

SAP Customer Experience

Welcome to
SAP Sales Cloud
The Best Run Together

THE BEST RUN



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Welcome

Welcome to SAP Sales Cloud

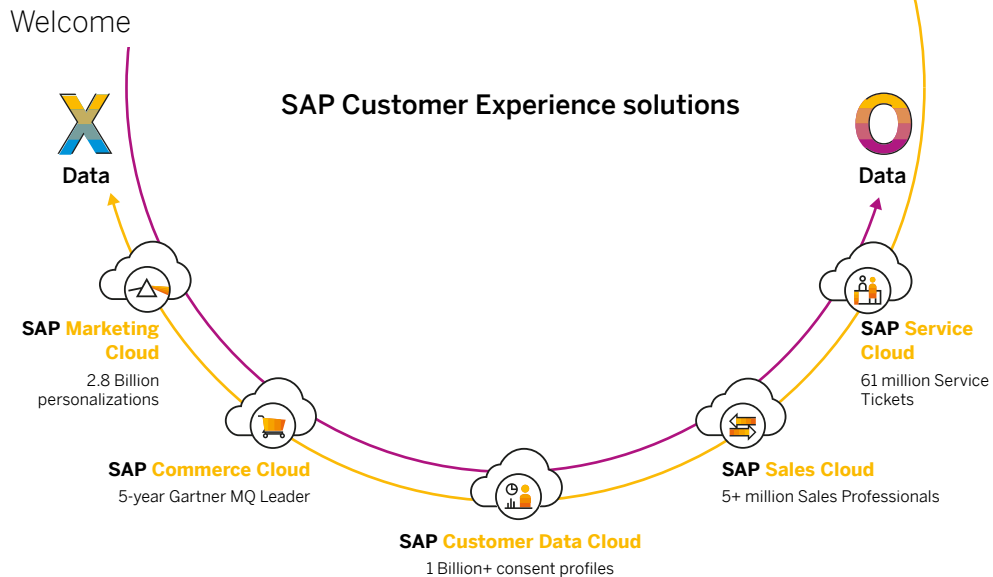
Thank you for choosing SAP Sales Cloud and welcome to the SAP Customer Experience family! This Welcome Kit is designed to introduce you to the extensive resources, tools, training, and support that are available to you as a valued SAP Sales Cloud customer. As you browse these pages, you'll find plenty of useful information and easy access to a variety of assets, contacts, and communities that can help you get up and running with your solution.

An Overview of Our Solutions

THE NEW BUSINESS IMPERATIVE IN THE EXPERIENCE ECONOMY: DELIVER EXPERIENCES YOUR CUSTOMERS EXPECT.

BIG DATA DONE BETTER

SAP Customer Experience brings together customer data, experiential and operational data, and the power of intelligent technologies across sales, marketing, commerce, and service to deliver engaging and trusted experiences in the moments that matter most to your customers.



SAP Customer Experience FOUNDATION



User Experience



Data Model



Extensibility

GOING ABOVE AND BEYOND FOR CUSTOMERS

The SAP Customer Experience solutions (see figure), which includes market-leading, cloudnative solutions for sales, service, marketing, e-commerce, and customer data management, is designed to enable businesses to deliver unique, trusted, and personalized journeys to their customers. Employing a unified data model and cross-platform integrations, these solutions help organizations break down silos between various systems, unifying consumer data and operational data, and applying advanced business intelligence to fuel experiences that are consistent, relevant, and based on customers' permissions and preferences. The result? A more loyal and engaged customer base and increased efficiency and lower cost and risk for the business.

An Overview of SAP Sales Cloud

With SAP Sales Cloud, we offer an AI-powered CRM platform that empowers salespeople to personalize buyer engagements, guides them to close more deals faster and aligns their behavior to their company's business goals for a streamlined lead-to-cash process.

The SAP Sales Cloud portfolio is composed of several products being complementary in the sales area covering the Sales Automation, the Sales Performance Management and the Quote to Cash capabilities. You can find details about available products and how they fit together on the [sap.com](https://www.sap.com) sales cloud space.

