



# SAP CX Solutions: Making the right connections—for you and for your customers

Business success today starts and ends with customers. That's why it's critically important to get the customer experience right at every touchpoint.

eBook



Every interaction with a customer is an opportunity to provide value, build trust, and establish loyalty. But to do this well, you need to be able to understand your customers like never before.

SAP CX gives you ways to unlock the power of your customer data, letting you create end-to-end intelligent and seamless customer experiences.

**At Syntax, we are committed to helping you get the most from SAP CX. Whether you're looking to better understand your customers for decision making or use cutting-edge AI tools to provide more personalized experiences, we can help.**

## What is SAP CX?

SAP CX refers to an integrated suite of cloud-based applications that can be used to help organizations create and deliver seamless, personalized, and high-value interactions—whether direct-to-consumer or business-to-business. These applications include:

### Online Commerce

SAP Commerce Cloud is a scalable e-commerce solution that helps businesses achieve profitable outcomes by creating meaningful, integrated, and personalized customer commerce experiences.

### Customer Data Platform

SAP Customer Data Platform is a customer data management solution that captures & unifies the profile of the customer across front ends & back-ends to get insights & generate real time audiences in ways that are ethically responsible and aligned with customer privacy requirements.

### Marketing Automation

SAP Emarsys is an AI-enabled customer engagement and marketing automation solution that lets businesses create real-time, personalized, high-value engagements with their retail and business customers.

### CRM Services

SAP Service Cloud is a customer service solution that helps companies create relevant and meaningful omnichannel inquiries & post purchase connections with their customers so that they can foster loyalty and better deliver on their brand promise.

### CRM Sales

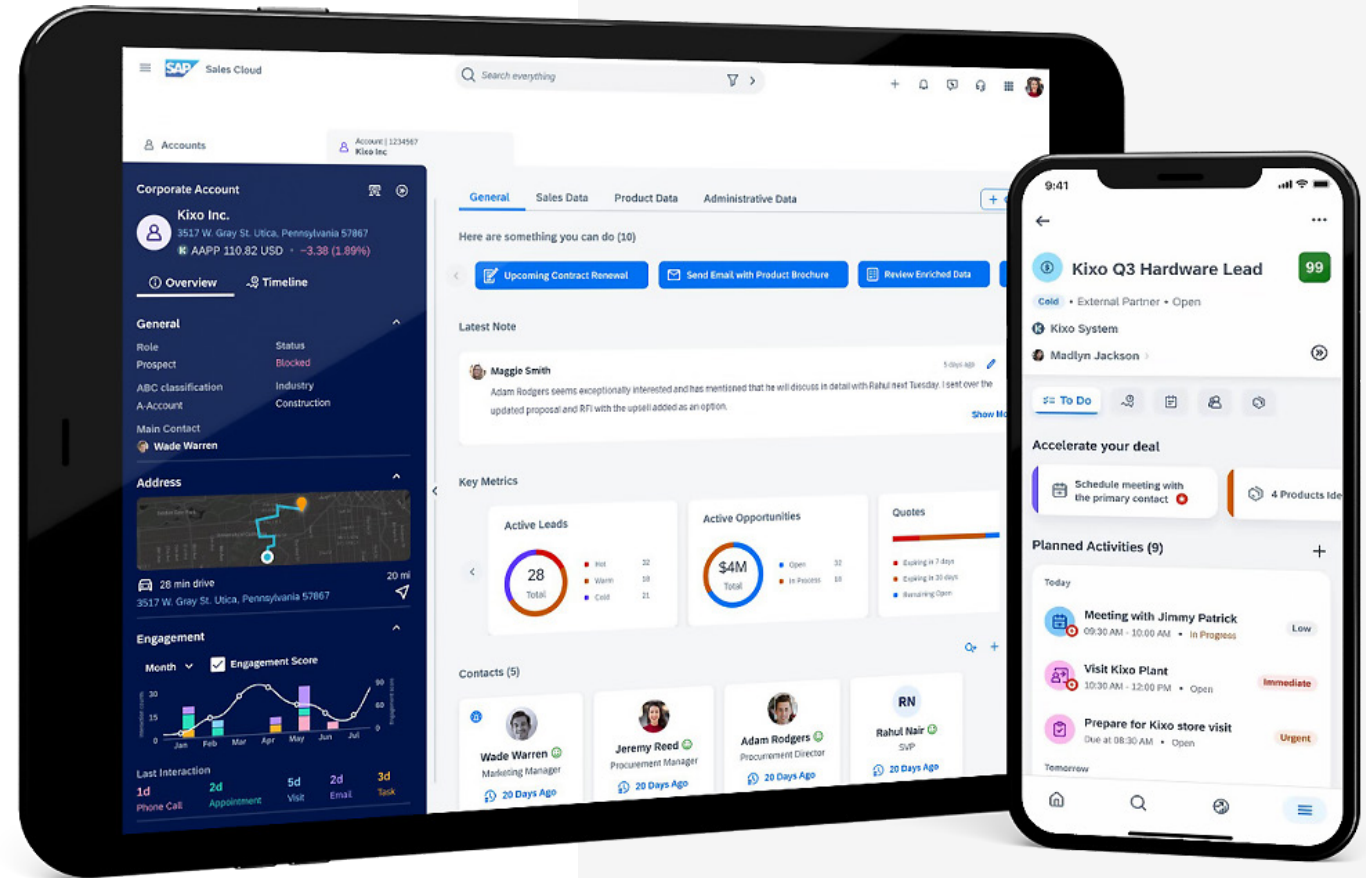
SAP Sales Cloud is a sales management solution that lets businesses streamline and automate their critical selling processes—empowering their sales teams with rich data and insights they can use to better engage with customers, prospects & leads, manage activities & visits, keep a healthy funnel & sales forecast efficiently, focusing on customers not on administrative tasks.

