



Customer Experience for Buying & Selling

SAP® Customer Experience

September 28th, 2022

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Mega Trends impacting Chemical Industry B2B businesses

1

Consumerization of the B2B experience

Buyers and sellers expect the personalization of the B2C experience with B2B processes and best practices.

2

Digitization of complex B2B processes

B2B functionality and process-oriented industry expertise are required in order to address complex B2B processes and systems.

3

New digital engagement models

Buying and selling experiences are accelerating to 100% digital interactions. Buyers and Sellers expect 24x7 experiences on their channel of choice.

4

Direct to consumer channels

Creating and evolving strategies to access consumers directly, gain the edge on markets that were originally served indirectly.

5

Evolution of business and service offerings

Companies must enrich traditional relationships with their customers with added-value services, moving from selling products to selling solutions.

6

Marketplaces

Launching marketplaces to increase product and services range while capturing/maintaining market position.

All trends converging towards Commerce as the backbone for B2B experiences

FIVE important Chemicals Discovery Questions:

- ❑ How do you **optimize and communicate real-time customer data** across sales and service channels with direct touchpoints to customers and partners?
- ❑ How do you **predict, manage, and mitigate the impact of disruptions** in Supply chain components, raw materials, and regulatory requirements to the end customer?
- ❑ What is your **strategy** to augment B2B and B2C capabilities and platforms **to increase levels of customer self-service** for high demand products (i.e.: Marketplace - Omnichannel)?
- ❑ What is your **corporate sustainability strategy**, KPI, and brand promise?
How do you track results and position (personalized) alternate, environmentally friendly products, low CO2 supply chain logistics, etc., to customers?
- ❑ How are you **co-innovating with customers and partners** to ensure feedback/surveys from sample shipments are being leveraged across all divisions/regions?

FIVE important winning themes of e-commerce in Chemicals

Top 5 winning themes of e-commerce in the chemical Industry

Reduce cost-to-serve via self-service real-time sales order management process

Establish omni-channel fulfilment in existing markets as well as new market areas with no salesforce feet on the street

Convert to mobile real-time access: Smart phone, tablet, & laptop personalization to purchase materials

Improve access to real-time information during sales order process: safety data sheets, technical data sheets, available-to-promise delivery dates, track & trace, sales order history, pricing history, product data management, container pictures, product catalogs, amount of materials purchased, etc.

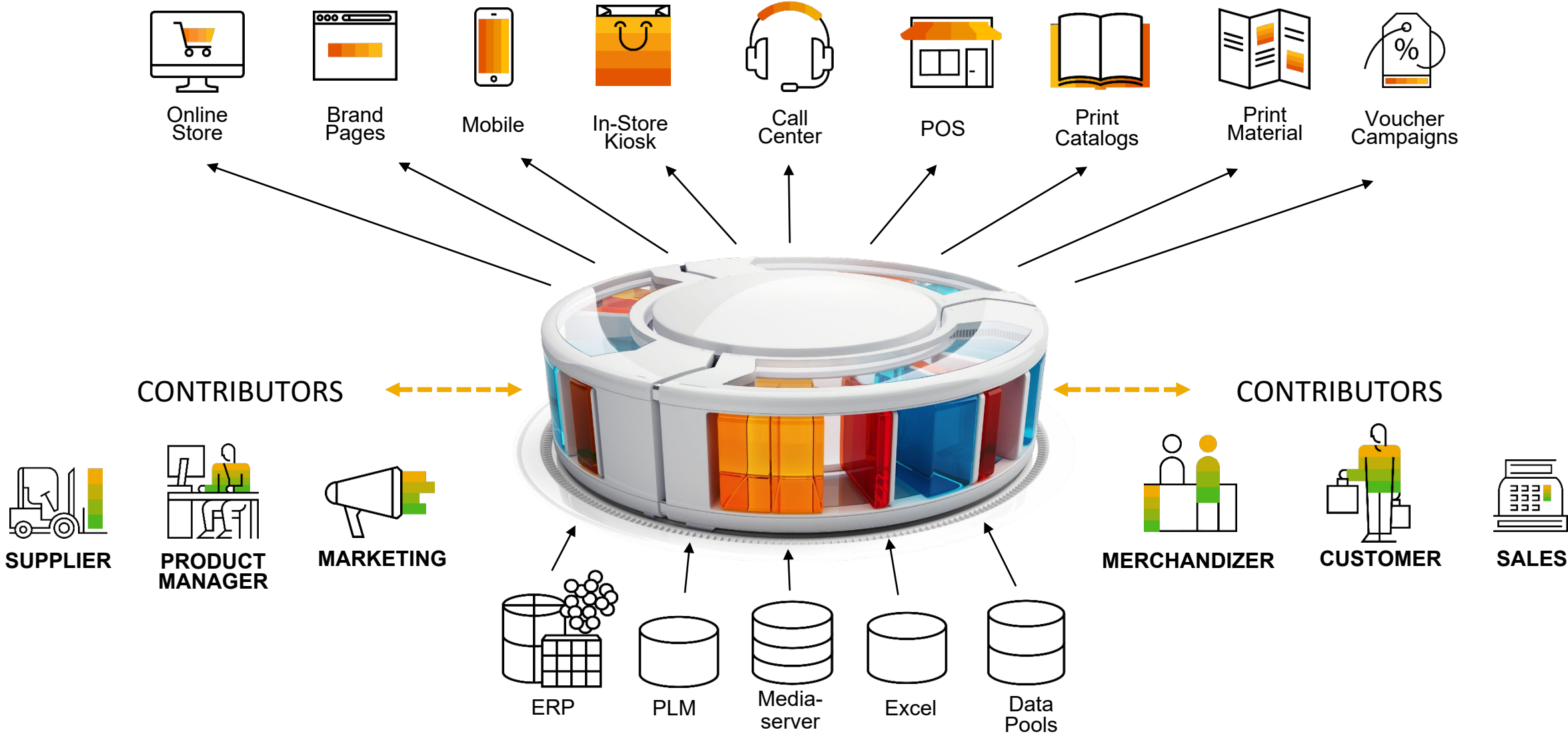
Improve the “sample management” process using sales order type to classify samples, intermediates, raw materials, & finished goods or products