SAP SALES CLOUD PORTFOLIO OVERVIEW



Sales Performance

- Incentive Compensation
- Territory & Quota Management
- Onboarding and Education



Sales Automation

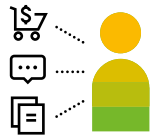
- Sales & Field Sales Management
- Pipeline and Forecasting



Quote-to-Cash

- Configure, Price, Quote
- Contract Lifecycle Management

SAP SALES CLOUD SOLUTION CAPABILITIES



Sales CRM

- Sales leads management
- Opportunity management
- Complete view of customer
- Field sales route optimization
- Activity plans



Pipeline and Forecast Management

- Graphical view of pipeline
- Deal scoring
- Forecasts based on objective data and behaviors
- Summary graphics providing coaching recommendations



Configure, Price, and Quote

- Complex product configurations
- Multiple price books to support all channels
- AI-powered product and price recommendations



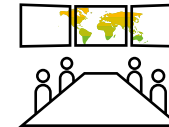
Contract Lifecycle Management

- Contract templates
- Pre-approved clause library
- Concurrent cloud contract editing/negotiating
- Contract status dashboard
- Contract repository



Revenue Recognition

- Automate ASC 606 and IFRS 15 accounting policies
- Configurable disclosure reports
- Real-time reporting
- Role-based permissions



Territory and Quota Planning

- Build sales territories based on data from internal systems
- AI-powered territory plan recommendations
- Assign quotas based on real-time analytics



Incentive Compensation Management

- Compensation plan configuration
- AI-powered plan recommendations
- Sales compensation dashboards
- Dispute management
- Plan change modeling
- Powerful rules engine, fast payment calculation

Get started with the introduction to SAP Sales Cloud [here](#).

Please note: Most of the content and links, you find in the next chapters are currently only holding information about SAP Sales Cloud solution (formerly known as SAP Cloud for Sales which is part of SAP Cloud for Customer). We will provide an updated version including the details for the further products under SAP Sales Cloud each quarter.

Start Your Journey

After you have signed the order form, SAP creates the requested tenant(s) – test and / or productive tenant. As soon as the tenant is ready to use, the Customer contact IT will receive two different e-mails:

- Handover e-mail (incl. Tenant-ID and Initial User)
- Password e-mail

Watch these two videos before you log on to your SAP Sales Cloud solution tenant for the first time: [Scoping](#) / [Finetuning](#), that give you an overview of the initial onboarding concept and the corresponding activities that are required. It helps you to understand the provided components and how to get your first business users onboard.

RESOURCES FOR CUSTOMERS

Many of our resources, such as the SAP Support Portal service and SAP Customer Experience Wiki, can be accessed only with your S-user ID. For new customers, SAP will [create initial S-user IDs](#) for the SAP software recipients. Your company's user administrators can then request any number of S-user IDs and assign the required authorizations at any time.

Create your Cloud ID profile and get access to SAP Applications like SAP Community, SAP Help Portal, join interest groups in SAP Jam and much more. Self-registration can be done, [here](#).

Release Schedule

The SAP Sales Cloud solution follows a predefined quarterly release window in February, May, August, and November. These releases may contain new business functionality as well as error corrections.

All details can be found on the SAP CX wiki in the [Release Dates section](#) or in the Work Center Service Control Center (View Maintenance Schedule) within your tenant.

For the release cycle of various other SAP Sales Cloud products, please click this [link](#).

The complete overview of SAP Cloud Services (Maintenance and Upgrade schedules) is available in the [SAP Trust Center - Agreements section](#).

The Key Information Hubs

No one expects you to be an expert straightaway.

The good news is that solid options exist to get detailed product information about SAP Sales Cloud:

SAP HELP PORTAL

One central place to find information on software functionality and how it can be used is the [SAP Help Portal](#) (SAP Cloud for Customer). You will also discover related information, such as “what’s new”, release strategy, different guides about administration, extensibility, integration etc.

SAP Help Portals also exist for some other SAP Sales Cloud products, please click below links:

- [SAP Intelligent Sales Execution](#) (Datahug)
- [SAP CPQ Onlinehelp](#)
- [Sales Cloud Documentation Portal](#) (for the various CallidusCloud products)

SAP CUSTOMER EXPERIENCE WEBSITE

This is the one stop shop for information on enablement, services and education for SAP Sales Cloud. Explore the pages and find the information you need to implement, maintain, and enhance [SAP Sales Cloud](#) solutions.

The Resources tab on the Get Started page is the home of the [Engagement Program](#). This asset is a detailed overview showcasing all available post-sales enablement resources surrounding each major SAP Sales Cloud release.

