

Deloitte.

SAP



FROM SILOS TO SEAMLESS:

*Achieving Front Office Advantage with the
SAP Customer Experience Portfolio and
Cloud ERP*

EXECUTIVE SUMMARY

In today's hyper-competitive marketplace, businesses face a critical inflection point. Customer expectations are evolving rapidly, digital natives are disrupting traditional industries, and the pace of change continues to accelerate. Organizations operating with disconnected systems and siloed customer data may find themselves unable to compete effectively in the increasingly digital B2B growth channel.

Forward-thinking organizations are addressing these challenges through a unified approach to digital transformation, leveraging the combined power of SAP Cloud ERP and the SAP Customer Experience (CX) portfolio, enhanced by intelligent AI agents and automation. These AI-powered solutions can work effectively across front and back-office functions to anticipate customer needs, automate routine tasks, and provide real-time insights that drive personalization at scale.

By implementing this unified, AI-enhanced solution, together with Deloitte, businesses can not only meet today's demands, but also gain front office advantage through intelligent automation, accelerate their digital transformation journey with predictive analytics, enhance customer satisfaction through AI enabled personalization and drive sustainable growth with the help of intelligent agents that continuously enhance the customer journey from lead-to-cash.



THE DIGITAL IMPERATIVE: WHY CHANGE NOW?

The digital economy has fundamentally changed how businesses interact with customers and manage their operations. Organizations must now deliver personalized, seamless experiences across all touchpoints while maintaining efficient back-office operations. This dual challenge requires a new approach to enterprise technology—one that bridges the traditional gap between front-office and back-office systems.

Current market trends highlight several critical factors driving the need for integrated customer experience platforms:

- Rising customer expectations for personalized, real-time interactions
- Increasing complexity in managing omnichannel customer journeys
- Growing need for data-driven insights across the entire value chain
- Escalating pressure to reduce operational costs while improving sales and service delivery

Organizations clinging to legacy or disparate systems and processes face mounting challenges and risks:

- Lost revenue opportunities due to slow market response
- Eroding customer loyalty from inconsistent experiences
- Rising costs from maintaining disconnected systems
- Inability to leverage data for competitive advantage
- Long lead times on complex order pricing and quoting

THE PATH FORWARD: END-TO-END PLATFORM TRANSFORMATION WITH SAP CX

To thrive in today's digital landscape, organizations need a unified platform that seamlessly connects front-office customer engagement with back-office operations, maximizing value creation potential. Notably, the front office is driving a disproportionate share of value in large-scale transformations, significantly enhancing the overall business case.

A recent digital transformation by a leading manufacturer demonstrated the power of an end-to-end approach. By allocating an additional 25% investment to expand the scope of commercial capabilities—primarily in commerce—the organization was able to generate 57% of the total business value realized from the transformation. This impact was felt across both front- and back-office operations.

Investing in front-office capabilities enables organizations to fund back-office improvements, accelerate revenue growth through new sales channels, strengthen customer relationships, and unlock operational efficiencies. Ultimately, these efforts streamline sales processes and deliver a higher return on investment (ROI).

SAP's Customer Experience (CX) portfolio can help businesses transform through solutions such as **Commerce Cloud**, **Configure Price and Quote (CPQ)**, **Sales & Service Cloud**, and **Marketing**.

These offerings enable organizations to drive revenue growth, improve operational efficiency, enhance customer satisfaction, and achieve sustainable competitive advantage. SAP delivers these outcomes through three main strengths.

ACCELERATED BUSINESS AGILITY WITH MODERN CLOUD ARCHITECTURE

- **Streamlined Operations:** Seamless data flow between front and back-office operations eliminates silos, enabling faster decision-making and improved collaboration.
- **Enhanced Responsiveness:** Real-time synchronization of customer, inventory, and financial data ensures your teams can quickly respond to market changes and customer needs.
- **Process Optimization:** End-to-end process visibility allows for continuous improvement and optimization, reducing operational bottlenecks.
- **Increased Productivity:** Automated workflows reduce manual effort, freeing up resources for higher-value tasks and driving enterprise-wide efficiency.