SAP Customer Experience: Capabilities View

Intelligent Industry End-to-End Processes

Marketing Cloud	Commerce Cloud	Customer Data Cloud	Sales Cloud	Service Cloud
Contextual Intelligence	Omnichannel Commerce	Trusted Relationships	High Touch Experience	Customer For Life
<ul style="list-style-type: none"> • Dynamic Customer Profiling • Segmentation, Campaigns, Journeys • Commerce Marketing • Lead Management • Marketing Planning & Performance • Marketing Analytics • A single, unified platform for digital trade • Integration 	<ul style="list-style-type: none"> • Order Management/Self Service • Product content & data management • B2B & B2C Commerce • Order History & Quotations • Available-to-Promise • Track & Trace • Material Safety Data Sheets • Technical Data Sheets • Personalization & Pricing • Industry Accelerators • Thumbnail picture of containers • Sample Management • Shopping Cart & Product Catalog • A single, unified platform for digital trade • Integration 	<ul style="list-style-type: none"> • Customer Identity Management • Enterprise Consent Management • Customer Profile Management • Customer Data Platform • Product Content Data Management • Returns/Claims • Related Products • Channel Interactions • Loyalty Status • Offline, Online, Mobile • Related Products • A single, unified platform for digital trade • Integration 	<ul style="list-style-type: none"> • Sales planning, performance & forecast • Sales content & learning • Sales force automation • Partner relationship management • Sales quotation management • Sales contract management • Subscription Billing & Revenue • A single, unified platform for digital trade • Integration 	<ul style="list-style-type: none"> • Self Service • Customer Service & Support • Field Service Management • Business Outcome as a Service • A single, unified platform for digital trade • Integration

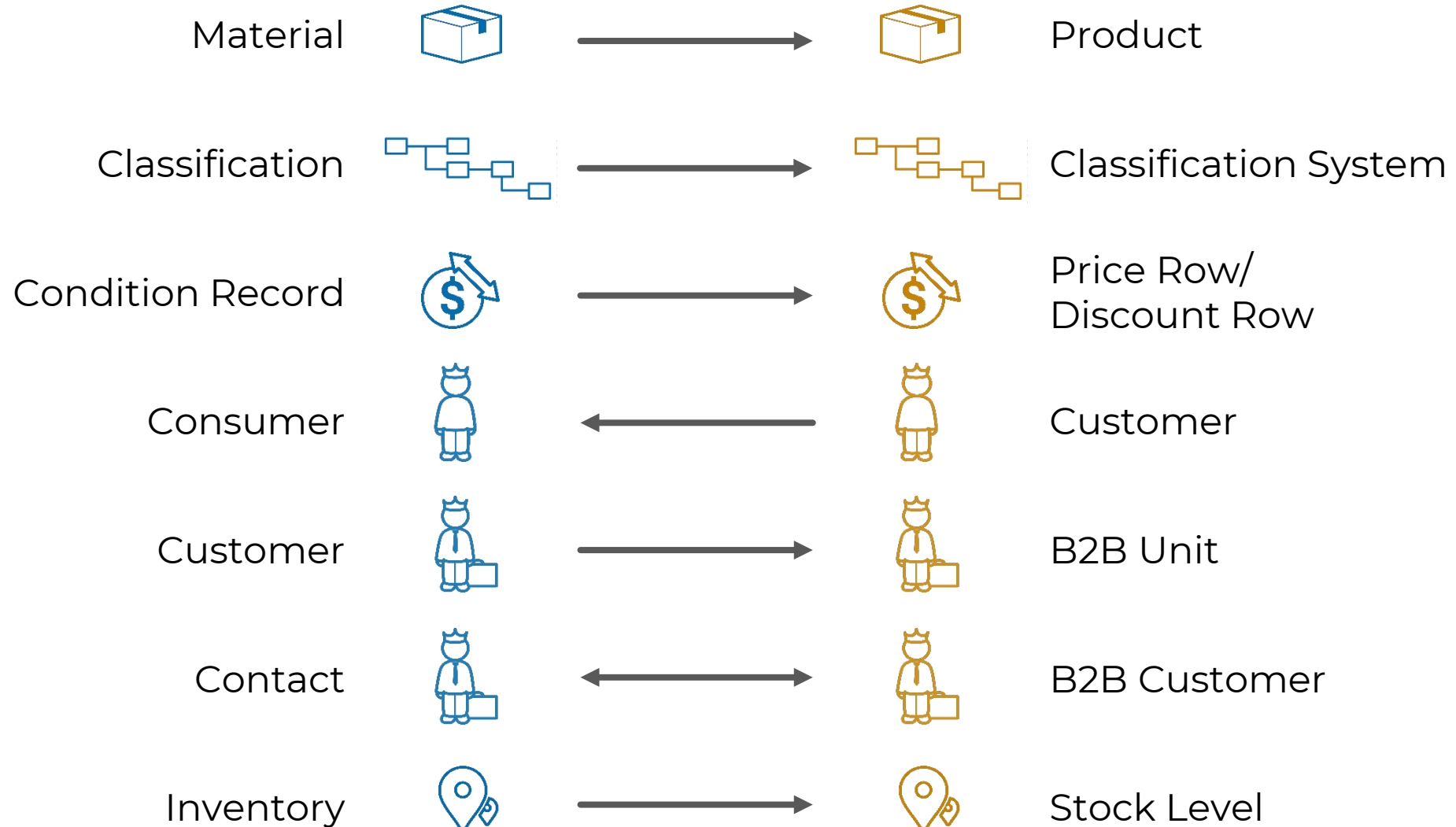
SAP Commerce PCM is the central repository of product content for all customer experiences: Create a 360° view of your product data & ensure seamless omni-channel experiences



