

# Цифровая трансформация CX

Владимир Галь, Директор по развитию бизнеса SAP Hybris  
САП СНГ

Москва, 11 декабря 2017

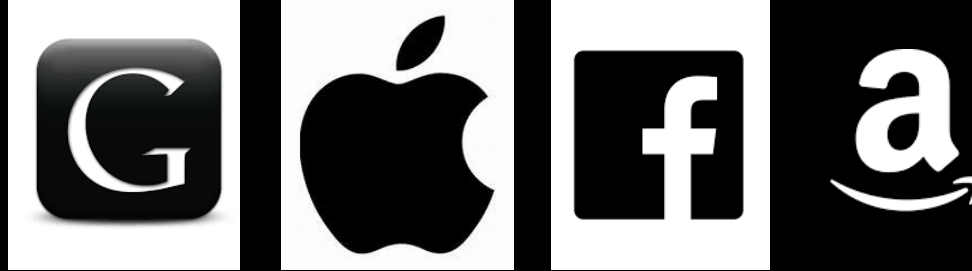




# DIGITIZATION = GAFAzation

## ЧТО ТАКОЕ GAFA?

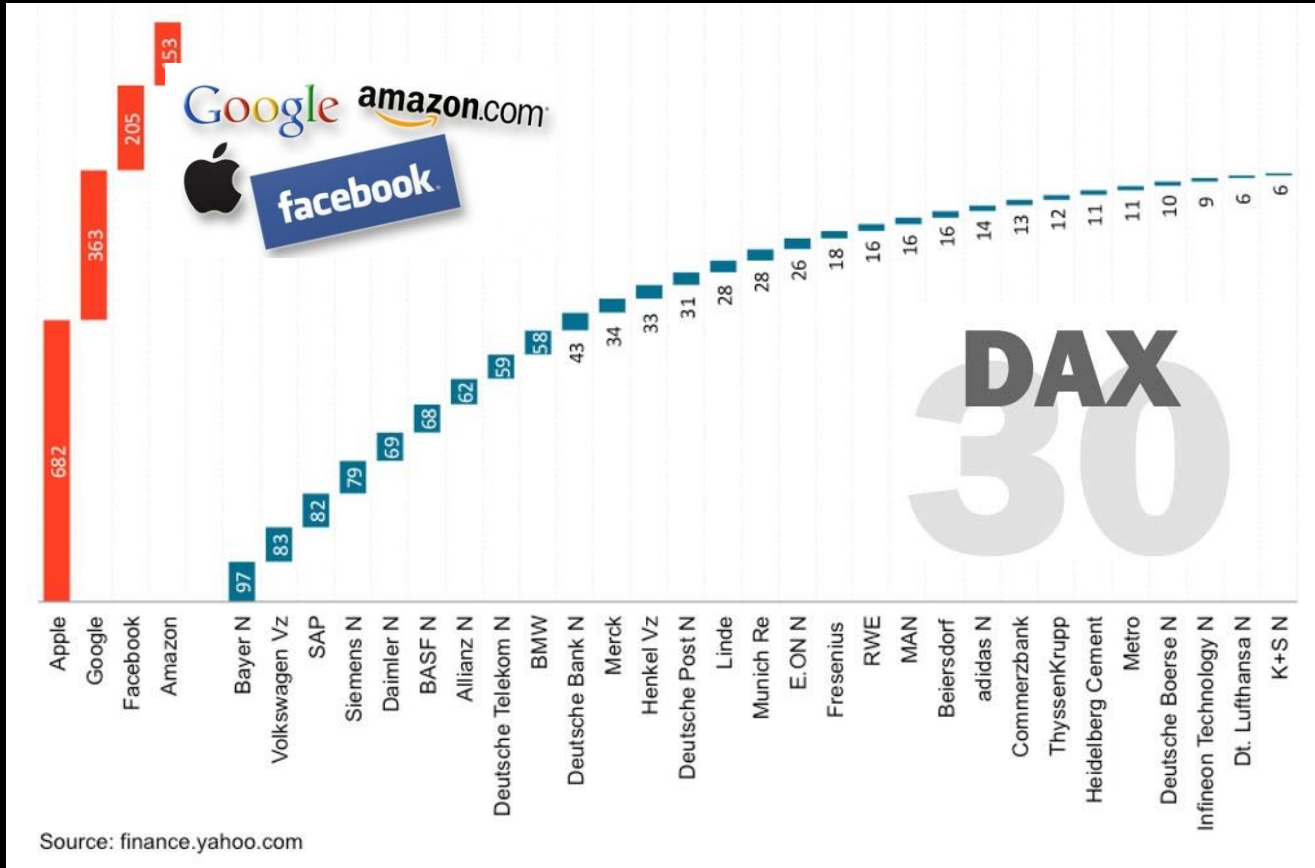
# GAFAnomics










































20 years ago little start-ups and no relevant companies . . .



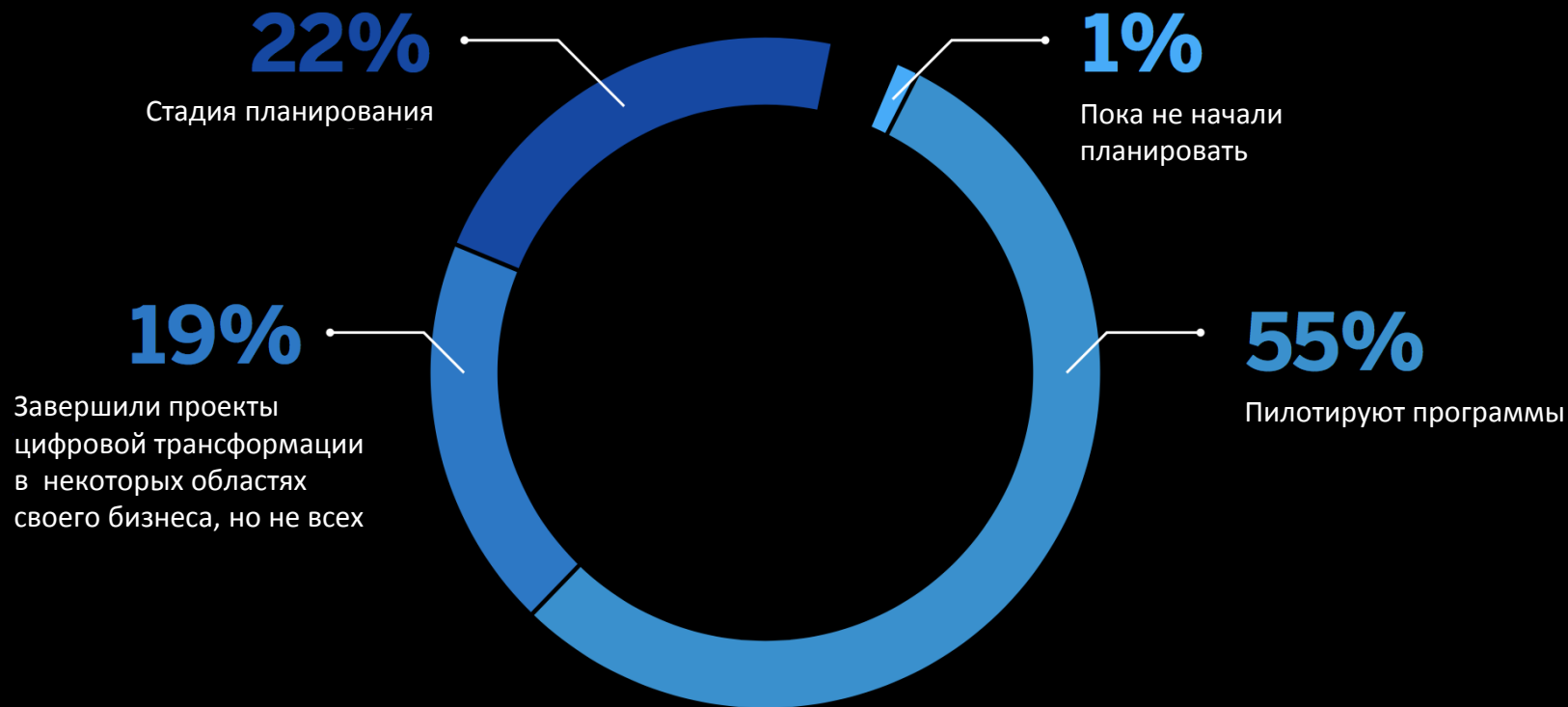
# Their today's market capitalization is higher than the whole DAX 30 !



# GAFAM pushes expansion even through market disturbance

				
 TELECOM & IT	 Fiber	 Apple Sim	 WhatsApp	 Cloud Drive
 HEALTH	 Calico	 HealthKit	 Move	 Marketplace
 RETAIL	 Shopping express	 iBeacon	 Facebook "Buy" Button	 Grocery Delivery
 ENERGY & UTILITIES	 Smart home	 Solar Power	 Internet.org project	 Fulfillment by Amazon
 MEDIA & ENTERTAINMENT	 Play	 iTunes Radio	 Oculus	 Gamers Video platform
 FINANCIALS	 Wallet	 Apple Pay	 Friend-To-Friend Payment <sup>1</sup>	 Payments API
 MOBILITY, TRAVEL & LEISURE	 Car	 CarPlay	 Messenger + Uber integration <sup>1</sup>	 Media app for connected cars

# ТЕКУЩИЙ СТАТУС ЦИФРОВОЙ ТРАНСФОРМАЦИИ



# ЧЕТЫРЕ ТЕМЫ, КОТОРЫЕ РАЗВИВАЮТ «ЦИФРОВОЕ МЫШЛЕНИЕ» БИЗНЕСА



# ТОП 100 лидеров разрушили привычный подход к технологическими изменения

эпизодическое, постепенное изменение в  
существующей бизнес-модели

Source: SAP Digital Transformation Executive Study: 4 Ways that Leaders Set Themselves

Apart, SAP Center for Business Insight and Oxford Economics, 2017

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# ЧЕТЫРЕ ТЕМЫ, КОТОРЫЕ РАЗВИВАЮТ «ЦИФРОВОЕ МЫШЛЕНИЕ» БИЗНЕСА

70%

лидеров видят существенные  
выгоды от трансформации,  
направленные на повышение  
**удовлетворенности и  
вовлеченности клиентов**

58%

лидеры ссылаются на расширение  
**прав и возможностей клиентов**  
как ключевой глобальный тренд по  
сравнению со всеми остальными,  
которые, как правило, больше  
ориентируются на глобальную  
конкуренцию и растущие темпы  
изменений

92%

лидеров реализуют реализуют  
стратегии цифровой  
трансформации и процессы,  
направленные на улучшение  
**клиентского опыта**





# LEADERS TRANSFORM CUSTOMER-FACING FUNCTIONS FIRST

“**72%** of CEOs see the next 3 years more critical than the past 50 for their industry. \*

At the **epicenter of change** is the **customer experience**, which will redefine every company’s business model and how they deliver value.”



