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

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

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:

**David Chan**
US Customer Data Platform Lead  
Deloitte Consulting LLP  
dachan@deloitte.com

**Deepak Sobhani**
US SAP Customer Experience Practice Lead  
Deloitte Consulting LLP  
dsohban@deloitte.com

**Natalie Groff**  
Specialist Leader  
Deloitte Consulting LLP  
ngroff@deloitte.com

**Tim Greulich**
US Experience Management Practice Lead  
Deloitte Consulting LLP  
tgreulich@deloitte.com

About Deloitte

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee (“DTTL”), its network of member firms, and their related entities. DTTL and each of its member firms are legally separate and independent entities. DTTL (also referred to as “Deloitte Global”) does not provide services to clients. In the United States, Deloitte refers to one or more of the US member firms of DTTL, their related entities that operate using the “Deloitte” name in the United States and their respective affiliates. Certain services may not be available to attest clients under the rules and regulations of public accounting. Please see www.deloitte.com/about to learn more about our global network of member firms.

This publication contains general information only and Deloitte is not, by means of this publication, rendering accounting, business, financial, investment, legal, tax, or other professional advice or services. This publication is not a substitute for such professional advice or services, nor should it be used as a basis for any decision or action that may affect your business. Before making any decision or taking any action that may affect your business, you should consult a qualified professional advisor. Deloitte shall not be responsible for any loss sustained by any person who relies on this publication.

Copyright © 2021 Deloitte Development LLC. All rights reserved.