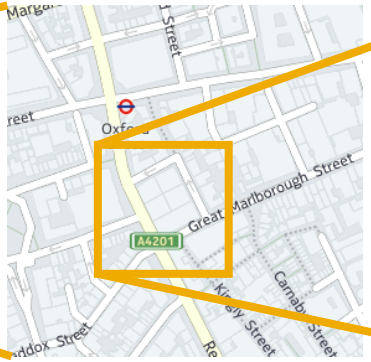
Can mobile big data provide new insights?

Out-of-home

City Center



Shopping District



Store Proximity



Where people are?

Who they are (demographics)?

And what are they doing (over time)?

Now in near real-time, discover who (aggregate anonymized data) is in and around your business location(s)?

Your competitors location(s)?

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What does a mobile network data reveal?

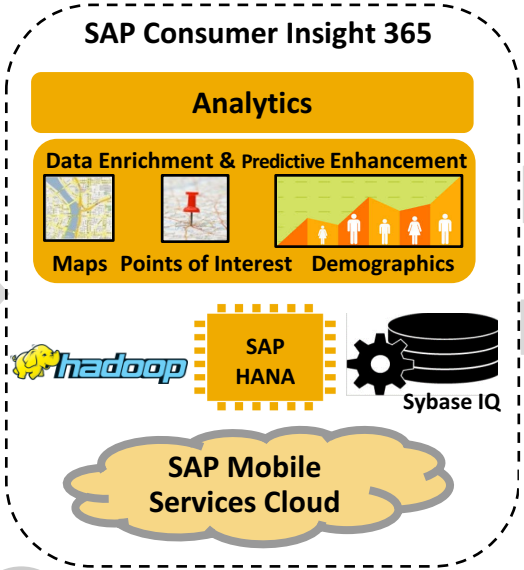
Who	Where	What	When
From network • Anonymized ID • Gender • Age • Partial post/zip code • Device	From network • Location	From Network • Calls • Text • Data usage • Web logs / clickstream	From Network • Location updates
Insights gained • Home location • Socio-demographic profile	Insights gained • Zones (regional, city, district, and local)	Insights gained • Sites visited • Apps used • Advertising responses • Marketing responses • Brand engagement	Insights gained • From a place to a place • Spent at a place • Browsing session start/finish

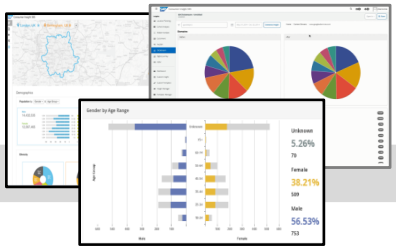
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SAP Consumer Insight 365 unlocks and enhances mobile data

Delivers ready-to-consume insights







Portal UI

API

API



SAP Digital



Retail



CP



Media & Entertainment



Agencies

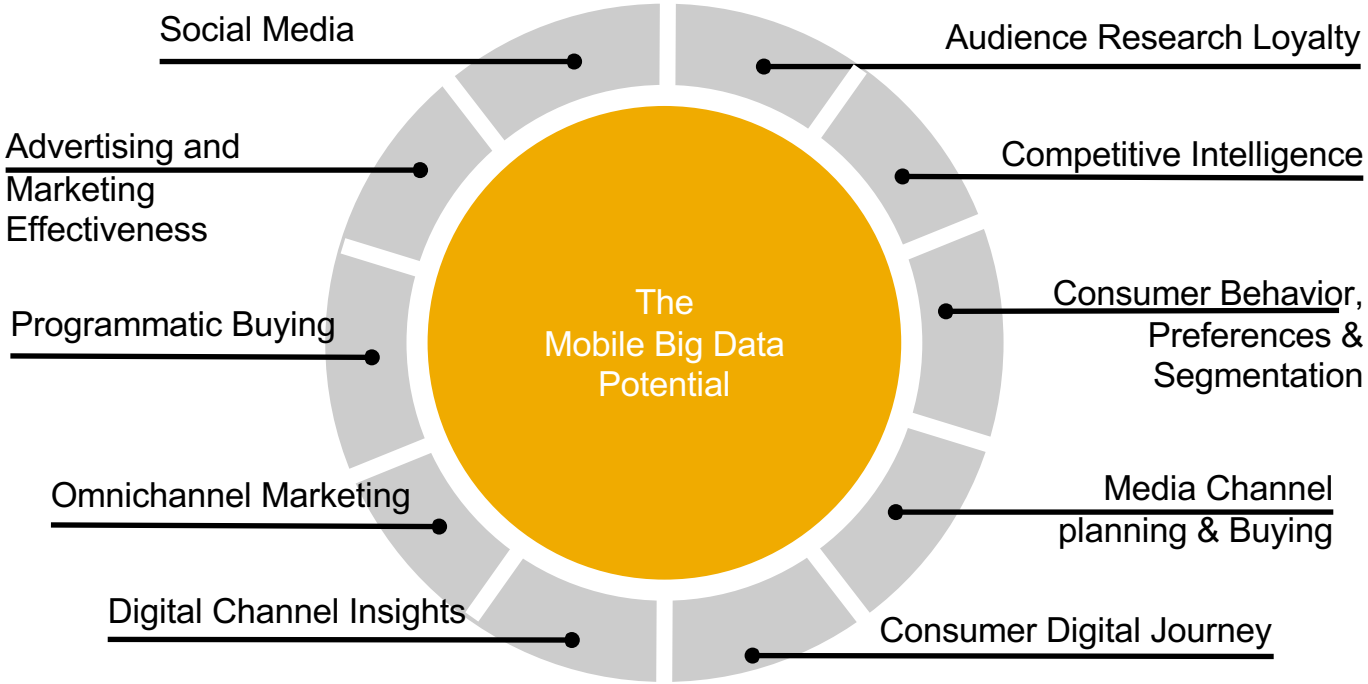
1 **Anonymized near real-time mobile subscriber data available by different countries/region from Mobile Network Operators**