SAP CUSTOMER EXPERIENCE WIKI

Another resource to find information on about SAP Sales Cloud is the SAP Customer Experience [Wiki Page](#). To access the page, you will need an S-user ID. For information on how to get an S-user ID created, see the [Start Your Journey](#) section within this document. For SAP Sales Cloud - Callidus Products please use [this link](#).

SAP CUSTOMER EXPERIENCE ENABLEMENT PORTAL

The SAP Customer Experience Enablement Portal is THE home for bite-sized video enablement content to help customers and partners to get the most from your solutions. Browse through hundreds of video tutorials, demos and webinars recordings across the SAP Customer Experience solutions. [Click here](#) to check out the SAP Sales Cloud Channel.

SAP TRUST CENTER

Explore the live service status of SAP Customer Experience Products. You can view the live status of SAP Cloud for Customer on the [SAP Cloud Trust Center](#). The Cloud Service Status dashboard shows live data on the performance and incident details, such as start/end date, duration and current status.

SAP CUSTOMER INFLUENCE

SAP Customer Influence for SAP Sales Cloud is a tool that allows for easy collaboration on improvement requests between customers and SAP, while offering transparency in the progress of requests. To start influencing, check out the SAP Customer Influence platform [here](#).

SAP CUSTOMER EXPERIENCE RESOURCE CENTER

The SAP Customer Experience Resource Center is ready for you to take advantage of the resources available to jump start a successful project or even to help you along your journey to go-live. [Access it now](#).

The Key Players

ROLES AND RESPONSIBILITIES

As you start your journey with SAP Sales Cloud, these are the key roles and responsibilities of the team that will help you be successful with your new solution.

SAP DOES:

- **Deliver** the technological platform as specified by the contract
- **Offer** agile implementation principles, established methodologies, and proven implementation accelerators
- **Provide** oversight and management to develop strategic road maps that accelerate business outcomes, **maintain** business continuity, and **help** assure value from the technology investment through the SAP Digital Business Services organization

SERVICES PARTNER DOES:

- **Support** the planning and implementation of the functional and technical aspects of the project and **recommend** actions that mitigate risks
- **Transfer** technical, functional, and methodology knowledge
- **Share** the project management responsibilities with the customer, applying the appropriate tools and methods
- **Evaluate and recommend** the best practices provided by SAP according to the business requirements of the project
- **Share** examples of implementation success stories from peers that are SAP customers

CUSTOMER DOES:

- **Share** the project management responsibilities with the partner within the terms and agreed scope of the contract

- **Provide** the appropriate qualified resources to execute the relevant project tasks
- **Understand and adopt** the technical and functional recommendations of the software provider
- **Build** an internal project team to keep the project on track that includes finance and IT plus other relevant lines of business

SHARE YOUR TEAM DETAILS

We are committed to keeping you and your team up to date with all the latest technology and industry developments. Please make sure that the contact details of your team members are [maintained properly](#) in your SAP Cloud solution (C4C Sales) tenant so we can share appropriate information with the right people.

Stay up-to-date and manage your subscriptions in the [SAP Subscription Center](#).

Select the Right Implementation Partner

Choosing the right implementation partner is crucial to your project success. The partner will play a role in helping to build, implement, extend, customize, and enrich our technology platform and software to deliver innovative and tailored solutions that meet your exact needs.

You can find official SAP Customer Experience partners organized by country or partner category on our [website](#).

Or choose [SAP - Cloud Professional Services](#) as your implementation partner. Simplify and accelerate your journey to the cloud with expert guidance from SAP. Our cloud services support the entire adoption lifecycle – from cloud design and strategy to deployment and operations.

