SAP Social Business Environment: Accelerating Corporate Performance

Social Media Analytics and Engagement

Purpose Built Social and Collaborative Solutions

Customers/Partners
- Collaborative Opportunity Management
- Collaborative Campaign Management
- Social Engagement/Support
- Collaborative Partner Management

Employees
- Informal Learning
- Social Onboarding
- Social Recruiting
- Collaborative Goal and Performance Improvement

Partners/Suppliers
- Collaborative Vendor Bid Selection
- Supplier Collaboration and “Ideation”
- Collaborative S&OP

Enterprise Social Networking

- SAP Business Suite
- SAP Cloud Apps
- SAP Analytics
- 3rd Party Applications
- SAP HANA/Mobility

- Intelligent Social Engagement with customers
- Purpose built social solutions inside applications, on your devices and network
- Broad-based secure social networking foundation
- Connect with your core Systems of Record
Informal Learning
Simple video and screen captures for employee on demand training and education.

Internal Communities
Content and collaborative communities to improve structured/unstructured processes – development, learning, info sharing, problem solving.

Talent Process Alignment
Collaboration around recruiting, onboarding, and performance.

Social onboarding
Welcome, inspire, and engage new hires

Knowledge sharing
Polling, activity feeds, and groups connecting employees with each other and with customers, vendors, and partners

Mobile support
Real time engagement and contribution via mobile devices

Customer Service
Shorten time to resolution and contact center metrics through collaborative case management with resultant customer engagement and satisfaction

Sales
Social opportunity management and deal rooms to facilitate negotiation and closure through collaborative customer engagement

Supply Chain
Engage cross company teams in collaborative vendor /bid selection and enable alignment between sales planning and inventory forecasts through collaborative sales and operations planning

IT
Break down social silos through social collaboration foundation across the business that provides seamless, aggregated experience.
Social Business Bottom Line impacts

- Increase Revenue
- Decrease Cost
- Mitigate Risk
- Continuously
  Delight and Satisfy Customers
- Improve Talent Performance
- Optimize the Demand and Supply Chain
- Make Data Driven Decisions at every level
Leveraging Social Business to Close the Loop

**Customer Performance**

- **Traditional CRM**
  Manage customer records and interactions and analyze trends.
- **Customer Networks**
  Build strong customer communities to delight customers and lower acquisition costs.

**Talent Performance**

- **Talent Management**
  Manage goals and learning objectives.
- **Talent Networks**
  Leverage knowledge as a strategic asset.

**Financial Performance**

- **Financial Management**
  Execute Order to Cash, Identify Risk, Manage Compliance.
- **Performance Networks**
  Manage exceptions and drive decisions.

**Supply Chain Performance**

- **Supply Chain Management**
  Execute Procure to Pay efficiently.
- **Business Networks**
  Galvanize your supply chains to become strategic partners.
Moving Forward – Social collaboration at the point of analysis, decision making, action and business execution
Seeds of Change – Semantic Standards for Information Expression and Contextualization

Web Based Semantic metadata for data

Social Business Content Standards

Web Based Semantic Context Mechanism
Thank you