



**Deloitte.**  
Digital

# Put all your customer data to work and make every customer engagement personalized

Deloitte helps bring it all together with the SAP® Customer Data Platform

SAP Customer Data Platform can be the key that unlocks a data-focused transformation for your business. To make this transformation a reality, departments, teams, and leaders across the organization require high levels of coordination and engagement. But for most organizations, it's easier said than done. Why? The answer usually comes down to customer data. Even for companies with the latest and greatest technologies in place for delivering highly tailored experiences, without reliable and accurate data to fuel the system, the most advanced tools are still likely to come up short.

Given the proliferation of new digital engagement channels, combined with years of “bolting on” technologies, and CX strategies that were too often channel-specific and disconnected from one another, the current moment should come as little surprise. Companies have made huge strides in customer data, but the rate of change has often overwhelmed their efforts.

## **A central role for customer data platforms**

In this environment, customer data platforms that bring the ability to unify disparate digital and offline, back-office data sources under a single profile can serve as the linchpin for executing an organization's customer engagement strategy. With all the data harmonized and made manageable, reporting, data science, and real-time activation across multiple channels is suddenly brought within reach. Customer data platforms also add much-needed discipline to compliance strategies at a time when consumer privacy regulations are becoming more important – and more complex – with each passing year.

The SAP Customer Data Platform offers more power and control over your customer data. Can your organization put it to work quickly enough to start seeing value through next-level customer engagement? Is it ready for the heavy lifting required to integrate data across the enterprise in a platform environment? Those are the types of tough questions business and technology leaders should be asking about making the move to the SAP Customer Data Platform. Deloitte has answers.



# Accelerate your customer data journey

Data-focused transformations are different than other important technology initiatives, because they require a deeper level of coordination and engagement with departments, teams, and leaders across the organization. Their data is one of their most valuable assets, and they have all developed highly tailored ways of managing and using it over the years. Successfully implementing a customer data platform requires the ability to understand the business in detail, at every level, engaging with these internal audiences in meaningful ways throughout the initiative.

It also requires the experience, dexterity and confidence to handle massive volumes of data, across the enterprise. Plus, the flow of this data through the organization cannot be interrupted due to the operational disruption it could introduce.

Any of these types of challenges can stand in the way of an efficient, fast-moving customer data platform strategy. Fortunately, Deloitte brings a wealth of SAP knowledge and deep experience working directly with business, IT, and analytics leaders on their most complex data challenges. We've also developed the right tools for the job, including:

- Reference CDP architectures
- Industry-specific data models
- Identity resolution capabilities
- Source-destination connectors
- Data hygiene processors
- Industry-specific dashboards
- Data policy frameworks

## Let's talk

Deloitte brings hands-on, industry-level experience to every customer data platform initiative. Our clients know they can expect a team that understands the issues most relevant to their business and industry, as well as professionals with experience handling the technical complexity of large-scale data challenges and SAP implementation. The result: Deloitte clients get the customer insights they need, faster, from SAP Customer Data Platform strategies that are built for the scale of tomorrow's customer data challenges.

Every successful initiative starts with a conversation, and we would love to hear about your organization's unique challenges.

**Start by reaching out to us:**

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# Potential benefits

We help clients put the SAP Customer Data Platform to work behind their most challenging customer data goals to realize benefits such as:



Accelerated time to value through our CDP delivery framework



Smooth integration into a wide variety of workflows, for multiple use cases



Streamlined compliance with complex global data privacy regulations



Reduced operational risk combined with optimized customer acquisition and retention costs