SAP Integration

SAP ECC | S4 HANA

SAP Commerce



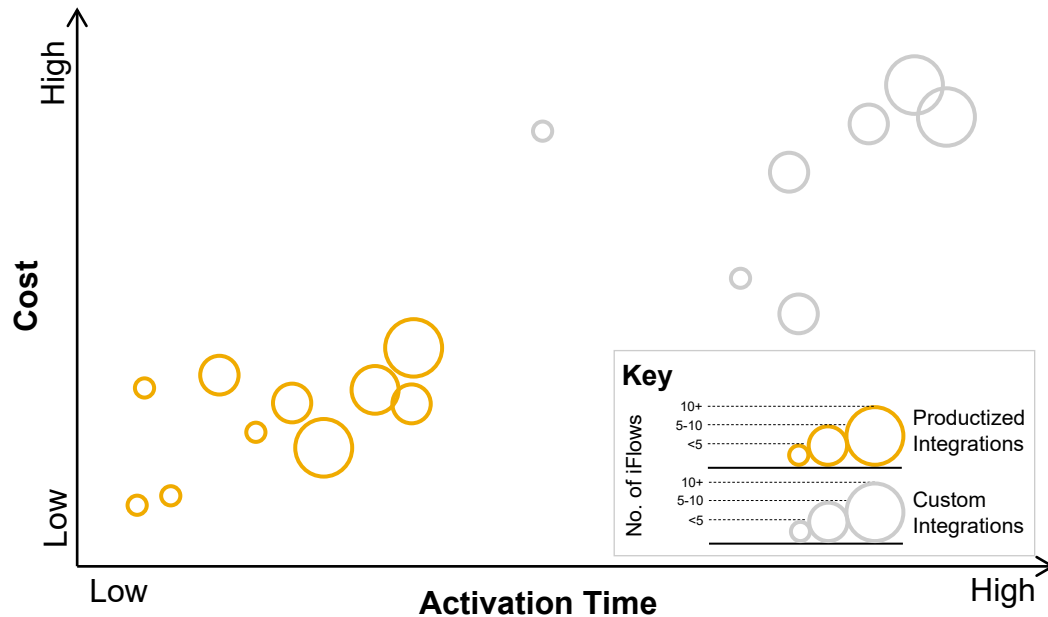
Prebuilt integration speeds Commerce Cloud implementation, lowers TCO

5x acceleration, 10x savings

- Customers can choose from a menu of 2,500+ “ready to use” integrations covering hundreds of scenarios, available for SAP, third-party, and e-Governance solutions from SAP and its partners in SAP API Business Hub – **a central subscription managed by SAP.**
- This Business Hub includes **prebuilt connectors between SAP S/4 and SAP Commerce Cloud**, simplifying the process for exposing back-office information in Commerce Cloud and enabling customer self-service
- SAP to SAP prebuilt integrations** simplify processes beyond accelerating initial interface implementations to include packaged updates required to support changes that occur over time on both ends of the connection

Sample of Total Economic Value

Out-of-box integrations – 5x acceleration, 10x savings



Source: SAP, SE

Benefits

- Optimize Cost** of overall implementation project with reduced overheads
- Quick ROI** by valuing subscription cost of business applications with ready to use business integrations and rolling out connected business processes
- High** customer satisfaction and retention

Example: S/4HANA and SAP Commerce Cloud

Scope

- 7 Business Integrations
 - Account information
 - Product information
 - Product availability information
 - Pricing
 - Service contracts
 - Sales orders
 - Accounts

