

**SAP Customer Experience**

SAP Information Sheet  
SAP Customer Experience | Services

# SAP® Marketing Cloud Portfolio of Services

THE BEST RUN



## Make the Most of Your **SAP Marketing Cloud** Solution

Fulfill the promise of CRM. Activate customer data, engage with speed and intelligence, and optimize marketing to drive growth and revenue with SAP Marketing Cloud. With SAP Customer Experience Services, get the most out of your SAP Marketing Cloud solution. Engage with our consultants to address your business needs at all stages of your project lifecycle.



### **Boost your project quality**

Whether working with your partner or on your own, tap into our collaborative SAP Value Assurance offerings. Our experts will not only safeguard your project plans, but also validate project quality in key technical and functional areas, so you can mitigate your project risks.



### **Implement your solution the right way from the start**

Bring your SAP Marketing Cloud project to life with our implementation and quick-start services – in conjunction with other SAP Customer Experience solutions, or not. Leverage the Quick-Start service for SAP Marketing Cloud. Our experts are available to lead your project from start to finish and beyond its first go-live.



### **Integrate your solution**

Integrate SAP Marketing Cloud with other SAP Customer Experience solutions, such as SAP Cloud for Customer or SAP Commerce Cloud. Our experts can drive your project end-to-end, including integration. We are also available to team up with your partner and your own team, and provide deep technical design and integration guidance - so all solutions run at their best, together.



### **Set yourself up for success**

Get guidance in complex functional and technical topics, such as project and operations setup, technical design, campaign setup, reporting, advanced analytics, cloud migration, integration, and much more. Empower your team with foundational knowledge and technical principles that will guide them through all the complexities at any stage of the project, even after a successful go-live.

## Boost Your Project Quality with SAP Value Assurance Plans

### Summary

Leverage ongoing guidance, based on the SAP® Activate methodology and best practices for SAP cloud solutions.

SAP will work alongside your implementation partner or your own team to review project risks and recommend risk-mitigation activities.

### Objectives

- Refine your engagement approach with an initial Cloud planning workshop.
- Mitigate your project risks in areas of project preparation and governance, design, solution, and readiness
- Utilize SAP expertise throughout your project for continuous guidance.

### Solution

- Significant risk reduction through SAP's active participation in the project as a trusted advisor.
- Optimized adoption of cloud best practices.
- Increased rate of project success and higher project collaboration leads to greater business value and user adoption of the solution.

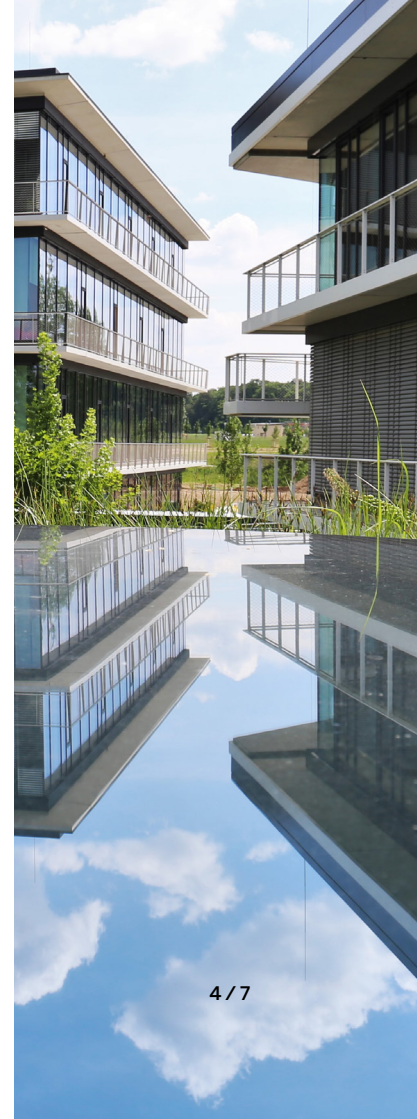
**Adopt a holistic quality assurance approach for cloud onboarding with SAP Value Assurance plans.** Get expert reviews of key planning and technical elements of your project and guidance all the way to go-live.



## Implement Your Solution **the Right Way from Start**

### Accelerate your implementation with Quick-Start service

This service is designed for a fast go-live in just 12 weeks and provides guidance by SAP Marketing Cloud consultants in areas of scope validation, configuration, data strategy, testing, fundamental knowledge transfer and enablement, all the way to go-live and beyond.



## Services so Your SAP Marketing Cloud Solution **Runs at its Best**

**Capabilities and Planning Service:** kickstart your Cloud journey with a strong foundation. Learn about key solution capabilities to rely on and gain advice on effective cloud project planning.

