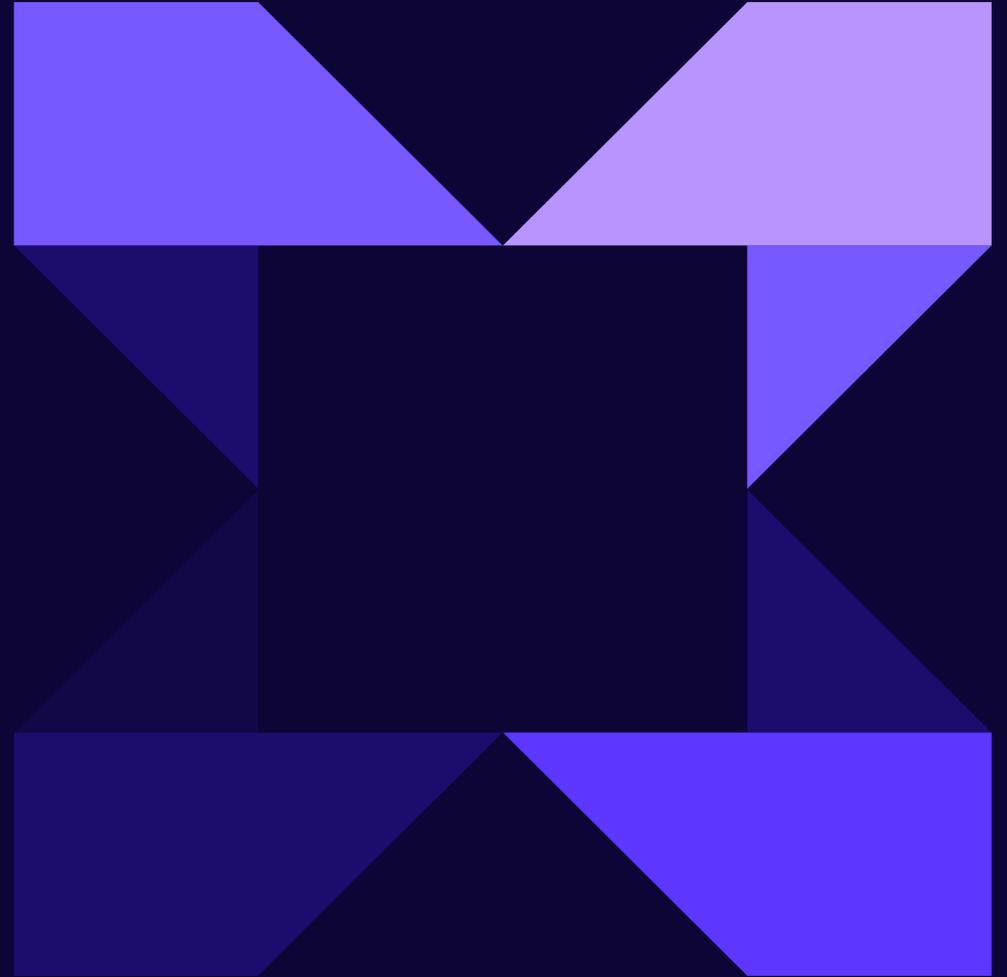




Migration Service

Transform Program

SAP Engagement Cloud Transform Program



Realize the Full Potential of SAP Engagement Cloud

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.

The composite image illustrates the SAP Engagement Cloud ecosystem. On the left, a marketing email titled "Clarity. Light. Movement." features personalized product recommendations like "Ennora Leather Bag" and "Leather Hi-Top Sneakers Kanie". In the center, a flowchart details a marketing automation process starting with "predict_abandoned" and "LL Banner (Laundry/Ceo...)", leading to an "A/B test" with a 75% success rate for variant "A" and a 25% success rate for variant "B". On the right, a campaign strategy board lists various initiatives such as "Product Lauches", "Bi Monthly Offers", and "Ab. Cart Browse". The background shows a group of professionals in a meeting, representing the collaborative nature of the program.

