FUJITSU

Fujitsu SAP Practice
Customer Communications for SAP

Engaging customers more effectively through simplified, consistent and cross channel communications that will deliver improved customers perception and value, reduction in administration costs and empowerment of your staff

Personalising, integrating and delivering effective customer communications has never been more important.

Customer Communications for SAP can help you build stronger relationships with customers and prospects.

Do you have these challenges?
- No holistic view of communications between your company and your customers
- Little control over the quality and content of communications team members send to customers
- Too much manual effort in delivering ad hoc customer communications
- Not able to communicate to your customers through their preferred channels
- High costs of developing, maintaining and delivering customer communications

How to address the above challenges?
Our Customer Communications with SAP solution can manage all your customer communications across all channels, providing enterprise-wide capability that supports end-to-end content-related processes. This solution is fully integrated with an existing SAP environment and can be delivered as an on-premises or cloud-based offering.
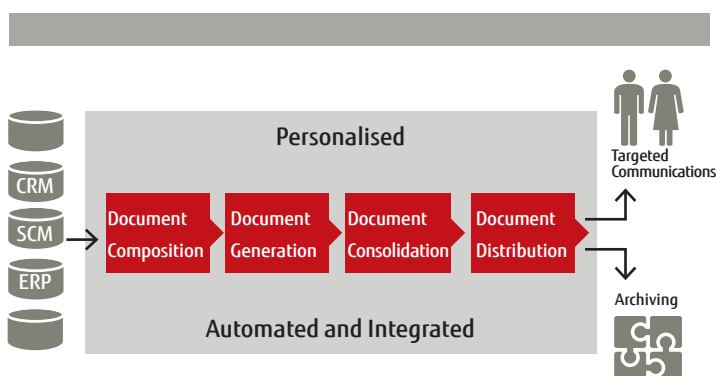
Customer Communications with SAP will:
- Enable multi-channel communications, including email, SMS and print
- Centralize your communications, templates and digital content into one repository
- Enable non-technical staff members to develop and provision their own communications within your corporate styles, branding guidelines and legislative obligations
- Enable event-based integration with any existing SAP business process to be executed in real time or in batch
- Allow users to process both structured and unstructured communications, including ad hoc communications and embedding workflow approvals where required
- Deliver an in-context and 360-degree view of all communications accessible via SAP and desktop applications such as Microsoft Outlook, File Explorer and Sharepoint

Fujitsu SAP Practice can help you:
- Develop your customer communication strategy, processes and channel integration
- Optimize and consolidate your existing communications
- Migrate your legacy processes and content onto the SAP communications platform
- Deliver an initial proof of concept to allow you to validate the solution and business benefits, and minimize your risk
- Rapidly deploy the SAP communications solution and realize immediate benefits
- Design the integration of the SAP communications solution with your current environment
- Provide your team with the required knowledge with hosting services.

CRM
SCM
ERP

Personalised

Document Composition → Document Generation → Document Consolidation → Document Distribution

Targeted Communications

Archiving

Automated and Integrated

What are the benefits?

- Certainty and visibility of what communications your customers are receiving
- Delivery of compliant and consistent communications to your customers
- Differentiation from your competitors in terms of customer service and customer satisfaction
- Greater business agility in satisfying your customers' communication expectations
- Lower operating costs and productivity gains
- Ease of onboarding new customer communications
- A single point of access and visibility across the enterprise, removing the need to maintain multiple systems, lowering total cost of ownership and reducing IT workload
- Automated customer communications, reducing manual handling, and improving the accuracy and quality of content
- Content governance frameworks that can effectively manage the content lifecycle, standardize and consolidate content and automate workflows
- Increased ease of access to customer communications via native integration with SAP and Microsoft desktop applications

What is the solution?

Customer Communications for SAP is a comprehensive suite of integrated products. The diagram below illustrates the solution's architecture for a typical customer-facing application.

