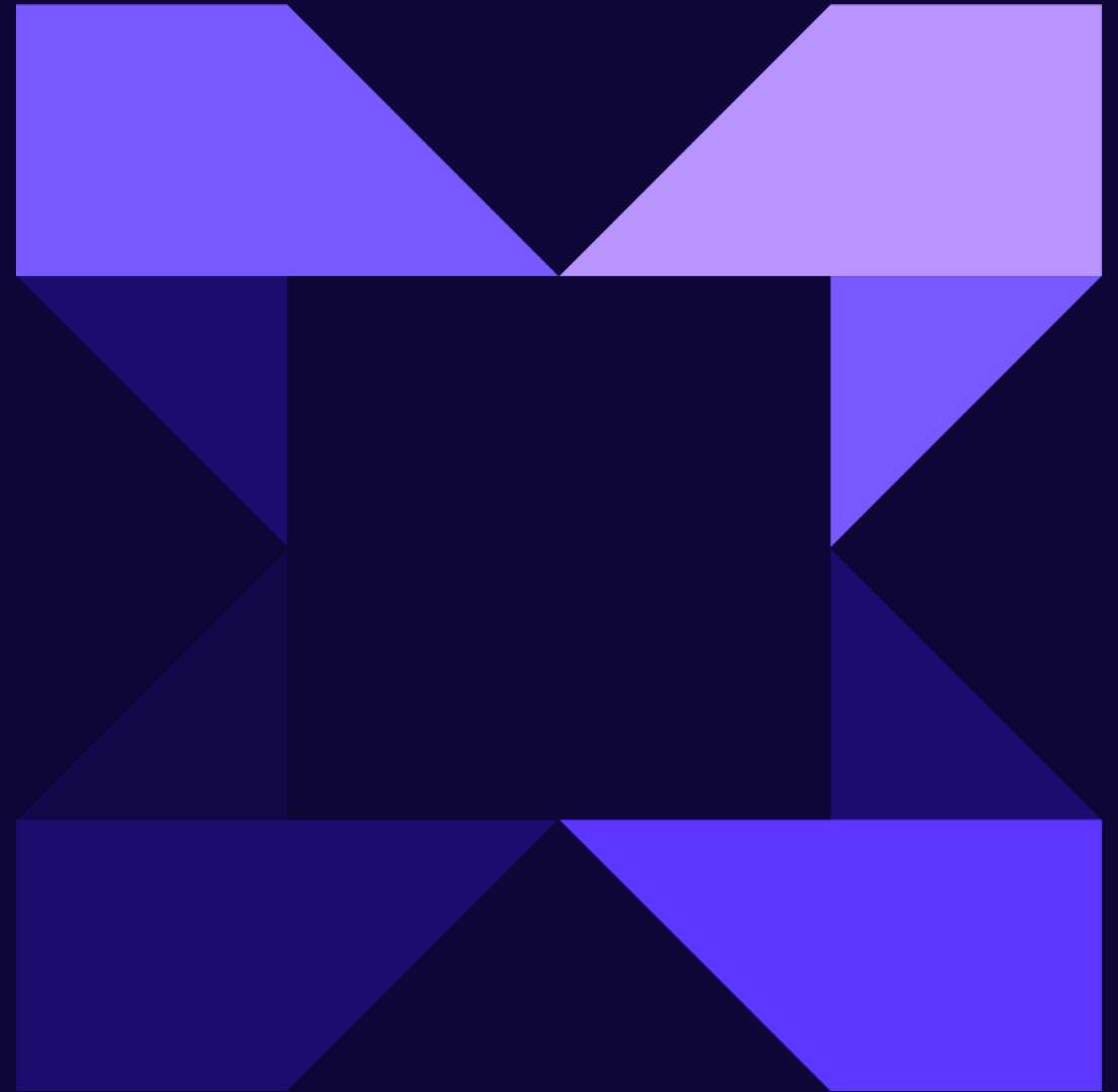


Managed Services

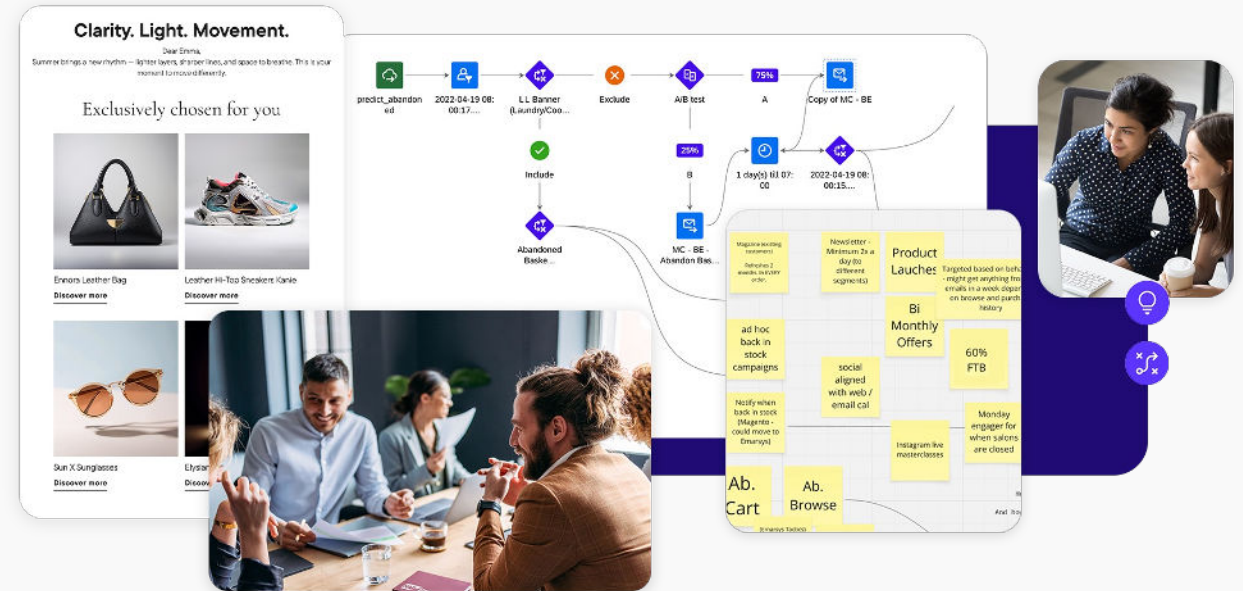
Adoption Program

SAP Emarsys Transform Program



Realize the Full Potential of SAP Emarsys

The Transform Program helps you turn technology into tangible results—by combining strategic guidance, technical expertise, and creative execution. Together, we design and deliver customer experiences that engage, convert, and build loyalty. Our dedicated team of strategists, technologists, and creatives will work alongside you to accelerate time-to-value, enable your teams, and create sustainable growth for your business.



Together, we build better journeys:



Achieve greater business value through better adoption of SAP Emarsys



Collaborative use case backlog design to prioritize key initiatives



Enhanced personalization tailored to your brand's identity



Ongoing coaching to empower internal teams towards independence



Proactive project management for seamless execution of marketing strategies



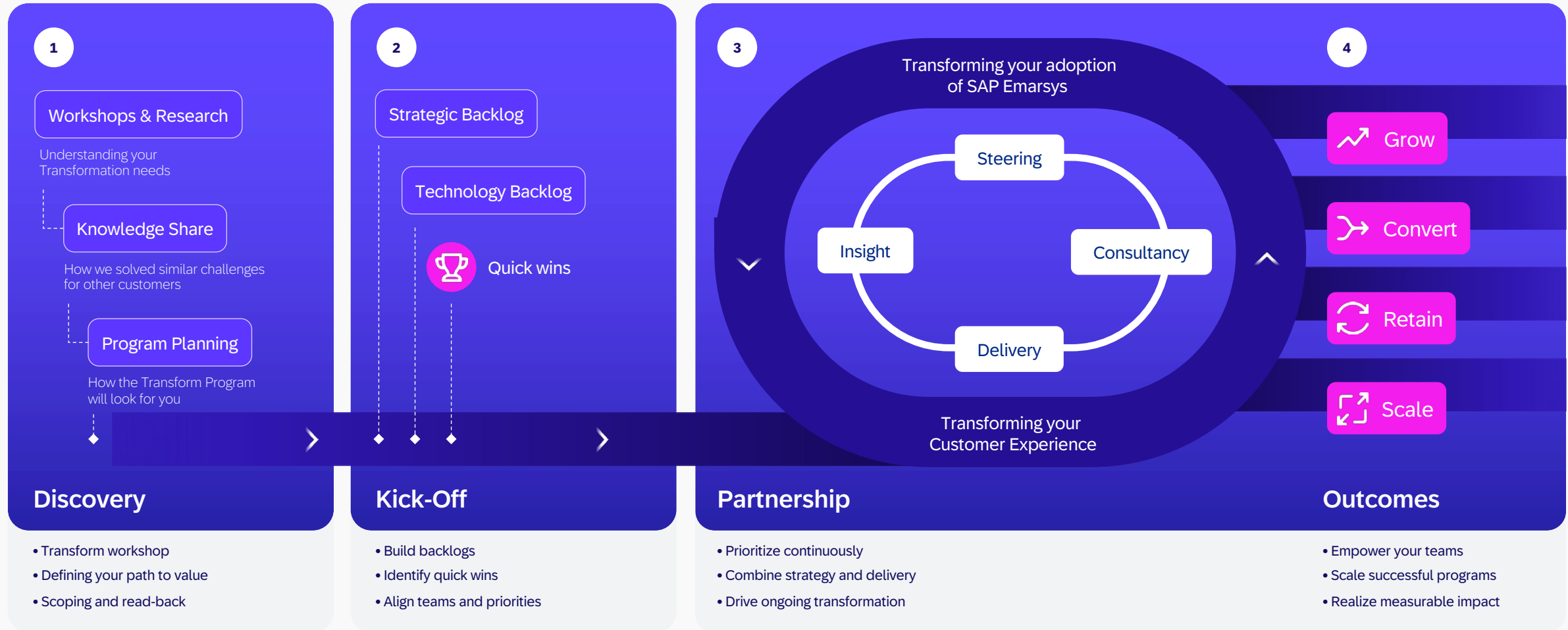
Data-driven approaches to optimize customer lifecycle engagement



Flexibility to evolve with your growth and business transformations

Transform Program

Our Outcome-Driven Enterprise Engagement



Transform Program

Our Outcome-Driven Enterprise Engagement

1 Discovery

Understanding Your Transformation Needs

Every organization is unique, and transformation starts with deep understanding. Our discovery workshops combine research, knowledge sharing, and program planning to define the transformation required for your business. Using frameworks refined through experience with similar clients, we identify opportunities and show how other brands have successfully enhanced their customer experience and platform adoption.

+

2 Kick-Off

Onboarding, Roadmapping and Quick Wins

Once the discovery phase is complete, we focus on high-priority initiatives that deliver immediate value. Through a structured strategic and technology backlog, we identify quick wins to generate early ROI while simultaneously establishing the roadmap for long-term success. During this phase you have the chance to onboard our consultants to your unique business for even greater impact. This phase ensures your teams are aligned and ready to execute efficiently.

+

3 Partnership

Driving Transformation Through Collaboration

Big transformations happen through collaboration. Our dedicated team of strategists, technologists, and creatives partners with you to implement initiatives from the backlog, iteratively refining priorities based on evolving business needs. Through continuous insight, consultancy, steering, and delivery, we optimize your adoption of SAP Emarsys while transforming your customer experiences.

=

4 Outcomes

Measurable Business Impact

The Transform Program focuses on delivering outcomes that matter. By strategically steering initiatives, achieving quick wins, and building long-term capabilities, we help you **grow**, **convert, retain**, and **scale**—driving measurable business results and maximizing the impact of SAP Emarsys across your organization.