*Bill McDermott CEO, SAP SE*

\* Source: Forbes Insights, 2016 Global CEO Outlook



# КЛЮЧЕВЫЕ ИТ-ТРЕНДЫ



Границы отраслей  
размываются



Данные стали новым  
активом компании



Использование естественного языка  
изменит общение с машиной



Клиент – эпицентр  
цифровой трансформации



Машинное обучение и  
искусственный интеллект



Интернет  
вещей



Облачные  
технологии



Каждая компания  
становится софтверной

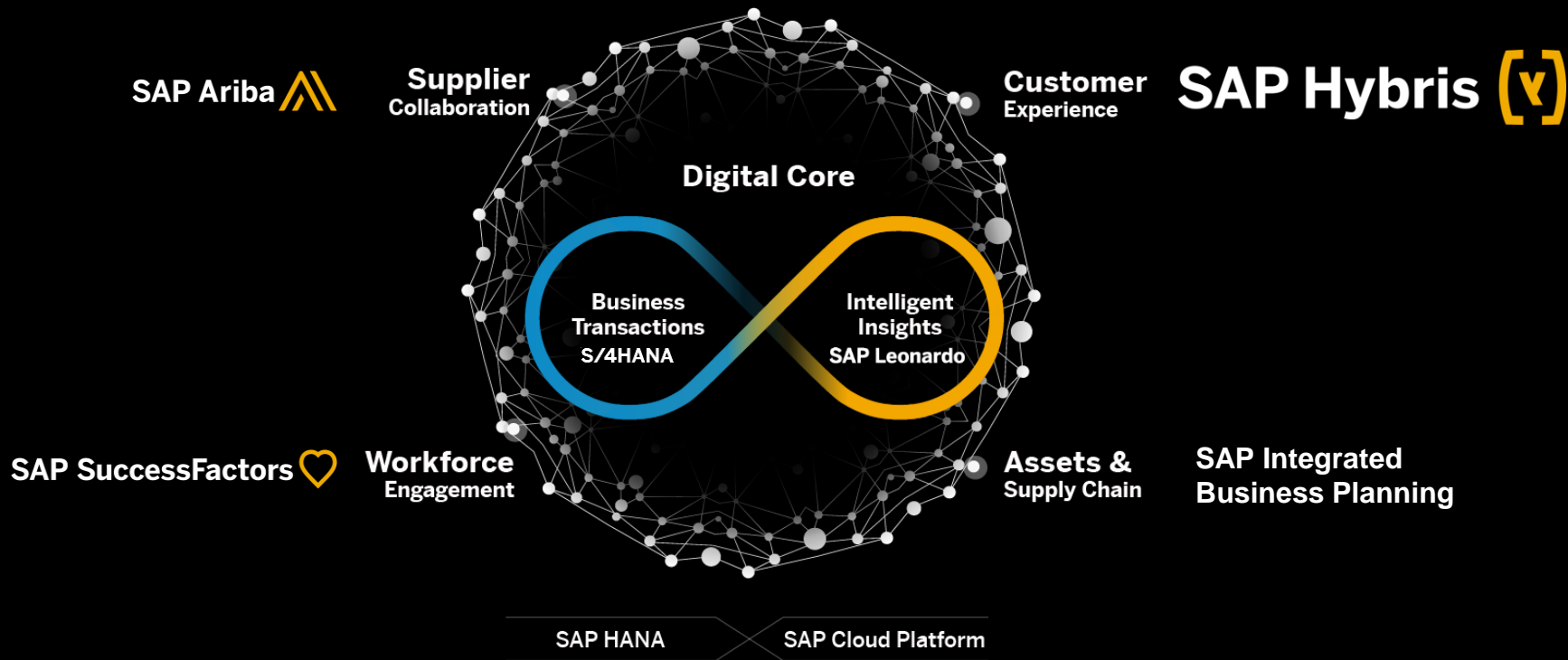


Открытая  
архитектура



Работа компаний в режиме  
реального времени

# ЦИФРОВОЕ ЯДРО SAP



# SAP HYBRIS SELECTED CUSTOMERS

HIGH-TECH

FMCG & TRADE

MANUFACTURING

SERVICES

FASION



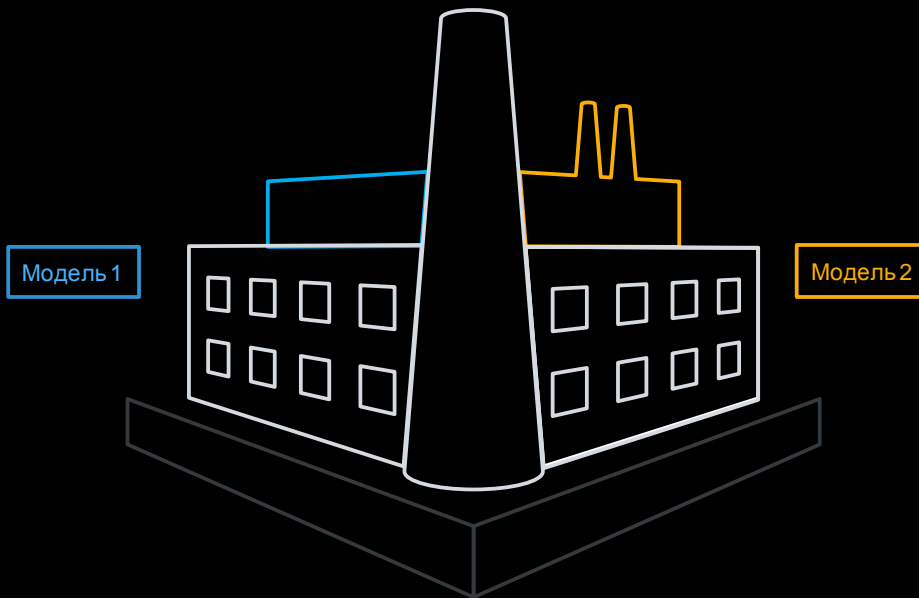
# ТРАНСФОРМАЦИЯ МОДЕЛИ БИЗНЕСА



Как получить прибыль?



Как управлять компанией?



Модель 1

Модель 2

ИТ-платформа

1 0 1 0 1 1 0 1 1  
1 1 1 0 0 1 0 0



Как удержать?



Как узнать?

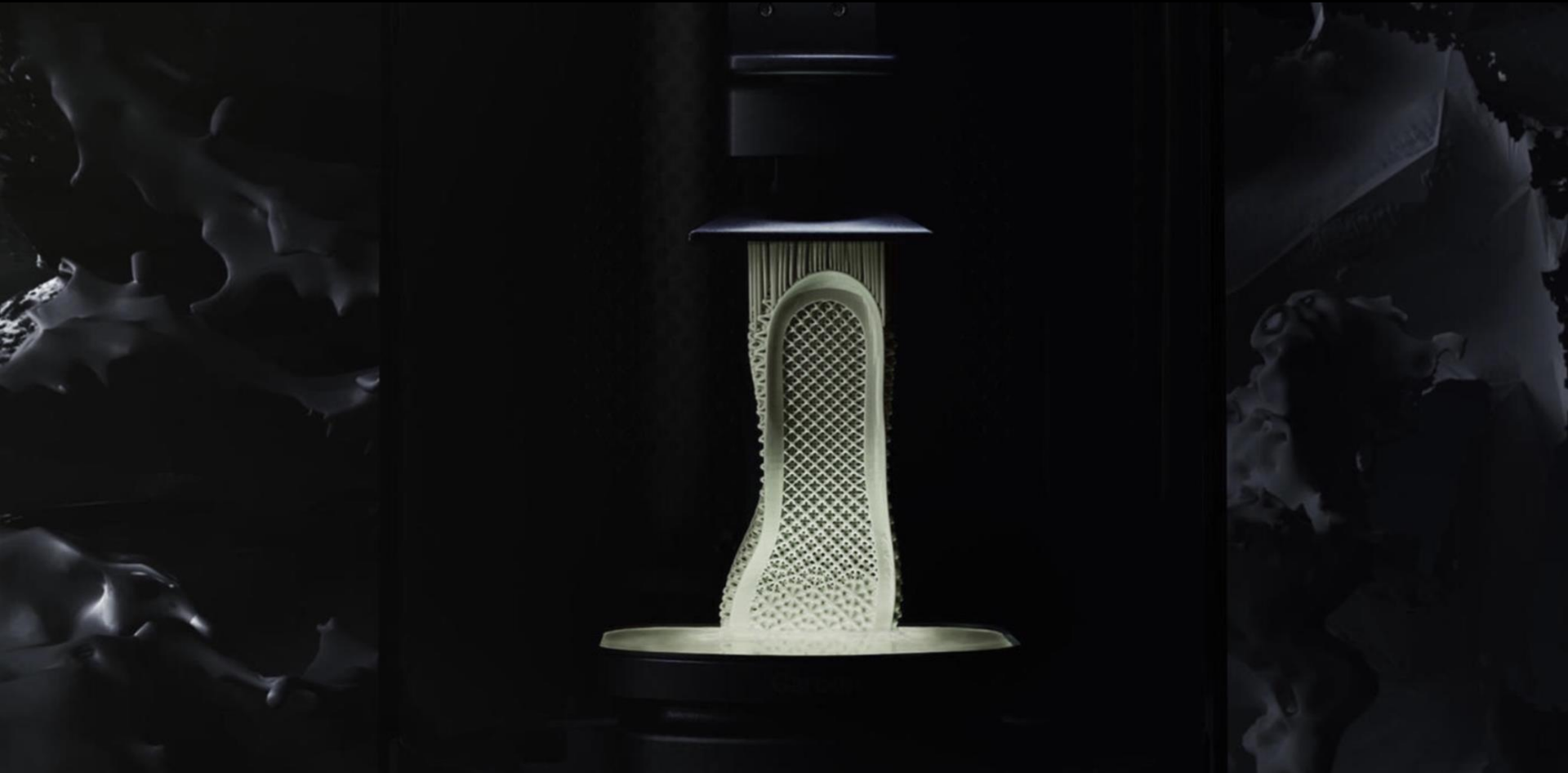


Как удивить?

