

# INFOSYS SAP C/4HANA SERVICES REIMAGINE THE CUSTOMER EXPERIENCE

## CUSTOMER RELATIONSHIP MANAGEMENT IS EVOLVING

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 customer 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:



## How does this impact the business?



## SAP C/4HANA – A 4th GENERATION CRM SUITE

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 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.

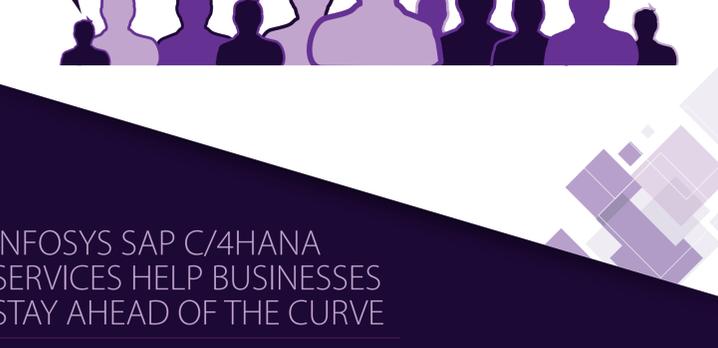
## WHY CHOOSE SAP C/4HANA?

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



## WE UNDERSTAND THAT THE TRANSITION MAY RAISE FURTHER QUESTIONS

Business and IT leaders may wonder...



## INFOSYS SAP C/4HANA SERVICES HELP BUSINESSES STAY AHEAD OF THE CURVE

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 organization's unique needs:



## OUR COMPREHENSIVE FRAMEWORK AND SERVICE OFFERINGS ARE POWERED BY:



## FAST-TRACK VALUE REALIZATION WITH INFOSYS ACCELERATORS FOR SAP C/4HANA IMPLEMENTATIONS

Infosys has made strategic investments to develop SAP C/4HANA cloud capabilities in addition to a dedicated CoE and infrastructure for pre-configured solutions. These allow us to provide clients with instant demos and fast solution deployment. Our comprehensive 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:



## INFOSYS SAP C/4HANA CASE STUDIES

30+ active SAP C/4HANA clients. Few case studies from these engagements are detailed below:



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