

# Turning consumer insight into action

**Understand consumers and influence their decisions in real time using the new integrated solution from SAP and Capgemini**





In a world of all-powerful consumers, companies need to forge close links with the people who buy their products, and target them with the right offers at the moment when they are deciding whether to buy.

To understand what consumers intend and want, companies must exploit not just their own data about past purchases and interest, but also “big data” from various sources, including social media. This means managing vast amounts of unstructured data that may need to be analysed instantly – something that traditional databases would struggle to do, but that is possible with SAP’s breakthrough HANA technology.

SAP’s latest CRM offers are created with this need in mind. Using SAP CRM powered by SAP HANA plus Capgemini’s specially designed mobile application, your company can move to a consumer-centric model where you offer consumers what they want, when they want it, on the basis of comprehensive information. This solution can be implemented in the cloud as well as on-premise, putting it within the reach of smaller businesses.

Whether or not you’re currently an SAP user, Capgemini can help you work out what you need and deploy the technology affordably and fast.

## The need: influence consumers directly and in real time

Historically, consumer products companies' CRM activity has focused on managing B2B relationships rather than consumer relationships. Today, however, consumers increasingly own the buying decision and power, and so consumer products companies are realising that they need to understand those consumers better and forge a direct relationship with them. They also know they can convert their marketing activities into consumer actions and purchases far more successfully by targeting and engaging consumers with personalised, relevant offers at the point where they are deciding what to buy or do.

To gain the necessary insight, companies need to be able to access and interpret vast amounts of information extremely fast. To convert the insight into action, they must engage with individuals at critical moments – for example, via a smartphone while they are out shopping, or a tablet when they are watching television and see a product that interests them.



## Challenge 1: gather vast amounts of data and process it fast

Unlike retailers, consumer products companies do not usually have loyalty schemes that allow them to gather information about the consumer. Now, however, the rise of social media presents the possibility of harvesting tweets, Facebook likes and so on as a rich and inexpensive source of consumer intelligence. Other potential sources of insight include search engines.

These new data sources present a processing challenge. Traditional data management platforms are designed to handle thousands of interactions via various channels, but social media and other recent trends have dramatically increased the volume of data that businesses need to manage.

Not only has the volume of data grown, but the need for a fast response has also become more pressing. To up-sell or cross-sell to consumers at the moment of purchase, companies need to be able to access information about the consumer instantly.

Escalating data volumes plus the need for real-time interaction add up to a requirement that is well beyond the capabilities of traditional data processing platforms.

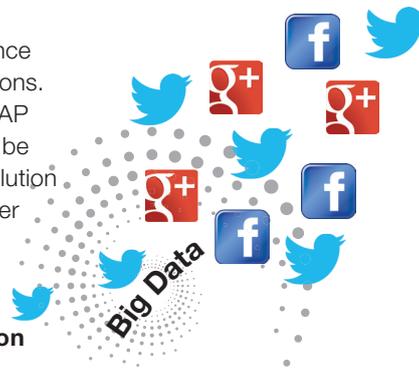
## Challenge 2: present personalised offers

Having gathered and analysed the data to understand buying patterns and preferences, companies also need a way to use what they have discovered to influence the consumer. For this you need a mobile app that is fully integrated with your CRM platform.

## A powerful integrated solution

With our partner SAP, we can help you overcome the challenge of processing big data fast enough to influence consumer interactions and satisfy consumer expectations. At the heart of the solution is SAP CRM powered by SAP HANA (also known as SAP 360 Customer), which can be implemented either on-premise or in the cloud. Our solution integrates the following elements, using SAP NetWeaver Gateway as the integration mechanism:

- SAP CRM's **Real-Time Offer Management**
- SAP CRM's **Loyalty Management**
- Capgemini's Consumer **Loyalty Mobile Application**



Let's review the main elements of the solution.

### SAP HANA

The SAP HANA platform makes use of today's multi-core processors and super-fast networks, but its biggest advantage is the use of in-memory database technology for not just some but all data. This allows for extremely quick processing because it virtually eliminates the latency inherent in swapping data between disk and main memory in traditional DBMSs.