### AI for CX Solutions

SAP CX Ai toolkit makes it easy for businesses to leverage AI functionality, proprietary AI models, and fine-tuned large language models to automate time-consuming tasks, analyze business data, and deliver exceptional customer experiences.

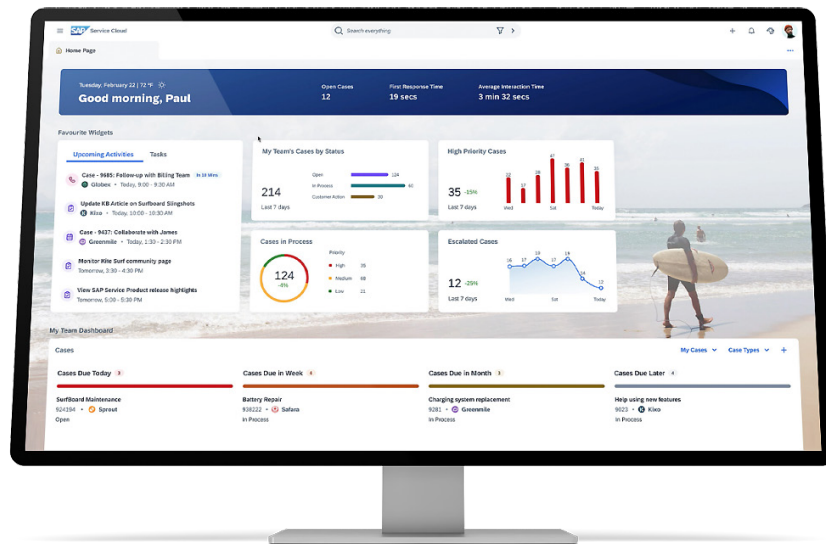
# 4 key benefits of SAP CX

- **Versatile:** Whether you're focused on the direct-to-consumer space, the business-to-business space, or a combination of both, SAP CX lets you manage all your CX activities within a single suite of solutions.
- **Adaptable:** Whether your customer journeys are relatively straightforward or involved and highly complex, SAP CX makes it easy to leverage intelligent automation and AI to help you create value at every customer touchpoint.
- **Responsible:** Whether you're looking to align with data and privacy regulations in different jurisdictions or want to foster trust with your customers, SAP CX lets you tackle the customer experience using a platform built on ethical principles.
- **Composable:** Whether you're only interested in a point CX solution for the moment or one that addresses all aspects of your end-to-end customer journey, SAP CX offers agile and composable modules that fit together when you need them and that fully integrate with other elements of your SAP architecture.
- **Insightful:** The tight Integration between SAP Customer Experience (CX) and SAP ERP forms a robust foundation for streamlined business operations and enhanced customer engagement. By seamlessly connecting these two powerful platforms, organizations can bring together operational and experiential data achieve a holistic view of their customers, from initial interaction to post-sales support.