Seven tips for partner success

Follow these tips for selecting and working with your partner:



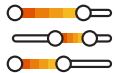
Look for a partner with specialist expertise in your selected application and industry



Get the right balance of off-site (for more technical requirements) and on-site (for more complex business requirements) resources for your project



Match the partner's skills and knowledge about SAP software with a clear statement of work



Evaluate your corporate culture and align the delivery model accordingly



Provide a clear understanding of deliverables, expectations, and timelines



Agree to terms that are fair, including mutually fair pay structures based on key deliverables



Build a true partnership based on honesty, transparency, and mutual respect

Accelerate Your Implementation

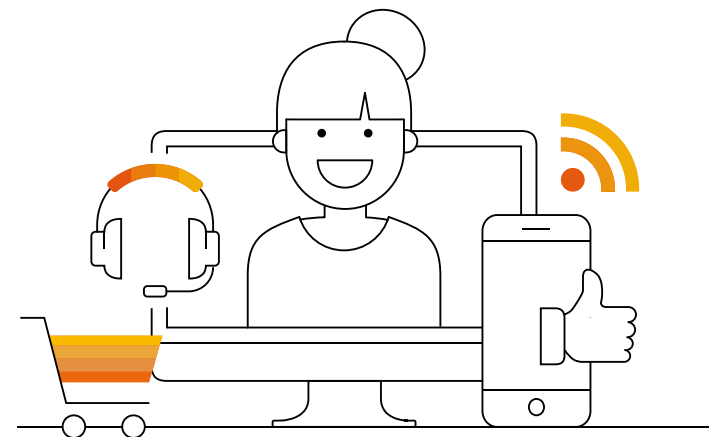
PROJECT DELIVERY FRAMEWORK FOR SAP SALES CLOUD

Automate sales tasks using SAP Sales Cloud's established frameworks. An SAP Sales Cloud project can be an implementation of a single or a combination of solutions from our SAP Sales Cloud portfolio. All [SAP Sales Cloud project frameworks](#) align with the SAP Activate methodology.

In the following articles, you can find execution guidance for each solution of the SAP Sales Cloud:

- [Project Delivery Framework for SAP Commissions](#)
- [Project Delivery Framework for SAP Cloud for Customer \(Sales\)](#)
- [Project Delivery Framework for SAP CPQ \(Configure Price Quote\)](#)
- [Project Delivery Framework for SAP Workflow](#)

[SAP Cloud Application Services](#) takes care of all technical and functional tasks to operate SAP Customer Experience, leaving you to focus 100% on the business and your customers' experiences.



Tips for Project Success

Here are a few useful tips to help you get the best out of your implementation and operation of SAP Cloud for Customer.

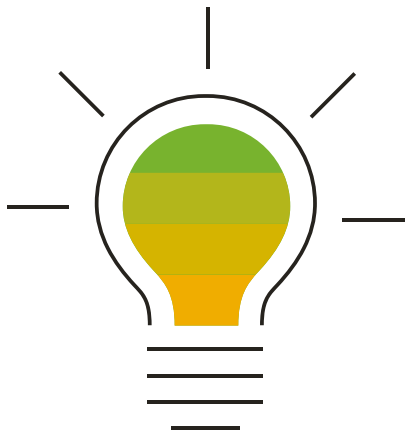
Change management needs to start early in the project to ensure collaboration of stakeholders and users and to mitigate fear of change.

Executive buy-in must be visible, or the project will not have the appropriate priority to meet deadlines.

Project management status and tracking need to focus on timelines and also ensure quality.

Lines of business and IT should be represented on all teams, with business users and IT specialists bringing their unique skills, expertise, and knowledge to foster synergy and collaboration on the project, and avoiding the situation where IT alone makes line-of-business decisions and business users alone make technology decisions.

Industry-specific requirements, such as regulatory reporting requirements or processes, are identified up front so that you can work together with SAP and your partner to address them in your project.



CX Works

Check out the single portal for curated, field-tested and SAP-verified expertise for your SAP Customer Experience solutions. Whether it's a new implementation, adding new features, or getting additional value from an existing deployment, CX Works will have articles to fit your needs.

Learn more about CX Works [here](#).



EXPERT RECOMMENDATIONS

Get our guides to all disciplines during the solutions' lifecycle such as architecture, development, project management, requirements management and more.



PROJECT FRAMEWORKS

Find the guidance to plan and structure your projects including project assets and tool-kits.



STRATEGIC GUIDANCE

Get advice on business and IT strategy development, such as planning and executing of organizational change management.

Drive Success with SAP Customer Experience Services

SAP Customer Experience Services' primary goal is to maximize value for you by driving quality during all phases of your implementation. They have a flexible model of engagement that focuses on the critical phases of a project, and their support will help ensure that you realize the full value of your SAP Cloud for Customer solution.

Proactive Expert Guidance: Providing ongoing advisory services during key moments of your project, sharing best practices and extended experience.