### SAP CRM's Loyalty Management

This feature of SAP CRM helps you understand data, recognise the consumer's intent and then select offers in the context of real-time interaction with the consumer. You can give consumers reward points for buying products through any channel. The feature can also be integrated with your website or social media sites to provide special offers or loyalty points to consumers for showing interest in your products simply by browsing your website, or via their social media likes and tweets.

### SAP CRM's Real-Time Offer Management (RTOM)

RTOM dynamically analyses historical interactions and provides relevant offers for consumers in real time based on rules defined by your business – a vital aid to up-selling and cross-selling at point of purchase. Integration with Loyalty Management means you can offer a consumer reward points at the precise point when

they are about to make their purchasing decision, as an incentive to accept your up-sell or cross-sell proposition. Offers can be made in a variety of ways, including email, but in the case of a consumer shopping in a bricks-and-mortar store, the obvious medium is an application running on their mobile phone.

### Capgemini's Consumer Loyalty Mobile Application

Our customisable Consumer Loyalty Mobile Application completes our solution. It plays a crucial part in influencing consumers at the point when they make their decision, for example by presenting relevant vouchers while they are in a store or when they are watching a particular television advertisement. The app is platform independent, so your consumers can download it fast to their chosen device and start using it straight away.

Unlike other apps in this market, ours is fully integrated with the SAP platform. This means you can instantly act on whatever intelligence analysis of big data gives you about your consumer's preferences and intentions. Other advantages of our app include the fact that it can be used while shopping in a variety of channels, not just in-store, and that it can be used to complete purchases as well as just presenting offers and vouchers.

## A choice of architectures and approaches to suit your needs

Capgemini can help you make the most of this technology, whatever your starting point and however large or small your business is. For example:

- If you already have SAP CRM, we can help you to move to HANA, and to start using CRM to understand consumers as well as B2B partners.
- If you are an SAP user but don't yet use SAP CRM, we can implement it for you.
- If you're not an SAP user, we can help you adopt SAP's "Precision Retailing" solution, hosted affordably in the cloud.

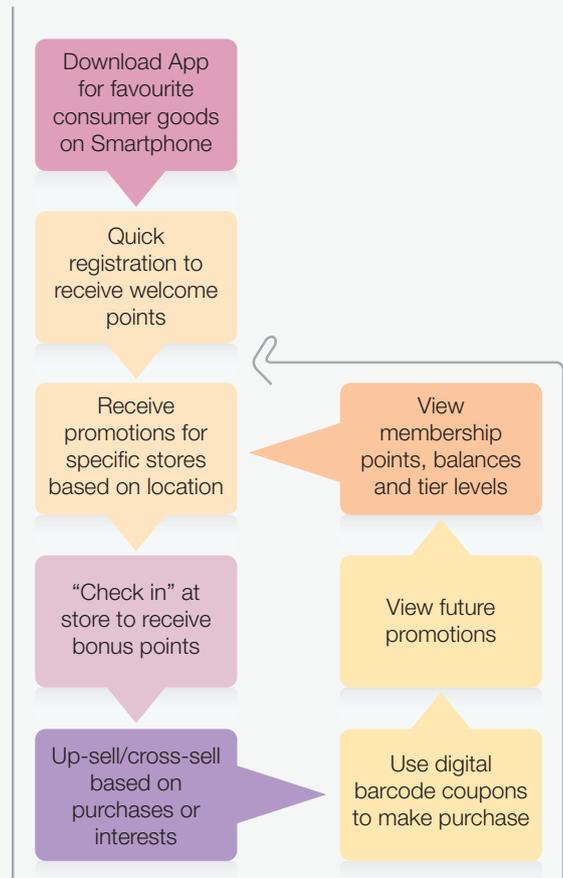
Our mobile app works with either an on-premise or a cloud implementation of SAP, and the back-end element of the app can itself be implemented either on-premise or in the cloud.

## The integrated solution in action

The power you get when you integrate all these elements is demonstrated by the scenario shown on the right. Consumer don't just receive the usual periodic offers via the app; they also receive real-time offers when they are about to make a purchase in any channel (in-store, online, in front of the television, etc.).