Implementation Cost

- Custom integration ~163K Euro
- Prepackaged integration ~17K Euro

Implementation Time

- Custom integration ~15 weeks
- Prepackaged integration ~3 weeks

10x savings



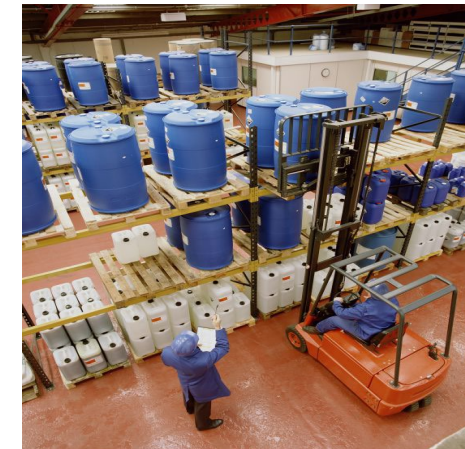
5x faster



SAP Commerce Cloud Accelerators

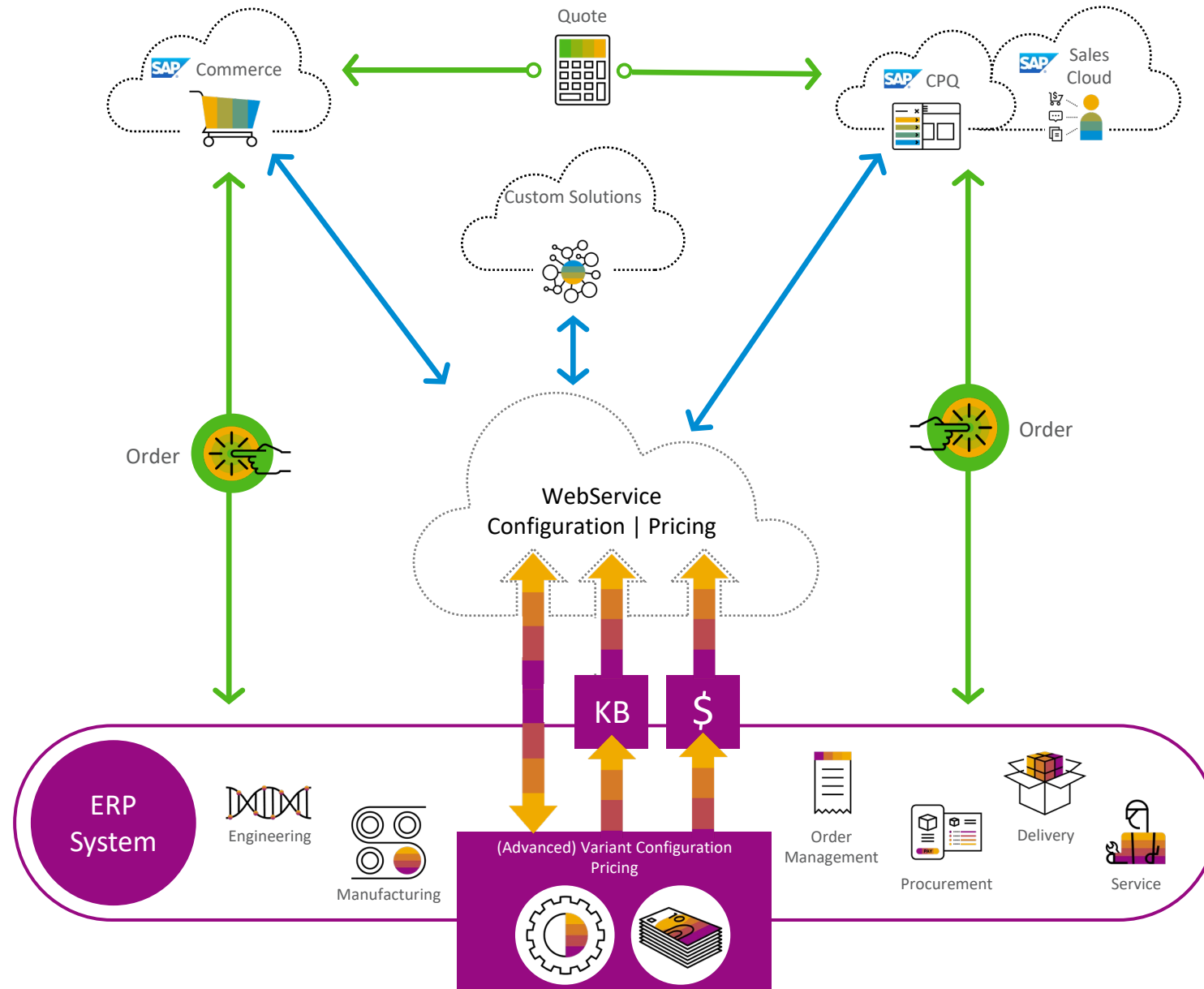
What is an Accelerator?

- Ready-to-use web implementation template
- Multiple Storefronts out-of-the-box
 - Business-to-Business (B2B)
 - Business-to-Consumer (B2C)
 - Industry Specific Accelerators
- **PRE-CONFIGURED** with many features such as:
 - Internationalization,
 - Search & Navigation,
 - Shopping Cart and Checkout,
 - Account Management, etc.
 - Reduction of implementation time



❖ Feature Rich ❖ Multi-channel ❖ Quick Time to Market ❖ Easy Extensibility

Model Once - Configure Anywhere



Customer Examples



”Perhaps the most significant step we've taken to bring our customers into a new and improved digital age is the release of our One Digital Customer Experience (OneDCE) platform – a personalized eCommerce portal designed to be the “one stop shop” for our growers and dealers when it comes to placing and managing orders, as well as payments and financial services that Bayer offers to them. And all of this is done thinking on making simpler the life of our growers and dealers. While we may not be at the Amazon or Alibaba level just yet, we've built the foundation for a more hyper-personalized approach to doing business”

Dick Backhaus
Head of Product Supply
Bayer Crop Science

One-stop-shop

integrated platform for growers and dealers

+50%

Online adoption of the portal

**from 3 weeks to 1
day**

reduced Period of digital credit application

Improving the Customer Experience at Covestro



Covestro is an German multinational specialty chemical company headquartered in Leverkusen Germany that was spun off from Bayer Chemical in 2015

Covestro is currently in the midst of transforming their business through the application of digital technologies. A key objective of that initiative is to increase their customer centricity through a fully integrated digital platform to enable higher levels of customer self-service, more effective communication, better after-sales support, increased service options, deeper insight into the customers' business and requirements, and ultimately transform their business model.

Business Challenges

- Lack of user friendliness of current web portal inhibits client adoption of that channel making the customer service process highly manual
- Highly manual customer service process requiring a high degree of touch to effectively communicate with the customer and reduces service levels
- Can not easily capture client data to enhance reporting, enable visibility into client operations and drive insight into their requirements and objectives

Achieved Capabilities

- Ability for customers to view available inventory and easily place & track orders and issues
- Ability for customer to easily track credit limits and contract commitments including product allocations
- Ability for customers to research products through central knowledge base to understand pricing, properties, processing methods and market applications
- Ability for Covestro to monitor customer interests and transactional behavior to generate new leads and insights

Expected Outcomes

- **Reduced cost of service** by increasing e-business ratio of sales through digital channels with more self service options
- **Increased customer satisfaction** through application ease of use, increased transparency of product availability & order status, and increased service levels
- **Increased customer intimacy** through greater levels of collaboration and deeper insight into customer needs, requirements and preferences

20% → 80%

Of orders placed through e-commerce platform in Asian markets where solution was first deployed

\$5 Billion

In sales currently flowing through digital channels – and steadily growing

Platform for Innovation & Revenue Growth

By enabling future additional services and business model innovation to drive further value for customers

“A reliable supply chain is critical to our business. SAP’s solutions enable us to deliver increasing value to our customers through better and increased service options”

- Jan Prigge, IT Manager, Covestro.



Covestro Links

Covestro Global

Covestro Product Center

Covestro Product Safety
First

Terms of Use

Sale Conditions

Privacy Statement

California do not track disclosure

Imprint

Welcome to Order@Covestro

Your online connection to Covestro

Order@Covestro: The Service Portal of Covestro offers you direct access to Covestro enabling simple and efficient order management.