# Under Armor

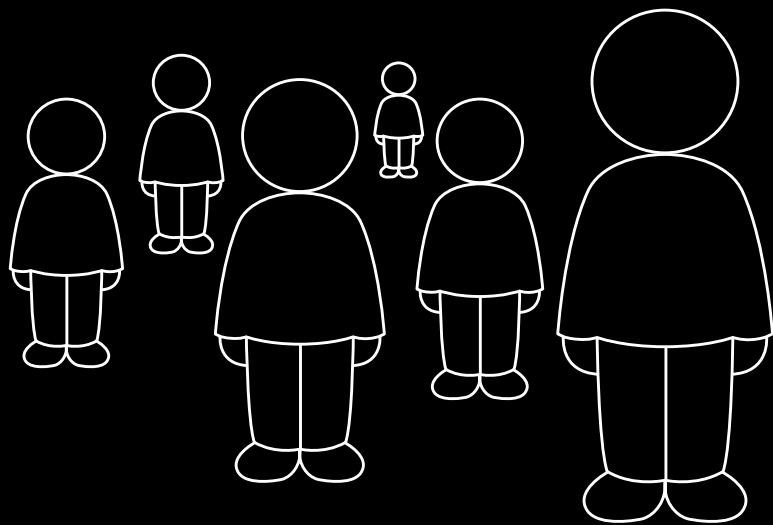


Under Armor

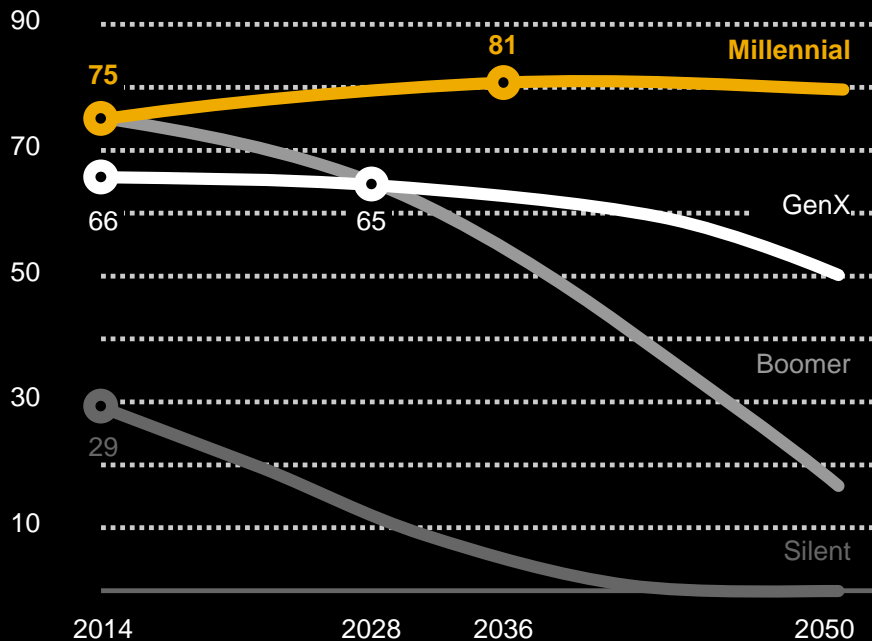


# МИЛЛЕНИАЛЫ

## КРУПНЕЙШИХ ПОТРЕБИТЕЛЬСКИЙ СЕГМЕНТ



МЛН.





# Клиенты банка ускоряют изменения – лидируют миллениумы\*



**68%**

верят что в течение 5 лет, что способ использования денег будет абсолютно другим



**70%**

верят что в течение 5 лет, способы оплаты кардинально изменятся



**33%**

верят, что банки будут вовсе не нужны.

$$\frac{(CI)^t + bpE}{EXP(dig+phys)} = +\Delta PC$$

Real-time Customer Insight

End-to-End Business Process Execution

$$(CI)^t + bpE$$

$$EXP(dig+phys)$$

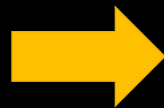
Harmonized Digital and Physical Experiences

$$= +\Delta PC$$

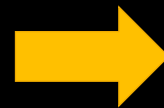
Growth in Profitable Customers

# В2МЕ – НОВЫЙ ЭТАП РАЗВИТИЯ

Продуктоориентированный  
подход (B2B)



Клиентоориентированный  
подход (B2B2C)



В2Ме  
подход



I этап

II этап

настоящее





# Kaspi Bank



## КРУПНЕЙШАЯ E-commerce площадка в Казахстане

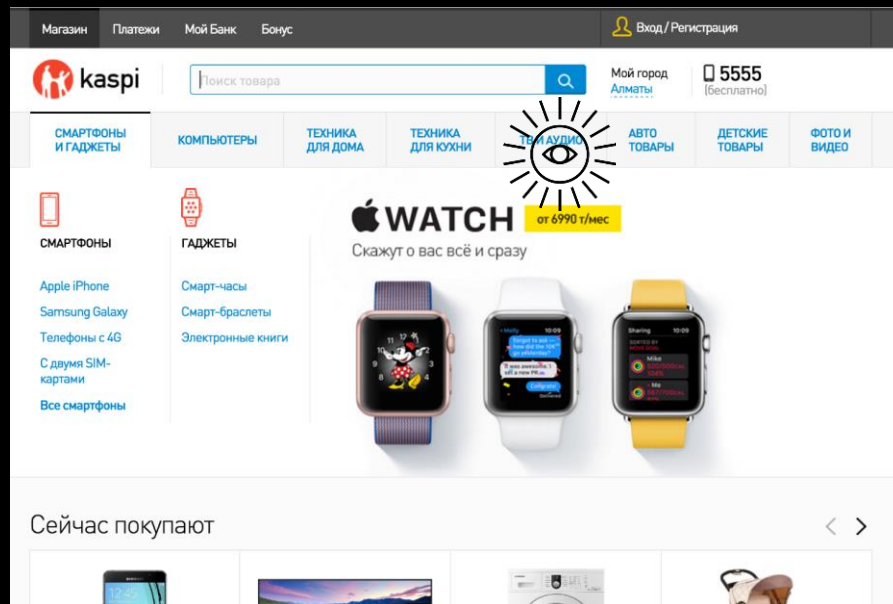
### Информация о компании

- Один из крупнейших банков Казахстана
- Активы ~\$5 млрд.
- 10% всех кредитов продано через интернет-магазин

### Выгоды

- 30 000 товаров в каталоге
- Средний чек на покупку в kaspi.kz - \$300
- 500 000 покупок в год
- 90% покупок в кредит или в рассрочку
- 30% электроники в стране
- Каждая четвертая покупка в онлайн на kaspi.kz
- Рост комиссионных и процентных доходов

<https://kaspi.kz/shop>



### Источник дохода

- Комиссия с продажи партнерских продуктов
- Продажа собственных услуг и кредитов

# МИКРОМОМЕНТЫ



## Здесь и сейчас

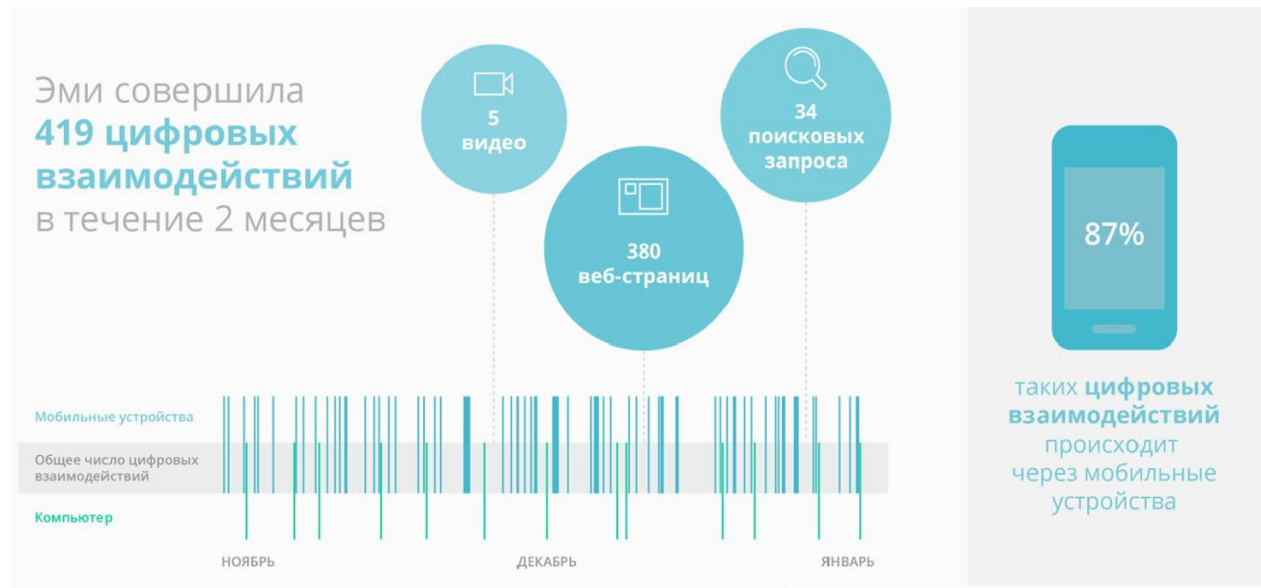
Вся информация нужна пользователю в момент “по требованию”

## Полезность

Информация считывается за доли секунды, и у нее нет шанса быть “не полезной”