You can target these offers automatically based on real-time intelligence within the SAP solution. This intelligence includes what the consumer is doing now and where they are, and the preferences they have expressed in other channels including social media.

Thanks to SAP HANA, all this data can be processed fast enough to deliver the right offers to the consumer at the right moment to affect their decision, so you reap the rewards of real-time marketing. You can reinforce the offers with loyalty points where appropriate through the use of the Loyalty Management and RTOM features. And the consumer sees the offers instantly via Capgemini's Consumer Loyalty Mobile Application.



## Why SAP?

SAP is strongly committed to providing accessible, integrated CRM solutions that are ideal for consumer products companies. It has recently acquired market-leading technology in this area and integrated it with its own product. In our opinion, this makes SAP CRM a better choice for most consumer products companies than best-of-breed solutions that typically need many months of work to integrate them with existing enterprise systems.

These solutions are already configured to work with SAP, and so implementing them does not involve the lengthy deployments often associated with ERP and CRM implementations. The fact that SAP's solutions are now available in the cloud makes them accessible to non-SAP users, including small to medium enterprises.

SAP's other major differentiator, of course, is the lightning speed that you get from HANA's breakthrough technology when you need to work with big data.

## Why Capgemini?

Capgemini is uniquely placed to offer you the total solution described above, comprising the SAP features and architecture of your choice with our Consumer Loyalty Mobile Application. We can also implement your chosen combination of any of these elements, or help you migrate existing CRM solutions to SAP HANA. We can host any element of the solution if required.

The winner of two 2012 SAP Pinnacle Awards, Capgemini delivers highly innovative and valuable solutions to SAP clients. We have a dedicated global Centre of Excellence for SAP HANA, which creates and reviews proofs of concept and works alongside our Customer Experience Centre for Business Information Management.

We combine SAP and consumer products expertise with a strong track record in CRM. We have carried out pioneering work with leaders in the field of customer experience, including major retailers. We can therefore help you develop a world-class strategy for turning consumer insight into action, as well as implementing the technology for you.

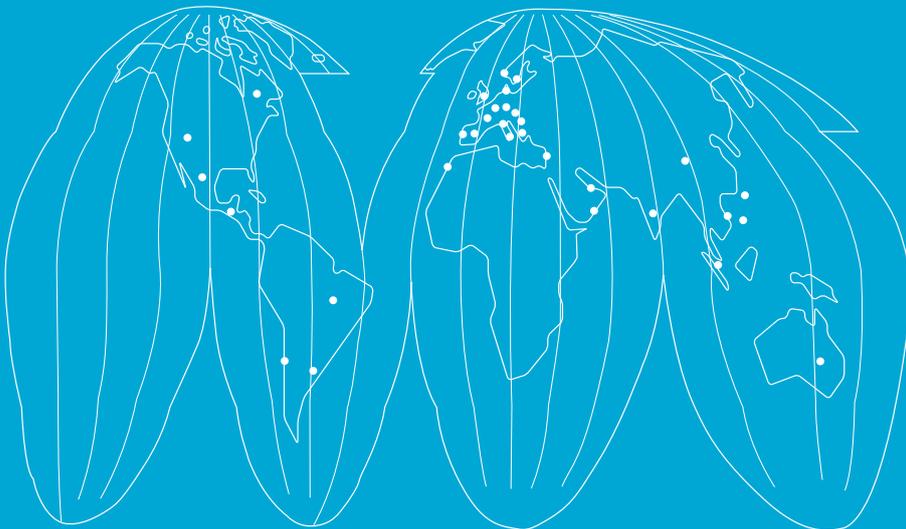
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## About Capgemini

With more than 125,000 people in 44 countries, Capgemini is one of the world's foremost providers of consulting, technology and outsourcing services. The Group reported 2012 global revenues of EUR 10.3 billion.

Together with its clients, Capgemini creates and delivers business and technology solutions that fit their needs and drive the results they want. A deeply multicultural organisation, Capgemini has developed its own way of working, the Collaborative Business Experience™, and draws on Rightshore®, its worldwide delivery model.



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