Transform Program

Example Backlogs to Drive Outcomes



Grow

Build a healthy database of prospective customers rich with data for personalization – foundational to great CX.

Objective:

Increase brand awareness, attract new leads, and expand the customer base.

Use cases:

Acquisition Campaign

Zero Party Data Profiling

Personalised Welcome Program

Lead Nurture

Anonymous Web Personalisation

Lead Ads

Contests

Guided Buying Journey



Convert

Drive your prospects through research and buying phases to increase orders and CLTV.

Objective:

Turn leads into customers and increase the average order value.

Use cases:

Abandon Cart

Abandon Browse

Price Drop

Back in Stock

Low in Stock

Identified Web Personalisation



Retain

Build loyalty, community and win back lapsed customers to reduce acquisition costs while driving up CLTV.

Objective:

Increase customer lifetime value, build customer loyalty, and reduce churn.

Use cases:

Loyalty Program

Win Back

Birthday / Key Date

Post Purchase

Purchase Anniversary

New for You

Complete your collection



Scale

Bring together all the insights of your CRM program and scale the learnings for maximum value impact.

Objective:

Automate tasks, streamline workflows, and improve operational efficiency.

Use cases:

1:1 Personalisation

Template Optimisation

Dynamic Personalised Content

AI Readiness

Workflow Enhancement

Greater Connected Data

Compliance & Deliverability

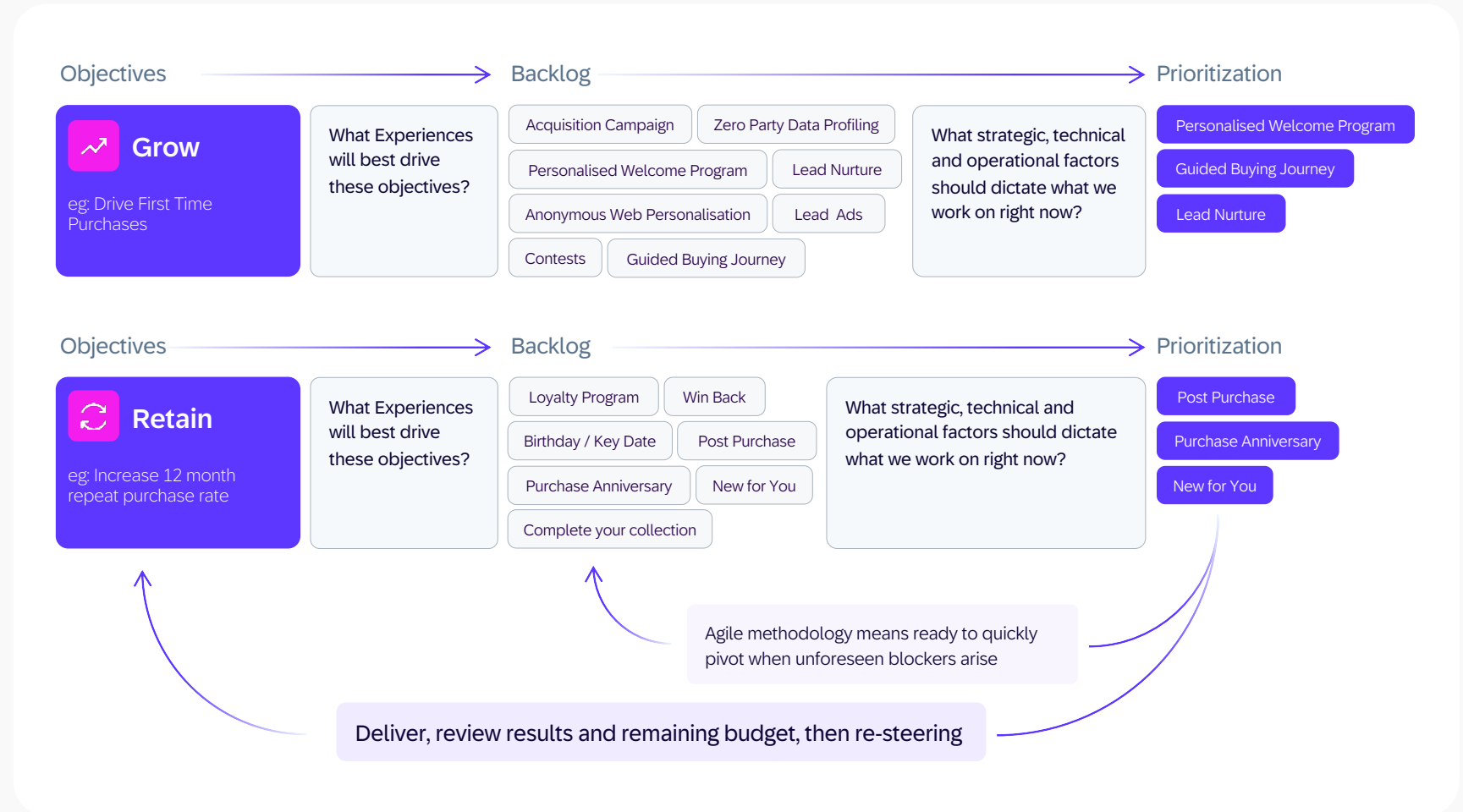
Steering the Transform Program

Agile cycles that lead to results

In a constantly evolving business environment, rigid roadmaps can limit agility and impact.

The Transform Program replaces static plans with a prioritized backlog of customer experiences, ensuring focus on initiatives that drive meaningful outcomes.

We work iteratively, addressing the highest-priority opportunities and adapting to your organization's most pressing needs.