2 **Data enriched with other sources and enhanced with predictive algorithms, offered as a cloud-based service**

3 **Detailed reports available for pre-defined use cases, ready for consumption based on industry workflows - delivered through a web based portal UI, API's, or Data-As-A-Service**

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These insights enable…



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SAP Consumer Insight 365 is winning industry acclaim



Winner, Emerging Technologies Award (E-Tech)

Mobile Marketing and Advertising Category at Super Mobility Week, powered by CTIA September 2014, Las Vegas
Among "Top 10 Online Crowd Favorite"

UX DESIGN AWARDS

Winner, Gold Medal

2014 UX Design Awards, San Francisco, September 2014

design for experience

Finalist, Design for Experience Award

"Bringing Order to Big Data"
UX Magazine

"The challenge is that this data is on a scale not seen before, therefore any service that can address this will create a new empirical data source that will not only complement existing research methodologies, but will also enable brands to better connect to consumers."

– Guy Rolfe, WPP

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Case study: Brand sponsored surfing competition

Organizers of the annual “Titans of Mavericks” surfing competition discourage spectators due to hazardous conditions

High surf, cliff erosion, and lack of safe beach access force law enforcement turn away beachgoers and restrict traffic

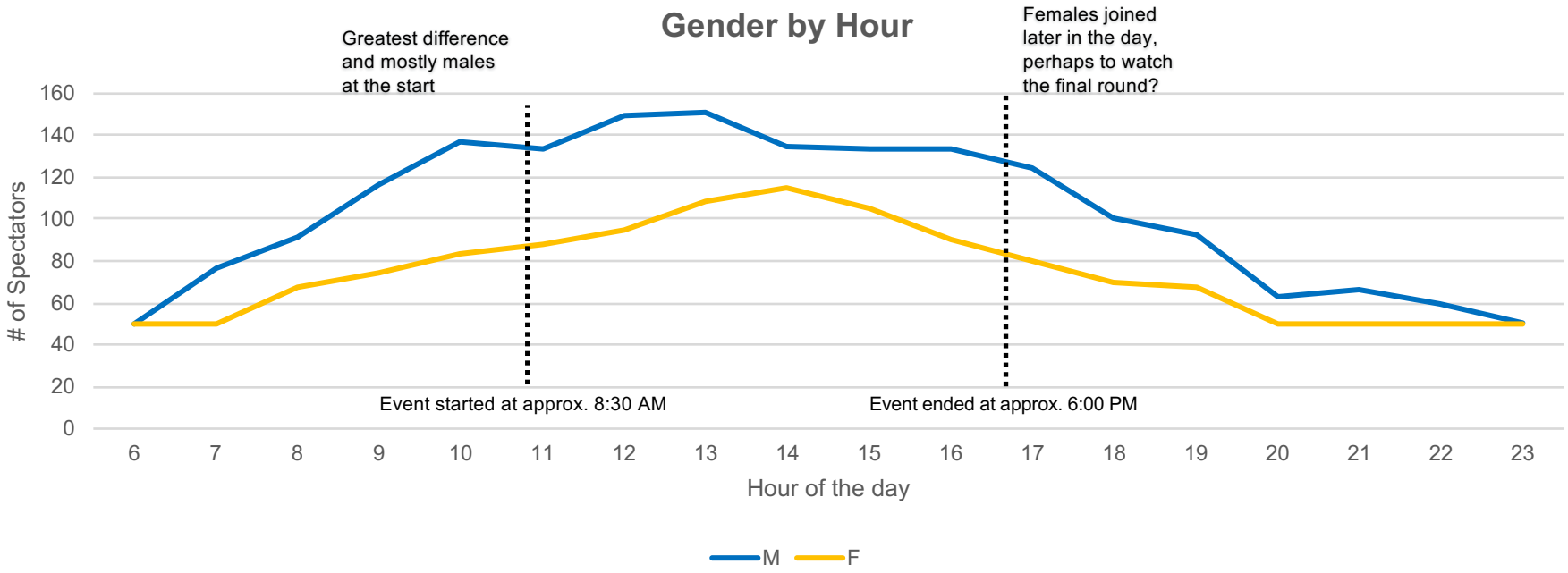
Spectators instead attend “watch parties” with live webcasts hosted at local bars and restaurants

