



## SAP® Customer Experience

SAP Solution Brief

# The SAP® Customer Data Cloud from Gigya Solutions for Building More Trusted and Valued Relationships with Customers

# Mastering the New Customer Data Landscape

To drive more revenue through digital programs, the methods that businesses use to build relationships with their customers are changing, from inferred and probabilistic to permission-based and deterministic, and that's a good thing for brands and consumers alike. While this paradigm shift is unveiling some significant new challenges for organizations, it also offers new opportunities to optimize customer experience, which is fast becoming the new benchmark of differentiation and success in a rapidly evolving digital marketplace.

The rules of engagement are changing for the digital-first enterprise due to increasing suspicion among consumers about how and why companies use their personal information, along with stringent new regulations – such as the European Union's General Data Protection Regulation (GDPR) – established to govern how businesses may (or may not) collect, process, and use customers' personal data and to give consumers more control in general.

## Reimagining the Digital Customer Journey

Comparing older models for digital strategy with recent trends (see Figure 1), a few major differences become clear. In essence, today's marketing, sales, and services stakeholders must reevaluate the legality and effectiveness of their strategies, particularly in stringent regulatory environments such as Europe, Australia, Canada, China, and Russia.

The key to effectively serving customers online today is knowing who they are and what they want, but there's a right and wrong way to go about this. When leveraging consumer information to drive revenue, it's now imperative do so in a transparent way, and to give customers' maximum control over their own information and experiences. In light of these changes, many large enterprises face a dilemma by relying on legacy enterprise identity and access management or homegrown solutions for user registration and authentication, as well as for customer profile, preference, and consent management. Why?

## It's hard to truly understand your customers

First, positively identifying consumers as they interact with brands is no longer “nice-to-have” functionality but a strict requirement of the GDPR and other data protection and privacy regulations. Anonymous lists of brokered third-party “identities” or audience segments simply cannot be the sole source of truth when attempting to personalize customers' experiences. Instead, consumers' accurate, first-party data should be the core of each profile or account, so any second- or third-party data used can be positively associated with a real person who has explicitly consented to any communications or marketing activities aimed at them.

**Figure 1: The Evolution of Customer Data**

	Then	Now
Channels	Web sites	Web sites, mobile apps, bots, Internet of Things
Identification	Probabilistic	Deterministic
Audience Data	First party	First, second, and third party
Privacy	Limited	Comprehensive

### It's hard to get a handle on your data

Next, many brands have become accustomed to going it alone for customer experience initiatives that tap into customer relationship management, data management platform, marketing automation, and other marketing technology platforms. This can result in multiple, disparate data silos, making a number of vital functions difficult or even impossible, including the ability to:

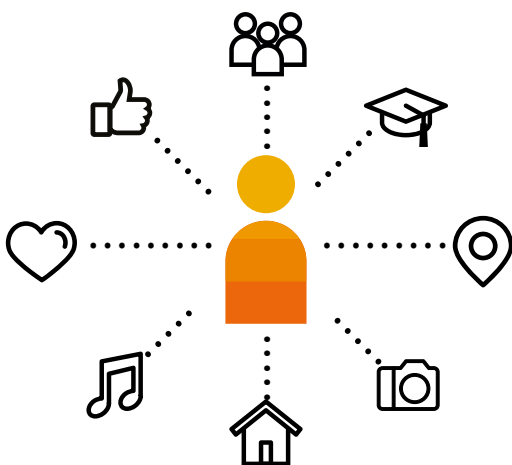
- Maintain compliance when collecting, recording, and tracking consent from consumers across every channel and platform
- Unify all data into centrally governed profiles, since information by one brand or channel might be wholly disconnected from data used by another
- Drive revenue with customer data without massive capital expenditures, since, with no centralized customer data platform in place, custom code and connectors for each technology integration are required, as well as additional storage, horizontally scalable server environments, and, of course, continuous maintenance of all these systems

### How do you get there?

To move their digital strategy from “then” to “now,” what key objectives should today’s digital global enterprises focus on to solve for these challenges while unlocking the potential for more valued, trusted customer relationships?

- Seamlessly connect customers with brands across devices, channels, and regions, through flexible and secure registration and authentication screens and flows
- Transparently collect, track, and manage preference and consent data across the entire customer lifecycle, and maintain a complete history of consent and communication preferences for audit purposes, while giving customers control over their own information and experiences
- Unify data into permission-based profiles for each customer, then centrally govern, orchestrate, and analyze those profiles to power trusted digital experiences without tying up excessive development resources

The SAP® Customer Data Cloud from Gigya is designed to help you build better relationships with your customers through transparency and trust. Our customer data management solutions can help transform your business into a true customer-first enterprise, enhancing and personalizing your users’ journeys while respecting their preferences and privacy. Our highly secure, cloud-based technology helps you build a foundation for a future of agile innovation using the power of customer identity, while conserving development resources and getting you to market in a fraction of the time required for a DIY implementation.



# SAP Customer Identity: Identify, engage, and protect your customers

## Meet your new boss: the customer

One bad experience can drive a would-be customer away. Whether they're subscribing to a newsletter, filling out a credit loan form, requesting a quote, registering for an account, or capturing interests and "likes," it's imperative for businesses to offer customers a convenient, flexible, and transparent front door.

SAP Customer Identity helps you identify and engage customers across channels and devices, by enabling a seamless and secure digital handshake with online visitors through flexible registration and social authentication screens and flows that are customizable for your particular business case. Meanwhile, tapping into our Identity Access analytics dashboard can help you understand, retain, and engage customers.