Is the Transform Program right for you?

Self Service

Best for independent teams confident in using SAP Emarsys without external support.

Training

Library, Webinars and Seminars Instructor Led available on demand

Technical Consultancy

Not included

Strategic Consultancy

Not included

Creative Studio

Not included

Adoption Accelerator (AAP)

Best for strong marketing teams that mostly need technical support from SAP Emarsys Services

Training

Library, Webinars and Seminars Instructor Led available on demand

Technical Consultancy

- Pool of Technical Consultants (up to 8h/month)
 - a. Account Health Checks & Ongoing Adoption Reviews (Annual)
 - b. Provisioning of new features, channels & configuration
 - c. Pre Go Live Solution Review & Post Go Live checks
 - d. Assistance for partner-led implementations

Strategic Consultancy

Not included

Creative Studio

Not included

Transform Program

Best for ambitious teams seeking fast time to value and support in achieving business goals with SAP Emarsys.

Training

Instructor Led Training (as required)

Technical Consultancy

- Designated Technical Consultant (as required):
 - a. Account Health Checks & Ongoing Adoption Reviews
 - b. Provisioning of new features, channels & configurations
 - c. Pre Go Live Solution Review & Post Go Live checks
 - d. Assistance for partner-led implementations

- Solution Architect (as required)

Strategic Consultancy

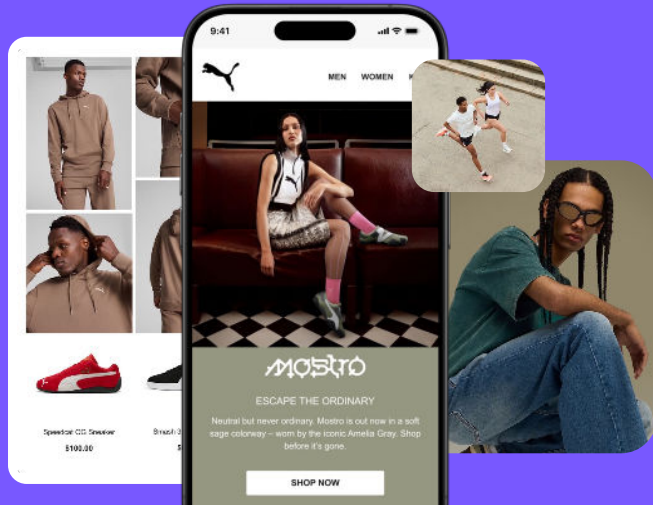
- Designated Strategic Consultant:
 - a. Strategic guidance to achieve business goals by leveraging Emarsys platform (eg growth,
 - b. Collaborative use case backlog design to prioritize key initiatives that drive targeted outcomes
 - c. Close collaboration with Technical Consultancy on technical dependencies and planning
 - d. Agile management to deliver use cases aligned with business needs and flexibility to pivot.

