

Collaborative Marketing Driven by Advanced Analytics Summit

Ensuring Your Successful TPx
and Retail Execution Journey



POI Dallas – Lightning Round Update

SAP

Thank you, POI!



SAP Trade Management
SAP Retail Execution / Perfect Store
are Best in Class!

What is SAP doing now in CP?

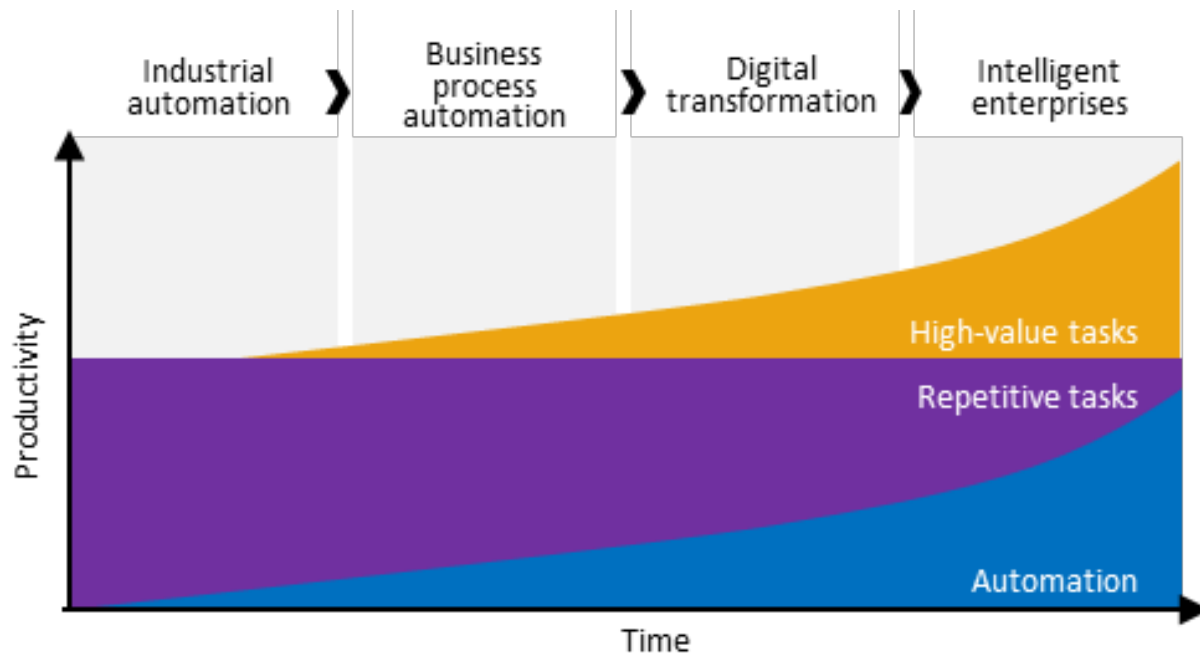
- The Intelligent Enterprise
- Experience Management powered by Qualtrics



The intelligent enterprise enables employees to focus on higher-value outcomes.

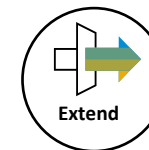
Optimize and extend the value of current processes

Transform with next-generation business processes



Optimize

Optimize existing processes for more efficiency or reliability



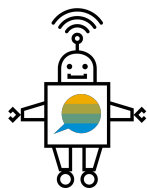
Extend

Extend current business processes beyond efficiency gains to capture new sources of value

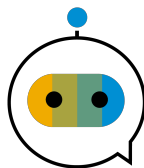


Transform

Transform the company's value chain or business model to capture new revenue streams



Machine Learning



AI



IoT



Analytics



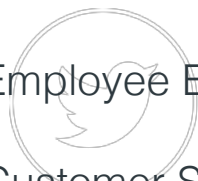
Employee Engagement

Customer Satisfaction

Brand Perception

User Experience

Product Satisfaction



The Why

Closed Loop - At Scale

Sales

Production

Finance

SKUs

HRIS



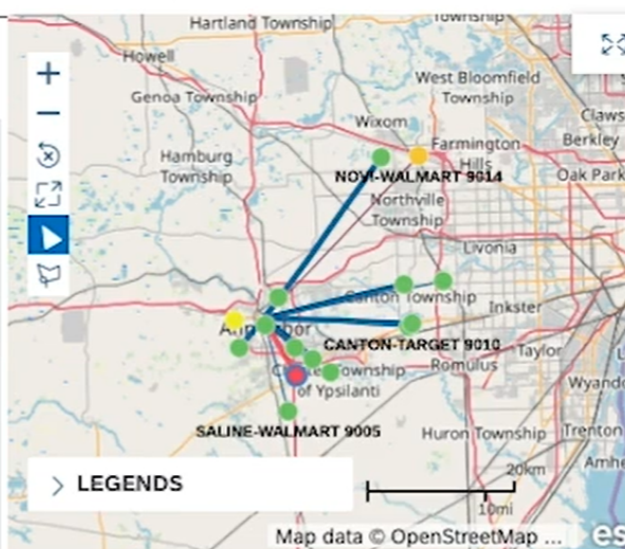
The What

SALES REPRESENTATIVE COCKPIT

3:08 PM
November 04, 2019



SMART INSIGHTS WHERE TO VISIT



PCT TO GOAL

95.6%

PCT TO GOAL

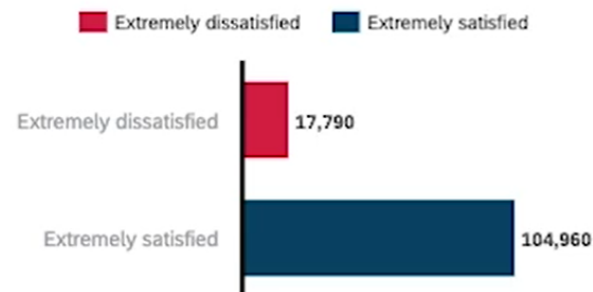
92.58%

REGION AVG

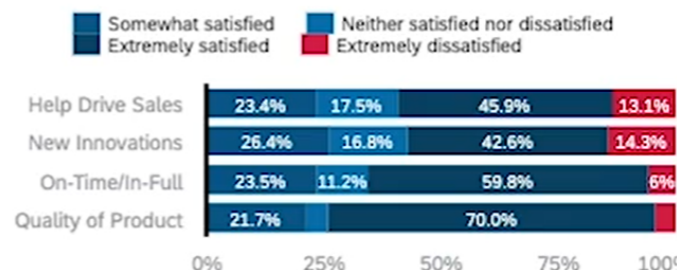
4,027.85

COMM PAID

TRUSTED PARTNER



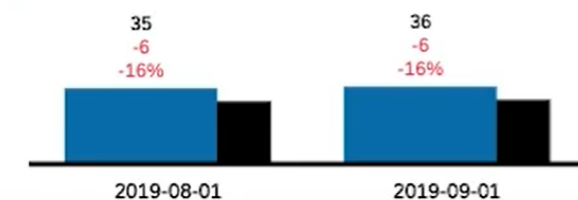
STORE MANAGER SENTIMENT



ITEMS OF INTEREST

TRAINING ANALYSIS

Explorer Available



RETURN ON INVESTMENT

Training	Return on Investment
Category Sales Training	110.00 %
Effective Sales Communications	98.00 %
Managing your Trade Promotion	105.00 %

MY LOCATION



hey



Hello and welcome. I hope you are doing well. How can I help you?

Sales Task

Show Exception An...

Schedule Appointment



Write a reply



Thank You.

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