# Why choose SAP CX?

- **Solutions that are scalable:** No matter your size—whether you're a fast-scaling startup or a global enterprise, SAP CX is designed to fit your needs. Its modular architecture allows you to start small and expand as the needs of your business and your customers grow so that you always have the right tools and capabilities to thrive.
- **Innovative and future focused:** SAP is constantly working to stay ahead of the curve when it comes to innovation and digital transformation. By choosing SAP CX, you'll have ongoing access to innovative features and tools as SAP introduces them—giving your company the ability to remain agile and competitive in a constantly evolving market.
- **Technology you can trust:** When you choose SAP CX, you're choosing technology you can trust; SAP is a leading technology provider globally, with extensive experience developing and providing solutions that are robust and able to meet the ever-changing needs of businesses across industries.



# Syntax: Helping you create the right CX experience for your business

At Syntax, we're dedicated to helping you achieve your CX objectives. Whether you're looking to improve one specific area of your CX program or are interested in getting the most from CX across your end-to-end processes, we can help you understand the options, determine the best suite of SAP CX solutions to help you efficiently drive value from your customer experience, and integrate SAP CX into your organization so that you start turning insights into customer value.

## Who are we?

Syntax is more than a systems integrator. We're an SAP-focused technology solutions partner you can trust to help you make the right technology decisions to set your company up for success—not only for today but for tomorrow. Our Professional Services practice is home to a wealth of senior SAP consultants with industry specific and cross-functional expertise who can help you get the most from SAP CX.



### 20+ Years

SAP experience at your service



### Platinum

SAP Platinum Partner



### Expertise

Extensive industry expertise



### Experts

B2B and B2C industry experts

## Accelerating your path to CX success

It's a challenging time for businesses. At Syntax, we know that every dollar matters. That's why we've dedicated resources to developing innovative resources to help companies accelerate their CX implementations so that they can better manage their transformation costs and realize value more quickly.

## Syntax Omnichannel B2C Accelerator

Syntax Omnichannel B2C accelerator provides companies with a quicker way to implement Commerce online storefront tightly integrated to backends to provide exceptional front end, personalized & customer centric journeys, including clienteling processes across brick & mortar stores and online store by leveraging proven methodologies and tools developed by Syntax to be fit-for-purpose.

## Syntax B2B Commerce Accelerator

Syntax B2B accelerator provides companies focused on the business-to-business space with the means to more rapidly implement B2B portal solution, tightly integrated to backends to provide real time complex pricing, availability, flexible buying journeys and delegated & self service administration in a context of complex pricing, high volume of data, external warehouses. It leverages unique methodologies and tools specifically aligned to the unique and complex needs of B2B companies.

## Take the first step

Learn how Syntax can help your business.

### Contact us

If you want to learn more about how SAP CX and how it can help you deliver a more proactive, insight-driven, and value-focused customer experience, contact us today.



## About Syntax

Syntax provides comprehensive technology solutions and trusted professional, advisory, and application management services to power businesses' mission-critical applications in the cloud. With 50 years of experience, 700+ customers, and 2,700 employees around the world, Syntax has deep expertise in implementing and managing multi-ERP deployments in secure private, public, or hybrid environments. Syntax partners with SAP, Oracle, AWS, Microsoft, and other global technology leaders to ensure customers' applications are seamless, secure, and at the forefront of enterprise technology innovation.

[syntax.com](https://syntax.com)

[marketing@syntax.com](mailto:marketing@syntax.com)

