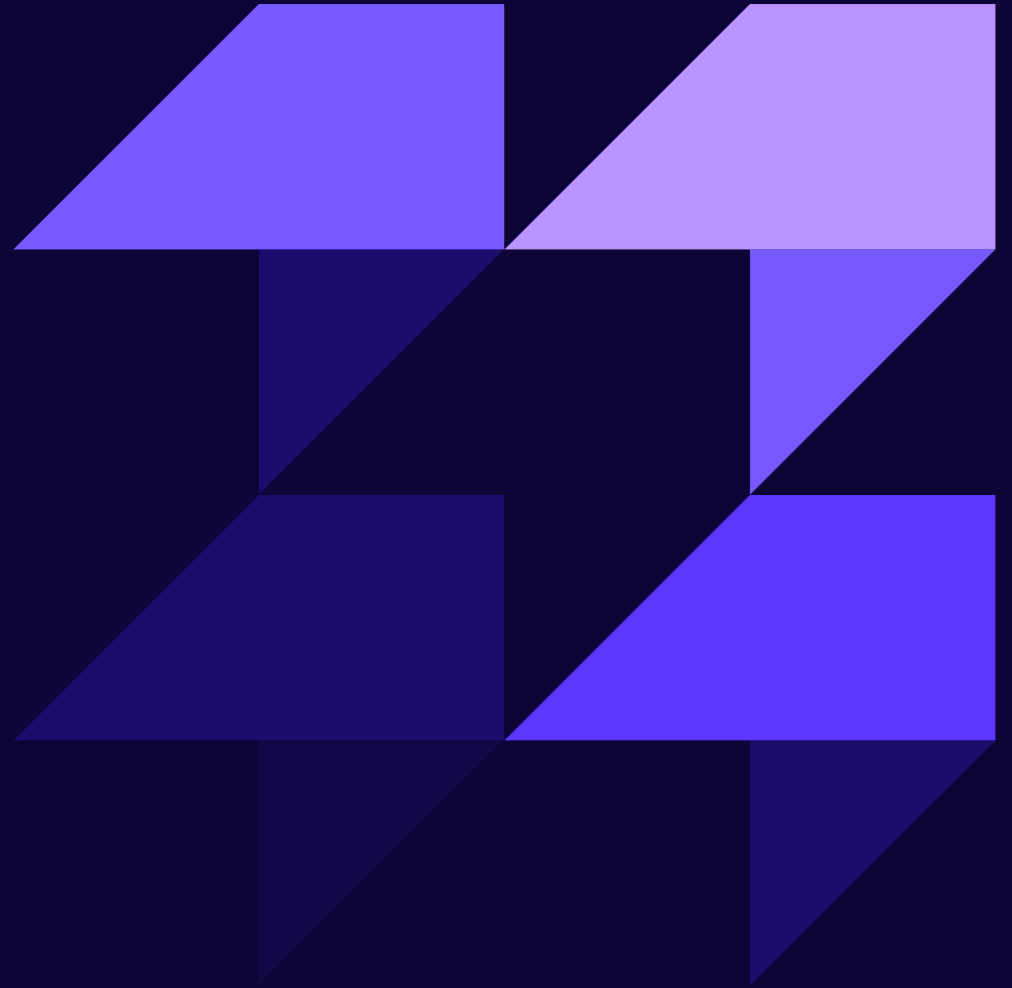




Managed Services

On-Demand Services

# SAP Engagement Cloud Professional Services



# Overview

1

## About Us

Our services empower enterprises to accelerate adoption, optimize performance, and achieve growth with the right expertise—strategic and technical—at every step.

2

## Onboarding & Migration

We ensure a smooth transition to SAP Engagement Cloud, with expert guidance on setup, data migration, integrations, and team enablement for fast, scalable success.

3

## Managed Services – Our Adoption Programs

Our retained services build lasting partnerships that help you scale, optimize, and evolve your marketing with ongoing expert support, strategic guidance, and measurable impact.

4

## On-Demand Services

Our On-Demand Services deliver expert support for defined projects with speed, precision, and flexibility—ideal for agile teams seeking efficient, high-quality outcomes.

