SAP® Customer Profile

Power Trusted Digital Experiences with First-Party Data
Quick Facts

Summary
SAP Customer Profile helps power trusted digital customer experiences with permission-based, first party data. Our product enables you to transform account and profile data – volunteered during customers’ digital interactions with your business – into a unified customer profile that can be a consistent source of truth for governing and orchestrating customer identity, profile and account status data across your primary marketing, sales and service applications throughout the entire customer lifecycle.

Additionally, SAP Customer Profile enables you to analyze user profiles for a deeper understanding of customers who register and log in using social networks – including “when and where” information – to build marketing and sales strategies that convert unknown users into known, loyal customers.

Objectives
Transform customer identities and their associated data into accurate profiles that are available across the enterprise to enable more relevant and trusted customer relationships.

Orchestrate customer identity, profile, and account status data throughout your digital technology ecosystem while maintaining centralized and secure governance of your customer profiles and customer experience platforms and applications.

Understand consistently what customers want and when they want it by analyzing profile data and online and in-application behaviors in real time.

Solution
With SAP Customer Profile, your business gains a comprehensive customer data platform that allows you to:
• Transform customer identity, profile, and account status data accurately and efficiently into a unified customer profile
• Orchestrate data from each profile – or specific attributes only – in real time or batch mode to any application, service, or data lake
• Manage and govern profile data effectively and efficiently, including account status, consent records, and communication preferences, across the entire customer lifecycle
• Analyze the profiles of customers registered or logged in through social networks to gain a deeper understanding of their demographics, preferences, and behaviors and build marketing and sales strategies that convert unknown users into known, loyal customers

Benefits
The solution enables you to:
• Drive higher open and click-through rates and conversions with real-time personalization using permission-based profile data
• Honor consumers’ communication preferences for all digital channels throughout your entire organization to delight customers while earning their long-term trust and loyalty
• Enhance customer segmentation with users’ first-party data, enabling you to get better results from your CRM, data management platform (DMP), content management system, or other marketing and sales technologies
• Go beyond cookie data to retarget customers based on their real behaviors and understand where and when they are ready to buy, subscribe to, or sign up for your products or services
Understand Customers – Streamline Business

To drive the kind of delightful, personalized, and transparent experiences that today’s savvy and mobile customers demand, you need an identity-driven customer data platform that helps your business:

- **Transform** consumer identity, profile, and account status data captured from online users into a unified profile for each customer
- **Orchestrate** this profile or specific attributes within it, including account status changes, across your business by bidirectionally synchronizing data with any application, service, or data layer in your digital technology landscape
- **Govern** your customer profiles throughout the customer lifecycle according to each user’s status (unregistered, registered, verified, active, blocked, deleted, and so on), along with consent records and communications preferences (e-mail or SMS) and other custom marketing activities
- **Analyze** customer identity, profile, and account status data to plan, predict, and optimize each customer’s experience across brands, channels, devices, and regions to drive higher conversion, engagement, and lifetime customer value
Customer-Centric Data Architecture

Our fully-indexed, dynamic schema customer data platform can capture and transform a wide range of structured and unstructured information into richly detailed customer profiles. Build up profiles over time, with no need to preconfigure fields for new attributes, so you can improve your understanding of customers and deliver relevant, in-moment experiences while conserving development resources. Profiles can include:

- **Registration information**: name, e-mail address, phone number, or other information gathered during login or registration
- **Social data**: likes, preferences, and friend lists
- **System data**: browser cookie and mobile device attributes captured during logged-in users’ active sessions

**EXTENDED DATA STORE**

House data attributes that are accessed only for specific purposes in our solution’s extended data store. These can include:

- A saved wish list for a user on an e-commerce site that drives a personalized campaign incentivizing that customer to purchase later
- The details of a purchased device, along with any activities performed on it, to increase usefulness and “stickiness” of the product for that customer
- A streaming video and the location where it was last paused, enabling the viewer to pick up in the same spot on a new device later

In addition, benefit from our comprehensive and transparent profile and preference management and advanced administrative governance features.

Today’s most successful and trusted companies power **relevant, in-moment customer experiences** with permission-based data collected directly from consumers.
Drive Business Value with First-Party Data

Orchestrate your customer profiles using our pre-built integrations that help you quickly create bidirectional data flows between various marketing, sales, and services platforms, while powerful features for extraction, transformation, and loading (ETL) of data enable you to synchronize customer identity and preference data across any application, service, or data store in your technology landscape.

