

INFOSYS SAP C/4HANA SERVICES

REIMAGINETHE CUSTOMER EXPERIENCE

With ever-increasing customer expectations, the area of customer relationship management (CRM) is undergoing rapid change. The winning organizations are those that can adapt quickly to new trends and meet dynamic custom-

CUSTOMER RELATIONSHIP

MANAGEMENT IS EVOLVING

er demand. This is a challenge as existing CRM systems lack the capabilities to view each customer as an individual and each interaction as an opportunity. Moreover, current CRM systems are unable to support new technologies that enable: **Customer insights Business intelligence** driven by AI and through inbuilt **Consistent user** machine learning analytics & reporting **experience** across all

Digital capabilities through native cloud and mobile-first applications

channels

Real-time customer engagements with personalized services

Loss of customer loyalty and competitive advantage due to lack of digitalization

impact the business?

How does this

Low profitability due to poor customer



Lack of real-time insights into customer interactions due to limited scope of automation

SAP C/4HANA -



Low user adoption due to cumbersome UI and lack of omni-channel experience

business models, SAP C/4HANA unlocks a world of digital innovation, customer value and growth. It fosters trusted relationships between brands and customers and helps manage the complete customer experience.

A 4th GENERATION CRM SUITE

WHY CHOOSE SAP C/4HANA?

SAP C/4HANA is a fourth-generation, in-memory suite that combines customer data, machine learning and micro services

to power real-time customer engagement across sales, services, marketing, commerce, and more. Built to handle emerging

Advanced data Harmonized management user experience

solutions, compliant across cloud with the latest data solutions protection and

SAP C/4HANA can help businesses maximize their ROI with features such as:



How can I use it

to enhance the specific needs of my customer industry with minimal experience and customization? gain real-time How will it customer impact insights? my organization's How long will existing it take to

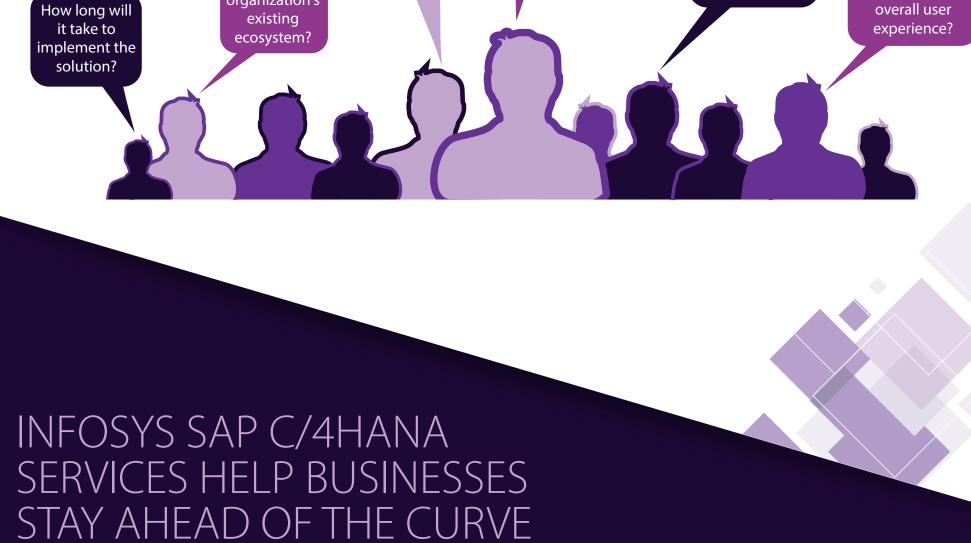
RAISE FURTHER QUESTIONS

THE TRANSITION MAY

implement the

nization's unique needs:

Business and IT leaders may wonder...



