

# Kierunki rozwoju rozwiązań wspierających sprzedaż i obsługę klienta

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# Klienci SAP osiągają większe sukcesy z SAP Cloud



■ **7,000+** firm

z powodzeniem używa rozwiązań chmurowych SAP, zintegrowanych z istniejącymi API



■ **1,000+** firm

korzysta z naszej integracji out-of-the-box oraz API w celu integracji SAP w chmurze i zainstalowanego lokalnie



■ **Dziesiątki nowych hybrydowych** implementacji startuje każdego miesiąca

Coca-Cola

HILTI

DKMS

Hasbro



Allstate  
You're in good hands.



SIEMENS NEC

T-Mobile

adidas

Wir besiegen Blutkrebs.



PIAGGIO

PEPSICO

P&G

VARIAN  
medical systems

Allianz

VEOLIA  
TRANSPORTATION

SUNCOR  
ENERGY

RENAULT

Atos  
Origin

# SAP Cloud - strategia & portfolio

## MANAGED CLOUD



SAP BUSINESS SUITE  
ON HEC



BW ON  
HEC

FROM SAP OR PARTNERS



PEOPLE



CUSTOMER



MONEY



SUPPLIER

## PUBLIC CLOUD APPLICATIONS

## CLOUD SUITE



BUSINESS



## SAP HANA



PARTNER/  
ISV APPS

HANA CLOUD  
SERVICES

- DATABASE
- INFRASTRUCTURE
- PLATFORM

HANA MARKETPLACE

# INNOWACJE W CHMURZE

## SAP CLOUD FOR CUSTOMER PORTFOLIO

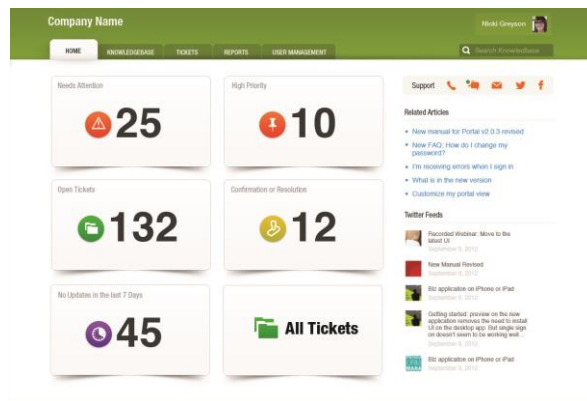
### Customer Insight



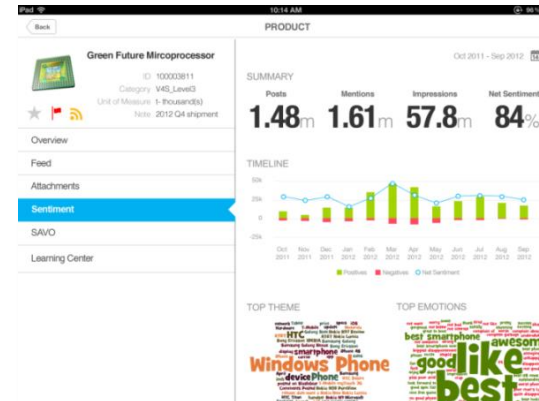
SAP Cloud for Sales



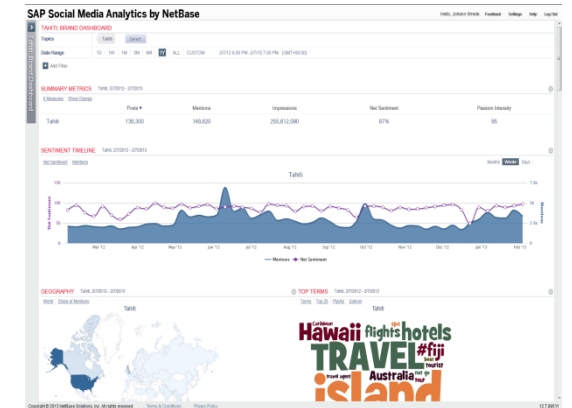
SAP Cloud for Service



SAP Cloud for Social Engagement



SAP Cloud for Marketing



# Edycje branżowe i integracja



- Dostępne dla branż: Retail, Utilities, Consumer Products, IM&C
- Planowane dostosowanie dla branż: High Tech, Professional Services, Banking, Insurance, Chemicals
- Scenariusze integracyjne z SAP ECC & SAP CRM wykorzystujące dostępne już funkcjonalności branżowe