CUSTOMER ENGAGEMENT POWERED BY INTELLIGENCE

- **Personalized Experiences:** AI-driven, 360-degree customer insights can empower your teams to deliver highly personalized engagement, increasing customer satisfaction and loyalty.
- **Proactive Service:** Real-time access to customer history and preferences, combined with predictive analytics, enables proactive service delivery and faster issue resolution.
- **Consistent Brand Experience:** Orchestrated, automated engagement ensures customers receive a consistent experience across all channels, strengthening brand trust.

SCALABLE, ENTERPRISE-GRADE PLATFORM FOR ACCELERATED GROWTH & INNOVATION

- **Moving at the Pace of Customer Expectations:** Built-in advanced features, including AI and analytics, can support ongoing innovation and competitive differentiation.
- **Unleash new channels for revenue growth:** Drive rapid innovation by leveraging flexible architecture to enable quick adaptation to new business models and market opportunities.
- **Scalable Growth:** Enterprise-grade scalability supports business expansion without compromising performance or reliability.
- **Simplified IT Landscape:** Consolidate disparate systems into a unified platform, reducing complexity and total cost of ownership.

BETTER TOGETHER: THE SAP CX + CLOUD ERP ADVANTAGE

Choosing SAP CX delivers more than just a high quality customer experience. The combination of SAP CX and Cloud ERP creates a transformative platform that delivers comprehensive business value with effective end-to-end processes, informed decision-making with a unified data and analytics platform, and the agility to continually meet evolving customer expectations. Organizations implementing this integrated approach have reported significant measurable benefits:

6-month time to value:

Organizations may see significant benefits just months after integrating CX and ERP data

Up to 70% reduction in time

managing and maintaining custom development, integrations and middleware—with half the resources

20% to 40% increase in productivity

among inventory management and business operations teams

Up to 60% fewer issues

and 25% to 50% faster resolution for services and support teams



COLLABORATING WITH DELOITTE

Deloitte brings virtually unparalleled experience to your digital transformation journey, leveraging extensive experience in helping clients shape, implement, and sustain innovation. We deliver deep industry knowledge to every engagement through industry-specific solution frameworks and regulatory compliance experience. Our comprehensive business process knowledge—combined with industry leading practices, proprietary AI use cases, and benchmark data—enables us to optimize outcomes tailored to each client's unique needs. Our proprietary "Vision to Value" framework for SAP helps organizations orient, preserve, and deliver measurable financial and non-financial value from their investments.

Deloitte's methodology emphasizes value at every stage of the transformation journey—from SAP planning and strategy through implementation and beyond—ensuring value is a deliberate outcome, not a by-product. Our unique SAP CX offerings and accelerators are designed to de-risk complex projects, accelerate value realization, and optimize efficiency from strategy through post-implementation.

KEY OFFERINGS & ACCELERATORS INCLUDE:



Phase 0 Assessments

Are you unsure about where to start? **Phase 0 Assessments** help create the road map for your move to SAP CX, including Commerce, CPQ, Sales, Service, Emarsys, and Customer 360 within the SAP Business Data Cloud.



Commerce Cloud Modernization Lab

Want to understand how you can unleash more from your commerce landscape? Let's discuss how our **complimentary Commerce Cloud Modernization Lab** can be your jumpstart.



Modernization Lab to Empower B2B Sales: Automate, Optimize, and Convert

Want to identify how you can enhance self-service capabilities, optimize cycle times and boost order conversions? Our **complimentary Modernization Lab to Empower B2B Sales: Automate, Optimize, and Convert** will help you pinpoint how to automate custom solution configurations and price execution.