To address these concerns and achieve a complete digital customer experience with SAP C/4HANA, Infosys offers

end-to-end industry-specific service offerings from package evaluation and roadmap strategy to business transformation

and support services. Our holistic service offerings cover all transformational phases and can be tailored to suit to an orga-

ROADMAP AND

STRATEGY

Outline and define the roadmap

and end-state of the SAP C/4HANA

journey with the objective of meeting strategic business goals

APPLICATION SUPPORT

AND MAINTENANCE

Strategic SAP

alliance

Dedicated SAP C/4HANA transformation Center of

Excellence (CoE)

Global Run SAP

Partner

SAP Global

Strategic

Partner

Can the solution be

adjusted to the

Are there any

accelerators to

reduce the

implementation

time of the

program?

How will it

impact the

Assess the current landscape and associated problems. Proposes a best-fit SAP C/4HANA solution

BUSINESS

TRANSFORMATION

SERVICES

Over 500 dedicated

SAP C/4HANA

consultants

PACKAGE EVALUATION

AND ASSESSMENT

SOLUTION IMPLEMENTATION

AND ROLLOUTS



de-risked Infosys

IDEA Activate

methodology

Collaborative Joint GTM engagement for

product

development and

beta testing

Rich pool of

proprietary toolsets

FAST-TRACK VALUE REALIZATION WITH INFOSYS ACCELERATORS FOR

initiative with

SAP

SAP C/4HANA IMPLEMENTATIONS

Infosys RASC is a SAP-certified solution that

bridges gaps in sales contract products in SAP **Remote Access Sales Contract** Sales Cloud and helps clients establish a strong (RASC) – SAP certified CRM practice This end to end retail execution solution innovatively blends SAP Sales Cloud retail execution capabilities with **Intelligent Retail Execution Solution** specific PDI solutions to address product whitespaces and thereby enable sales reps to sell more with improved efficiency Customer self-service solution with Chatbot and SAP Cloud Portal applications enables omni-channel service request creation in C4H, ▶ **Smart Self Service Solution** thereby aiding real-time and flexible collaboration between organizations and their customers

Infosys has made strategic investments to develop SAP C/4HANA cloud capabilities in addition to a dedicated CoE and infrastruc-

ture for pre-configured solutions. These allow us to provide clients with instant demos and fast solution deployment. Our com-

prehensive suite of white space and industry solution accelerators ensures faster and seamless adoption of SAP C/4HANA with

high degree of automation and lower complexity. Here are some of our key SAP C/4HANA solutions and accelerators:

C4H Testing Automation Solution

Infosys pre-configured C4H solution tightly integrated with ISU enables a comprehensive tool that provides a single front-office application that works seamlessly and

in perfect harmony with ISU functions. This solution

call center, customer service and sales support

enables a single view of customer useable for back-end,

Billing and Loyalty Solution

CASE STUDIES



A leading personal care consumer products company amplified their sales effectiveness by replacing the legacy retail execution solution used by their sales

team with SAP C/4HANA SFA and a retail execution mobile solution.

This solution empowers non-technical business users to create automated test

C4H upgrade releases

process and cases and reduce effort for testers with repetitive regression testing tasks during

This is a flexible, scalable, pre-configured, and omni-channel loyalty solution for retailers that

across all critical business processes

streamlines the calculation of loyalty reward points

Customer 360 Solution for Utilities

A leading nutrition, health and wellness company leveraged SAP C/4HANA to shift from a category-centric to a customer-centric business model that helped them improve sales efficiency and shorten the sales cycle, resulting in more deals.

> A leading US-based healthcare company implemented a quick, scalable and cost-effective SAP C/4HANA Sales Compensation solution to motivate its sales force and align the sales teams with the organization's goals.

Infosys partnered with a leading UK-based Utility company by helping them migrate their C/4 HANA Customer Service solution from public to private cloud. Migration helped resolve frequent service disruptions and performance issues resulting in improved end-customer experience for

Infosys.com

A leading health, hygiene and home products company implemented SAP C/4HANA to support a comprehensive CRM application with an intuitive and omni-channel service ticketing solution that now manages tickets anytime, anywhere.

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the company.

Get in touch with us to accelerate your digital journey, with Infosys and SAP C/4HANA, at: askus@infosys.com