5

## Get in Touch

Contact us today to explore how our advisory and delivery services can help you scale, optimize, and engage your customers effectively.

# Our Professional Services

Our teams 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

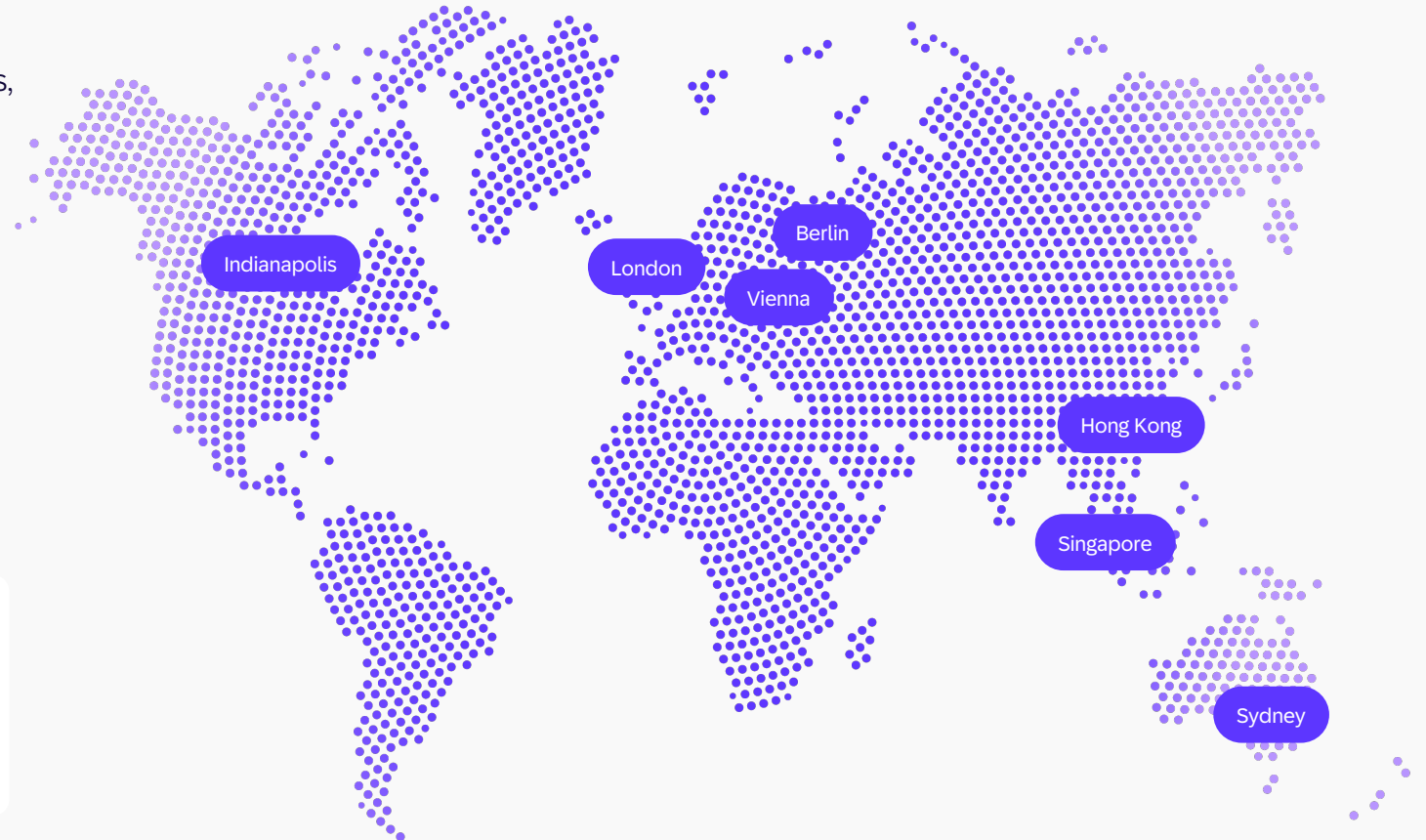
Technical Consultants

## Well Adopted

Strategists    Creatives

Channel Specialists

Global Knowledge,  
Local Experts



SAP Engagement Cloud

Professional Services

# Onboarding and Migration

# Technical onboarding done right

A successful implementation starts with a strong technical foundation. Our Technical and Data Onboarding services provide expert consulting, rapid configuration, and seamless data migration for a smooth transition. From discovery to go-live, we help you transition to SAP Engagement Cloud with confidence by handling setup, QA, and hypercare, while delivering fast, effective end-user enablement through tailored training and self-paced learning paths.