Analysis examines customer profile and brand’s engagement strategy



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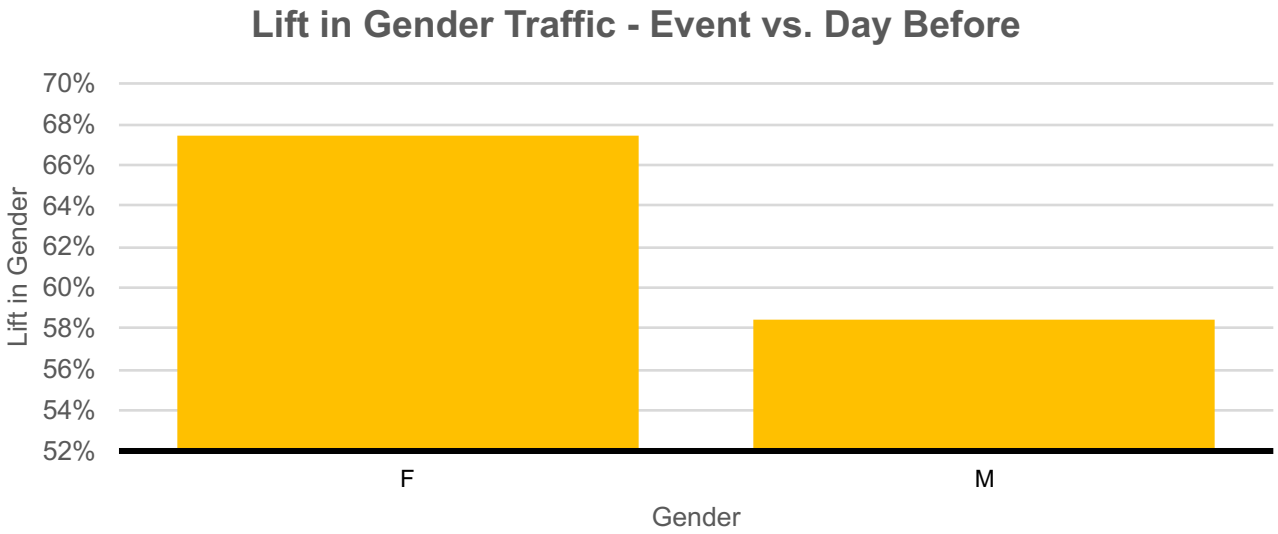
Hourly gender footfall traffic (all hours in local time)



More males than females came to the event (although females came later)…

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Lift in event traffic (by gender) compared to previous Friday