## Скорость

Принятие решений происходит непосредственно на первом шаге поискового сценария



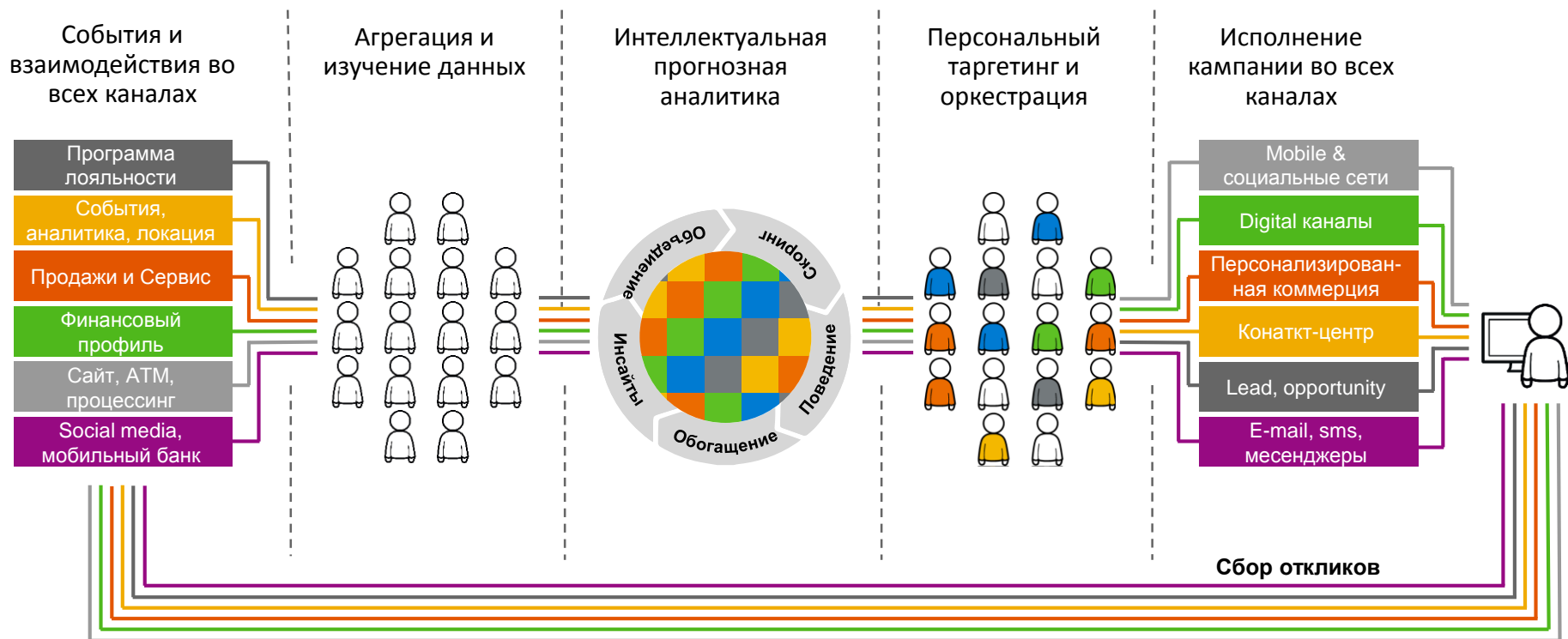






PREMIUM SPORT  
DIRETTA

# РАБОТА С КЛИЕНТОМ В РЕЖИМЕ РЕАЛЬНОГО ВРЕМЕНИ



Жизненный цикл клиента



# NATIONAL HOCKEY LEAGUE®



## COMPANY

National Hockey League®

## HEADQUARTERS

New York City

## INDUSTRY

Sports and entertainment

## PRODUCTS AND

## SERVICES

Professional ice hockey

## WEB SITE

[NHL.com/stats](http://NHL.com/stats)



## OBJECTIVES

- Grow the National Hockey League® digital platform
- Better engage fans with personalized and relevant marketing content and messages
- Increase fan engagement and fervor around the game by providing better statistical visualizations of player and team performances
- Target specific fan demographics for outreach

## RESOLUTION

- Partnered with SAP to build fan interest and enable better storytelling
- Presented hockey statistics in interactive ways fans have never seen before
- Focused on understanding fan profiles

## BENEFITS

- Built a richer customer profile, with deeper insights into each fan's behavior
- Improved Web site visitors' experience
- Made boosting fan engagement and fervor an in-house capability
- Increased database efficiency with faster response times

**25%**

More site visitors

**45%**

More time spent on Web site

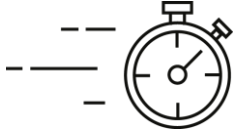
**25%**

More overall fan engagement

*"SAP is helping the NHL® improve its business by saving time, **saving costs, and delivering a best-in-class product to our fans.**"*

Chris Foster, Director of Digital Business Development, National Hockey League®

# IN THE MOMENT MARKETING REQUIRES



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Real-time,  
Predictive,  
Customer and  
Consumer Profiling



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Highly Performing  
Visualization and  
Exploration Tools



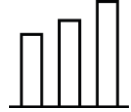
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Intuitive Campaign  
Management Tools



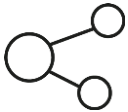
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Support For  
Seamless  
Collaboration  
across Function



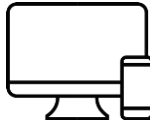
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Flexible Marketing  
Analytics



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Modern Data  
Integration Tools



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Omni-channel  
Execution And  
Seamless Customer  
Journeys Across All  
Touchpoints



---

Powerful  
Marketing Lead  
Management  
Capabilities



---

Efficient Marketing  
Resource  
Management  
Capabilities



---

Tightly Integrated  
Loyalty Management





ФК ЗЕНИТ

SAINT PETERSBURG

  
**ЗЕНИТ**  
1925

1980

1703

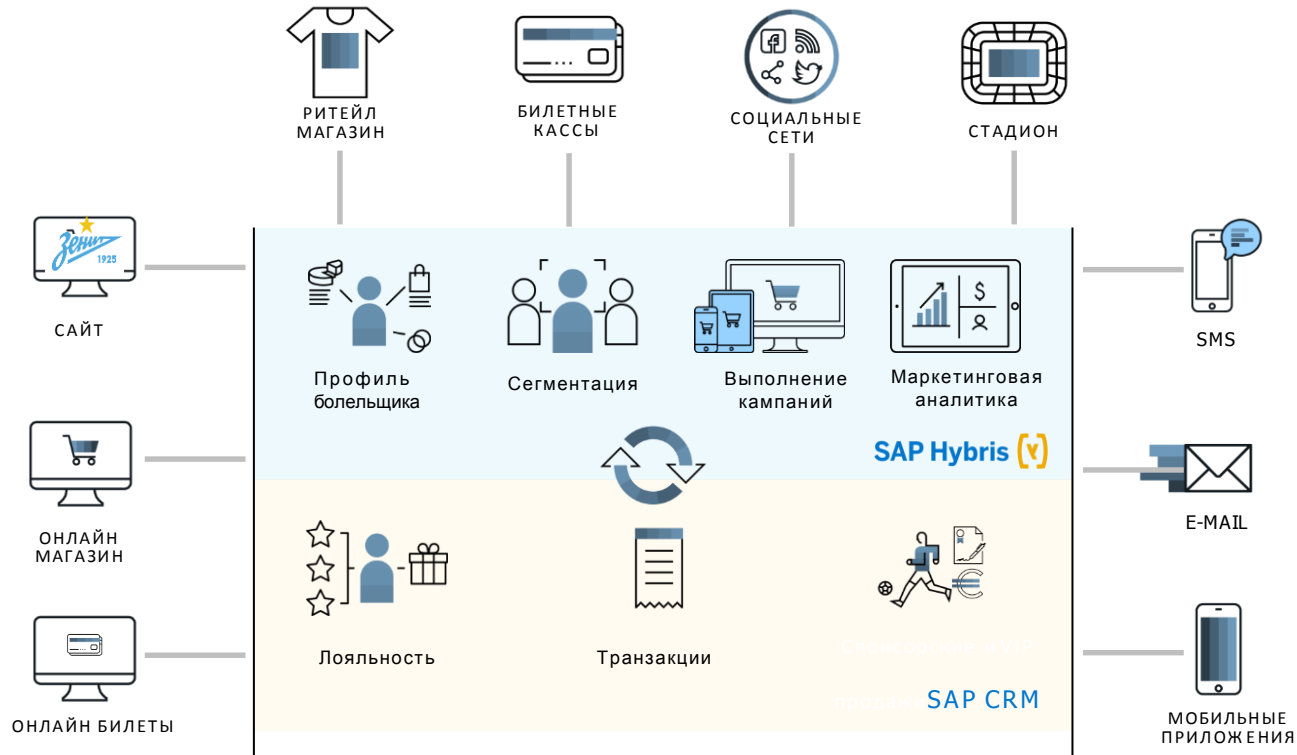
САИТ-ДЕ

# Понимание болельщика



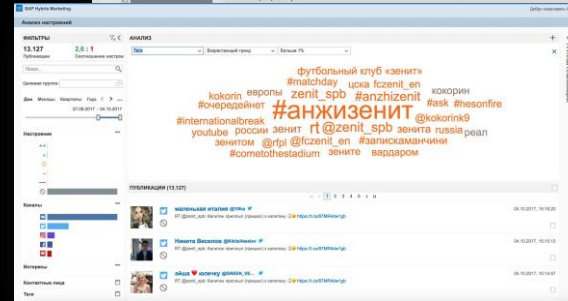
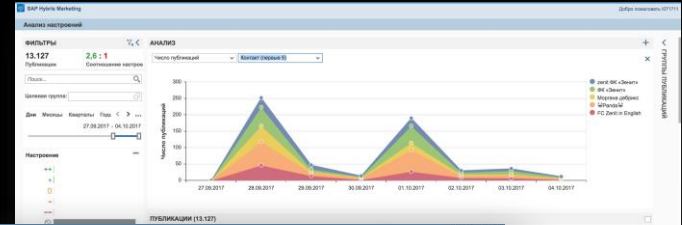


# Новая архитектура для роста и развития



# Использование данных социальных сетей

The image shows two overlapping screenshots of social media pages for FC Zenit. The top screenshot is a Facebook page with a blue header and a main image of a soccer match. The bottom screenshot is a YouTube channel page for 'Zenit Football Club' with a blue header and a video thumbnail.





# WELCOME TO INTERSPAR ONLINE SHOPPING

Everything there da! Discover the whole range of INTERSPAR products in our Onlineshops and order them easily and comfortably from home.



FOODS

[TO THE ONLINE SHOP](#)



HOUSEHOLD & LEISURE

[TO THE ONLINE SHOP](#)

## SPAR INTERNATIONAL

Dutch multinational retail chain and franchise brand with approximately 12,500 stores in 35 countries worldwide.

- Offers >20,000 products online for pickup or delivery
- Search by keyword, filtered according to pre-defined food preferences such as organic or vegetarian
- Pay online by credit card, PayPal, bank transfer or by invoice

# The world's largest high-tech company leverages SAP Hybris

## SAP Hybris Billing powers services business



**500,000**

New customers  
per day

**100 – 1,000**

Transactions  
per second 24x7

- 1 B devices engaged with SAP Hybris solution
- Active installed base is growing 25% year over year
- \$15+ B paid out in revenue share to developers & digital content owners
- \$17+ B service revenue s directly related to installed base sales

## Coca-Cola FEMSA

**Reimagine:** Business processes, Work

**Digital business pillars:** Customer experience, Workforce engagement, Digital core, SAP HANA Platform

**Related KPIs:** Sales Productivity, Volume growth, Net revenue growth, Incremental share of sales



### Improve business agility to win and keep more customers

Coca-Cola FEMSA, the Mexican multinational beverage giant, is building a digital platform that will enable them to build, win, and grow their client base through real-time customer insight, personalized interactions, and team collaboration.

