

Sales and Marketing

Actively manage and enhance the value of your customer portfolio, improve share of wallet with customers, and secure sustainable margins.

Real-Time Customer Insights and Marketing | Mobile Sales Force Automation | Sales Performance Management | Order and Contract Management | Service Process and Operations | Omnichannel Commerce Management



Sika

Read how Sika Group, a project-driven business with a lot of customization, needed to move its sales consultants from manually writing terms and conditions for prospective customers to an online error-free process. The company turned to SAP Cloud Platform to build a mobile solution.

[Read the customer story >](#)



BASF

Learn how BASF is able to drive automation in accounts receivable, simplify processes, and reduce total cost of ownership with SAP Cash Application software.

[Watch the presentation >](#)



Bona

See how Bona used SAP solutions to integrate its technology platform to improve service and engage customers through new channels. Now Bona can provide effortless service 24x7 and leverage new customers through new channels.

[Watch the video >](#)



Real-Time Insights and Marketing

Capture dynamic insights in real time to enrich profiles and make data-driven decisions with marketing analytics.

- ✓ **Marketing Planning and Budgeting**
Improve agility and transparency with a centralized and real-time view of marketing budgets and spend.
- ✓ **Real-Time Predictions and Scoring**
Optimize customer experiences with real-time predictions and scoring.
- ✓ **Campaign Management and Optimization**
Engage customers with in-moment, individualized experiences by optimizing campaign management.
- ✓ **Marketing Collaboration**
Collaborate with key stakeholders to increase speed to market and optimize decision-making.
- ✓ **Insights and Performance Management**
Optimize marketing with real-time customer insights and performance measurement and management.
- ✓ **Marketing Profile**
Gain an unprecedented insight with a centralized, real-time, and contextual profile.
- ✓ **Audience Targeting and Segmentation**
Find the best audience for your marketing message with advanced targeting and segmentation.
- ✓ **Digital Asset Management**
Enhance productivity, compliance, and revenues using digital asset management processes.
- ✓ **Marketing Lead Management**
Streamline marketing lead management processes and improve sales and marketing collaboration.
- ✓ **Social Listening and Sentiment Analysis**
Gain insight into customer sentiment and interests to deliver personalized in-the-moment experiences.



SAP Hybris Marketing Cloud

The SAP Hybris Marketing Cloud solution enables you to understand the real-time intent of each customer and dynamically deliver contextually relevant experiences across channels.

[Learn more](#)



Mobile Sales Force Automation

Enable your sales teams to act faster and sell more effectively with sales force automation.

- ✓ **Lead Management**
Improve sales efficiency and increase revenue with advanced lead management capabilities.
- ✓ **Opportunity and Pipeline Management**
Streamline sales processes and improve pipeline predictability with collaborative opportunity management.
- ✓ **Sales Analytics**
Gain visibility into pipeline, sales performance, and forecasts using sales analysis in the cloud.
- ✓ **Customer Performance Intelligence**
Focus sales resources on growing the right accounts with customer performance intelligence.
- ✓ **Sales Collaboration**
Improve win rates through sales collaboration across the value chain.
- ✓ **Account and Contact Management**
Stay focused on what customers need with help from account and contact management.
- ✓ **Customer Activity and Visit Planning**
Engage better and sell more through customer activity and visit planning.
- ✓ **Account Intelligence**
Open the right doors and close more deals with sales intelligence.
- ✓ **Mobile Sales**
Improve mobile sales, customer engagement, and user experience using SAP Hybris Cloud for Customer.
- ✓ **Partner Channel Management**
Increase revenue by managing engagement with channel partners using SAP Hybris Cloud for Customer.



SAP Hybris Cloud for Customer

The SAP Hybris Cloud for Customer solution brings sales, customer service, and social CRM together to drive customer engagement.

[Learn more](#)



Sales Performance Management

Turn strategy into action with solid sales performance management to boost revenue and exceed quotas.