Data Strategy Definition

Testing & Validation

Interface & Connector Setup & Configuration

Data Integration & Loading Consulting

(Post) Go-Live Hypercare Support

Copy of USPs

Save as Draft Finish Editing

Currently showing: Ad hoc campaign launched on 09.03.2023

Total sent	<b>171,156</b>	Opened	37.1% (63,344)
Revenue	<b>£2,533.00</b>	Opened on mobile	2.1% (3,520)
Purchased	<b>6</b>		

bestrun retail fashion Men Women Cosmetics What's New

0.001 | Header

What is your style?

Casual Sporty Official All of it

0.009 | Voting

Headline Lorem

0.004 | Heading

# Migrate Seamlessly to SAP Engagement Cloud

Ensure a smooth, secure transition to SAP Engagement Cloud. Our experts guide your migration with proven processes for data mapping, integrations, IP warmup, campaign and automation migration. We ensure your channels are ready for personalization at scale—while empowering your team with training and support for a confident, high-impact start on SAP Engagement Cloud.

Channel Setup & Configuration

Optimization options

Personalisation & Segmentation Setup Guidance

Full Campaign & Automation migration

Tailored End-User Enablement

The collage illustrates the migration process through several key components:

- Whiteboard:** A woman in an orange sweater points to a whiteboard displaying code snippets, likely related to the migration or integration process.
- Style Settings:** A panel showing configuration options for a product page, including 'Align Column Vertical' (set to 'top'), 'BACKGROUND - Content' (set to '#ffffff'), and 'BACKGROUND - Outer' (set to '#ffffff').
- Edit Block Source:** A panel showing the HTML source code for a block, including a table structure and various attributes like 'bgcolor', 'cellpadding', 'cellspacing', 'width', 'height', and 'class'.
- Mobile App Interface:** A screenshot of the 'BestGoods Wine' mobile app showing a product page for 'K Family Wines Cabernet Sauvignon 2018' with a 'Buy now' button and a 'Want free shipping?' option.

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# Managed Services – Our Adoption Program