By employing SAP Hybris and SAP Hybris Cloud for Customer enabled on SAP HANA, FEMSA was able to refocus its strategy from standard customer relationship management to customer engagement, providing relevancy throughout the customer journey. The central pillar of the platform is focused on dynamic initiative management. By turning opportunity data into target groups and targeted initiatives, FEMSA was able to drive significant volume and revenue growth.

### Access the external reference assets:

[SAPPHIRE NOW Replay Video](#)

# Consumer Products

“We are building a **new generation of competitive advantage**. To support these efforts, we created **centers of excellence inside the company**, including a focus on trade **marketing** and commercial. To make all this happen, we had to **build a comprehensive platform to support our scale.**”

– Hector Calva, Global CIO, Coca-Cola FEMSA

## лект помогает улучшить C

**6 hours**

Pre-seller work saved per week

**3.9%**

Volume growth

**4.8%**

Net revenue growth

**1.4%**

Incremental share of sales





# ОПЫТ УПРАВЛЕНИЯ ЦИФРОВИЗАЦИИ СХ В РФ И СНГ

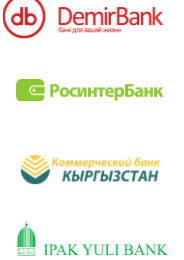
## Торговля



## Проф. услуги



## Финансы



## Телеком



## Медиа



## Дистрибуция



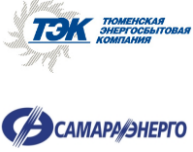
## Машиностроение



## Страхование



## Топливо-энергетический комплекс



## Производство / Строительные материалы





**КАК ИСКУССТВЕННЫЙ ИНТЕЛЛЕКТ ПОМОГАЕТ УЛУЧШИТЬ СХ**

# Потрясающий сервис!



Елена Корякова 😊 была благодарна.

28 ноября в 22:14 · Москва · 🌐

#NESPRESSO

Давно я не сталкивалась с таким потрясающим сервисом. Вернее никогда ранее.

Купила кофемашину в #МВИДЕО, последнюю, с витрины. За время нахождения на витрине из капучинатора исчез венчик для взбивания пены. Без него капучинатор бесполезен. Менеджер в магазине не обратила на это внимание, я не проверила, потом ещё и в течение 2х недель некогда было ехать в магазин разбираться, да ещё и портить себе настроение. Да ещё и объяснять - почему кофемашину уже использовала, капсулы открыла и тд

Зашла на сайт - венчики отдельно не продают.

Думаю - как обменять капучинатор, описываю в комментарии под постом про чёрную пятницу ситуации. И о чудо! Через 5 минут после сообщения мне раздаётся звонок. Мне говорят: Елена Анатольевна, вам по вашему домашнему адресу доставить венчик или какой-то другой. Завтра будет курьер!

Они не спрашивали у меня: в каком магазине, не требовали чека, доказательств, а просто извинились!!! за то, что у меня возникли такие проблемы с их машиной!! Не важно по чьей вине и тд .. просто, что мне было неприятно.

Венчик сегодня был доставлен в офис!

Я ошеломлена, что есть такой сервис и как же NESPRESSO нереально крут! ❤️

Я теперь ваш клиент навсегда!

# Porsche leveraging SAP Hybris portfolio

**SAP Hybris helps customers to increase customer satisfaction, and decrease marketing spend.**



**4%**

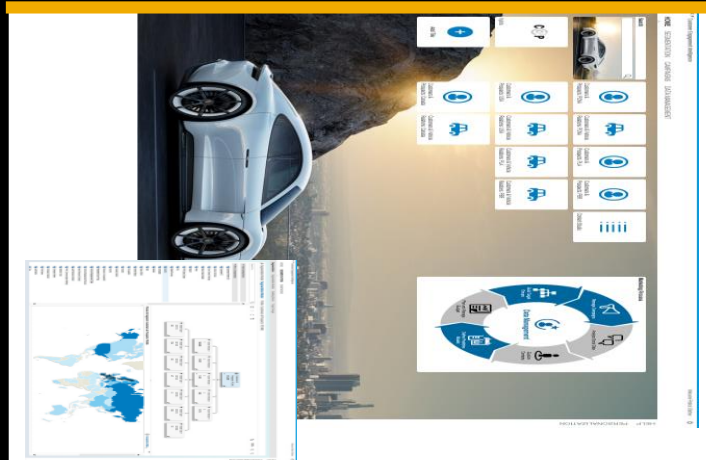
Increase in customer satisfaction

**100%**

Increase in sales conversion rate

**-90%**

Reduce in time to market



## Top Impacting Capabilities

- Single customer view and in-the-moment insights
- Predictive intelligence to target most profitable customers and prospects
- Seamless integration of sales and digital communication channels

# Market trends – Digital transformation

## Emerging systems of intelligence



**Artificial intelligence and machine learning, IoT, insights**

By 2018, **75%** of enterprise and ISV development will include AI or ML. – IDC



**Embedded machine learning, analytics providing built-in guidance**

By 2019, **APIs** will be the primary mechanism to connect data, algorithms, and decision services. – IDC

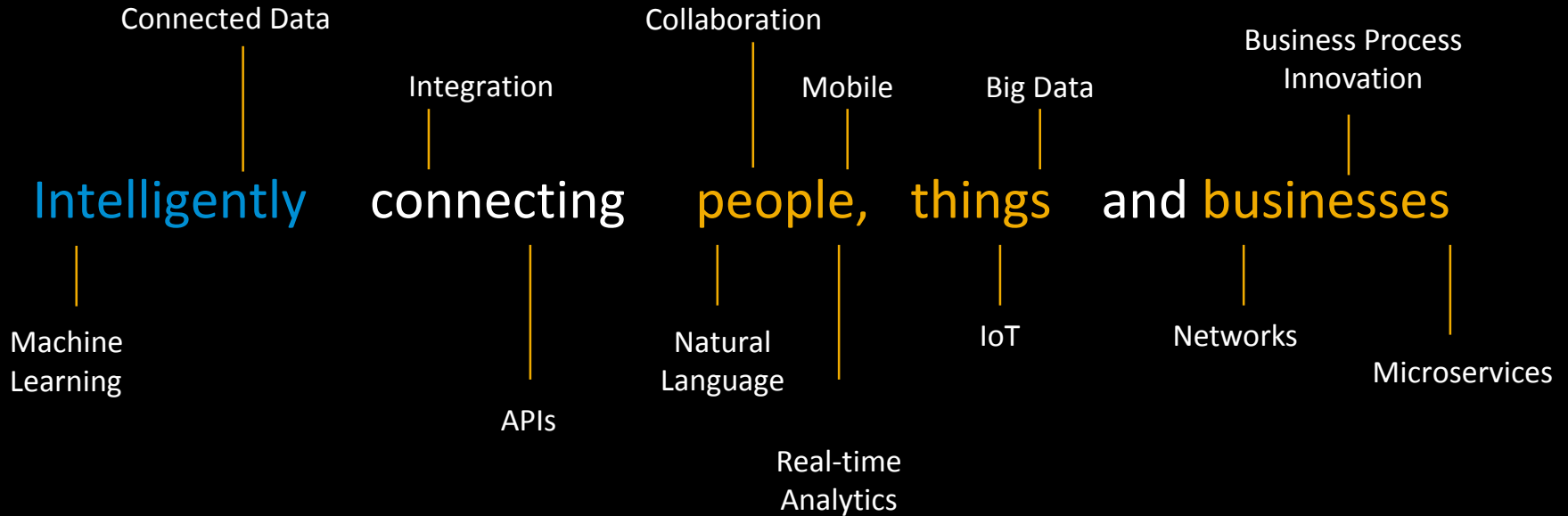


**Conversational applications: the new user experience**

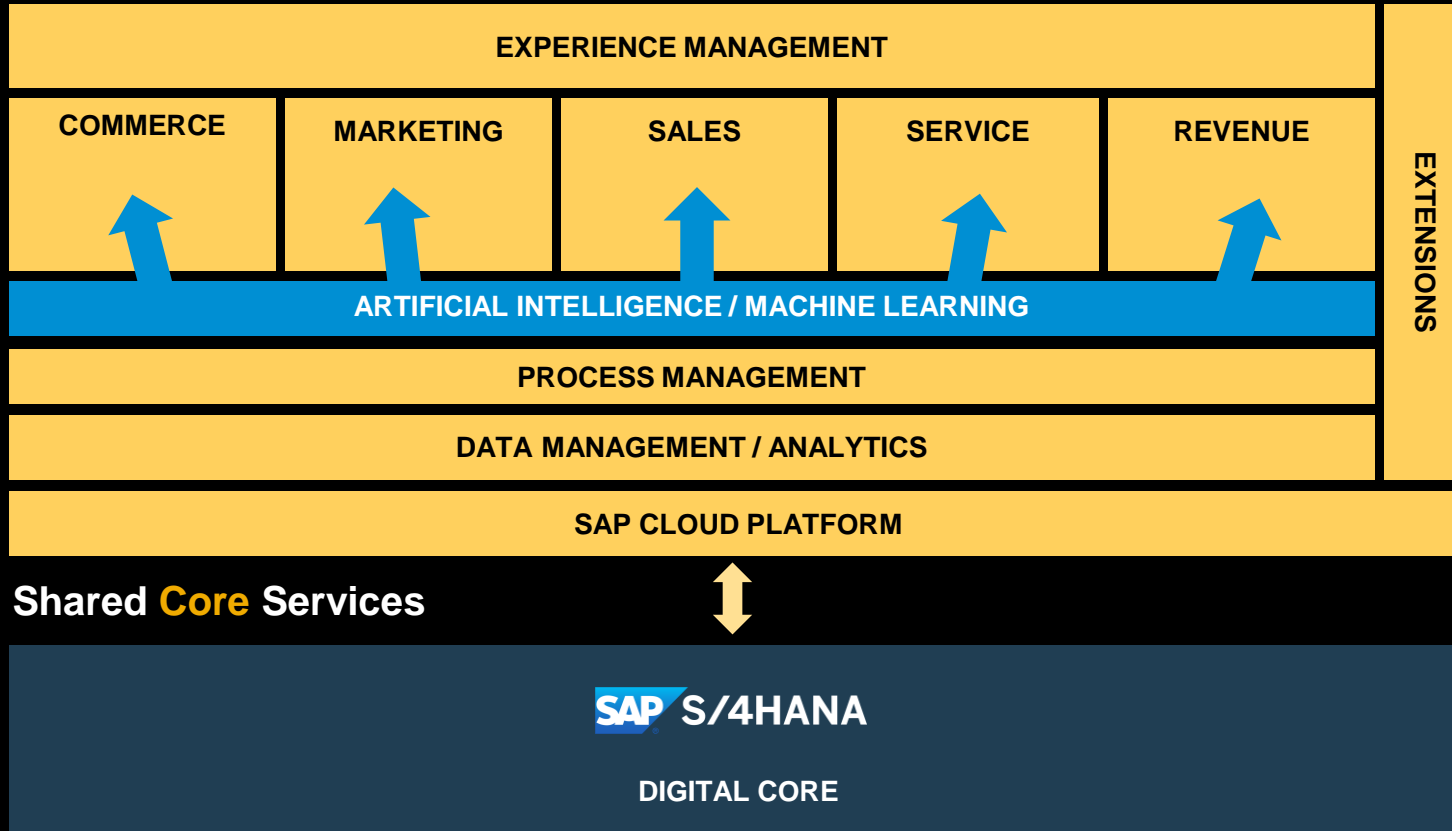
By 2019, **natural-language generation** will be a standard feature of **90%** of modern BI platforms. – Gartner