SAP Document Presentment v5.6.1

Stream Serve Server & SAP Add-On (Stream Studio)

Business users have full control over content with the flexibility to generate and distribute any business document, communication or notification directly from within a SAP process. Document Presentment caters for both tailored individual communications and high-volume automated communications.

Extended ECM for SAP Solutions 10.0

A complete content management solution that provides:

- Document Management
- Capture
- Records Management
- Archiving
- Content-Centric Workflow
- Collaboration
- Content Access

Extended ECM also integrates capabilities into a range of common desktop applications, such as Microsoft office, to create a consolidated view of all business content within SAP.
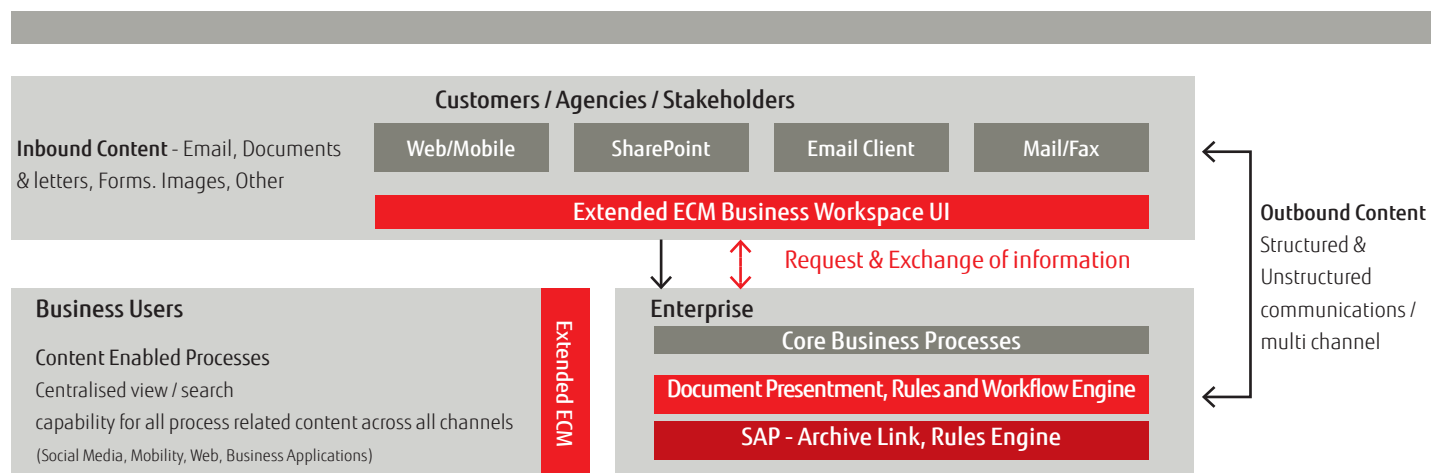
Archive Server

The Archive Server forms part of the Extended ECM solution and we recommend this content repository as the preferred archiving and enterprise library solution. Archive Server uses the SAP HTTP Content Server interface (SAP ArchiveLink) to leverage document functionality in SAP.

Digital Asset Management for SAP Solutions

DAM complements the customer communication management capabilities provided by SAP Document Presentment by enabling enterprises to find, manage and distribute digital assets within the context of SAP business processes that distribute content to customers.

Platform Requirements

SAP Document Presentment and Extended ECM solutions are supplied as software installations or as a managed service. The minimum SAP on-premises software versions required are SAP CRM v7.02 EP 2 and ERP v6.0.

Customers / Agencies / Stakeholders

Inbound Content - Email, Documents & letters, Forms. Images, Other

| Web/Mobile | SharePoint | Email Client | Mail/Fax |

Extended ECM Business Workspace UI

Request & Exchange of information

Business Users

Content Enabled Processes

Centralised view / search

capability for all process related content across all channels

(Social Media, Mobility, Web, Business Applications)

Extended ECM

Enterprise

Core Business Processes

Document Presentment, Rules and Workflow Engine

SAP - Archive Link, Rules Engine

Outbound Content Structured & Unstructured communications / multi channel

Contact Us

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