- Latest Information on Order Status, Delivery and Invoicing
- Downloads for Material Safety Data Sheets and Certificates of Analysis
- Easy Order Entry including online price and availability check

You do not need any additional hardware or software to work with Order@Covestro. All you need is a computer with a web browser* and an e-mail address. This will enable you to use the full range of online services.

*) Optimized for Internet Explorer 11.0 and Mozilla Firefox 52.7

Language

Please choose your language

English ▼

Registered Users

E-Mail

Password

Login

[Forgotten Password?](#)

By logging in you accept our Terms of Use. [Terms of Use](#).

New Users

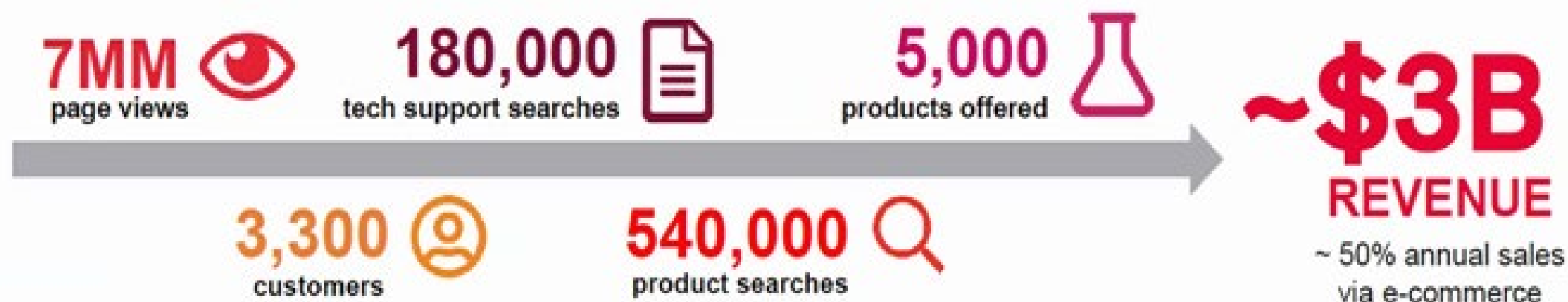
Please contact your Customer Service Representative if you want access to Order@Covestro.

DOW Chemical E-Commerce Platform: SAP Hybris at DOW



ONE OF THE INDUSTRY'S LARGEST B2B DIGITAL PLATFORMS

LAUNCHED IMPROVED DIGITAL E-COMMERCE PLATFORM IN FEBRUARY 2018 ^(1,2)



Low Cost to Serve

Working Capital Management

Increased Customer Reach

Dynamic Pricing

In Scope: Commerce Cloud Phase 1



- B2B eCommerce Accelerator
- Product / Content Master Data
- Customer Registration
- ADFS/SAML2 Log-in
- Customer Order Visibility
 - invoices / statements
 - order history
 - order status
- Customer Specific Pricing
- Credit Card Orders
- PO# Orders
- Shipping Calculations
- Tax Calculations
- Assisted Service Module for CSRs

The Chemours video is public and posted on Chemours B2B logon page:

