

The background of the slide features a person's hands holding a smartphone in front of a laptop. The laptop screen displays a login form with a user icon and a password field containing four asterisks. The smartphone screen shows a lock icon and a numeric keypad with the number "7943" entered. A blue curved line graphic separates the header area from the main text area.

FAST CUSTOMER DATA SOLUTIONS FOR SAP CUSTOMER EXPERIENCE

Deliver connected experiences with accelerated customer identity and engagement

Customer-focused businesses rely on a 360-degree understanding of the customer across marketing, sales, accounting, services, and support to deliver seamless experiences across all touchpoints. In order to accomplish this, organizations first need a way to establish identity with first-party data, deepen their understanding through additional information (such as behavioral insights from digital properties), and ensure that every touchpoint enriches and

informs a central customer profile while maintaining identity and consent throughout the customer journey. However, collecting, securing, managing, and making this data available to stakeholders may be cost-prohibitive – sapping resources while creating compliance and security risks. Organizations need a better way to manage this data and tie it all together in a secure, compliant manner to provide stakeholders with actionable insights that provide true business value.

A common data layer in the cloud

Capgemini works with SAP to connect experiences across all channels, enabling a central customer identity, consent, and profile with Fast Customer Data Solutions (CDS) for SAP Customer Experience. Creating this data layer in the cloud improves conversion and registration, creates a consistent enterprise-wide identity across brands and channels, enables personalization, standardizes data structure and security controls across services, and ensures consent follows the customer throughout the lifecycle of their engagements.

Fast CDS for SAP Customer Experience acts as an abstracted data layer and identity microservice that sits across these functions and business units, ties them all together, and

enables a 360-degree view of the customer – including profile, preferences, and engagements. Fast CDS for SAP Customer Experience allows businesses to track and manage consent, so they can react to customer demands quickly and truly deliver connected experiences that inform and delight.

Capgemini works directly with your business and SAP to plan, design, build, and manage the organization's customer data repository – combining our rich multi-industry experience, field-tested methodologies, deep technical aptitude, and award-winning design to create experiences across channels, devices, and geographies at scale.

Connected identity, consent, and engagement

Customer Identity and Access Management (CIAM): Fast CDS for SAP Customer Experience identifies, orchestrates, and engages customers across channels and devices. This allows the organization to connect disparate engagements across business units in a single, connected experience without asking the customers to log in multiple times across various websites, portals, and mobile apps. Customers can even authenticate through social platforms such as Facebook, Google, or Twitter, or through one of the supported password-less options like biometrics or magic links. The solution provides a more seamless customer experience as it allows the company to identify, orchestrate, and connect engagements across various digital properties using a single customer profile based on a unique identifier. The CIAM solution is a unified and comprehensive approach to managing customer onboarding, progressive profiling, and profile management.

Enterprise Consent and Preference Management (ECPM): New guidelines such as the General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA) require companies request and track customer consent to continue to engage with them through marketing, sales, service, and support communications. This helps build trusted customer relationships based on transparency and control. Fast CDS for SAP Customer Experience provides a centralized consent and preference repository with automatic version control, ensuring data privacy compliance. The solution gives customers the control they need to look up and manage their consent preferences easily and quickly through a self-service portal. Their preferences can then follow them across the enterprise with built-in orchestration tools. The ECPM solution centralizes the management and capture of customer consents for developing customer relationships that are built on trust.

The Capgemini and SAP difference

Speed: Capgemini helps the organization move at the speed of business by working hard to rapidly build, launch, and optimize Fast CDS for SAP Customer Experience. We have the experience, expertise, and best practices in place to help plan, create, roll out, and manage the customer repository.

Forward-looking: Capgemini knows that businesses need a flexible, scalable architecture that allows organizations to expand as needed and meet any growing data challenges that come up.

Risk averse: Working with Capgemini to implement Fast CDS for SAP Customer Experience significantly reduces the required timeline and investment of a digital-transformation project.

Secure: Capgemini helps harden the businesses' security posture around customer information by standardizing controls on data and authentication during customer interactions.

Customer-focused: Above all, Capgemini helps the organization become a customer-led business focused on delivering the best experiences and leading to loyalty.

Capgemini and SAP key differentiators

Capgemini is uniquely positioned to help companies across industries implement Fast CDS for SAP Customer Experience to tie customer identity, consent, and profile together for a seamless, connected experience.

We dive deep into the customer journey and existing processes to solve how best to orchestrate powerful experiences that lead to successful outcomes. We combine technical and solution knowledge with a tested, scalable approach that works, allowing us to hand off the program to internal stakeholders or manage it for the company. Above all, we help the business put the right people, processes, and technologies in place through our network of trusted, best-of-breed partners like SAP.





About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 290,000 team members in nearly 50 countries. With its strong 50 year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of \$19.3 billion.

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Note: current conversion is €1 to \$1.20 (2/17/21)