# The Transform Program

## Strategic Adoption, Consultation and Execution

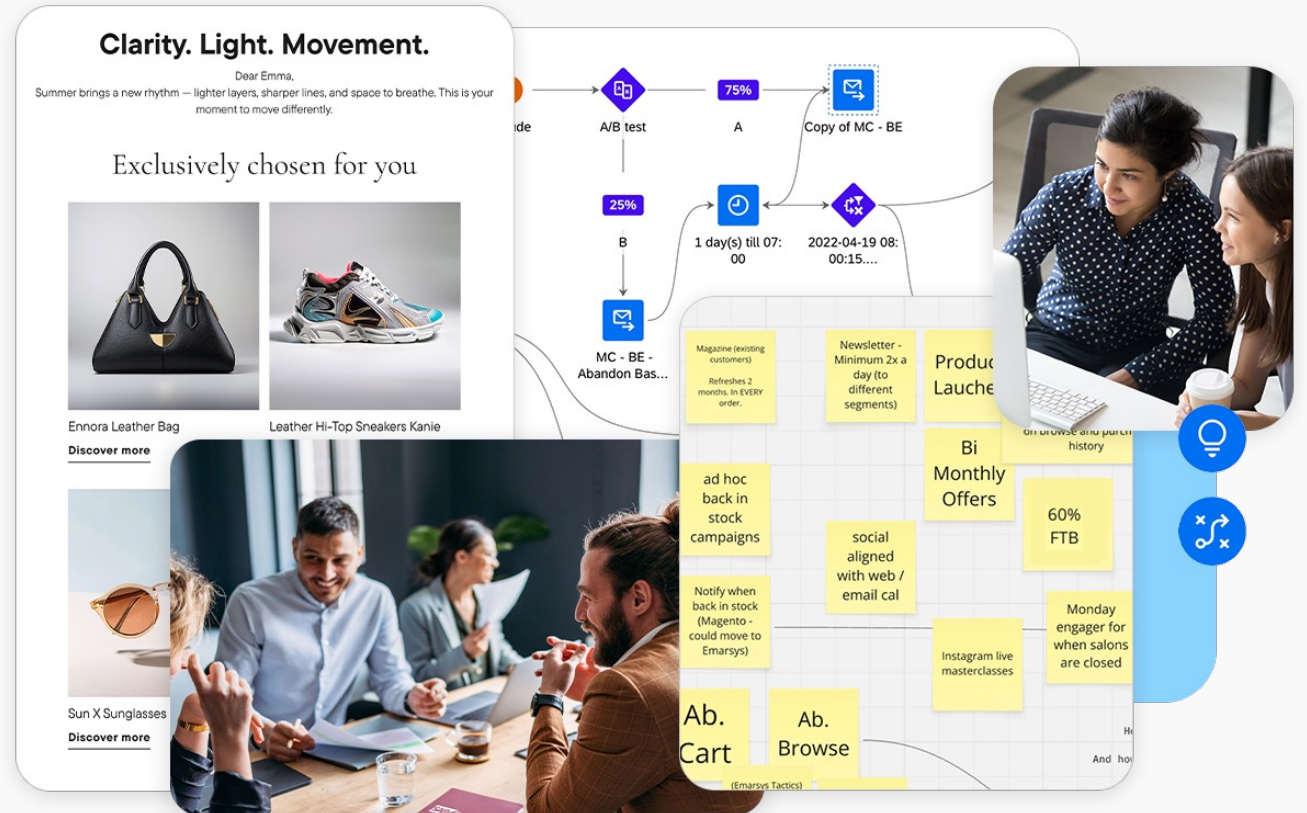
The Transform Program is a high-impact, long-term strategic service for clients ready to evolve their marketing across the entire customer lifecycle. Ideal for organizations facing fragmented data, limited internal resources, or unclear marketing journeys, this program delivers cross-functional consulting support to help you define, implement, and scale intelligent marketing strategies. We work with you to bridge operational gaps, refine your tech stack, and unlock sustainable value from your SAP Engagement Cloud investment.

Advanced lifecycle and segmentation strategies

Customer journey design and optimization

Cross-team collaboration and stakeholder alignment

ROI outcome-driven partnership



# The Transform Program

## Program overview

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

### Training

- Instructor Led Training (as required).
- Guided onboarding to accelerate adoption and time-to-value
- Hands-on workshops based on real campaign and engagement use cases
- Best-practice enablement covering automation, personalization, and reporting
- Long-term knowledge transfer and train-the-trainer approach to foster team independence

### 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 SAP Engagement Cloud 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

SAP Engagement Cloud

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# On-Demand Services

# Technical Implementations

## Access top technical consulting talent

Ensure your SAP Engagement Cloud platform is set up to scale from the start. Our Technical Consultants work closely with your team to configure channels, set up data flows, and ensure all features are fully operational. Whether it's integrating your CRM, launching your first email program, or setting up loyalty triggers, we make sure everything runs smoothly and compliantly.

Channel setup (email, SMS, mobile, etc.)