Creative Studio

- Unique creative templates to align your brand with latest personalisation techniques, accessibility requirements and proven industry best practices
- Automation / Campaign Production as required



Fast Transform of Puma

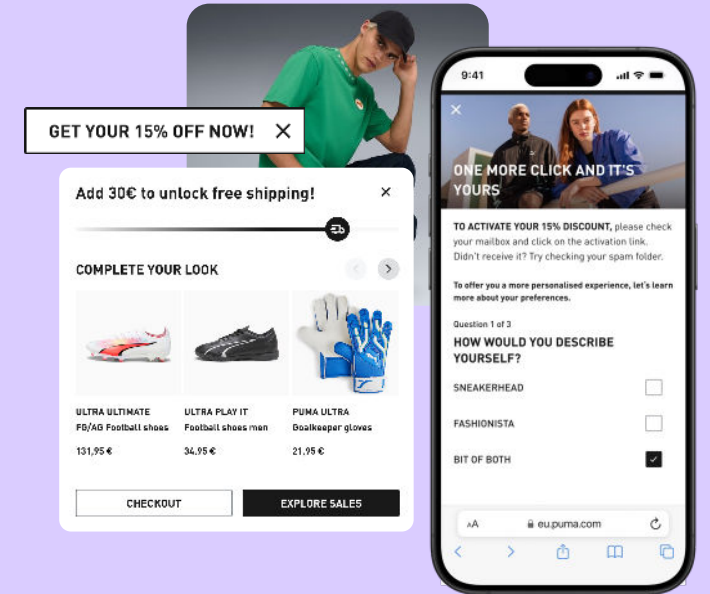


Challenge:

Before partnering with SAP Emarsys, PUMA would send a standard email newsletter to their contact base on a weekly basis. They had nothing set up in terms of marketing automation, personalization, or customer lifecycle strategy. With CRM strategy in its infancy, they faced the complexity of serving customers in multiple segments across numerous countries in a variety of languages — and with a lean marketing team.

In The Transform Program:

In their first year in the Transform Program, Puma Europe personalised 11 automations like Back in Stock and Abandon Browse, enabling them to scale up 1:1 personalisation, even with a small in-house team.



+5x

Revenue from Email
in 6 Months

+25%

Open Rates
in 6 Months

+50%

Database Growth
in 6 Months

+10x

Weekly Subscribers
in 6 Months

Impact

Our Partnership has not only transformed how we communicate with customers but also allowed our marketing team to spend more time creating better engagement for customers wherever and whenever they engage with our brand.



Rick Almeida
VP Ecommerce PUMA



David Witts
CRM Manager PUMA

When you get to know your customers and you're sending them more personalized things that they want to see, it just helps everything — we see revenue grow, engagement rates grow, better traffic, just a better overall customer experience.

Our Professional Services

Emarsys Professional Services provide technical, strategic, creative, and production expertise to accelerate time-to-value, boost business outcomes, and craft exceptional Customer Experiences. Our global team of result-driven experts supports clients with migration, campaign, content, and automation services. You benefit from deep industry experience, extensive product knowledge, and close collaboration with our developers—making us leaders in CX Strategy, Customer Relevancy, and Omnichannel Execution.



Well Implemented

Project Managers

Developers

Technical Consultants



Well Adopted

Strategists

Creatives

Channel Specialists



Global Knowledge,
Local Experts



Make your transformation a success with our Managed Services.

If you are interested in our Transform Program or other services,
please contact your Client Success Manager or Services
Consultant for more information.