Optimization Services: Learn about best practices in specialized functional or technical areas and empower your team with foundational knowledge, whether working on a new implementation or a live instance.

Success Guarding Services: Validate your project plans by our experts, while in project "Realize" phase or live already.

You can learn more about SAP Customer Experience Services [here](#).

Support your SAP Journey with Expert Help

Visit the SAP [Support by Product page for SAP Cloud for Customer](#), to gain an insight on the most frequently questions asked by our customers in SAP Cloud for Customer. But also check the variety of available information sources, linked to that page, like our Knowledge Base Articles (KBAs). Additionally, we will also provide you additional guidance on how to report an incident.

Expert Chat Service, a live chat function that connects SAP customers and helps resolve incidents nearly twice as fast as those reported through traditional support channels.

Key users will be able to launch a chat request from the "Help Center" of the application.

Contacting Support

For contacting SAP's support organization, the current preferred contact channels for SAP Enterprise Support, cloud editions are set forth below.

These are the 2 recommended steps how to contact SAP Support:

Embedded Support - search for solutions and open an incident directly from your system

For end-users: The "Help Center", accessible from every screen within your SAP Cloud for Customer solution.

For Key Users: The "Application & User Management Work Center" within your SAP Cloud for Customer solution.

Telephone - if your system is unavailable or you to clarify complicated topics.

You can reach the SAP Cloud Service Desk on our Global toll-free SAP Number "[CALL-1-SAP](#)" and press 4 for Cloud customer support.

SAP SUPPORT PORTAL (FOR ALL OTHER SAP SALES CLOUD PRODUCTS)

The platform for all your support-related questions is the [SAP Support Portal](#). It is used to:

- report product issues via an incident
- see the incident list with status, priority, etc.

IMPORTANT: Please access the SAP Support Portal by using your User ID (S-User) and password to log in.

For detailed new user information and helpful first steps, visit the [SAP Support Portal - welcome page](#).

If you are the first user of your company, you are listed as a super administrator. For details about super administrator tasks, visit [this page](#).

If you are interested in receiving a personal walkthrough of the SAP Support Portal, register [here](#).

If you do not have an SAP User Account (S-user ID), then please contact a user administrator in your company. If required, an [SAP Local Support Center](#) can assist you in identifying one of them. Your company's user administrators can manage your S-user IDs and authorizations. For security reasons, SAP is not allowed to create additional S-user IDs for customers or assign authorizations to such S-users. For more information, you can review our [User Management section](#) on the SAP Support Portal.

Evolve Your Digitalization Journey

SAP technology is constantly evolving in line with the changing needs of our customers. SAP road maps are designed to provide you with up-to-date information about how the features and functions of an SAP solution or

Enhance your Success

product are planned to progress over time. This helps to ensure that SAP products and solutions align with your technology adoption plans.

SAP CUSTOMER EXPERIENCE ROAD MAP

See what's on the horizon for SAP Customer Experience. [Here](#) you'll find detailed information on planned innovations, with features grouped by value and capabilities, and get insight into the future direction of the suite.

DETAILED PRODUCT ROAD MAP

2020 Roadmap coming soon

Get More Value From Your Software with Education and Training

SAP Sales Cloud holds a powerful solution portfolio, and you will certainly benefit from getting some training and enablement to optimize your knowledge.

We offer several forms of assistance, ranging from free webinars to classroom and on-site education sessions on a variety of topics, from beginner to expert.

TRAINING COURSES

You and your colleagues will want to become proficient in SAP Sales and Service Cloud as quickly as possible. SAP has a range of E-Learnings and Classroom Trainings to help you get off the ground.

SAP LEARNING HUB

You can purchase a one-time subscription to the SAP Learning Hub to get immediate and unlimited cloud-based access to all training courses, including all SAP Customer Experience solutions-related courses. To learn more, visit training.sap.com and register for a free access to the discovery edition of SAP Learning Hub.

END USER TUTORIALS

SAP Sales Cloud tutorials are available in SAP Learning Hub. These tutorials are being updated on a quarterly basis following the products release cycle.

All tutorials can also be directly accessed in the [Repository for SAP Sales Cloud](#).

STANDARD TRAINING IN SAP CATALOG

Standard SAP trainings are available for various modules of SAP Sales Cloud. Classroom trainings can be held either at an SAP Education center, or on premise. Visit our [Learning Journeys](#) to get an overview of these trainings.