**IDENTITY SYNC STUDIO**
The solution’s intuitive, graphical UI lets you easily map and transfer or synchronize data from your customer profiles to your CRM, data management platforms, content management systems, email service and marketing automation solutions, and more. Innovate with speed and agility while maintaining full control of how and where customer data is used.

**OFF-THE-SHELF DATA INTEGRATION**
SAP Customer Profile features integration with more than 40 of today’s hottest customer experience technologies. Integrate customer data across your entire application portfolio while saving development resources and going to market in record time.

**FROM TEMPLATIZED TO CUSTOMIZED, AND BEYOND**
Our best-practice data flow templates help you quickly optimize the most common integration scenarios between the SAP Customer Profile solution and your core enterprise applications and services. You may also create your own JavaScript data flows from scratch for maximum flexibility or use WebHooks or direct REST-like API calls to trigger account changes and integrate SAP Customer Profile into your ecosystem within any development environment.
Centralize the Governance of Customer Accounts and Data

GOVERNANCE WORKFLOWS
Take advantage of triggered notifications to understand changes occurring within your customer data platform, such as when user account data changes or when registry changes from one system to another. Maintain cleaner, higher-quality data through data policies that help ensure more accurate, accessible, consistent, complete, and up-to-date records.

For example, automate deduplication processes to reduce wasteful and risky redundancy in your data sets, or set versioning policies so that only the most pertinent or recent data is applied for each integration. This not only helps ensure a smoother, more consistent customer experience but also helps address numerous requirements of the European Union’s General Data Protection Regulation and other data protection and privacy laws and regulations.

AUDIT LOGS
View a complete history of actions performed by console users and administrators as well as by customers on their own accounts, such as changes to passwords or profile information. Query and filter by date and time range, API calls and responses, authentication type, source IP address, and more, enabling administrators with the appropriate permissions to quickly zero in on problems and trends across your entire customer data platform.

SYSTEM REGISTRY
The system registry in SAP Customer Profile stores the identifiers and status of each connected system, enabling administrators to monitor and maintain the health of all owned and third-party technologies integrated with the customer data platform. For example, a query against an e-commerce platform and a DMP might return the results shown in Figure 1, below.

This allows administrators to better govern platform accounts, with all information – including what each account is connected to and the identifiers of all connected systems – readily available in a central location.

EXCEPTION HANDLING
SAP Customer Profile helps build resilience into your data model to help ensure that appropriate contingencies exist for anomalous activities and behaviors. For example, should a connection fail on any connected system, simply unsyncing data will not produce an appropriate resolution. Instead, exception handling functions with SAP Customer Profile allow you to avoid gaps in data by writing the error and exception flow to a backup signal transfer point location, then reprocessing the information once the connection issue is resolved.

Error and exception handling makes it easier to debug failures that happen during synchronization, since administrators always have access to a list of anomalous activities on all accounts and actions.

**FIGURE 1**

<table>
<thead>
<tr>
<th>E-Commerce Platform</th>
<th>Data Management Platform</th>
</tr>
</thead>
<tbody>
<tr>
<td>System name: SAP® Hybris® Commerce</td>
<td>System name: BlueConic</td>
</tr>
<tr>
<td>System ID: SHC1678538</td>
<td>System ID: <a href="mailto:my@email.com">my@email.com</a></td>
</tr>
<tr>
<td>System status: Active</td>
<td>System status: Deleted</td>
</tr>
</tbody>
</table>
Optimize Customer Experience

ANALYTICS
Tap into the solution’s cross-platform analytics feature to gather and understand interaction and traffic data, including details by platform and sharing type. Filter 20 key reports by site, time range, and context identifier and then integrate data with leading analytics providers to drive deeper understanding of customers’ on-site behaviors. This enables you to create more accurate customer segments that drive deeper personalization and increased engagement while optimizing your marketing and ad spend.

CUSTOMER INSIGHTS
Use our social media analytics tools to leverage social data stored in SAP Customer Profile and drive insights into customers’ demographics, interests, social behavior, influence, and revenue-generating activity. An intuitive interface enables quick, easy, and flexible segmentation of users by each available analytical category. Leverage customizable filters to create downloadable consumer segments and export directly to our identity access tool to gain a holistic view and understanding of your audience.

USER IDENTITY REPORTS
Create standard reports that deliver key data about your registered users and run daily reports to uncover information about new users, daily login activity, social media logins, and demographics. Rank key influencers on your properties quickly and easily to understand who your primary needle-movers are each day. Take advantage of advanced query tools to carve out audience segments based on actual site and application behaviors.