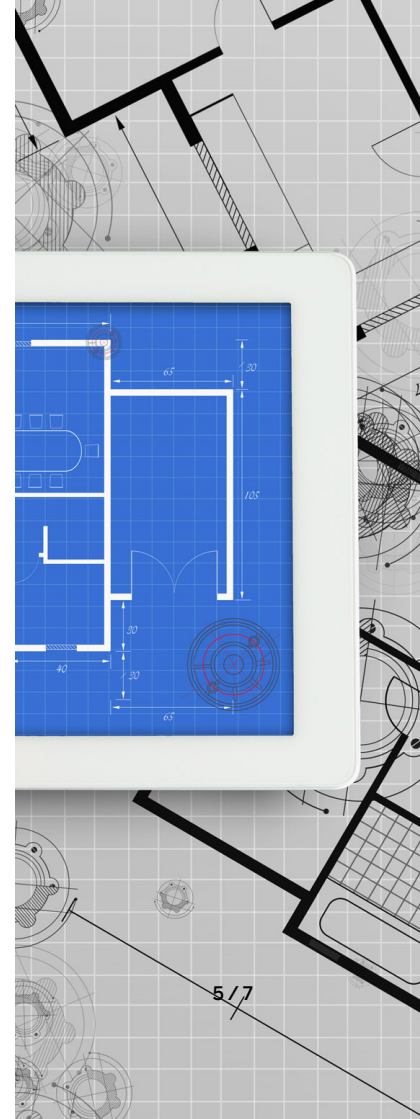
**Technical Design Guidance or Assessment:** learn how to design your solution to efficiently support your business goals. Connect with experts and validate your plans for technical architecture, application logic configuration, integration and data models.

**Integration Scenario Guidance:** select key scenarios with greatest impact to your business and get support from SAP experts to execute on those. Empower your key users with foundational knowledge around integration.

**Cloud Migration Guidance:** plan your transformation from on premise deployment to SAP Marketing Cloud.

**Go-Live Readiness Assessment:** validate your go-live readiness before you activate your campaigns. Prevent potential issues and secure a smooth go-live.

Plan your journey to the Cloud. Empower your team with foundational knowledge and **assess your project quality in fundamental technical areas.**





## Services for Your SAP Marketing Cloud Campaigns

**Campaign Ideation Guidance:** enhance your campaign ideation processes with design thinking methodology. Get help developing campaign briefs that fit your strategic objectives, and come up with new and unique program ideas for all buyer journey stages.

**Campaign Build Guidance:** enable your key business users on marketing campaign functionality with SAP Marketing Cloud. Get your first campaign up and running and set the baseline for campaign success.

**Email Deliverability Guidance:** improve your email campaign yield. Based on your marketing requirements, our experts will help you revise your execution plan and set up your system to achieve your email marketing goals.

**Reporting Guidance:** set your organization on the path of fact-based decision-making. Learn about reporting best practices and get advice on the right reporting strategy for your organization.

**Advanced Analytics Guidance:** enable your organization to leverage complex analytics capabilities such as machine learning, heuristic scoring, and build a customized advanced analytics scenario.

**Project and Operations Guidance or Assessment:** validate your project and marketing operations plans. Learn about and incorporate recommended practices into your project plans. This service also helps you optimize your ongoing marketing operations and empower your team with foundational knowledge. Identify areas for improvement, remove roadblocks, mitigate risks and gaps, so you can experience a successful go-live.

**Solution Adoption Guidance:** plan for your long-term business objectives. Base yourself on a framework designed specifically for marketing and identify how to use your SAP Marketing Cloud solution to its full potential in support of your marketing strategy.



## SAP Customer Experience | Services

Additional Resources

### openSAP Microlearning

Maximize the return on investment in your SAP Customer Experience solution and jump start your learning process with easily digestible microlearning videos and in-depth expert knowledge across all our solutions. Here you will find access to everything under one roof, tailored to the needs of your business role.

Visit [openSAP Microlearning](#) now.

### CX Works

Get the most from your SAP Customer Experience solutions deployment, whether you are launching a new implementation, integrating additional solutions, or increasing value from an existing deployment.

Designed for companies that use SAP Customer Experience solutions and our ecosystem partners who help implement technology, CX Works offers a complete source of field-tested, SAP-verified expertise – all in one intuitive Web portal.

[Visit CX Works](#) to find best practices for deploying, integrating, and using our solutions, scenario- and solution-based articles, guidance to support strategy development, change management, and business transformation, as well as technical content on integration and code best practices.

### About SAP Customer Experience Services

Part of SAP Services and Support, we are a global team focused on helping our clients create their own connected customer experiences with SAP Customer Experience solutions.

Our expertise is in digital transformation and its components: strategy, data integration, process alignment, project execution, and technology across commerce, marketing, sales, service, customer data and experience management areas.

We are committed to help our customers reduce time to value, transform their front office, and derive the maximum value from our solutions.



Reach out and get services that fit your strategy. Contact us at [sapcx-services@sap.com](mailto:sapcx-services@sap.com).

# SAP Customer Experience

Follow us



[www.sap.com/cx-services](http://www.sap.com/cx-services)

© 2020 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platforms, directions, and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See [www.sap.com/copyright](http://www.sap.com/copyright) for additional trademark information and notices.