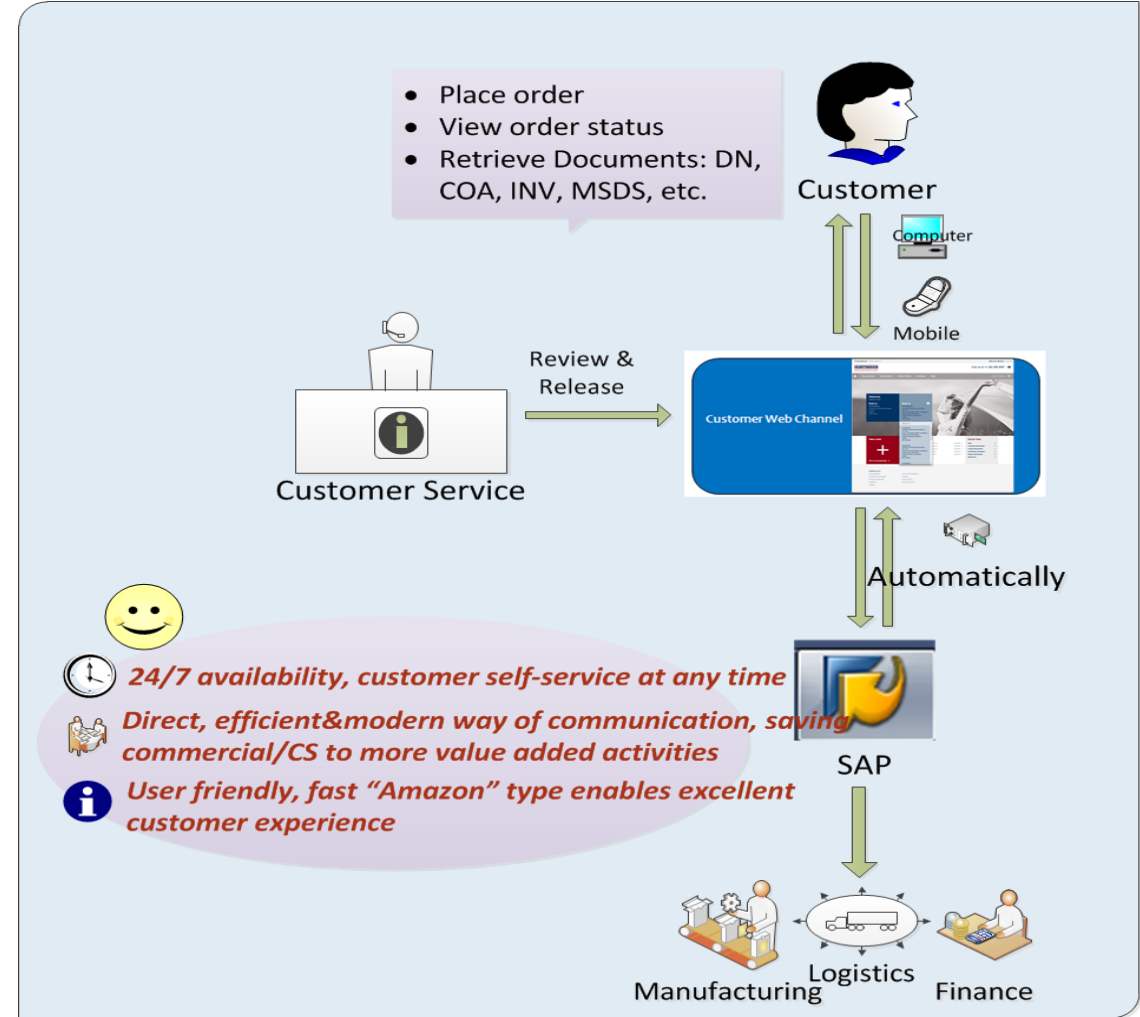
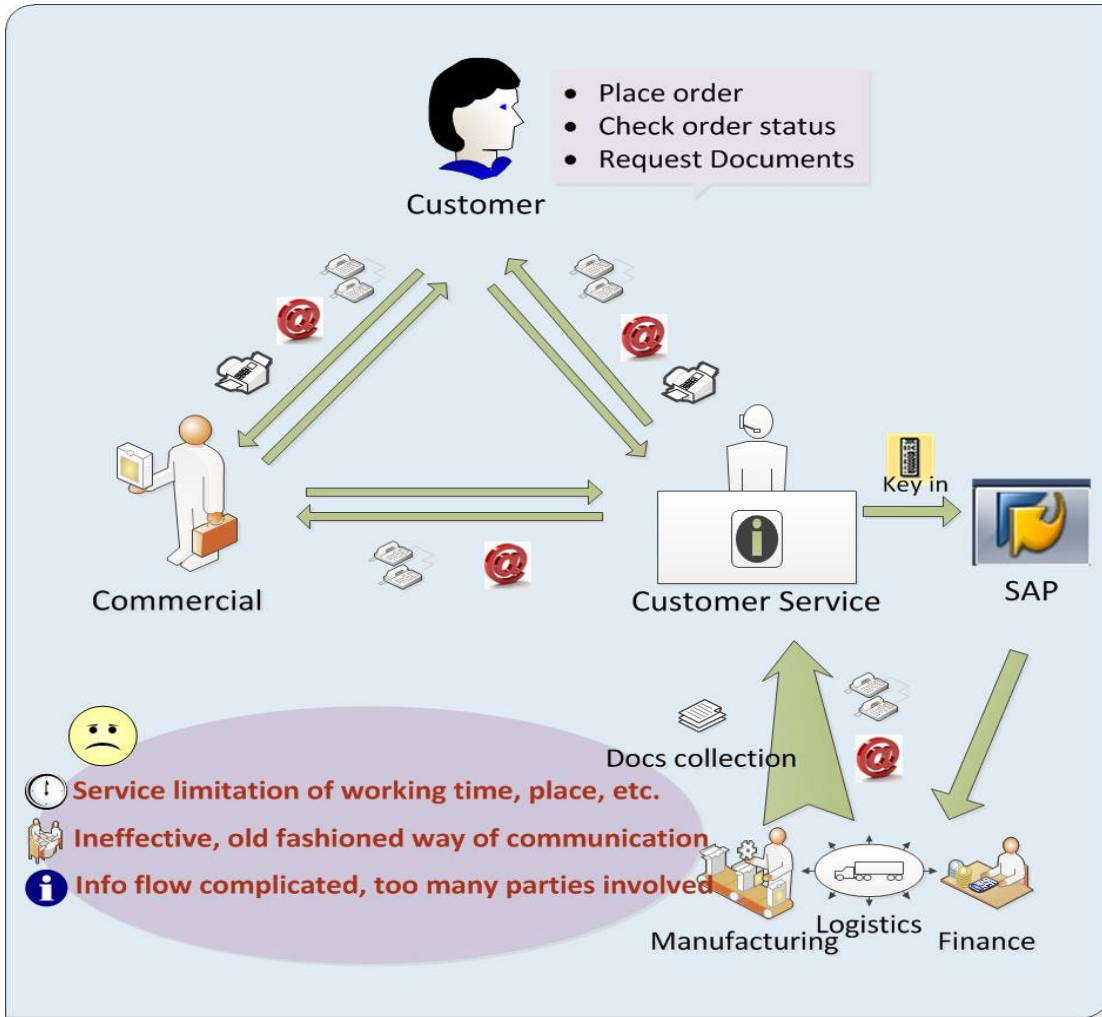
https://www.youtube.com/watch?v=rvabUkA8Vqc&feature=emb_logo

Chemours Commerce Cloud B2B implementation was less than 5 months – integration to SAP – 2 countries and 2 languages in first go live – and currently rolling out to 100 additional countries in 12 languages.

SAP hybris at Huntsman Corporation

ECHO Project –“Extreme Makeover” of customer order entry portal

ECHO Objective –“As-is” and “To-Be”



Customer success story: Asian Paints



Asian Paints Limited manufactures and sells decorative coatings and industrial coatings in India and rest of Asia, the Middle East, the Caribbean, and the South Pacific Islands was founded in 1942 and is headquartered in Mumbai, India. Asian Paints is India's largest and Asia's second largest paint company with a group turn over of \$2.3 Billion. Asian paints operates in 19 countries with 26 manufacturing sites

Business pain points

- Virtual Sales Officer (VSO) APL has one of the largest dealer networks in the industry. It directly engage with close to 40000 dealers. Approx. 700+ sales officers directly interact with dealers on a day to day basis to manage services and business relationship. Based on sales value, APL classifies these dealers into multiple categories. Small dealers form approximately 25% of APL's dealer network. It's important to provide better service to them as they influence sales in rural market.
- Improve operational efficiency of order taking process and drive sales through upsell & cross sell, and provide an omni channel commerce experience to dealers across contact center, web and mobile.
- B2C Engage with end customers directly to sell books, color selection tools, DIY kit and consulting services