Together, we build better journeys:



Achieve greater business value through better adoption of SAP Engagement Cloud



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



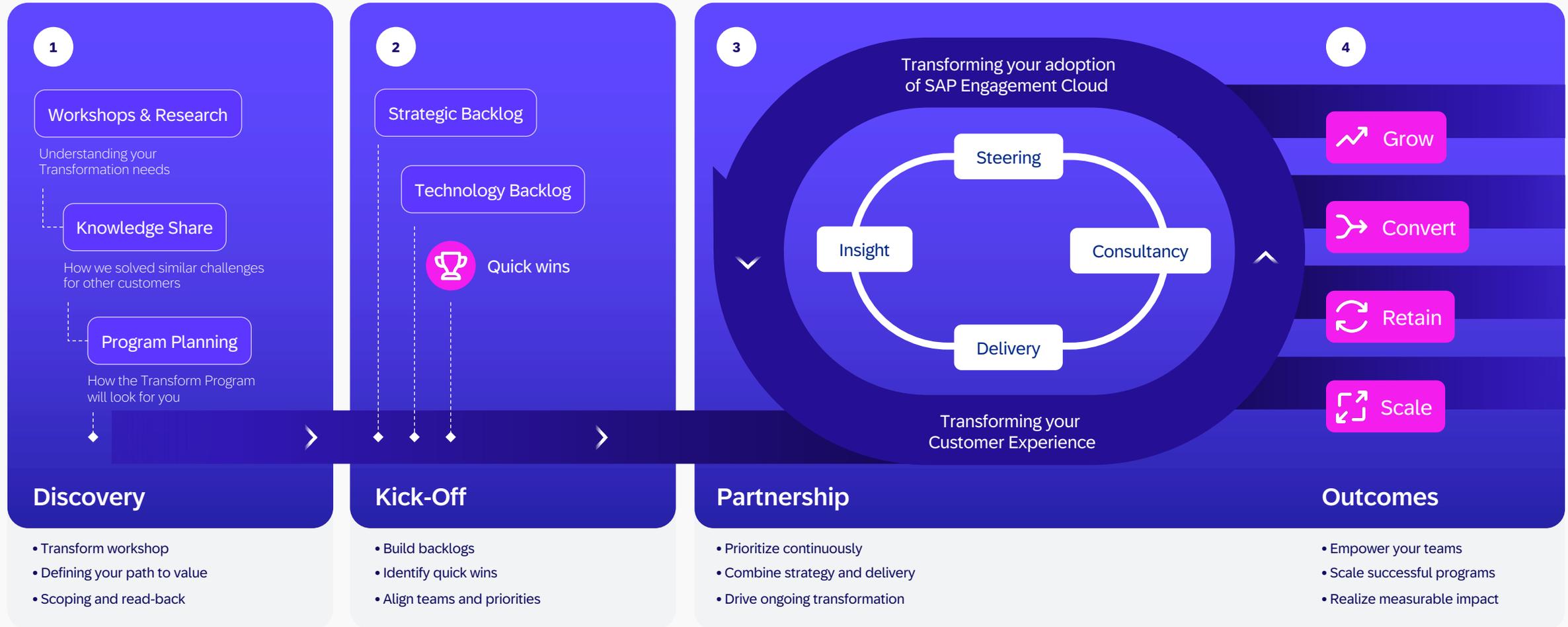
Data-driven approaches to optimize customer lifecycle engagement



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.

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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.

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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 Engagement Cloud while transforming your customer experiences.

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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 Engagement Cloud 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