# System demo



Assign To | Escalate | Set as Irrelevant | Follow Up

Web Services

TICKET

1752

Subject: @TheSmarTouch - 9 - having some trouble with my SmarTouch battery phone this morning!  
Status: Open | Priority: Low | Initial Response Du...: 05/02/2013 08:50:02 AM  
Assigned To: Terence Chesire | Team: Mobile Service Unit | Completion Due Date: 05/08/2013 04:50:02 PM

battery, smartouch, @thesmartouch

OVERVIEW | COLLABORATION | ACTIVITIES | ATTACHMENTS | CHANGE HISTORY | SEARCH ORDERS | ORDER STATUS | CREATE ORDER

CUSTOMER



James Weiss | Follow/Unfollow  
E-Mail: j.weiss@gmail.com | Category:  
Phone: 650.345.7766 | Twitter: @JamesWeiss01

ADDITIONAL INFORMATION

Source: Social Media | Minutes to Initial Response: 0 min  
Service Level: ServiceOD\_Standard... | Minutes to Completion: 0 min  
Product: SmarTouch 4G S... | Serial ID:  
Service Category: | Incident Category:  
Cause Category: | Resolution Category:  
Solvable via Self-Service:

INTERACTIONS

Newest First | Expand All Interactions | Add Note



James Weiss via TheSmarTouch  
@TheSmarTouch - 9 - having some trouble with my SmarTouch battery phone this morning!  
November 07 at 01:47:20 PM | Neutral

SOLUTION FINDER

Search: @thesmartouch battery smartouch | Search | Reset  
Recommendations are based on product and other keywords extracted by the system

REPLY

TWITTER | PORTAL



@JamesWeiss01

Insert: Chat Link | Template | Tweet | Send Private Message



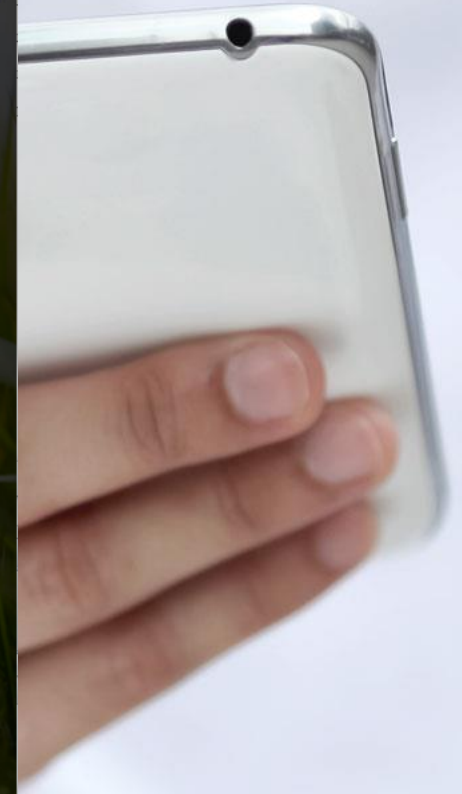
SmarTouch 4G Battery Life  
Identifies an issue and how to resolve it.  
Author: admin | Changed On: 01/09/2013



Solar Panel Batteries  
In a real life situation you would need to take into account the efficiency of your regulator and its ability to charge the battery to 100% (multi-stage charging), and the fact that the charge...  
Author: terence | Changed On: 02/27/2013

FEED | EMPLOYEES | PRODUCTS | SOFTPHONE | TAGS | SHELF | HELP CENTER

CUSTOMER SERVICE | 1752



Assign To | Escalate | Set as Irrelevant | Follow Up

Web Services

TICKET

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Subject: @TheSmarTouch - 9 - having some trouble with my SmarTouch battery phone this morning!  
Status: Open | Priority: Low | Initial Response Du...: 05/02/2013 08:50:02 AM  
Assigned To: Terence Chesire | Team: Mobile Service Unit | Completion Due Date: 05/08/2013 04:50:02 PM

battery, smartouch, @thesmartouch

FEED

CUSTOMERS | PRODUCTS | CUSTOMER SERVICE | ADMINISTRATOR | FEED | BUSINESS ANALYTICS | ANALYSIS | BUSINESS CONF |

QUEUE: All (360)

All | Find...