Data mapping and field configuration

Platform settings and security controls

Testing, QA, and go-live support

**DEVELOPER PORTAL**

**Management**

- ACCOUNT MANAGEMENT
  - Email Domain Validation
  - Consent Management
- CONTENT MANAGEMENT
  - Tag Manager
- DATA MANAGEMENT
  - Field Editor
  - External Event
  - Event Monitoring
  - Form Settings
- Integration Monitor
  - Revenue Attribution
  - Predict Data Sources
  - SMS Settings

**Featured**

- Analytics
- Automation
- Content
- Channels
- Contacts
- Management
- Add-ons

**Underlying SQL query**

```
1 SELECT distinct(CC.customer_id)
2 FROM license AS LS
3 INNER JOIN (
4   SELECT services_id, service_end_date
5   FROM services
6   WHERE service_end_date BETWEEN
7 ) AS
8   ON EXP.services_id = LS.service_id
9 INNER JOIN (
10  SELECT services_id, contract_start_date
11  FROM services
12  WHERE contract_start_date BETWEEN
```

**API overview**

Welcome to the SAP details of API offerings here Customer Engagement Platform

**What APIs do we offer?**

Currently we have three sets of documentation for Web Extension

**Emarsys API** → Manage all capabilities of the Engagement platform with

# Channel Templates

## Your brand, your way

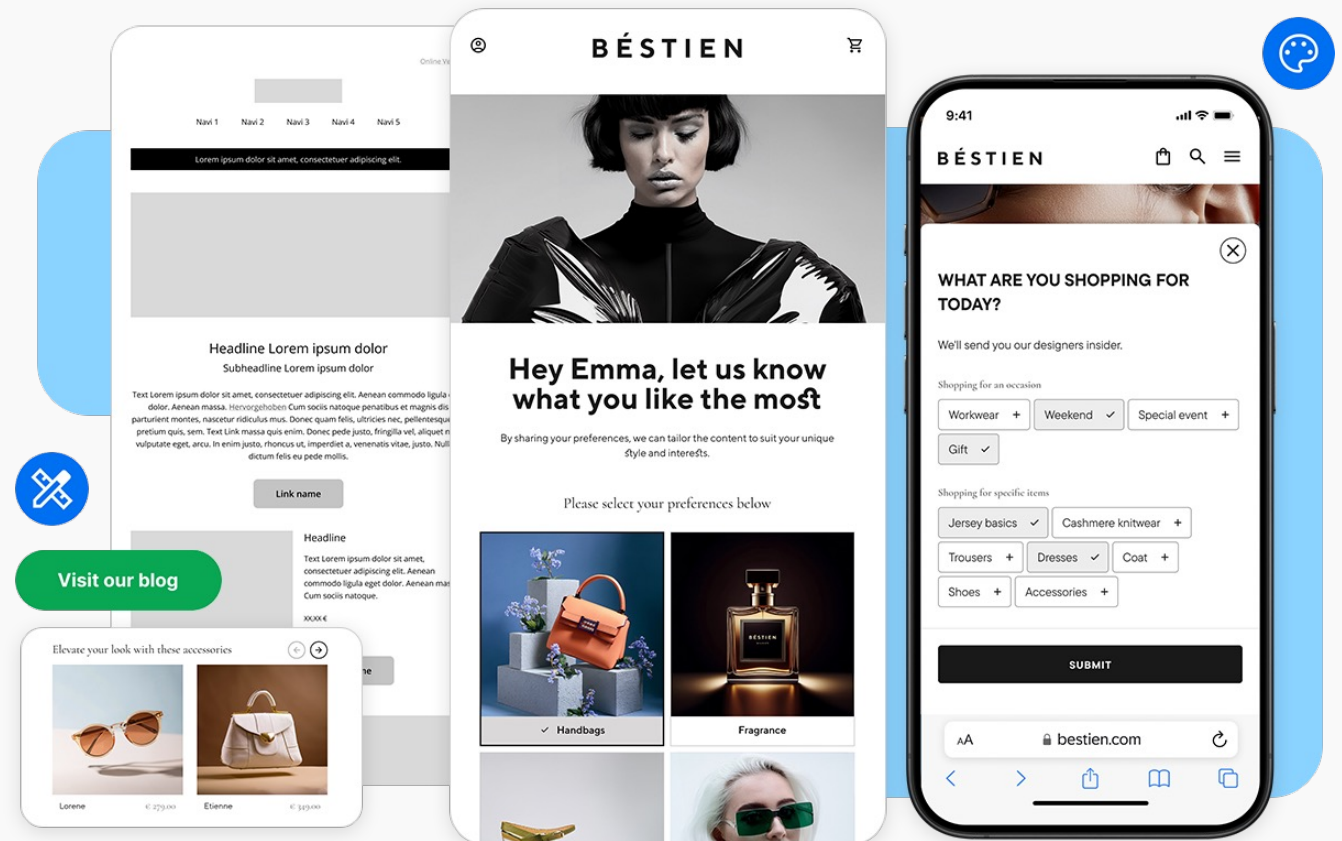
Professional Platform Templates are essential for scaling marketing operations with consistency and speed. Our design and development teams deliver responsive, brand-aligned templates for Email, Web, and Mobile. Whether you need a set of modular email blocks or campaign-specific designs, we ensure your templates are easy to use, accessible, and visually compelling.