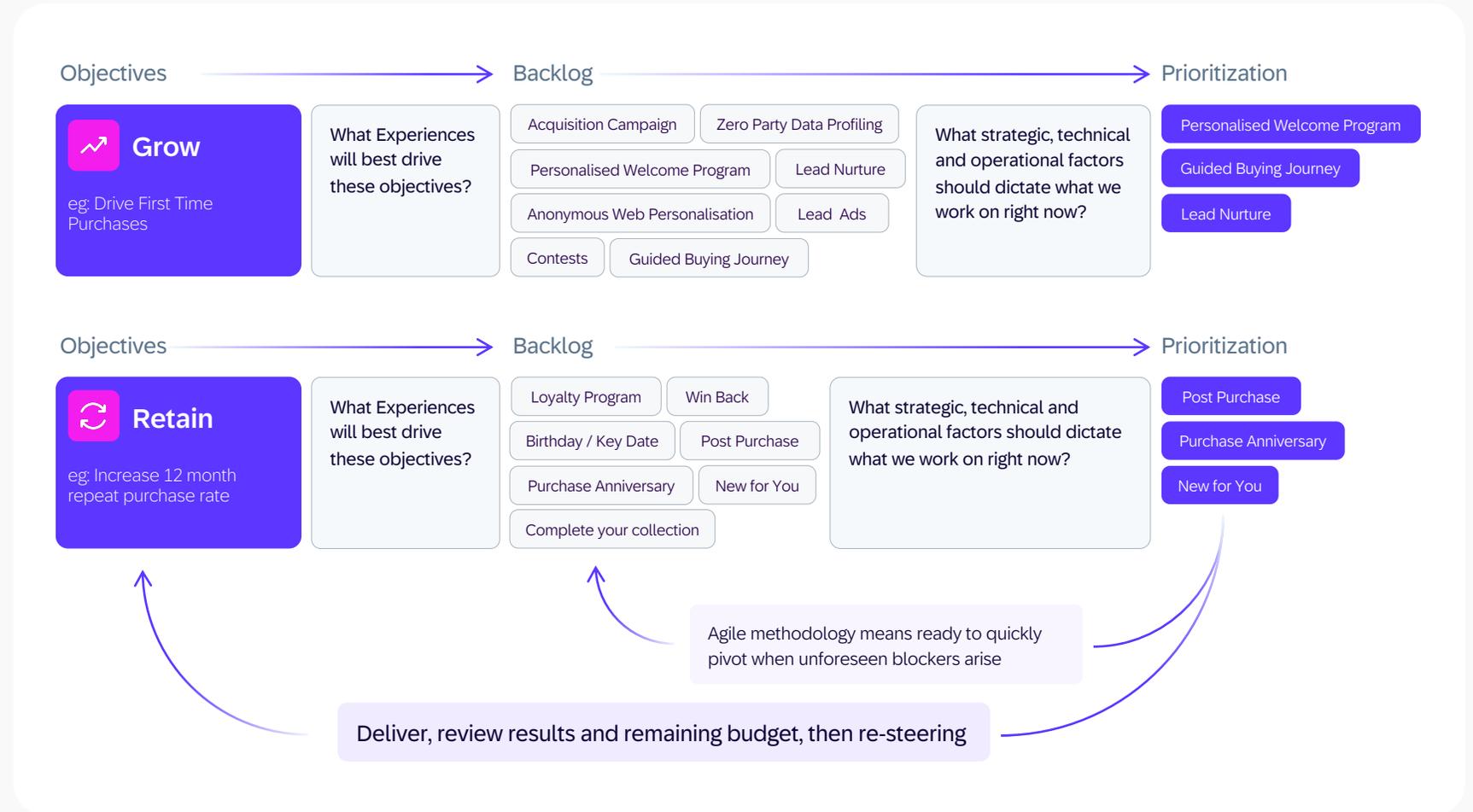
Steering the Transform Program

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?

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

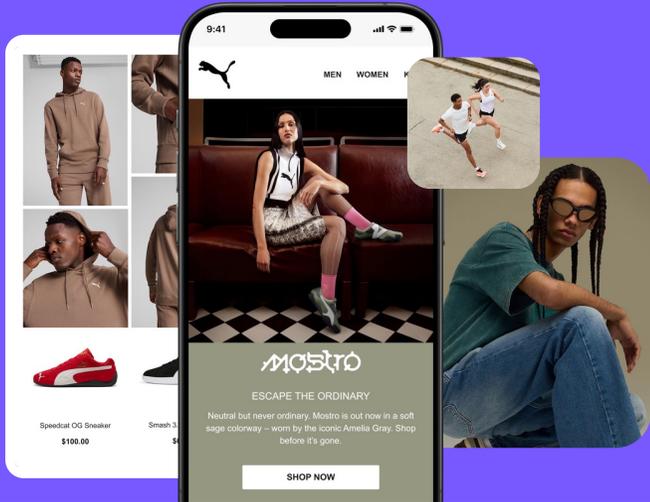
- Designated Strategic Consultant:
 - a. Strategic guidance to achieve business goals by leveraging SAP Engagement Cloud platform (eg growth,
 - b. Collaborative use case backlog design to prioritize key initiatives that drive targeted outcomes
 - c. Close collaboration with Technical Consultancy on 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



Fast Transform of Puma

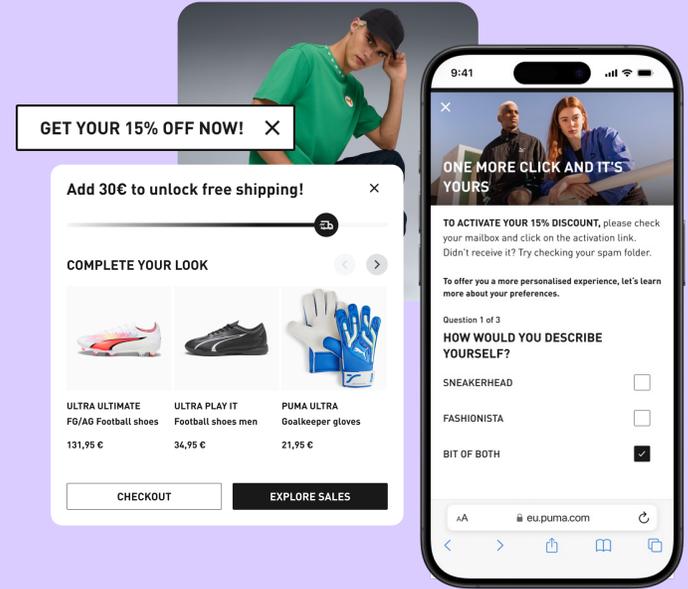


Challenge:

Before partnering with SAP Engagement Cloud, 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.