- ✓ **Sales Planning and Monitoring**
Improve forecasts and hit targets with sales planning and monitoring with SAP Hybris Cloud for Customer.
- ✓ **Onboarding and Training**
Improve onboarding and training to develop high-performing talent faster.
- ✓ **Territory Management**
Increase sales potential and reduce cost by managing territories with SAP Hybris Cloud for Customer.
- ✓ **Sales Analytics**
Gain visibility into the pipeline, sales performance, and forecasts using sales analysis in the cloud.
- ✓ **Sales Collaboration**
Improve win rates through sales collaboration across the value chain.
- ✓ **Incentive and Commission Management**
Drive sales performance with incentive and commission management using SAP Hybris Cloud for Customer.



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Order and Contract Management

Maximize sales value with one-stop order and contract management.

- ✓ **Sales Master Data Management**
Improve sales processes with accurate, structured, and accessible master data.
- ✓ **Sales Contract Management**
Negotiate winning, long-term sales agreements with a holistic approach to sales contract management.
- ✓ **Sales Billing**
Manage the complete sales order lifecycle for faster billing with less administrative effort.
- ✓ **Sales Monitoring and Analytics**
Plan and monitor sales with greater accuracy and completeness.
- ✓ **Price and Margin Management**
Capture more value from sales engagements with insight-driven negotiation on prices and margins.
- ✓ **Sales Order Management and Processing**
Support frictionless order processing from quote to cash.
- ✓ **Claims, Returns, and Refund Management**
Accelerate complaint and returns processing with optimized claims and refund management.
- ✓ **Commodity Sales**
Manage processes for commodity sales and commodity-dependent goods.



SAP S/4HANA

SAP S/4HANA represents a core on-premise solution covering all mission-critical processes of an enterprise.

[Learn more](#)



Service Process and Operations

Access real-time views of customer feedback and boost productivity by collaborating with mobile connectivity.

- ✓ **Service Order Management**
Meet customer expectations through efficient service order management.
- ✓ **Claims, Returns, and Refund Management**
Accelerate complaints and returns processing and management.
- ✓ **Service Marketing**
Drive service revenue through greater visibility into campaigns and marketing initiatives.
- ✓ **Complaints Management**
Improve complaints management through an automated and integrated end-to-end process.
- ✓ **Service Contract Management**
Increase long-term customer retention throughout the lifecycle of service contracts.



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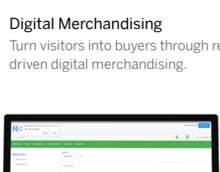
[Learn more](#)



Omnichannel Commerce Management

Engage customers and drive revenue with omnichannel commerce.

- ✓ **Product Content and Catalog Management**
Empower business users to manage product content across channels and geographies.
- ✓ **Search and Navigation**
Improve personalization with search and navigation experience solutions for your customers.
- ✓ **Pricing and Promotions**
Grow revenue and reward loyalty using advanced pricing and promotion models.
- ✓ **Order Orchestration and Management**
Put customers at the center of commerce with order orchestration and management solutions.
- ✓ **Digital Merchandising**
Turn visitors into buyers through real-time, metrics-driven digital merchandising.
- ✓ **Omnichannel Customer Experience**
Strengthen customer loyalty through behavior-based, real-time personalization.
- ✓ **Bundling, Configuration, and Subscription Management**
Boost revenue with bundling, configuration, and subscription management.
- ✓ **Marketing Recommendations**
Increase profits with real-time personalization of marketing recommendations across channels.
- ✓ **Omnichannel Touch Points**
Create exceptional experiences across channels and touch points.
- ✓ **Analytics**
Analyze marketing behavior and improve customer experiences with advanced remarketing capabilities.



SAP Hybris Commerce

This solution offers customers a platform enabled for the cloud to carry out all core commerce-related processes.

[Learn more](#)



Interested?

Reach out with comments, questions, or feedback.

[Contact us](#)