# Digitization

Every company to become a software-driven company by



# Augmenting SAP Hybris (v) with Machine Learning Scenarios



## SAP Hybris Front Office

Simplifies & differentiates customer processes

## Hybris as a Service

Enabling innovation and extension

## S/4 HANA Back Office

Simplifies & optimizes core processes



# What customers are saying

*“Businesses thrive on data. With SAP Leonardo Machine Learning, BASF is able to derive learnings from our rich datasets, and to drive business process improvements that directly benefit our customers.”*

Wiebe van der Horst, Chief Information Officer, BASF Group



*“SAP is a trusted innovation partner for us. With SAP Leonardo Machine Learning, we are excited about the possibilities to broadly apply this exciting technology across our business.”*

Michael Crowe, Chief Information Officer, Colgate-Palmolive

*“Audi’s sponsorship team found the SAP Brand Impact solution a very useful tool. It can help Audi to evaluate its sponsorship exposure at high levels of operational excellence and transparency.”*

Thomas Glas, Global Head of Audi Sports Marketing



*“We are impressed by the solution’s capabilities, precision and speed and see it as a great potential tool for our sales efforts, adding data and numbers to media exposure previously deemed unmeasurable.”*

Source: [SAP press article](#)

# Current & Future Machine Learning scenarios in SAP Hybris Marketing Cloud

## AVAILABLE



Best Channel



Best Sending Time



Scoring incl.  
Buying Propensity  
Sentiment Analysis



Product  
Recommendation



Facial Recognition\*

\* Innovation – not part of standard delivery



Offer  
Recommendation

## IN PROGRESS



Brand  
Impact



Customer  
Retention



Behavioral  
Segmentation

## PLANNED



Smart Campaigns



Campaign Portfolio  
Optimization



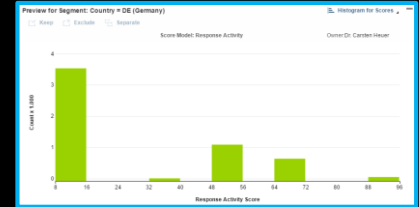
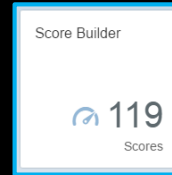
Marketing Mix  
Optimization



Voice  
Recognition

# Intelligent Scores

- Scores are key figures derived from rules and aggregated outcome values, which help to characterize and classify the Contact for different aspects (e.g. Loyalty, Satisfaction, ...)
- Score Builder incorporates the SAP Hybris Marketing Cloud Rule Framework (HRF) (UI and Backend).
- A comprehensive set of attributes for rule definition (HRF vocabulary) is provided out of the box.
- In the Score Builder scores can be created, maintained, published, simulated, managed, restricted to a applicable scope, etc.
- In Client Applications (e.g. Segmentation, Fact Sheet) score values are displayed or used. In case score was persisted it is read from the database, otherwise it is calculated in real time.
- Pre-defined scores as shipped examples:
  - Best Email Sending Time
  - Email Affinity



SAP Score Builder

110 All Scores 61 In Preparation 51 Active 7 Completed

Name	Status	Segmentation Profile	Created By	Created At	Marketing Area
Email Affinity	Active	All Consumers (BC)	Dr. Carsten Heuer	23.08.2016	Global
Best Email Sending Time	Active	All Consumers (BC)	Dr. Carsten Heuer	11.08.2016	Global
Contact Response Behavior	In Preparation	All Consumers (BC)	Dr. Carsten Heuer	18.01.2016	Global

Use in Client Application

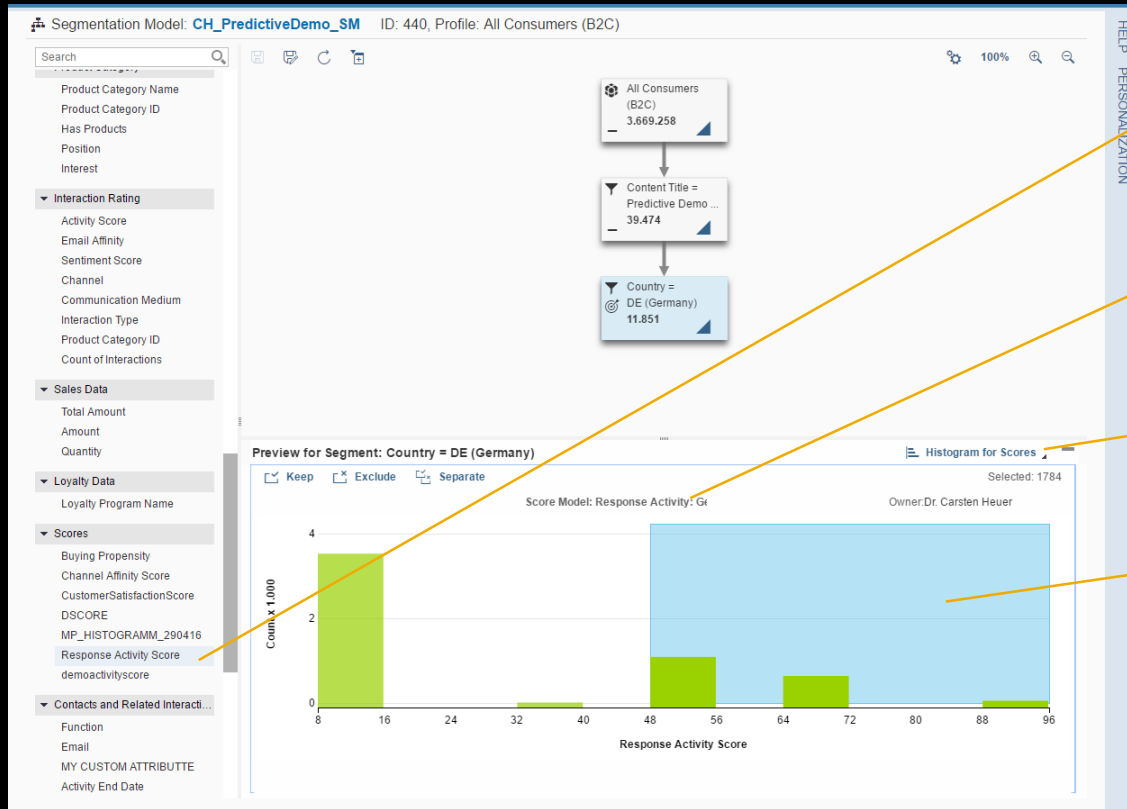
Client Application: Customer Journey Manager

Score Above or Equal	Color	Label
0	Grey	No Email Address or no Email Permission
10	Orange	Low Email Affinity
35	Blue	Medium Email Affinity
55	Green	High Email Affinity
85	Pink	Very High Email Affinity

Preview for Profiles

- Email Affinity
- High Email Affinity

# Intelligent Scores - Consumption of Scores in Segmentation



**Score** appears in the defined attribute group. When both segment and score are selected the scores are calculated and the distribution of the score values is shown as histogram in the preview area.

**Score name and owner** is shown. If the score is persisted the date and time of score calculation is displayed as well. Otherwise the score is calculated in real time; in this case no data/time information is given.

**Histogram** shows the distribution of score values for the selected segment.

**Marked Area** which selects the share of top scoring members of the segment. Press Keep-button, if these should become the next sub-segment.

# Intelligent Scores - Consumption of Scores in Contact Fact Sheet

The screenshot displays the 'CONTACT PROFILE' for Alexander Ackermann. The main area shows a grid of score tiles under the 'Scores' tab. The tiles are:

- Sentiment Score: No Valuation
- Activity Score: 30
- Email Affinity: 0
- CustomerSatisfactionScore: 0
- Best Sending Time: Evening: 6 pm - 10 pm
- Response Activity Score: Very high response
- Latest Activity: Recent

A 'Select Scores' dialog is open at the bottom, listing the following scores with checked boxes:

- Activity Score
- Contact Level
- Latest Activity
- Lead Propensity
- Profile Score
- Recent Interactions
- Sentiment Score
- Test of heuristic: Score AGE

The dialog has 'Ok' and 'Cancel' buttons at the bottom right.