- Ticket 1758** from **Kermit K T Nguyen**  
Priority: Low | Status: Open | Assigned To: | Due: May 08 2013 at 04:50:03 PM  
@TheSmarTouch Mocha here Nov 9 toSmarTouch twitter  
Last Changed on 05/01/2013 01:49:35 PM via @TheSmarTouch
- Ticket 1759** from **Tim Wilkes**  
Priority: Low | Status: Open | Assigned To: | Due: May 08 2013 at 04:50:04 PM  
@TheSmarTouch Loving my new Smartouch 4G. Totally Awesome!  
Last Changed on 05/01/2013 01:49:35 PM via @TheSmarTouch
- Ticket 1760** from **Arnold**  
Priority: Low | Status: Open | Assigned To: | Due: May 08 2013 at 04:50:04 PM  
Hi @TheSmarTouch I have a smartouch 4G and my battery life is not good at all. After 5 hours the phone is completely empty  
Last Changed on 05/01/2013 01:49:35 PM via @TheSmarTouch
- Ticket 1761** from **Marc**  
Priority: Low | Status: Open | Assigned To: | Due: May 08 2013 at 04:50:04 PM  
@TheSmarTouch the new Smartouch is great  
Last Changed on 05/01/2013 01:49:35 PM via @TheSmarTouch
- Ticket 1762** from **Roland van Breukelen**  
Priority: Low | Status: Open | Assigned To: | Due: May 08 2013 at 04:50:05 PM  
DEMO - @thesmartouch - can you help me with the issue I have around my battery life?  
Last Changed on 05/01/2013 01:49:35 PM via @TheSmarTouch
- Ticket 1764** from **Thomas Liu**  
Priority: Low | Status: Open | Assigned To: | Due: May 08 2013 at 04:50:05 PM  
@TheSmarTouch I love your 3G, please tell me more.  
Last Changed on 05/01/2013 01:49:35 PM via @TheSmarTouch
- Ticket 1765** from **Thilo Kerner**

OVERVIEW | COLLABORATION | A

CUSTOMER

**James Weiss**  
E-Mail: j.weiss@gmail.com | Category: |  
Phone: 650.345.7766 | Twitter: |

INTERACTIONS

**James Weiss** via **TheSmarTouch**  
@TheSmarTouch - 9 - having some trouble with my SmarTouch battery phone this morning!  
November 07 at 01:47:20 PM

