

SAP Customer Engagement and Commerce Solution

Enterprise Solutions



Today, increasingly, customers across industries are demanding consistent engagement across all physical and digital shopping and communication channels. They expect a smooth purchasing, order fulfillment, and process experience, irrespective of device or channel. Therefore, enterprises realize the need to provide a unified customer experience across various touch points, including customer contact centers, online stores, social media, and smart phones and other Internet-enabled devices. SAP Customer Engagement and Commerce (CEC) suite provides an omnichannel, personalized customer experience that integrates underlying support functions, sales, marketing, delivery, and post-delivery customer care.

Tata Consultancy Services (TCS) helps businesses effectively harness the SAP CEC suite to streamline business processes across the value chain, resulting in a consistent, crosschannel buyer experience. Our end-to-end solutions, including e-commerce consulting, hybris solutions, and digital transformation offerings, span social media, mobility, analytics, cloud and automation, and foster superior customer satisfaction and higher operating efficiency.

Overview

To attract and retain informed customers, companies need to make purchase decisions simpler, given the plethora of channels and touch points. Businesses also have to ensure that their customer service is distinctly superior, and is synchronized across the value chain. Often, sales representatives lack on-the-go access to real-time customer information, which impacts their productivity and win ratios. Moreover, the lack of streamlined business processes across the value chain results in prolonged order lifecycles, thereby adversely impacting customer satisfaction. In addition, companies find it challenging to effectively integrate SAP hybris with existing back-end systems, and ensure native support for all mobile platforms and other sales applications.

TCS' SAP CEC solution helps you implement the SAP CEC suite for effective integration of your sales, social engagement and services functions, underpinned by a single network-connected commerce platform. Our solution enables companies to grow revenues by empowering their sales team with real-time customer data and sales information—across devices. TCS' offering allows enterprises to access data from their SAP ERP swiftly, for quicker SAP CEC implementation.

Benefits

TCS' SAP CEC solution helps companies reap the following benefits:



Enhanced customer satisfaction: Transform customer engagement by providing a faster, unified, and interactive experience across all channels; provide customers with real-time visibility into current inventory, pricing and shipping options

Our Solution

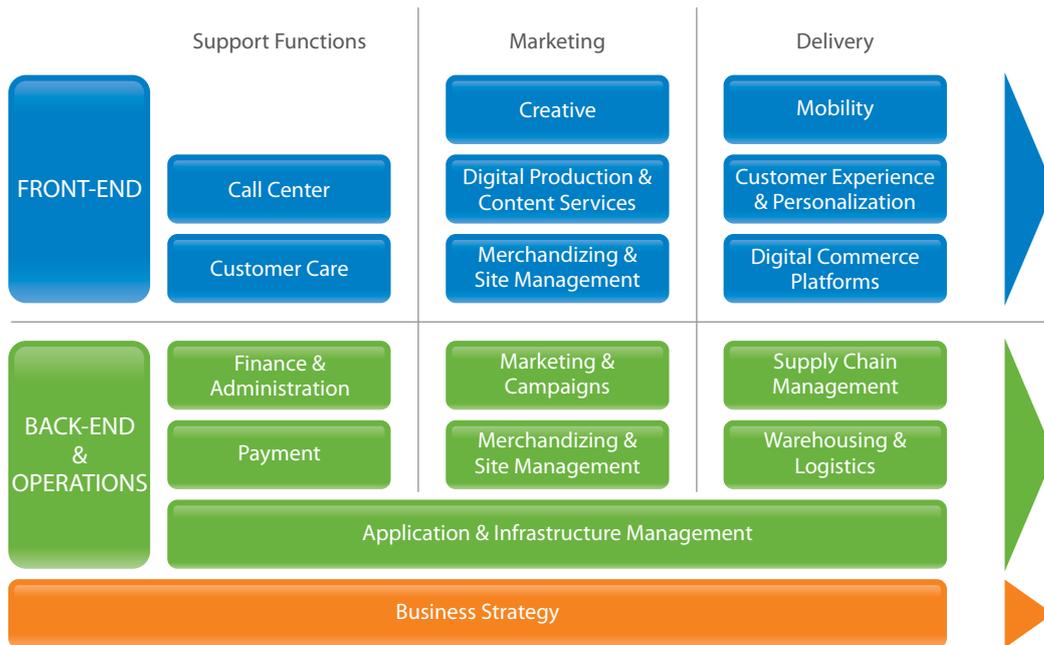
Key aspects of our solution include:

- **SAP CEC suite deployment:** Facilitating implementation of the SAP CEC suite, including hybris Commerce, hybris marketing, hybris billing, Cloud for sales, Cloud for service
- **E-commerce strategy and consulting:** Enabling consulting, implementation, consolidation and integration, and maintenance services
- **Design, implementation, and integration:** Orchestrating development of relevant assets for quick implementation of the hybris e-commerce platform; offering multi-channel, multi-site, multicurrency, and multi-language hybris solutions
- **Business enablement services:** Providing industry templates for retail, telecom, hi-tech and manufacturing that enable faster and standardized deployment
- **hybris customer experience center:** Housing a hybris-dedicated hosting environment, 'hybris live', that demonstrates hybris product capabilities, and collaborative industry solutions
- **Accelerators and turnkey assets:** Provisioning proprietary accelerators, such as Home page, Personalization, Install Base, Marketing, Upgrade and Language translation; facilitating test automation with FastForward; and ensuring rapid integration with backend systems



Improved organizational productivity: Empower sales personnel with real-time critical data across all major devices; reduce inventory turnover times, and institutionalize an efficient ordering and fulfillment process; analyze sales information generate business insights for informed decision making

Rubik's Cube Pair of Manufacturing: Manufacturing Advisory Services Suite



The TCS Advantage

By partnering with us, you can leverage the following differentiators:

- Long-standing hybris partnership:** We have a large number of subject matter experts who are certified with hybris' training methodology. A codevelopment and beta testing partner for SAP CEC, we received the hybris APJ Service Delivery Partner Of the Year 2014 award. TCS has a comprehensive set of B2B and B2C processes that conform to best practices, alongside proven implementation, upgrade, rollouts, maintenance, and support expertise in hybris.
- Strategic SAP alliance:** We have a strong partnership with SAP since 1998. Apart from being the co-development partner for the SAP CEC suite, TCS is responsible for the maintenance and deployment of all of the German technology major's global enterprise systems. We have a 16,500-strong SAP team of solution architects and functional and technical consultants worldwide, involved in over 450 engagements.
- Dedicated Center of Excellence (CoE), and Innovation and Demo Centers:** Our SAP CoE helps enterprises evaluate and adopt digital technologies such as SAP S/4HANA, hybris or UX. Our pool of over 1,000 e-commerce specialists, 100 hybris commerce experts, 450 SAP customer relationship management (CRM) SMEs and 20 SAP C4C specialists have extensive cross-domain expertise. Our Innovation and Demo Centers in Cincinnati-US, Paris-France, Mumbai-India and Tokyo-Japan help customers get a first-hand experience of SAP's new products and global innovations through a SAP enabled Digital Transformation.



Superior operational efficiency: Streamline business processes to shorten the order lifecycle; provide an interactive purchasing, fulfillment and payment experience through a single networkconnected commerce platform

Awards & Recognition



To know more

Visit [Enterprise Solutions unit page](#) on [tcs.com](#)

Email: global.marketing@tcs.com

Blog: [Enterprise Insights](#)

About Tata Consultancy Services Ltd (TCS)

Tata Consultancy Services is an IT services, consulting and business solutions organization that delivers real results to global business, ensuring a level of certainty no other firm can match. TCS offers a consulting-led, integrated portfolio of IT and IT-enabled infrastructure, engineering and assurance services. This is delivered through its unique Global Network Delivery Model™, recognized as the benchmark of excellence in software development. A part of the Tata Group, India's largest industrial conglomerate, TCS has a global footprint and is listed on the National Stock Exchange and Bombay Stock Exchange in India.

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