

SAP Customer Experience

SAP Information Sheet
SAP Customer Experience | Services

SAP® Marketing Cloud Portfolio of Services

THE BEST RUN



Make the most of your SAP Marketing Cloud solutions

Cloud-based marketing solutions from SAP empower your business to understand its customers and to engage with them intelligently, nudging them toward purchase instead of distracting them. With the support of SAP experts, you get the most out of your SAP Marketing Cloud solutions. Our experts are available to address your project needs at all stages of its lifecycle.



Implement your solution the right way from the start

Bring your SAP Marketing Cloud project to life with our implementation services. Whether you decide to leverage the SAP Model Company or not, our experts are available to lead your project from start to finish and beyond its first go-live.



Set yourself up for success

Get guidance in complex functional and technical topics, such as project and operations setup, technical design, campaign setup, reporting, advanced analytics, cloud migration, integration, and much more. Empower your team with foundational knowledge and technical principles that will guide them through all the complexities at any stage of the project, even after a successful go-live.



Boost your project quality

Tap into our collaborative offerings and increase quality in every phase of your project. Our experts will not only safeguard your project plans, but also validate quality in key technical and functional areas and help you mitigate project risks.



Services so your **SAP Marketing Cloud** solution runs at its best

Technical Design Guidance or Review: learn how to design your solution to efficiently support your business goals. Connect with experts and validate your plans for technical architecture, application logic configuration, integration and data models. [Read more.](#)

Integration Scenario Guidance: select key scenarios with greatest impact to your business and get support from SAP experts to execute on those. Empower your key users with foundational knowledge around integration. [Read more.](#)

Cloud Migration Guidance: specifically designed for SAP Marketing customers who are considering transitioning their solution to the cloud. [Read more.](#)

Go-Live Readiness Review: validate your go-live readiness before you activate your campaigns. Prevent potential issues and secure a smooth go-live. [Read more.](#)

Empower your team with foundational knowledge and **validate your project quality in fundamental technical areas.**



Services for your SAP Marketing Cloud campaigns

Campaign Ideation Guidance: enhance your campaign ideation processes with design thinking methodology. Get help developing campaign briefs that fit your strategic objectives, and come up with new and unique program ideas for all buyer journey stages.

[Read more.](#)

Campaign Build Guidance: enable your key business users on marketing campaign functionality with SAP Marketing Cloud. Get your first campaign up and running and set the baseline for campaign success.

[Read more.](#)

Email Deliverability Guidance: improve your email campaign yield. Based on your marketing requirements, our experts will help you revise your execution plan and set up your system to achieve your email marketing goals.

[Read more.](#)

Reporting Guidance: set your organization on the path of fact-based decision-making. Learn about reporting best practices and get advice on the right reporting strategy for your organization.

[Read more.](#)

Advanced Analytics Guidance: enable your organization to leverage complex analytics capabilities such as machine learning, heuristic scoring, and build a customized advanced analytics scenario.

[Read more.](#)

Project and Operations Guidance or Review: validate your project and marketing operations plans. Learn about and incorporate recommended practices into your project plans. This service also helps you optimize your ongoing marketing operations and empower your team with foundational knowledge. Identify areas for improvement, remove roadblocks, mitigate risks and gaps, so you can experience a successful go-live.

[Read more.](#)

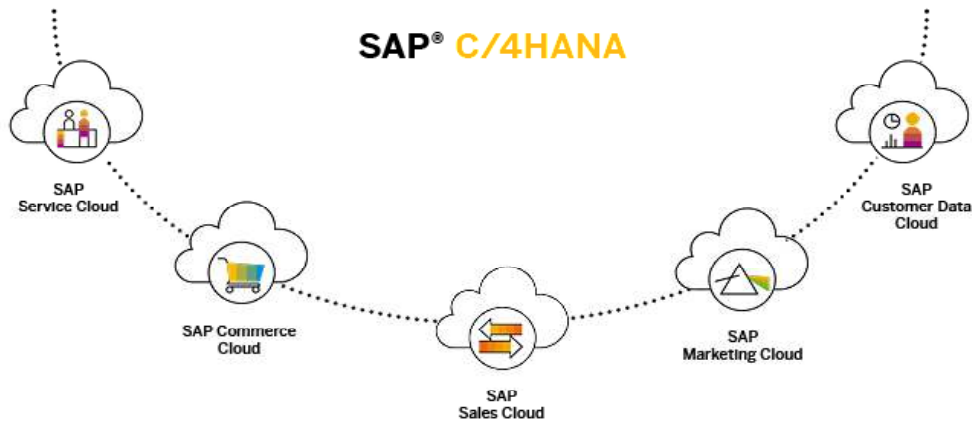
Solution Adoption Guidance: plan for your long-term business objectives. Base yourself on a framework designed specifically for marketing and identify how to use your SAP Marketing Cloud solution to its full potential in support of your marketing strategy.

[Read more.](#)



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Service Portfolio



About SAP Customer Experience Services

Part of the SAP Digital Business Services organization, we are a global team focused on helping our clients create their own connected customer experiences with the SAP C/4HANA suite.

Our expertise is in digital transformation and its components: strategy, data, processes, project execution, and technology across commerce, marketing, sales, service, and customer data management areas.

We are committed to help our customers reduce time to value, transform their front office, and derive the maximum value from our solutions.



Reach out and get services that fit your strategy. Contact us at sapcx-services@sap.com.

SAP Customer Experience

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