Responsive desktop and mobile templates

Modular and reusable components

Brand consistency and accessibility compliance

Testing across devices and clients



# Campaign & Automation Builds

## Precision-built for impact.

Our Campaign & Automation Build services deliver high-quality, channel-agnostic marketing programs that align with your business goals and customer lifecycle strategies. Guided by strategic consultants and executed by technical specialists, each build is designed to maximise impact, efficiency, and personalization. From one-time sends to complex, multi-step automations, we ensure every program reflects best practices and leverages the full capabilities of the SAP Engagement Cloud platform.

Best practice solutions for different industries

Define goals, audiences, and logic with our experts

Omnichannel automation and campaign development

Quality assurance and testing to ensure flawless delivery

The image illustrates a multi-step marketing automation process. It begins with a flowchart showing a sequence of actions: 'predict\_abandoned', a timestamp '2022-04-19 08:00:17...', a decision point 'LLG Banner (Laundry/Coo...', an 'Exclude' step, and an 'A/B test' step. Below this, an 'Include' step leads to another decision point 'Abandoned Baske...'. This process is supported by a person working at a computer with multiple monitors displaying data. On the right, a smartphone displays a WhatsApp chat with 'Béstien Business account'. The chat includes a 'SAVE 10% NOW' banner, a message about a new bag, a 'Book an appointment' button, and a 'PAY NOW' button. A blue circular refresh icon is overlaid on the chat interface.

# Technical Support

## Precision-built for impact.

SAP Engagement Cloud provides global, multilingual support designed for speed, expertise, and value. Our 24/7 follow-the-sun model ensures that help is always available—via phone, web, chat, or in-platform guidance. With a 3-tier escalation system and priority ticket handling, we resolve issues quickly and keep your marketing running smoothly. Our dedicated Deliverability team works alongside support specialists to improve inbox performance, offering expert guidance on authentication, data quality, compliance, and engagement strategy.

24/7 global support in 10+ languages

Flexible access via multiple channels

Dedicated deliverability expertise

Priority routing & 3-tier escalation

99.97% platform uptime & real-time updates



# Product Training

Upskill your team.  
Unlock full platform potential.