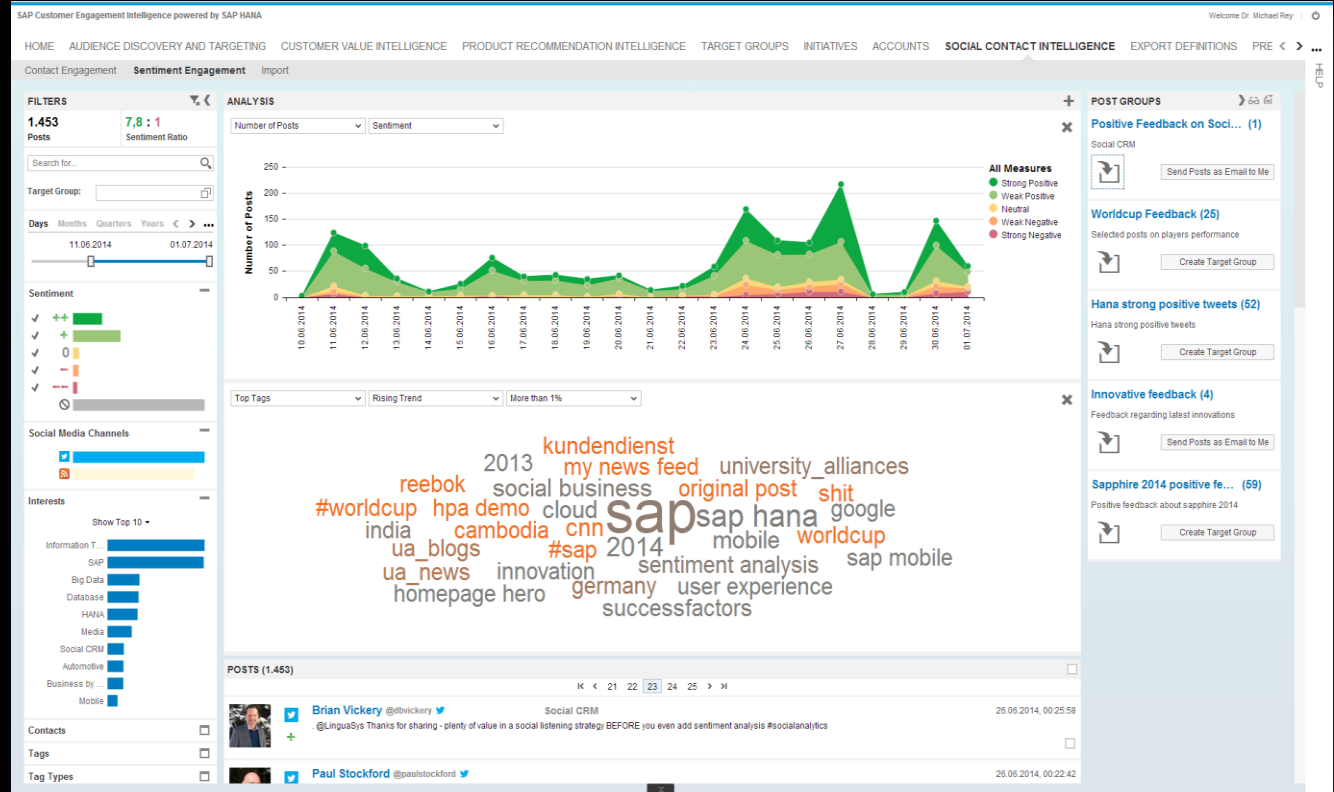
*Tiles with Score Outcome* either based on a predictive model or on a Score (Score Builder)

*Personalization of tiles* flag those tiles, which shall be visible on the screen.



# Sentiment Analysis

- Social Monitoring on interests, topics and brands
- Sentiment Analysis of social posts, emails, complaints, reviews using SAP HANA Text Analysis (Natural Language Processing)



<https://www.youtube.com/watch?v=ELdhpaapzuQ>

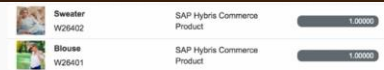
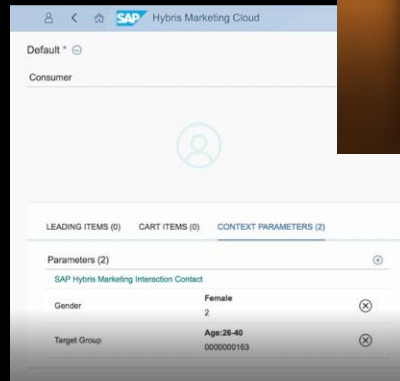
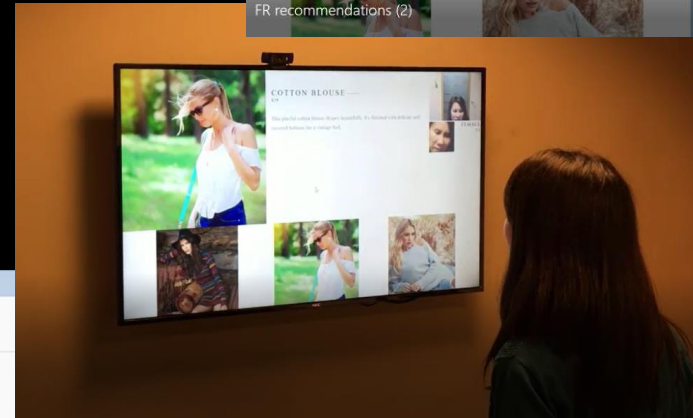
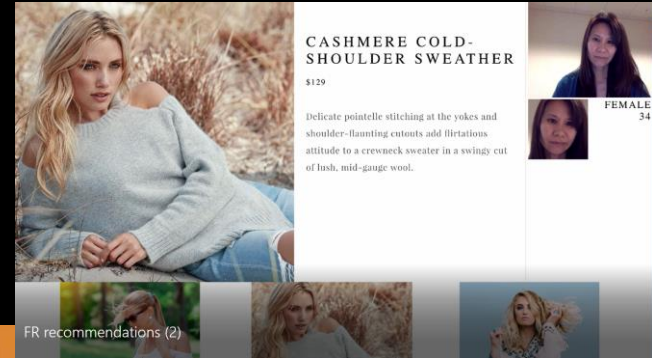
# Recommendations based on Facial Recognition\*

\* Innovation – not part of standard delivery



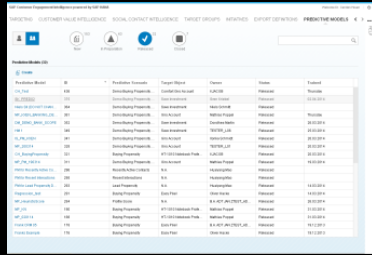
## Benefits

- Provide a seamless personalized shopping experience in real-time
- Product recommendations can be easily integrated into applications via SAP Cloud Platform
- By allowing consumers to interact with the display many use cases can be applied to increase conversion
- More insights can be provided by enabling tracking such as engagement level by different age groups



<https://www.youtube.com/watch?v=a2O33s7WVt0>

# Consumer Buying Propensity



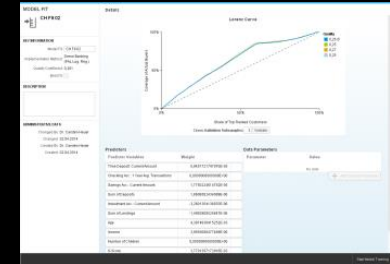
## Select Model and Target data

Select the predictive model in the Predictive Model Management



## Train Models

- Train models based on selected data
- Review contributing parameters



## Select & Use Model

Select right model based upon fit

Use Consumer Buying Propensity to identify consumers with high probability of buying

# Consumer Buying Propensity - Use Buying Propensity Scores in Segmentation

Select consumers in Germany

Select consumers with high Buying Propensity

Create Profile with Buying Propensity Score

Create target group for special offers

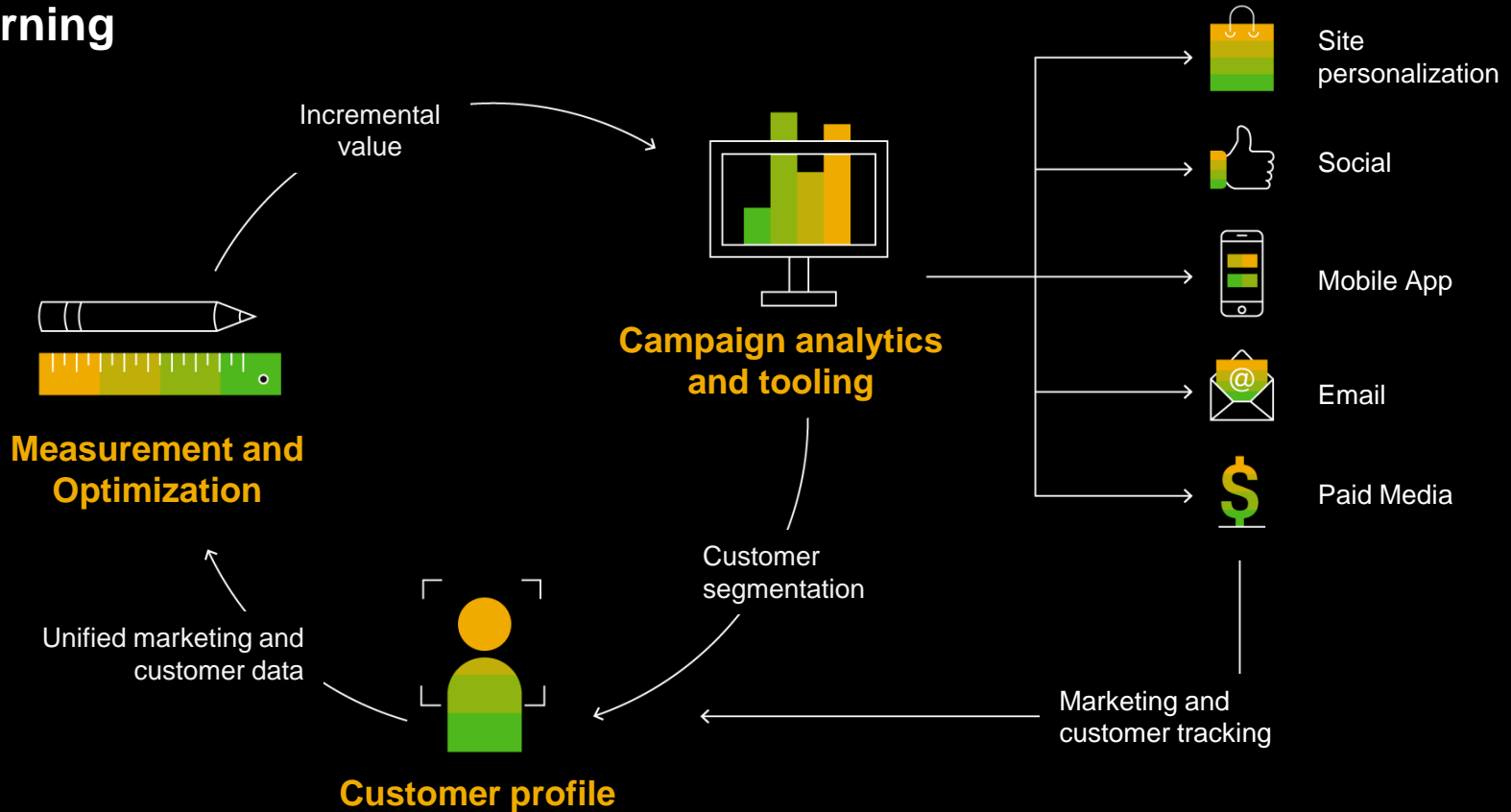
The screenshot displays the SAP Segmentation Model interface for a model named 'CH\_PredictiveDemo\_SM'. The interface is divided into several sections:

- Left Panel (Filters):** A list of filters including Product Category ID, Has Products, Position, Interest, Interaction Rating (Activity Score, Email Affinity, Sentiment Score), Sales Data (Total Amount, Amount, Quantity), Loyalty Data (Loyalty Program Name), Scores (Buying Propensity, Channel Affinity Score, CustomerSatisfactionScore, MP\_HISTOGRAMM\_290416), Contacts and Related Interactions (Function, Email, MY\_CUSTOM\_ATTRIBUTTE, Activity End Date), Product-related Interactions (PRODUCT\_ORIGIN\_DESC), Marketing Attributes (Company Key), and Possible Customer (Possible Customer).
- Flowchart (Filters Applied):** A vertical sequence of filter boxes: 'All Consumers (B2C) 3.607.269', 'Content Title = Predictive Demo ... 30.000', and 'Country = DE (Germany) 8.983'. Arrows indicate the flow from the total population to the final segment.
- Preview for Segment: Country = DE (Germany):** A section titled 'Preview for Segment: Country = DE (Germany)' with a 'Gain Chart' button. It includes a table of metrics:

Target Product >	Comfort Giro Account
Top-Ranked Customers:	16 %
Selected Customers:	1450
Coverage of Potential Buyers:	85 %
Predicted Potential Buyers:	98
Propensity:	0,0309

Below the table, it lists: Predictive Model ID: 417, Predictive Model Name: CH\_Test\_1608\_1, Owner: Dr. Carsten Heuer, and Score Calculated: Yesterday.
- Gain Chart:** A line graph showing 'Coverage of Potential Buyers' on the y-axis (0% to 100%) and 'Share of Top-Ranked Customers' on the x-axis (0% to 100%). A solid blue curve rises steeply from the origin, reaching 85% coverage at 16% of top-ranked customers. A dashed diagonal line represents the baseline. A light blue shaded area is under the curve.

# SAP Hybris Customer Attribution - Closed Loop Marketing Built on Machine Learning



# SAP Hybris Customer Attribution - Closed Loop Marketing Built on Machine Learning

Optimize every marketing touch point to drive more efficient and relevant customer experiences using a game theory algorithm\*.



## ENRICH

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CAPTURE AND ENRICH USER DATA ACROSS ALL SOURCES INTO A SINGLE VIEW



## INSIGHT

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INSIGHTS INTO PERFORMANCE OF EVERY MARKETING TOUCH POINT



## AGILITY

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REACT QUICKLY TO OPPORTUNITIES WITH DAILY MEASUREMENT AND OPTIMIZATION



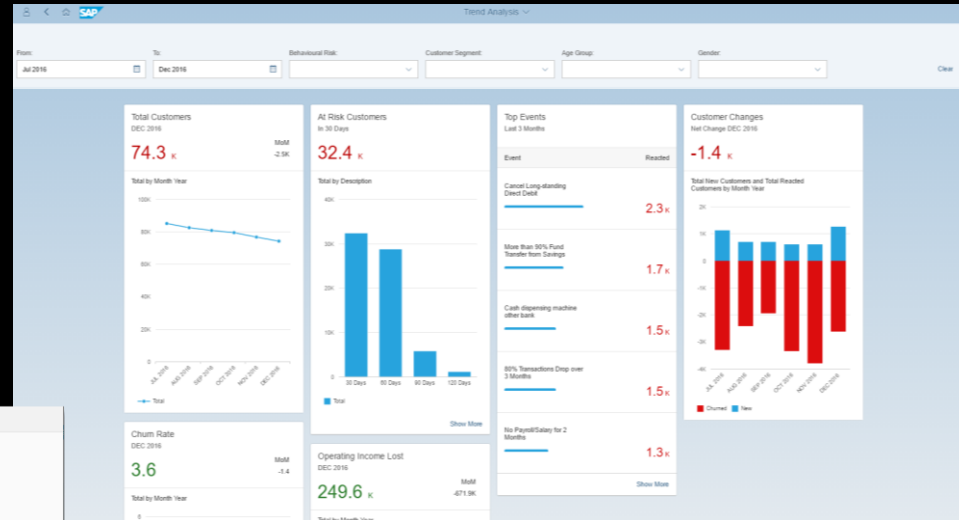
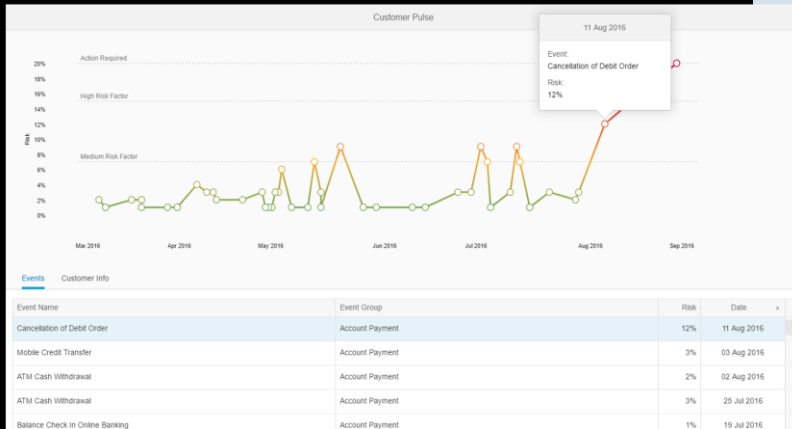
# SAP Customer Retention

In Progress



## Benefits

- Automatically classifies and finds rules
- Automatically identifies events and early indicators related to behavior (like churn)
- Detects customers-at-risk at an early stage
- Follow the digital fingerprints down to individual customers
- Provide timely churn prediction and address root causes



<https://www.youtube.com/watch?v=fJQMU9uD3Kw>

[https://help.sap.com/viewer/p/SAP\\_CUSTOMER\\_RETENTION](https://help.sap.com/viewer/p/SAP_CUSTOMER_RETENTION)

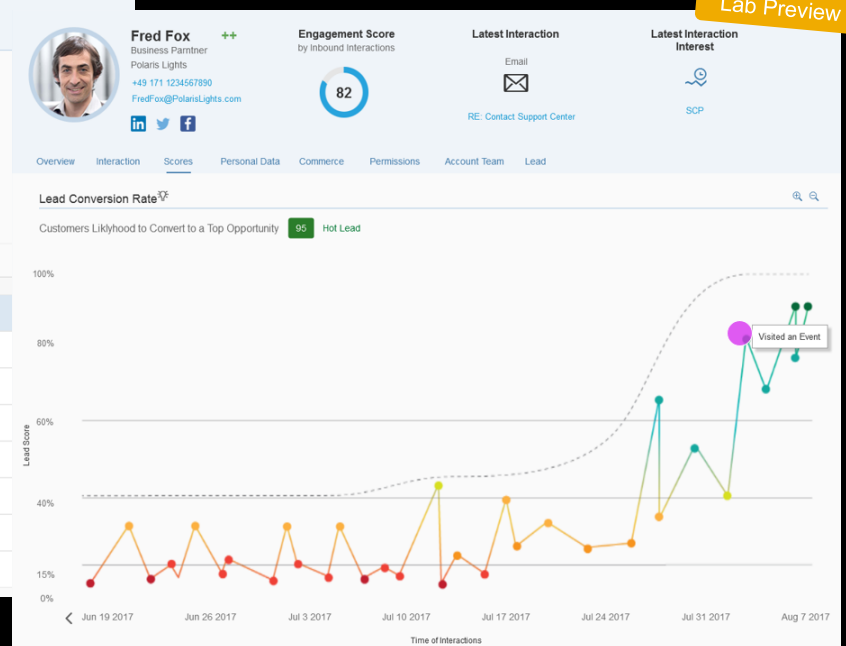
# Customer Behavior Segmentation

Planned

Let the behavior data tell (data driven) what the best customer segments are. Start with Lead Scoring to achieve high conversion.



Lab Preview



Lab Preview

# Smart Campaigns

Planned

Digital transformation drives the need for intelligent applications powered by machine learning and marketing big data out-of-the-box

The image displays the SAP Smart Campaigns user interface, which is used for creating and managing marketing campaigns. It is divided into several main sections:

- Templates (24):** A list of pre-defined audience segments with their respective contact counts and engagement rates. For example, 'Short Trip Lovers' has 5K contacts and a 75% engagement rate, while 'WinBacks' has 45K contacts and a 25% engagement rate.
- Audience Templates:** A detailed view of a selected audience, such as 'Large Enterprise Frankfurt region'. It shows 2,342 members, an average engagement of 73%, and a lead conversion rate of 75%. It also displays channel affinity for Email (30%), Mobile Notification (42%), and Text Message (8%).
- Lead Conversion Rate:** A bar chart showing the performance of different members within the audience. The top performers are listed in a table below.
- Campaign Designer:** A visual tool for creating campaigns. It shows a flowchart with a 'TEXT MESSAGE' step and a 'SMART GROUP' summary for 'Day Tours' with 1,463 contacts and 45% engagement.

Company Name	Ranking	Engagement
Polaris Lights Fred Fox	95 Hot Lead	82%
Hilco Systems Lily Fischer	93 Hot Lead	83%
ORIENT Lighting Systems Linn Omaye	92 Hot Lead	56%
MSLS Automotive Nancy Müller	91 Hot Lead	38%
LED 4 Conventional Inc Clever Mars	90 Hot Lead	83%

# ЭКОНОМИЧЕСКИЕ ЭФФЕКТЫ ЦИФРОВОЙ ТРАНСФОРМАЦИИ



## ИННОВАЦИИ

20–50% сокращение  
выхода на рынок

10-20% увеличение  
выручки по новым  
продуктам и услугам

20-30% сокращение  
R&D затрат



## ПРОДУКТЫ И УСЛУГИ

3–20% повышение  
выручки из омни-  
канальности

10-20% сокращение  
стоимости поддержания  
качества

85% повышение  
точности  
прогнозирования



## РЕСУРСЫ

10–40% сокращение  
стоимости поддержки

30-50% сокращение  
времени downtime

20-50% сокращение  
затрат по хранению



## СОТРУДНИКИ

25-50% повышение  
эффективности  
совместной работы

45-55% повышение  
эффективности  
рутинных процедур

**Спасибо за внимание!**

# **Вопросы и ответы**

**Владимир Галь**

**Директор по развитию бизнеса SAP Hybris**