Why SAP

- SAP Hybris was selected to help customers beautify their homes through
 - Integration of all stakeholders, including suppliers, employees, and customers, and creating an extended enterprise
 - Precisely targeting customers with personalized offers in real time, leveraging a network of 45,000 retailers

Benefits after deployment

- After Implementation of Virtual Sales Officer (VSO), APL is
 - Able to provide better service to more number of dealers. One VSO is able to manage 150-180 dealers. This is almost three times as compared to Sales officer.
 - Increase in Dealer Satisfaction Level
 - Increase in Operational Efficiency at Call Centre

Tangible Results

- 25 percent reduction in training
- 50% faster back end process
- 45X faster sales, marketing and service process
- 40X faster report generation enabling key customer insight.
- 20% – 30% call center productivity increase

CUSTOMER

- North America's leading manufacturer of premium quality residential, commercial and industrial maintenance coatings.
- Benjamin Moore premium portfolio spans the brand's flagship paint lines including Aura®, Regal® Select, CENTURY®, Ultra Spec®, Natura® and ben®.
- Benjamin Moore & Co. coatings are available primarily from its more than 5,000 locally owned and operated paint and decorating retailers.
- Available in 70 countries worldwide including major cities throughout Europe, Asia, the Middle East and Latin America

INDUSTRY / VALUE ADVISORY ENGAGEMENT

- Opportunity lifecycle was only 4 months leveraging an accelerated and business bought off demo leveraging a unique an efficient approach to accelerate the opportunity
- Leveraged IVE team to develop business case focused on operational efficiencies focused on automating retailer order processing, improved supply chain efficiencies and reduced inventory due to improved order management
- Leveraged Industry expertise of VAT to address unique B2B and B2C experience which improved the relationship direct with the consumer while also improving the order experience with retailers and national accounts

BUSINESS CHALLENGE

- In need to connect closer to the end consumer to provide a unique customer experience and gain further insights to the end consumers needs
- Needed to maintain relationship with independently owned retailers selling B&M products while owning the consumer experience
- Needed the ability to give B2C experience to retailers and national accounts where B&M had direct sell relationship
- Needed commerce platform that had flexibility to address multifaceted requirements, manage robust needs and complexity, and a B2C and B2B experience

BUSINESS OUTCOMES

- Drove an initial CIO discussion that quickly transformed into a LoB lead opportunity. The AE ensured the business drove the exact use case and then enabled the business to perform and own the solution
- Use case and opportunity approach expedited the sales cycle resulting into a 500k deal over 4 months with a large services implementation.
- Benjamin Moore, went live with Commerce Cloud in Jan 2020. They have completed the first phase of deployment of their platform to automate B2B order management with retailers and direct national accounts



→ Airgas Drives B2B Commerce Channel Expansion

Airgas Inc. is a leading supplier of industrial, medical and specialty gases as well as hard goods and related products in the U.S.

→ The Challenge

Airgas was looking to enhance its web and e-commerce tools to enable customers to interact and transact with them at any time and across all channels, including mobile and social touch points, and to provide customers with the information they need online to manage their gas and hard goods supply chains.

The Vision

"We selected hybris because its B2B commerce and mobile platform capabilities will help us most effectively meet our current and future e-commerce needs," said Kelly Justice, Airgas Senior Vice President – e-Business and Marketing. "It's critical that we make the right business tools available online so customers can find information on our products and services, place and track orders, research order history, receive and pay invoices and more. The hybris platform will enable this enhanced digital interaction with our customers, allowing us to expand our already best-in-class service into a comprehensive multi-channel experience."

The Result

Drove up revenues, improved efficiencies and increased customer engagements using SAP hybris commerce solution.

“Create a global unifying, omnichannel experience leveraging a common digital platform to power engagement, fuel commerce, and drive to disruption..”

PPG Industries Paints & Coatings

Further Questions?



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Chemical Customers using SAP Customer Experience Commerce Cloud



SAP Customer Experience in the Chemical Industry

Marketing Cloud



Commerce Cloud



Sales Cloud



Service Cloud



Customer Engagement Transformation and Sales Process improvement through C4C Grasim Industries Limited



PwC Team has a very rich SAP expertise and is able to offer meaningful solution to their customers. The team that worked for Grasim industries comprised of

- Two functional consultants , who seamlessly converted business requirements to a technology solution
- A developer or technical consultant, who leveraged the inputs provided by functional consultant to customize the system.
- A program manager who managed the entire exercise and provided support whenever there was a challenge.

This team left no stone unturned for understanding our business process comprehensively and then combined this understanding with their market knowledge to suggest a solution as per our needs.

I have to agree that C4/HANA implementation has helped us change the nature of customer engagement and increase profits

Aditya Birla Chemicals has plants across 3 countries. The firm did not have customer engagement software and pre-sales process was over email. The database was maintained in Microsoft Excel . The sales team had to manually coordinate with backend team, who in turn made manual entries in ERP system. In case any data was required at a global level, the teams had to coordinate manually and consolidate.

SAP C4/HANA Solution is implemented to integrate pre sales process with ERP system in real time and also to consolidate data from 3 plants. Features such as Potential Mapping, Budgeting and Forecasting are added to facilitate inventory planning and minimize costs.

SAP C4/HANA enabled real time integration of pre-sales process with SAP ERP system Business can analyze consolidated data from system at multiple levels for all 3 plants, eliminating manual coordination and significantly reducing chances of error.

Products under Research and Development could be tracked centrally through C4C system. Cost incurred and ROI achieved from sample products can be estimated more accurately.