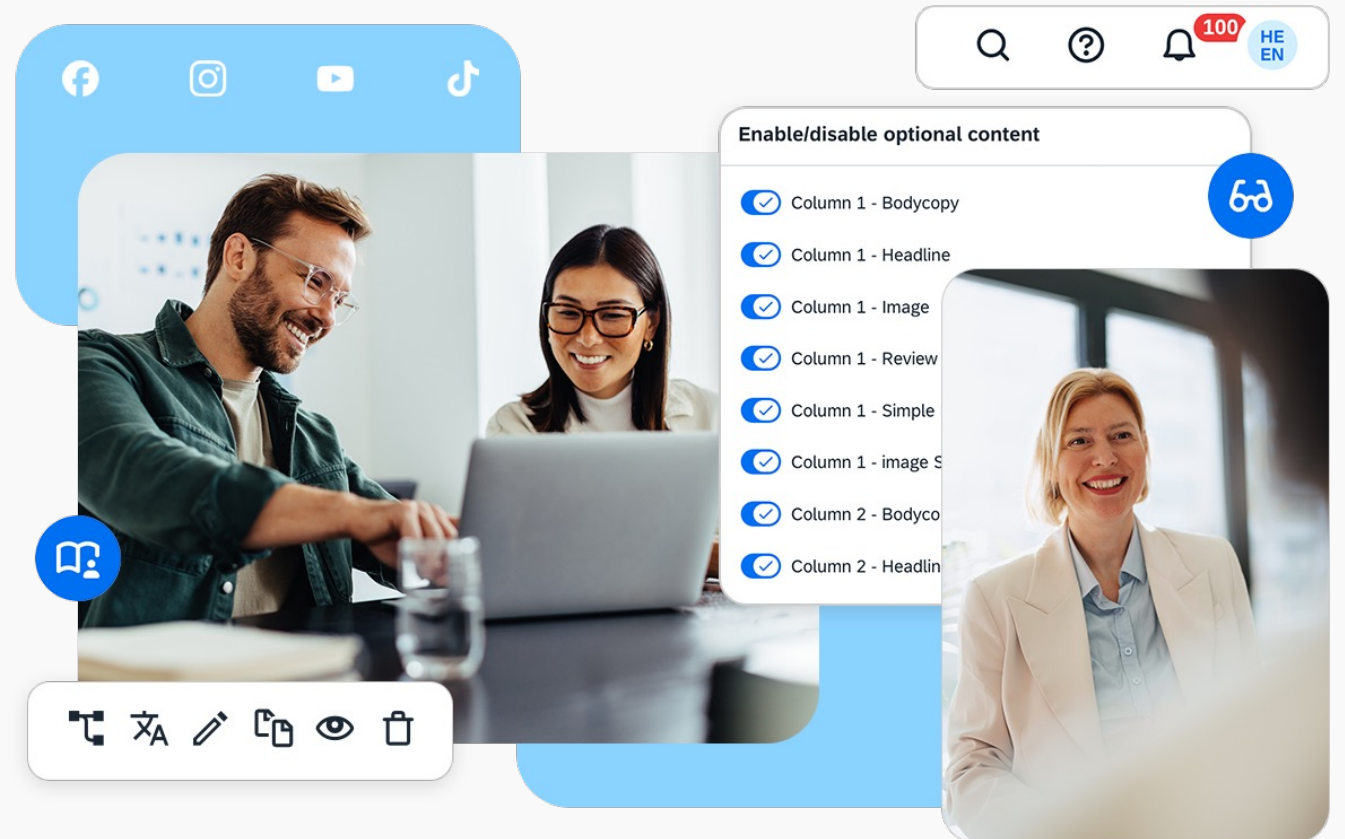
Empower your team to make the most of SAP Engagement Cloud through tailored training sessions and enablement workshops. Whether you're onboarding new users or developing in-house platform specialists, our trainers equip your team with the hands-on skills needed for long-term success.

Live and on-demand sessions

Best practice playbooks

Customized curriculum

Technical Q&A



# Innovation & Extensions Services

## Extend the platform. Unleash innovation.

Increase the power of SAP Engagement Cloud with advanced technical services tailored to enterprise needs. From complex to co-innovating new features and solutions, we help you push the boundaries of what's possible. Our specialists work closely with your IT and business teams to deliver bespoke, secure platform extensions, as unique as your business.

