

# IMAGINE A SINGLE STACK.

Digital customer transformation  
powered by the SAP Single Stack

Sprinklr

Digital Experience

hybris eCommerce

C4C Marketing, Sales and Service

SAP ERP

SAP SCM

SAP GTS

SAP HR

Connected Ecosystem

Deloitte Digital Platform

## Building a smoother path for the customer's journey

Few things frustrate customers more than needless, time-consuming redundancy—having to make the same request twice, having to explain a problem repeatedly, having to perform the same process over and over, having to deal with a business that has “forgotten” them.

As a customer engages with a business—whether in person, through a website, via mobile, or through social channels—that customer wants to be recognized as the same person throughout their journey.



## A rewarding experience

For the customer, the benefits are obvious. Being recognized as one and the same person can result in more efficient business transactions, more relevant information, and a more meaningful experience.

In the current “Age of the Customer”—in which delivering a superior customer experience is required to build competitive advantage—more effective customer engagement matters like never before. Recognizing a customer as the same individual throughout the engagement process helps boost customer loyalty and provides deeper, more actionable insights that unlock new opportunities for increased revenue streams.

For businesses, however, the difficulty lies in connecting all the pieces—all the technologies and processes—to make this vision happen. Simply investing in back-office efficiencies isn’t enough. The enterprise requires an integrated solution and a shift toward customer centric thinking when deploying new technology—a shift that puts new emphasis on customer engagement and the customer journey.

Figuring out how to create more value by digitally transforming the customer journey poses obvious challenges. But throw in the challenge of sustained, widespread disruption—regulatory changes, cloud, mobility, IOT, and many other advances in technology—and the task becomes even more complex.

## How we can help

The conventional approach of deploying new technology for specific pain points can bring measurable efficiencies, but it doesn’t always address the real need: to support a more holistic customer journey, in which the business consistently “recognizes” and engages the customer in more relevant ways—nurturing the relationship before, during, and after the sale. Digitally transforming the customer journey means that marketing, sales, and service—and the systems that support those functions—cannot remain stovepiped. Deloitte can help.

# ROBUST SINGLE STACK PANCAKES

AVERAGE REVIEW:  
★★★★★

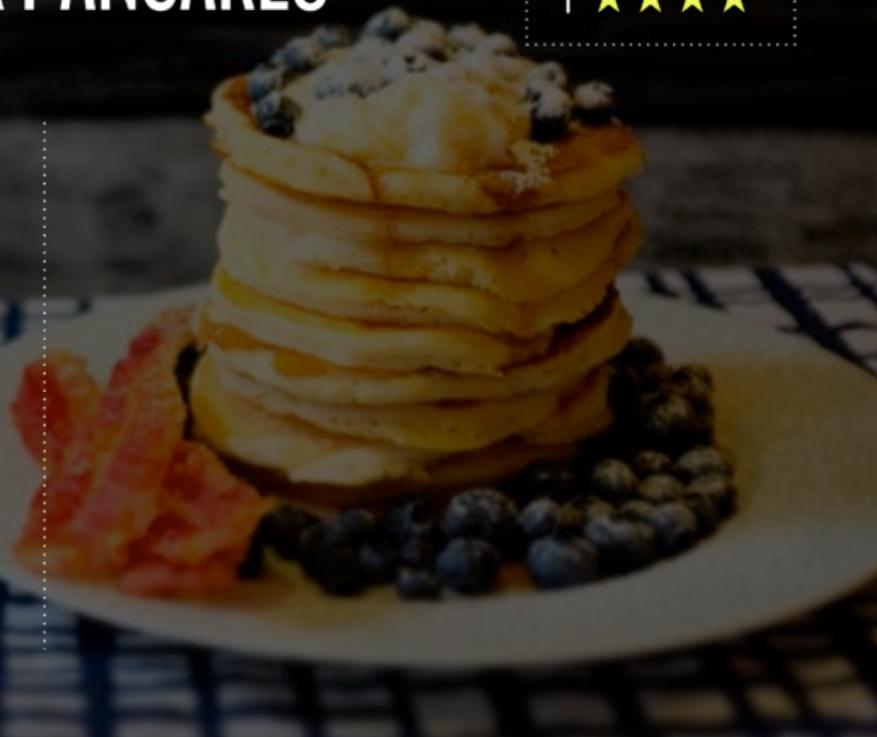
Stack them up for a delicious treat!