..but females saw the greatest increase vs. a normal surfing day

67% increase

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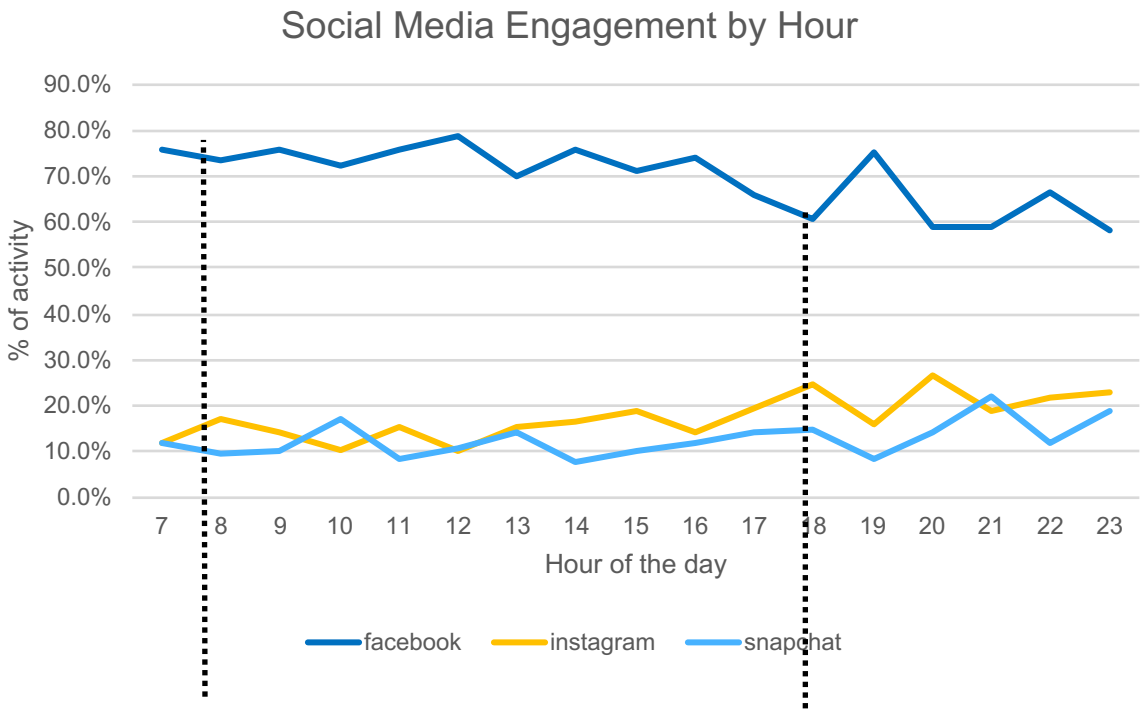
Question for the audience

During the surfing event, which social media channel (Snapchat, Instagram, Facebook) saw the greatest increase in engagement?



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Social media engagement by hour (day of event)



Event started about 8:30 AM

Event ended at approx. 6:00 PM

- Snapchat and Instagram show a gradual increase in engagement, whereas Facebook was at a down slope for the duration of the event
- While at each “spike” in Instagram or Snapchat usage, Facebook always decreases in engagement
- These surfing fans would rather quickly snap a picture or video to share with their friends!

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Mobile-driven experiences drive the digital economy

Real-time hyperconnectivity

Global digitalization trends

Interconnected people and businesses

Mobile and connected-object growth

Uncoordinated, random tactics insufficient

More consumer analytics and ambient data

Increase in cloud technology

Meet customer expectations

More options, channels, and control

Expect and want experiences to change



Interconnectivity

Reach customers with integrated solutions over a single connection



Intelligence

Get the right message to the right person at the right time



Engagement

Deliver new offerings, better services, and more personalized experiences

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Multichannel mobile engagements improve customer experiences



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Two-factor authentication and SMS are the perfect pair

Privacy and security critical in the “last mile”

