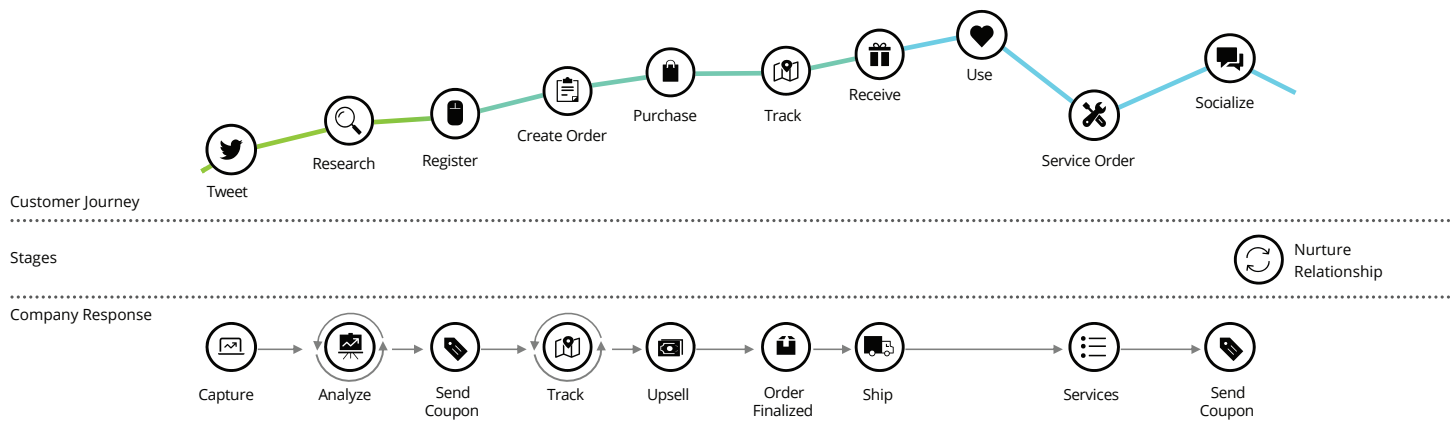


Layers of value

Reimagine Customer Experience with Single Stack®

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.



How can we help

In the current “Age of the Digital 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.

The conventional approach of deploying new technology for specific pain points can bring measurable efficiencies, but it does not always address the real need: to support a more holistic customer journey, where 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 the engagement experience all along the way—cannot remain stovepiped. It is time to reimagine how it is all connected.

With SAP transforming its SAP® Hybris® offerings and other customer-focused solutions into the SAP Customer Experience portfolio, new capabilities and possibilities emerge. At the center of SAP Customer Experience lies the SAP® C/4HANA® suite, which includes SAP Marketing Cloud, SAP Commerce Cloud, SAP Service Cloud, SAP Sales Cloud, and SAP Customer Data Cloud.

SAP C/4HANA offers a bold, integrated, cloud-enabled vision for the customer experience. But connecting all the pieces and aligning them with your business processes will require work. It’s time to reimagine everything. Deloitte can help.



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.

Integrated, accelerated: a solution at the ready

As a portfolio of offerings, SAP C/4HANA and related SAP Customer Experience solutions can help drive the type of digital transformation our clients require—all through a single integrated platform. To support that vision, we have created a new offering called Reimagine Customer Experience with Single Stack (aka, Single Stack)—to help clients leverage their SAP investments, reimagine their business, and activate the truly digital enterprise.

Deloitte’s Single Stack is focused on using an integrated ecosystem of SAP solutions and other technologies to enable digital capabilities throughout the entire value chain—breaking down all functional barriers and effectively ending barriers between back office and front office.