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.



Rick Almeida
VP Ecommerce PUMA



David Witts
CRM Manager PUMA

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

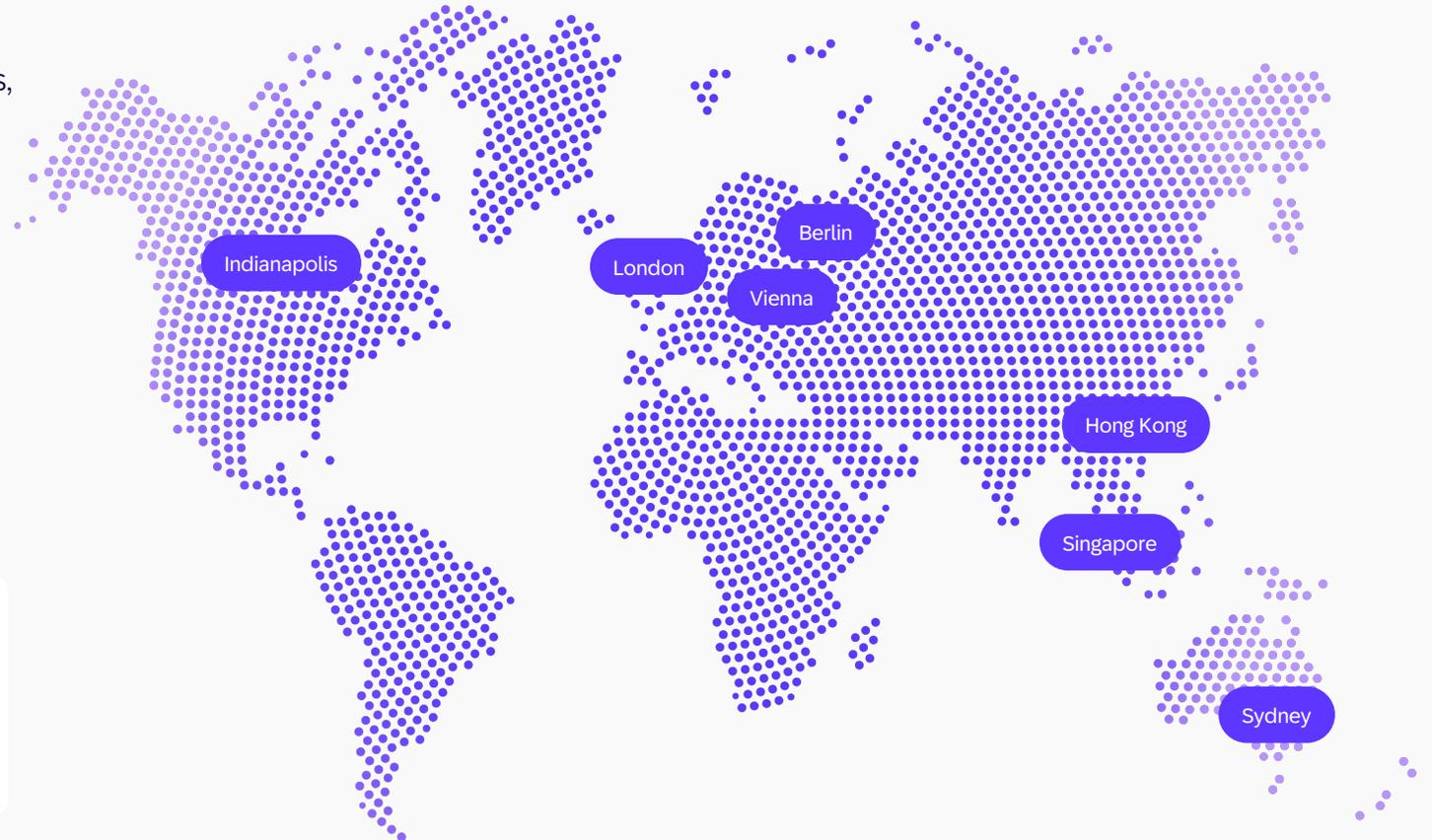
Technical Consultants

Well Adopted

Strategists Creatives

Channel Specialists

Global Knowledge,
Local Experts





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.