Simplifies and protects engagements

Reliable, quick, and inexpensive

Available on every mobile device

Offers better security than other schemes

Enables confident experiences

Helps mitigate risk and fraud

Frictionless, familiar solution

Uses common mobile functions



80%
prefer using an authentication PIN for transactions



85%
prefer receiving an authentication PIN on mobile phones

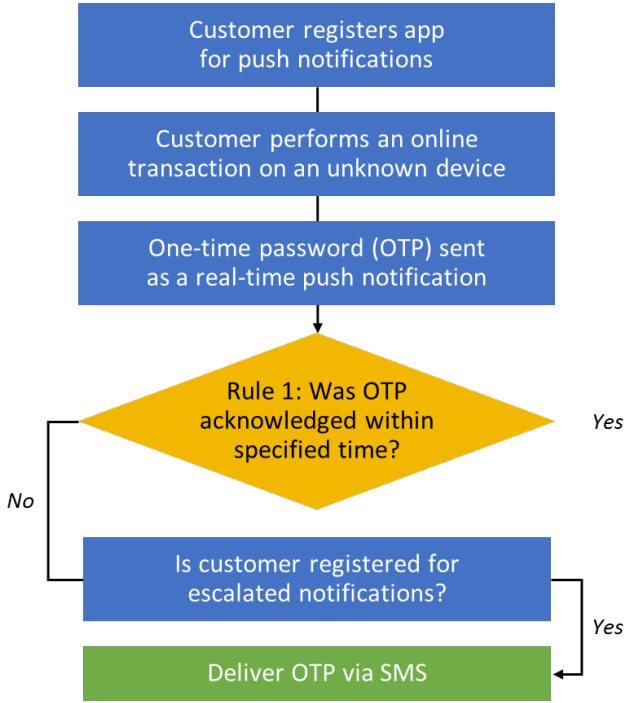


75%
say that SMS is their preferred method for receiving a PIN

Source: SAP Mobile World Congress Survey 2016

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How intelligent notification optimizes delivery and calls-to-action



Common use cases

- First-time registration
- Sign-on using unknown devices
- Second factor for specific requests
- Streamline payables process

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Customer success: Global shipping and logistics 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



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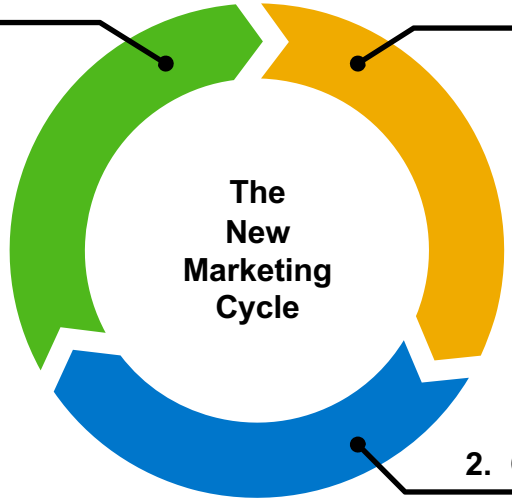
Group activity: Predicting the future

Audience discovery will precede targeting and verification



3. Marketing Measurement

- How do you measure effectiveness across mobile channels? What channels work better under certain conditions?





1. Consumer Insight

- Understand the audience of many, so that you can segment to the audience of one
- How do you use consumer data in your business today



2. Customer Action

- Maximize revenue by delivering an easy, engaging cross-channel experience based on data
- How do you engage with customers via mobile engagement?

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Questions and answers



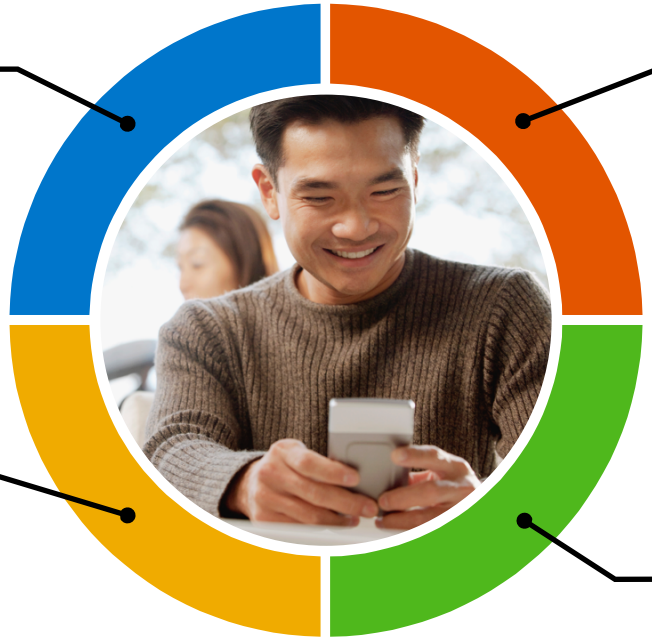
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Enable reliable and secure mobile customer engagements

Connectivity and reach

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

SAP Intelligent Notifications 365
brings rules-based in-app push, e-mails, T2V, and SMS delivery



Engagement services

SAP Engagement 365
easily configures and manages campaigns and promotions

SAP Authentication 365
offers SMS-based 2FA capabilities

SAP Add-on
enables messaging extensions for SAP Hybris, SAP SuccessFactors, and other SAP solutions

Internet of Things

SAP IoT Connect 365
simplifies global connected-object management through a single contract and connection

Consumer data and analytics

SAP Consumer Insight 365
aggregated, anonymized, and enhanced consumer mobile data

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Thank you

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