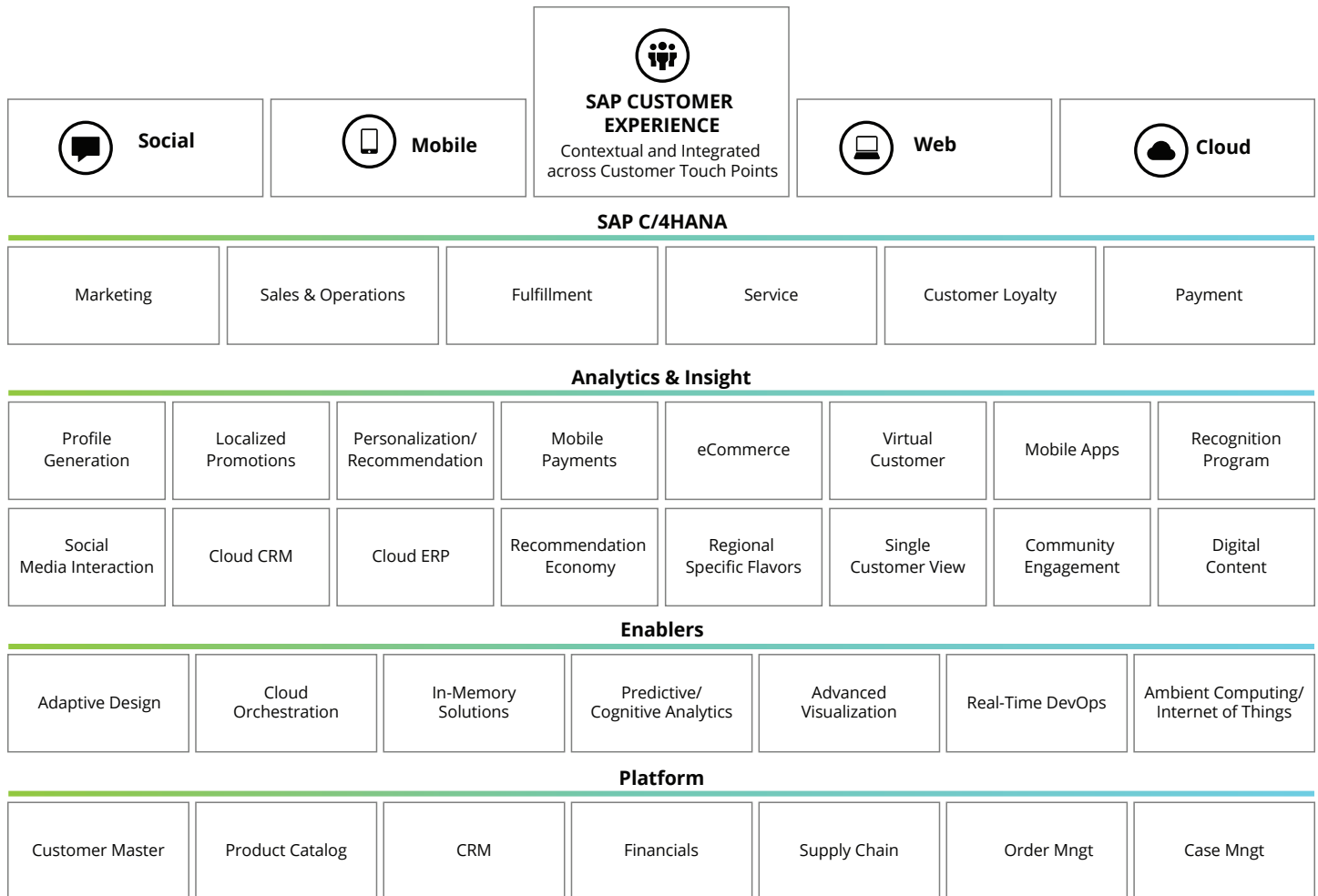
Single Stack offers an accelerated path to value—because Deloitte has already done the homework and the hard work for developing an integrated, ready-to-deploy ecosystem of solutions. The potential payoff? You can move fast with new digital capabilities that can help you deliver the experience your customers expect, enable growth, innovate, get data-driven insights for improved decision making, and operate more efficiently across the front office as well as the back office.

Our approach to enable digital transformation using Single Stack drives a superior customer experience through every channel and customer interaction, including traditional back-office capabilities. Using this approach, functions such as order management, supply chain, credit, and financial management all contribute to enabling a digital organization inside and out, with a “customer first” mentality.

Deloitte has made large investments in innovation across industries to develop Single Stack. We have mapped our Digital Engagement Platform to SAP’s set of applications, allowing us to quickly create a vision for a digitally enabled organization through a series of client workshops. We use this as the baseline to drive digital innovation through a series of iterative sprints that focus on delivering value quickly (i.e., quick wins) while creating a solid digital foundation.

Enabling a digital transformation with Single Stack

Reimagine Customer Experience with Single Stack can help you navigate digital disruption and enable capabilities across the entire digital spectrum.



Solution highlights



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. In addition, it has allowed us to develop a reference architecture for Single Stack and supporting services—an 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 S/4HANA and the entire SAP C/4HANA suite, our Single Stack offering 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 experience.

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.

Potential 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.

- 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
- A lower total cost of IT ownership, more efficient use of resources, and elimination of redundancies
- Growth in sales opportunities and new markets as you unlock insights along the customer journey

The big idea

Reimagine Customer Experience with Single Stack 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.

Ingredients for Deloitte's complete Single Stack offering

Deloitte Industry Accelerators

Sprinklr

Digital Experience

SAP C/4HANA

- SAP Commerce Cloud
- SAP Marketing Cloud
- SAP Customer Data Cloud
- SAP Sales Cloud
- SAP Service Cloud

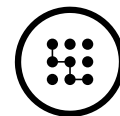
SAP S/4HANA®

SAP® Ariba®

SAP® SuccessFactors®

Connected Ecosystem

Deloitte Digital Platform



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Why Deloitte?

Deloitte recognized early on that digital is a new paradigm requiring a radically different approach to consulting services from the past. As a result, our leadership created Deloitte Digital in early 2012 to focus on assisting organizations through the digital revolution. At Deloitte Digital, digital transformation consulting is inherent in everything that we do. Our approach to helping organizations transform their businesses is deeply rooted in the belief that embracing digital is not only desirable, but also essential to thriving now and in the future. The digital era, in our view, is a stepping-stone in the evolution of the world, marked by disruption and exponential use of technology.

Deloitte is uniquely positioned to capture the opportunities that SAP's focus on digital transformation is bringing to light. With SAP C/4HANA, SAP S/4HANA, and other leading edge SAP technologies, we realize that SAP offers tremendous opportunities for organizations to embrace the digital era and disrupt their markets, before being disrupted by someone else.

Let's Talk

Embarking on a digital transformation begins with questions, and Deloitte has answers that can help you reimagine everything and 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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