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# Reimagine customer data, cloud, and your opportunities
Kick-starting a journey toward new value with the SAP C/4HANA suite

Massive changes are taking place at the intersection of the customer and data. Customer expectations are rising. The amount of data is growing. At the same time, regulatory and competitive pressures are increasing—as new laws bring new burdens around customer data and as innovative cloud-enabled capabilities offer players of various sizes a chance to gain an edge. Create a highly personalized, data-driven customer experience enabled by cloud, and you can be positioned to capture previously unimagined opportunities and realize new efficiencies. What's your plan? How will you respond to the changes taking place on multiple fronts today?

Tools for transformation

With SAP C/4HANA, part of the SAP Customer Experience portfolio, which has replaced the SAP Hybris brand, SAP offers an integrated, cloud-enabled vision of the customer experience that can help you on your path toward transformation. SAP C/4HANA can help tame complexity by offering centralized availability of mature services for customer data, analytics, machine learning, and other capabilities.

For many organizations, transforming processes and activities around customer data will be an obvious starting point— essential to strengthening customer relationships, driving revenue growth, and improving compliance. Solutions such as SAP Customer Data Cloud—part of the SAP C/4HANA suite and successor to SAP's Gigya offering—can help.
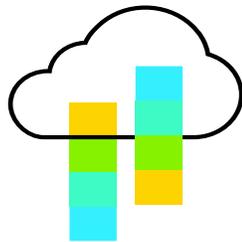
Value in sight

By using solutions such as SAP Customer Data Cloud to help master your customer data and how you use it, you can begin to unlock a number of potential benefits, including:

- **Empower customers**, putting them in control of their data and allowing them to tailor their experience with your brand or even multiple sub-brands
- Develop more meaningful, more accurate **customer profiles** that can help you:
  - Enhance engagement
  - Support more effective targeted marketing campaigns
  - Grow sales
- Boost **customer registrations**—to turn unknown online customers into known, loyal customers
- Enhance data **privacy and security**
- Address requirements of the EU's **General Data Protection Regulation** (GDPR) and other US global data privacy regulations
- Foster **brand loyalty** by delivering better products, services, and experiences powered by data-driven insights and processes

Experience in action

Deloitte's experience with the SAP Customer Data Cloud solution can help you begin to approach customer data more strategically—to drive top-line growth while also tapping the benefits of cloud, including scalability, a simplified IT landscape, lower total cost of ownership, and rapid access to the latest software updates. What can you do? Here are a few examples.

- **Customer Identity.** Let customers manage their identities in a way that makes sense to them and aligns with your business processes. Tap the power of cloud to provide customers with tools for controlling how, when, and where they share identity-related information with your organization.
- **Customer Consent.** Respond more effectively to myriad regulatory demands by taking customer consent to the next level. Transparently collect, track, and manage preference and consent data throughout the customer lifecycle— across your business or even on a brand-by-brand basis.
- **Customer Profile.** Unify data into permission-based profiles for each customer, allowing you to gain new insights, build more powerful one-to-one marketing programs, get more value from digital commerce platforms, and start turning casual customers into "customers for life."

First-party attributes — Identity

Opt-in preference — Consent

Single view of customer — Profile

Move forward with an SAP Customer Data Cloud Workshop

Beginning a transformation journey with SAP Customer Data Cloud and other elements of the SAP C/4HANA suite will require more than an ability to plug in technology. Deloitte can help you identify a way forward—one that fits with your organization's vision for the future. Start the process with one of our SAP Customer Data Cloud Workshops, which are designed to help you address initial questions and requirements across four primary areas.

- **Assess.** Where are you on the readiness curve? What issues and risks do you face? Through a half-day workshop that includes your IT and marketing teams, we can help you assess your readiness for SAP Customer Data Cloud across multiple dimensions—from the back office to customer-facing processes.

- **Identify.** Reviewing the data and feedback from the workshop, we identify gaps in your readiness as well as areas where you can explore potential new value. We can help you see a vision of your future—and what lies between your current state and that vision.

- **Design.** Our team generates a high-level roadmap that plots a path forward for your organization to consider—so you can begin to understand the enterprise-specific steps required for transforming your business.

- **Plan.** We collaborate with your team to start planning the execution of individual steps in your transformation journey—to help you activate a strategy based on measurable goals and concrete actions.
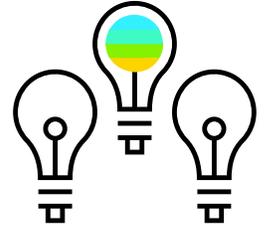
Let's talk

The pressure is on. With customers, regulators, and your own stakeholders expecting more, how can you turn cloud capabilities and data to your advantage? A conversation with Deloitte is a great place to start. With industry-specific experience and access to a global network of more than 18,500 professionals dedicated to SAP solutions, we can help you reimagine *everything*—no matter where you are or what you do. A long list of awards—including Deloitte Digital's 2018 SAP Hybris Global Partner of the Year award—highlights our team's ability to help you achieve results.

Connect with us to learn more about our workshop approach for kick-starting a customer data and cloud transformation journey. We can provide a demo of SAP Customer Data Cloud, supply additional insights on the SAP C/4HANA suite, or discuss a specific challenge your organization faces. Contact us to get the conversation started.

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