Sales and Service SAP Cloud ERP Modernization Lab:

Are you focused on building sustainable, customer-centric organizations that drive strategic long-term growth in today's competitive market? Our **complimentary Sales and Service SAP Cloud Modernization Lab** is designed to guide you through the entire customer journey—from acquisition to conversion, sales automation, service, retention, and loyalty.



SAP CX AI

Our **SAP CX AI accelerators** to help organizations realize value through tailored, proven AI use cases, including:

- Service Assistant: AI powered assistant for customer care agents that helps accelerate resolution of customer queries
- Search Assistant: A commerce experience supported by an AI based search and recommendation engine that helps customers quickly discover relevant products, increasing conversion and average order value (AOV)
- SmartRENEWALS: Help sellers and customers simplify and shorten the renewal cycle though automatic renewal contract generation using AI
- Digital Seller: Expedites sales process for configurable products by using AI to automate product configuration and pricing
- CreativeEdgeTM: A content production solution powered by GenAI that works alongside marketing teams and datasets to deliver personalized content and create assets at scale

TAKING THE NEXT STEP

An end-to-end platform transformation presents an exciting opportunity to revolutionize how you engage with customers and drive growth. The powerful combination of the SAP Customer Experience portfolio and Cloud ERP opens new possibilities for innovation, enabling your organization to create exceptional customer experiences while building a strong foundation for success.

Ready to discover what's possible? Contact us to unlock the full potential of your digital transformation journey.

**RUSSELL
MCLEAN**

*US & GLOBAL SAP CX
LEADER, DELOITTE*

rmclean@deloitte.com

**JODIE
STAHLY**

*US SAP LEAD
ALLIANCE PARTNER,
DELOITTE*

jstahly@deloitte.com



Works Cited

Gartner, Quick Answer: SAP S/4HANA Adoption Levels for 4Q24, 2024.
<https://www.riministreet.com/resources/analyst-research/gartner-report-what-is-the-level-of-adoption-of-sap-s-4hana/>

Campbell, Christine. "9 top SAP S/4HANA Benefits for Businesses."
TechTarget. March 1, 2022.
<https://www.sap.com/documents/2021/OS/6c836511-df7d-0010- bca6-c68f7e60039b.html>.

Clark, Lindsay. "Don't expect another SAP support deadline extension, user group warns." The Register. December 13, 2022.
https://www.theregister.com/2022/12/13/dont_expect_another_sap_support/.

Curtis, Steve. "SAP support deadline extended yet again to 2027."
Support Revolution. March 31, 2022.
<https://www.supportrevolution.com/sap-deadline-extendedagain-2027/>.

SAP. "SAP S/4HANA 2023 MOVE to the Cloud Sales Guide." FlippingBook. May 2023.
<https://online.flippingbook.com/view/288521429/>.

SAP. "Top 10 benefits of cloud ERP systems." Accessed June 27, 2023.
<https://www.sap.com/products/erp/what-is-erp/erp-benefits.html>.

SAP. Creating a Strong Technology Foundation to Drive Business Innovation. 2022.
<https://www.sap.com/products/technology-platform/intelligententerprise.html?pdf-asset=6015d20a-b77d-0010-87a3- c30de2ffd8ff&page=1>.

SAP. Manage the Processes That Differentiate Your Business with Extended Solutions. 2021. <https://www.sap.com/documents/2021/OS/6c836511-df7d-0010- bca6-c68f7e60039b.html>.

SAP. RISE with SAP: Driving Business Innovation Together. 2022.
<https://www.sap.com/documents/2022/03/90674e29-217e-0010- bca6-c68f7e60039b.html>.

Sibley, Mary. The Future is Now: SAP S/4HANA Cloud. SAP, 2021. PDF.

Stenzig, Martin. "The impact of 2027 on SAP customers." SAP. September 25, 2022.
<https://blogs.sap.com/2022/09/25/the-impact-of-2027-on-sapcustomers/>.