## INGREDIENTS

Industry accelerator	Wireframes	SAP ECC SD
Creative	Hybris	SAP SCM
Design	C4C	PI

## RECIPE

Crack open Hybris and combine in mixing bowl with C4C. At the same time, mix in some creativity and design to bake in the customer experience. Let rise in Studio for 3 weeks, then uncover MVP Digital Experience to client. Shake on 1 spoonful of SAP ECC SD and a twist of PI. Finish with a drizzle of SAP SCM and a dash of Sprinkl.



**An integrated single-stack solution.** Our deep experience with SAP technologies and our lengthy history of supporting global clients across many industries gives us an edge. It means we see on a daily basis what works and what doesn't. And it has allowed us to develop a reference architecture for a "single stack" of SAP technologies and supporting services—a SAP-centric solution for unifying processes along the customer journey, to "remember" and engage the customer at every step, in every functional area, and through every channel. Incorporating offerings such as SAP ERP, SAP hybris Commerce, SAP Cloud for Customer, and SAP Supply Chain Management, our SAP Single Stack stands as a highly reliable and highly customizable solution for digital transformation.

**Industry-relevant tools.** Our single stack approach provides a solid starting point and removes a lot of guesswork, but we recognize that each industry has its own nuances—which is why we have an array of industry accelerators at the ready. Our accelerators—a combination of tools and leading practices—help us execute a digital transformation strategy that makes sense to your business and helps get you up and running fast.

**A focus on business.** Digital transformation should make business sense. Deloitte can help you make the business case—so you can build support for the transformation within your organization. And as we help you refine your business processes and connect them effectively with new technologies, we also help identify additional areas for improvement and cost reduction.

**Systems integration know-how.** Deloitte does more than hand you a plan and a basket of technologies for digital transformation. We have extensive systems integration capabilities. We can roll up our sleeves, put in place your new technologies, and weave them together to help align them with your business processes.

### The big idea

Deploying a "single stack" solution built around SAP technologies can help accelerate digital transformation, unify business processes, and engage customers more effectively—making the customer journey more meaningful for both the customer and the business.

### It's all connected

Disruption is the norm—with upheavals happening regularly in all facets of business, from talent to technology. As businesses respond and undertake digital transformations, the customer stands prominently at the center of things.

## Potential bottom-line benefits

Working with Deloitte to smooth the path of the customer's journey can help move you closer to results that matter for your business—and help make your digital transformation count. Here are some of the potential benefits that you could see.

- A lower total cost of IT ownership, more efficient use of resources, and elimination of redundancies
- An improved customer experience that can enhance service, foster greater loyalty, and help you win and retain customers
- New strength for your brand and a boost to ROI in markets that matter most to your business
- Growth in sales opportunities and new markets as you unlock insights along the customer journey

### How to create more value with Deloitte and SAP solutions

It's never too early to begin a digital transformation that focuses on the customer journey. Here are some ideas to get you started.



**Make maps.** Map in detail the steps of your customer's journey. Plot your value stream and how your business processes flow. See how your maps compare with leading industry practices and start identifying opportunities for improvement—opportunities that can help move your organization toward long-term business goals.



**Beat the drum.** Start building a business case for digital transformation—so you can start building consensus on key needs. Developing buy-in and aligning your organization around common goals will help make the transformation smoother.



**Get out the ruler.** You'll want to establish what "success" means for your business, and you'll want to know how to measure it. Work now to determine the results you'll be expecting, and know what methods you'll use to assess those results.

## Let's talk

Embarking on a digital transformation begins with questions, and Deloitte has answers that can help you determine the path forward. Contact us to begin a conversation about how to enhance the customer journey—and to learn about related workshops and business-assessment opportunities.

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