3rd Party Integrations

Data Transformations

Legacy System Connectors

Individual Messaging Channels

AI Infused Automations



# Creative Services

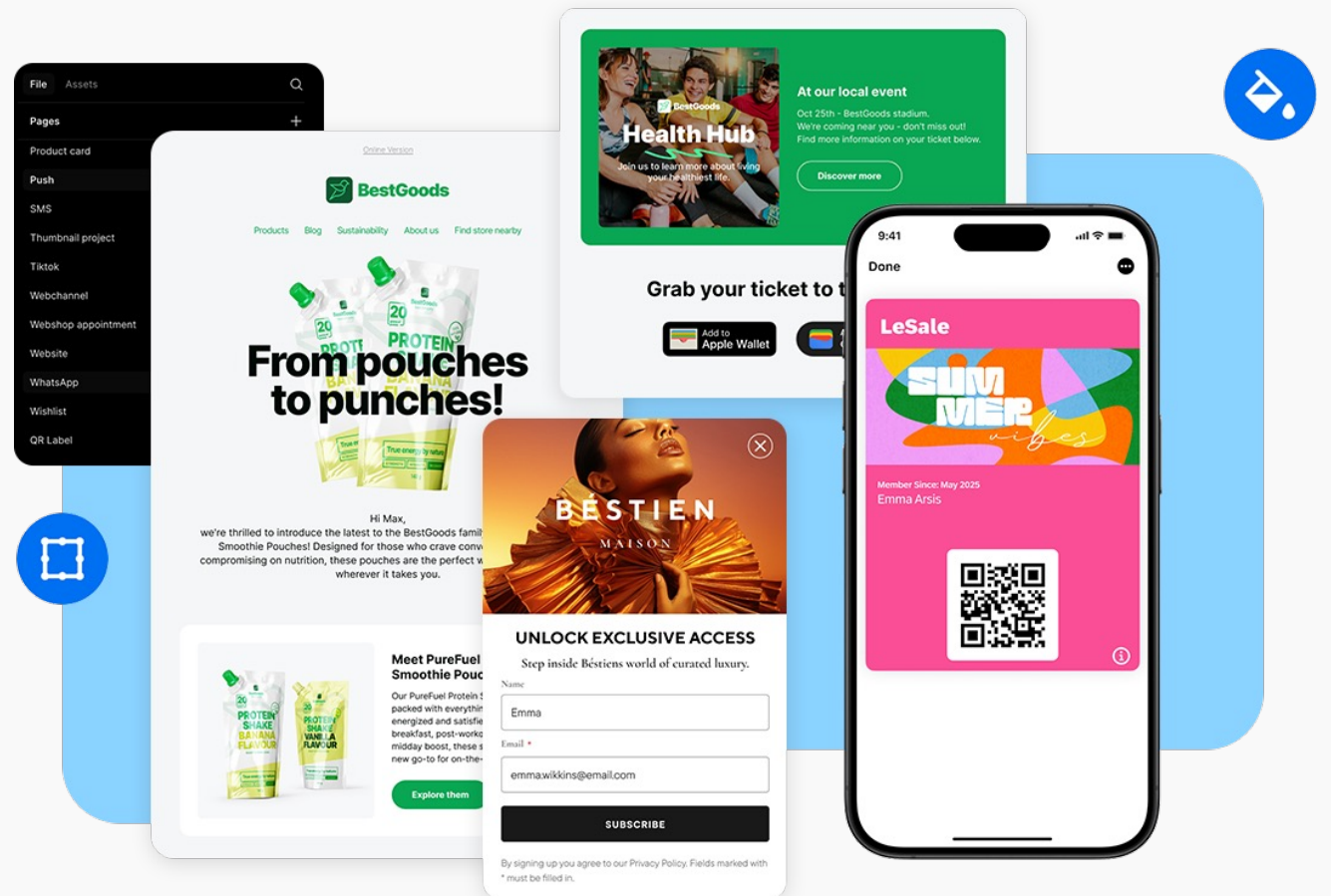
Design that converts.  
Messaging that resonates.

Your campaigns deserve more than just beautiful visuals—they need purpose-built creative that drives engagement and delivers measurable results. SAP Engagement Cloud Creative Services combine design, copywriting, and UX best practices to craft marketing assets that perform across channels.

Audience, industry and channel specific concepts

Art-direction with “better-than-best” practice

Working along with your in-house or agency teams



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# Get In Touch

# Unlock What's Next

Ready to scale more intelligently, execute with greater efficiency, and engage your customers more meaningfully? Our flexible service models and consistent, expert support are designed to help you achieve measurable business outcomes. Whether you are launching your first campaign or advancing global marketing operations, we provide the expertise, tools, and guidance to move forward with confidence.

To learn more about how our services can support your objectives, please reach out to your Client Success Manager or Services Consultant.





# Make your Customer Experience a success with our Professional Services.

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