## Flexible, secure registration and authentication for the global enterprise

SAP Customer Identity offers features that can help you create a frictionless registration and login experience across brands, channels, and regions. Build best-fit flows with options for risk-based, multifactor, and mobile-friendly one-time password authentication. Advanced password security, automated e-mail flows, account harvesting detection, secure digital signatures, and advanced key management help you to provide a frictionless customer experience while minimizing risk to your business and your users.

For multi-brand, multi-region enterprises, SAP Customer Identity's Site Groups feature enables single sign-on (SSO) and single logout (SLO) functionality that allows you to automatically authenticate customers logged into one web or mobile property across every other property in that group, with account changes also reflected

consistently across those properties. This not only reduces friction in users' experience, but also optimizes security by reducing risky password-driven interactions.

SAP Customer Identity also supports federation standards using the SAML and OpenID Connect (OIDC) protocols, to help securely identify users as they interact across platforms and devices and authenticate them against your existing customer base.

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To learn more, please visit [hybris.com/customer-identity](https://hybris.com/customer-identity)



# SAP Customer Consent: Be transparent, gain loyal customers, and protect your business

Government regulators have recently enacted strict new data privacy acts, including the European Union's General Data Protection Regulation (GDPR), to give consumers more control over the personal data collected from them by businesses. Importantly, this includes all online profile, preference, and consent requirements.

This is driving businesses to find a more centralized, comprehensive, and secure way to manage the preferences and consent settings of customers' individual account profiles. What are some key considerations when addressing this challenge?

- Businesses must give customers control over the use of their personal data in order to build trust and loyalty – and to comply with applicable data privacy laws.
- Businesses are responsible for obtaining explicit customer consent to process their personal data and synchronize preference and consent activities across downstream customer engagement applications.
- Businesses, no matter where they are headquartered, must maintain compliance with the applicable regional privacy regulations pertaining to all customers who access their sites, and be able to provide proof should regulators request an audit.

Designed to integrate flawlessly with SAP Customer Identity, or – through customization – with an existing identity management system, SAP Customer Consent helps put customers back in control of their own profile information and preferences for communications and marketing activities.

It also centralizes the collection and recording of customers' consent for these activities, as well as for terms of service and privacy policies. In addition, it enables tracking of various versions of consent records across the customer lifecycle for auditing purposes, and synchronizes with all downstream applications to help ensure consistent enforcement of consent across every brand and channel.

SAP Customer Consent also enables a self-service preference center for your customers, giving them control over their consent and preference settings. This includes newsletter and promotional campaign opt-ins and frequency, personal data permissions, and the ability to view, download, delete, or freeze processing of their full data set.

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To learn more, please visit [hybris.com/customer-consent](https://hybris.com/customer-consent)



# SAP Customer Profile: Power trusted digital experiences with first-party data

Today's modern enterprise relies on customer data to drive better experiences, services, and products. But, data locked away in silos is a roadblock to true in-moment, one-to-one personalization, as well as a risk for causing your business to fall out of compliance with data protection and privacy regulations such as the GDPR. How can you break down data silos, better understand your customers' wants and needs in real time, and protect your business from regulatory scrutiny?

The data management features of SAP Customer Profile enable you to:

**Transform** consumer identity and profile attributes, along with any system data captured from online users into a single unified profile for each customer.

**Orchestrate** this customer profile – or specific attributes within it – including synchronizing changes to account status with any application, service, or data layer in your digital technology stack.

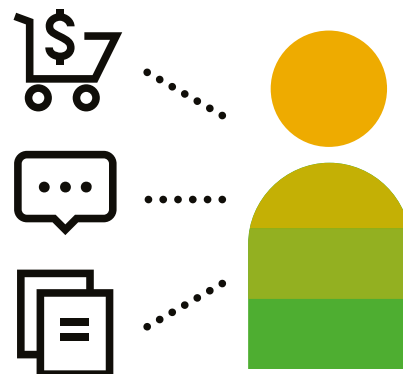
**Govern** your customer profiles across each customer's lifecycle, according to whether each user is unregistered, registered, verified, active, blocked, deleted, and so on, along with consent records and preferences for e-mail or SMS communications and other custom marketing activities.

**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 conversions, engagement, and lifetime customer value.

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To learn more, please visit [hybris.com/customer-profile](https://hybris.com/customer-profile)



# The SAP Customer Data Cloud: Fueling customer relationships for the enterprise

The SAP Customer Data Cloud comprises three, market-tested products that, when combined, help your business develop and execute customer identity and data strategies that can transform your business in profound ways. Take advantage of our industry-leading expertise on customer identity and transparent collection and management of consumer consent and data transformation and integration. Clients that have implemented our solution consistently experience quick and dramatic ROI while establishing a scalable and flexible foundation for innovation in the future.

Beyond optimizing customer experience to drive higher conversions and engagement, the SAP Customer Identity, SAP Customer Consent, and SAP Customer Profile products work together to support non intrusive yet highly effective “progressive identity” strategies. This helps extend and enhance your customers’ journeys by collecting valuable first-party data from them over time through ongoing, transparent, value-for-information exchanges. As a result, you can grow profiles of increasing richness and value, with transparency and trust at their core, so the relationships you nurture with customers can flourish and evolve as your business grows.

## Some of us are innovators — all of us are customers

In summary, the promise of consumer-facing technologies employed by businesses is to provide convenient, relevant, and secure experiences that satisfy, delight, and even surprise us as consumers in increasingly dramatic ways. The key to delivering on this promise, however, has as much to do with earning our trust as it does with rapid and continuous innovation. The SAP Customer Data Cloud sits at the nexus of innovation and trust, helping businesses achieve bold technological and strategic goals, while earning the trust and loyalty of the customers they serve.

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SAP Customer Data Cloud-Overview-SB-enUS (18/05)

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