REPLY

**TWITTER** | PORTAL  
@JamesWeiss01  
Insert: Chat Link | Template

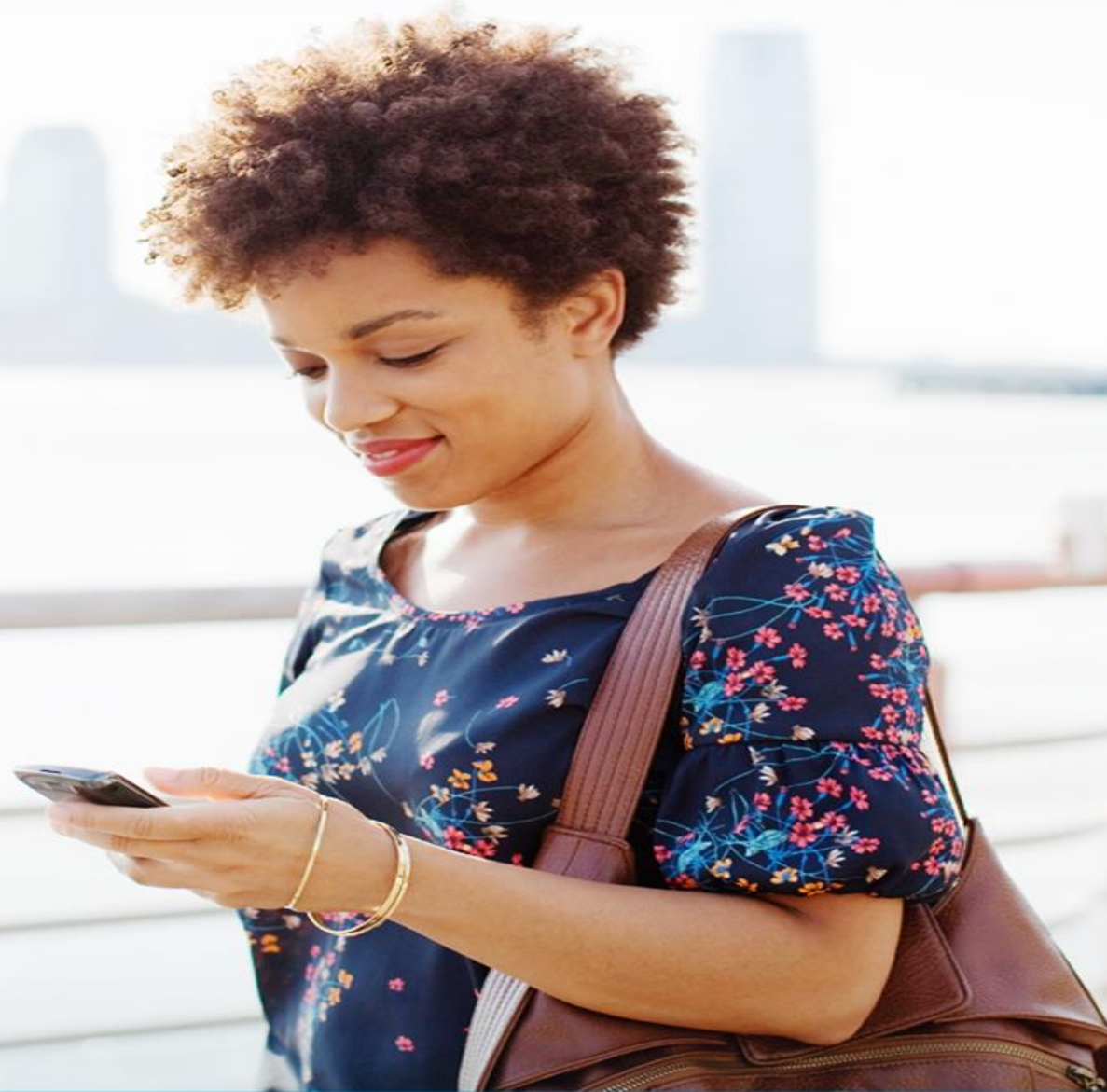
CUSTOMER SERVICE | 1752



FEED | EMPLOYEES | PRODUCTS | SOFTPHONE | TAGS | SHELF | HELP CENTER



PEŁNA  
WŁADZA  
KONSUMENTA  
NAD RYNKIEM



# 57%

procesów zakupu  
kończy się zanim  
nastąpi pierwsza  
interakcja ze  
sprzedawcą.





# 53%

klientów rezygnuje  
z zakupu w wyniku  
negatywnych opinii  
znalezionych  
w Internecie.

# 86%

klientów jest  
skłonnych zapłacić  
więcej  
za lepszą obsługę.



# SAP CLOUD FOR CUSTOMER

wzmacnia ~300 COMPANIES

## MANUFACTURING



## CONSUMER PRODUCTS & LIFE SCIENCES



## RETAIL & WHOLESALE



## HIGH TECH & TELCO



## MEDIA, SPORTS ENTERTAINMENT, TRAVEL



## SERVICES & PUBLIC SECTOR







“*Nespresso* maintains a direct dialogue with our consumers and Club Members. Worldwide they interact with us through an array of consumer contact points. SAP Cloud for Sales allows us to focus on delivering the ultimate coffee experience to our consumers. ”

**Jean-Marc Duvoisin**  
CEO, Nestlé Nespresso SA

## W SKRÓCIE

 **Cel**  
Wyposażenie zespołów sprzedażowych w narzędzia umożliwiające pozyskanie nowych Klientów i rynków – zachowując pod kontrolą rosnącą złożoność procesów i Klientów.

 **Rozwiązanie**  
SAP Cloud for Sales Retail Execution

 **Korzyści**  
Efektywniejsze planowanie aktywności i wizyt z możliwością przyjmowania zamówień. Lepsze zarządzanie Klientami potencjalnymi, istniejącymi oraz prognozami sprzedażowymi.



# Dziękujemy!

Kontakty:

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