



SAP Commerce Cloud delivers powerful B2B subscription-commerce capabilities

Open the door to recurring revenue streams, stronger customer relationships, and expanded business opportunities

Subscription commerce means moving from one-and-done transactions to an ongoing relationship. Most B2B enterprises are set up to sell in one transaction: the customer needs a product or service, the business supplies it, and then the customer goes away until something else is needed.

But in today's always-on, always-connected digital world, you can't assume your customers will come back. The Internet gives B2B buyers access to a multitude of channels and competitors, putting the onus on organizations to build strong customer relationships to keep them coming back. Subscription commerce – the provisioning of products or services to customers in return for a regularly recurring fee – is the best way to do this.

A new approach

Subscription commerce requires a new way of thinking. Successfully implementing the model requires broad-based digital transformation of the enterprise to seamlessly integrate activities including sales, service, fulfillment, invoicing, revenue recognition, and renewals. The company must focus on crafting a customer-centric experience and be prepared to offer more value as the relationship matures: customer data has never been so important.

This new mindset also requires a shift in technology and strategy. Customers want immediate, personalized, and informed experiences, and any shortcoming will cause them to go elsewhere.

This is true for B2B subscription commerce as well. Every customer touchpoint must be consistent, reliable, and convenient. This requires the right blend of strategy, technology, and partnerships. Pivoting to a subscription-commerce model means new operational practices will be required across the organization, including pricing, sales, fulfillment, billing, contracts, and licensing. It may also disrupt existing channels with partners and resellers.

Capgemini and SAP: a laser focus on the customer

Customer-centricity is the key to enabling a successful subscription commerce model, and businesses need to partner with similarly customer-obsessed organizations to get it done.

Capgemini draws on deep and broad experience across customers and industries to provide innovative solutions built on SAP Commerce Cloud and SAP S/4HANA. Benefits include:

- higher customer satisfaction
- stronger brand loyalty
- more effective and efficient provisioning of products, services, and support
- expanding the customer relationship with additional products and services
- recurring revenue streams.

This allowed an industrial-automation company to leverage SAP Commerce Cloud to transform its software business to a subscription model. A new portal served as a single location where customers, distributors, and employees could purchase, renew, and upgrade software and hardware subscriptions, manage contracts and quotes, and track entitlements and installations.

Companies deploying this new model need to keep pace with business change. SAP is positioned highest for ability to execute in the leaders' quadrant of [Gartner's 2020 Magic Quadrant for Digital Commerce](#). SAP Commerce Cloud offers highly competitive TCO for enterprise and mid-market B2B companies. SAP's CX Commerce Cloud plus SAP S/4HANA enable rapid tailoring of the end-to-end customer experience, including products and related display content, order management, customer self-service, back-office billing, and fulfillment on one platform.

Capgemini and SAP equip your business with exceptional B2B subscription-commerce systems paired with billing and customer relationship-management platforms, all backed by personalized support. The payoff for this investment is that exceptional, personalized engagement becomes a powerful sales channel. Sales and upselling become a natural extension of customer support.

The expertise you need to succeed at B2B subscription commerce

Beyond technology, Capgemini has the holistic expertise to help you determine the right data to collect, in compliance with all applicable regulations. And we'll help you leverage that information to set your company apart from your competitors.

Capgemini's expertise in B2B subscription commerce is deep and broad, gained across a diverse range of customers and industry sectors. Just as your company's own offering is tailored to your customers, our B2B subscription-commerce solutions bring a compelling combination of innovative ideas and proven expertise to the task of transforming your company.

Why subscription commerce?

With Capgemini's assistance, companies in a wide range of sectors are embracing B2B subscription commerce – for many good reasons:

- *The model delivers convenience, improved customer support, and richer experiences that result in higher customer satisfaction and more brand loyalty.*
- *It facilitates the seamless provisioning of upgrades and patches as well as the introduction of new features, ensuring customers have the latest products and services.*
- *It builds long-term, high-touch customer relationships that translate into revenue and profit on an ongoing basis.*
- *It generates regularly recurring revenue streams.*

At the same time, today's subscription-commerce solutions from Capgemini require much less administrative maintenance than in the past. Enhanced self-service portals, credit-card updates, deeper analytics, intelligent product recommendations which enable cross-sell and upsell, and predictive service appointments have greatly reduced the administrative burden that previously held companies back from embracing subscription commerce.

Capgemini and SAP: By the numbers

Capgemini has been a leading SAP Global Integration Partner since 1993, helping our clients navigate the most complex SAP transformations in the world. Capgemini is one of the largest SAP systems integrators, with approximately 20,000 practitioners and more than 1,300 clients worldwide. Since 2017, Capgemini has been recognized as a Leader in the Gartner Magic Quadrant for CRM and Customer Experience Implementation Services.

SAP certifications

650+
SAP CX
consultants

285+
SAP CX
certifications
globally

Global
SAP-certified
provider of
SAP HANA
operations
and
application
operations
for SAP
Business
Suite and SAP
S/4HANA

Ranked #2
in SAP CX
certifications in
North America

**Ranked
#3**
in Top SAP
Commerce Cloud
Implementation
Partners

Cloud and infrastructure
operations

Global SAP-certified
provider of hosting
operations

About Capgemini

Capgemini is a global leader in consulting, digital transformation, technology, and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. A responsible and multicultural company of 265,000 people in nearly 50 countries, Capgemini's purpose is to unleash human energy through technology for an inclusive and sustainable future. With Altran, the Group reported 2019 combined global revenues of \$20 billion.

Learn more about us at

www.capgemini.com

People matter, results count.

Capgemini has been leading the subscription charge. This new business model needs to be carefully deployed if it is to be successful. Contact us to learn more about what it takes to invest in subscription commerce.

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