If you are interested with booking one or several of these trainings, please register online through training.sap.com.

CERTIFICATIONS

Certification is currently available for two different roles in SAP Cloud for Customer (Development Consultant, Integration Associate) as well as specifically for SAP Sales Cloud (Application Associate). Validating that the candidate possesses the overall understanding of SAP Cloud for Customer respectively SAP Sales or SAP Service Cloud, this certification can be a great starting point as an entry-level qualification.

Have a look at the certifications and choose your role [here](#).

Run Together: Engage with SAP Community

You'll get more out of SAP Sales Cloud, when you know what's coming up and have a solid community.

There are several ways for you to stay up-to-date and engaged:

KEEP UP WITH THE LATEST NEWS

We are committed to keeping you and your team up to date with all the latest technology and industry developments.

Please make sure you and your team stay up-to-date and manage your subscriptions at the [SAP Subscription Center](#).

EXPERT WEBINARS

Keep an eye on our upcoming webinars to get the most out of your solution covering a variety of areas such as:

- Business and technical topics
- Latest release
- Deep Dive sessions

At the end of each live session you will get the opportunity to ask any outstanding questions.

Don't worry if you miss a webinar, you replay the recorded version any time [here](#).

NEWS: STAY UP-TO DATE

Newsletter

Receive SAP Sales Cloud's latest release news, insights and updates by [subscribing to our monthly newsletter](#). We advise you to add cx@mailsap.com to your trusted contacts.

COMMUNITIES

SAP Community Pages

The SAP Community Network with more than two million members in more than 200 countries, brings together experts around the globe and serves as an information platform for partners, field, developers, consultants and influencers.

Access to [SAP Cloud for Customer Community](#).

Access to [SAP Sales Cloud Community](#).

Regional User Communities

The SAP Customer Experience User Community is an independent, regional platform for SAP Customer Experience customers to network with colleagues and experts from diverse companies and to share knowledge, experiences and ideas about SAP Cloud for Customer, SAP Sales and SAP Service Cloud.

The User Community main aim is to:

- Network with experts and peers from different companies to exchange ideas and information
- Learn about future product directions from SAP Customer Experience product experts
- Obtain greater knowledge and education about aspects of SAP Customer Experience and related technologies

Learn more about [User Communities](#) or reach out to the team via [e-mail](#).

SOCIAL COMMUNITIES

Join our SAP Customer Experience social communities:

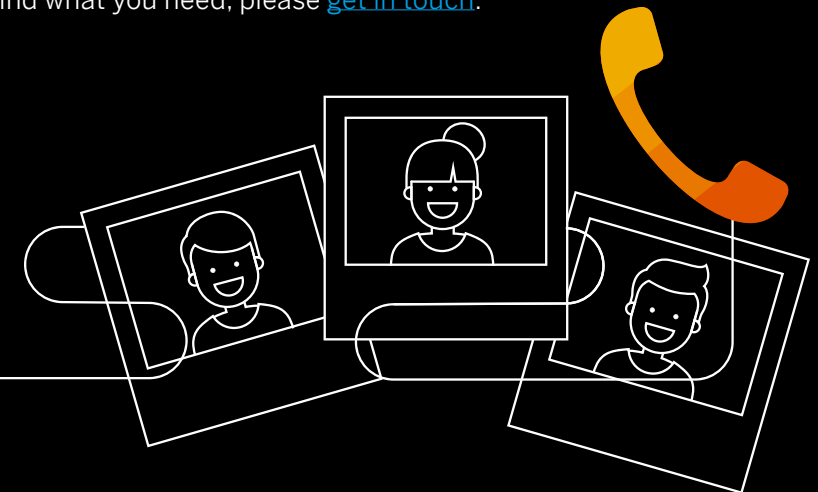


[The Future of Customer Engagement and Commerce](#)

Keep in Touch

This Welcome Kit for SAP Sales Cloud may have come to an end, but this is just the start of an exciting journey for your business. With SAP software and services, you've got everything you need to arrive at a more innovative, efficient, and competitive destination. In the meantime, please use the links in this welcome kit to access the wealth of information, services, and tools that are available to all our customers to optimize your experience of working with SAP software.

If you cannot find what you need, please [get in touch](#).



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