Customer creation time has reduced **from 2 days to 1 hour**

Data transparency has significantly increased, thus reducing errors by **more than 95%**

Man hours spent on administrative work reduced by more than 90% owing to availability of consolidated data in C4C



Business Challenge & Objectives

- Aditya Birla Chemicals has plants across 3 countries (namely India, Germany and Thailand) for Epoxy business. The firm did not have a customer engagement software and so entire pre-sales process was over email communications. Customer and product master among others was maintained in spreadsheet
- The sales manually coordinated with backend team, who in turn made manual entries in ERP system. Average turnaround time to create customer was 2 days owing to lag between customer conversion and creation of Sales Quote in ERP system
- There was no provision to track progress of products under Research and Development. Budgeting and forecasting was difficult in the absence of a system.

- C4/HANA Solution from SAP is implemented for Grasim Industries – Epoxy business to revolutionize customer engagement process across 3 countries .
- C4/HANA is integrated real time with ERP and so sales quotation can be triggered at the backend as soon as a prospect is converted to customer in C4/HANA
- Potential Mapping, Budgeting and Forecasting are added to facilitate inventory planning and thereby minimize costs.
- Research and Development progress of products can be tracked– standard sales cycle of Lead, opportunity and prospect has been leveraged for the same.



Project / Use Case Details

C4/HANA solution is elaborated as below:

Lead Management & Project Development (including R&D)

- Lead and Opportunity Management is used to capture and track both external and internal leads
- R&D product will be captured as lead. All phases for 7 step R&D approval process will be configured
- A web service is provided to Website team to generate Leads on C4C

Sample Request

- Lead and Opportunity are used to capture and track all sample request.
- Before sending sample to customer, Opportunity is converted to Quote/Order
- Standard C4C reports are in place to keep track of Opportunities
- Customizations are implemented for sampling process

Customer Creation

- C/4 HANA capability has been leveraged to create Customers and Prospects
- System has been customised for to combine common customers from Thailand and India

Visits & Surveys

Below objects have been created in system to improve customer business:

- E-Mail Templates Including Surveys,
- Target Groups
- Visits with tasks , surveys, follow up items, pictures and attachments
- Tour plans have been created

How Is a Polypropylene Resin Maker Maximizing on Cloud Technology to Better Support Customer Demand?

Supplying propylene from **six refineries and 11 catalytic plants** across Mexico

Homopolymers, random copolymers, impact copolymers. Not exactly household names, but these compounds are at the heart of many household products from food containers and carpets to car parts, diapers, and more. In fact, polypropylene is one of the fastest-growing thermoplastic resin markets in the world. And Indelpro S.A. de C.V. is the only producer of polypropylene resins in Mexico, so its sales team has a lot on its plate. Already using cloud solutions to enhance customer relationships and experiences, the company wanted to get even more out of its IT investment. To do this, Indelpro needed expert guidance to understand the opportunities for **extending its cloud solution capabilities**.



By extending intelligent enterprise capabilities in the cloud, Indelpro's sales team will be able to **serve customers better**.

Using **SAP® Enterprise Support offerings** to find out how it could extend its use of the SAP C/4HANA suite with SAP Cloud Platform, Indelpro benefited from:

- A series of four weekly empowerment sessions on extensions for SAP C/4HANA, provided by the SAP Enterprise Support Advisory Council
- Technical enablement workshops on extending the SAP Sales Cloud and SAP Service Cloud solutions and implementing extensions using SAP Cloud Platform, including architecture setup, deployment, change management, and other best practices
- Hands-on experience with services from SAP Cloud Platform and development tools for extensions
- Extension applications that were supplied to create and deploy in their system as a proof of concept, giving the Indelpro team the knowledge needed to develop their own extension applications
- Savings on consulting and training by being able to complete such projects with internal resources
- A strong return on investment by optimizing the usage of extensions for SAP Sales Cloud and SAP Service Cloud
- Greater productivity in development using SAP Cloud Platform to extend the functionality of SAP C/4HANA, thanks to faster development cycles and best-practice solution operations
- A clearer road map on how to move forward with cloud solutions, including the adoption of SAP Intelligent Enterprise Framework

“SAP Enterprise Support services empowered us to optimize the use of our SAP C/4HANA solutions by leveraging extension capabilities in SAP Cloud Platform, enabling us to better support client demand and provide improved customer experiences. Now we feel ready to realize our **intelligent enterprise transformation**.”

Raúl Velázquez, IT Manager for SAP Solutions Position, Indelpro S.A. de C.V.



Indelpro S.A. de C.V.
Altamira, Mexico
www.indelpro.com

Industry
Chemicals

Employees
300

Revenue
US\$724.7 million

Featured Solutions and Services
SAP Enterprise Support, SAP Enterprise Support Advisory Council, SAP Cloud Platform, and SAP C/4HANA

THE BEST RUN 

FXI Selects SAP Sales Cloud Over Salesforce



Customer Profile

- Industry: Chemicals
- Leading producer of foam based products for the home furnishing, healthcare, industrial, personal care and transportation markets
- \$1+ Billion in Annual Revenue
- 2,200 Employees
- 16 Manufacturing and distribution sites
- FXI was using spreadsheets for years as a makeshift CRM but with a pending merger and the sales organization expected to double, it was clear an enterprise solution would be needed to help the new company scale
- Two major gaps that FXI wanted to address was the lack of accurate pipeline/forecast data for measuring the health of the business and improving the everyday sales experience for reps
- Requirements for FXI were focused on executive reporting, analytics to help improve forecasting accuracy, an easy to use interface, and integration with key applications (ECC, Microsoft O365)
- The implementation started with 100 users across the home furnishing and technical lines of business with more users to be added in early 2020 (led by Knack Systems)
- FXI is kicking off their C4/HANA journey with Sales Cloud but saw the value of a fully integrated suite; future phases have already been outline for CPQ, Commissions Management, Service Cloud and Marketing Cloud
- Ultimately the decision to go with Sales Cloud over SFDC came down to a few points:
 - Integrating ECC into SFDC would be both costly and time consuming vs. SAP's native integration
 - The vision of C/4HANA and a full Sales Performance Management suite (Commissions and CPQ projects outlined)
 - As a trusted strategic partner, FXI was confident that SAP could meet the tight project timeline and would do so at a much lower total cost of ownership compared to SFDC