



CUSTOMER  
EXPERIENCE  
THE EASY WAY



# CUSTOMER EXPERIENCE WITH SAP AND ORBIS

It sounds very simple really:

You want to offer your customers experiences that make them happy and you more successful.

**WE MAKE SURE THAT THIS IS ALSO STRAIGHTFORWARD.**

With our many years of experience, we advise and accompany you throughout the **entire customer journey** and help you streamline your processes.

Our holistic approach makes it easier for you to get started with **AI innovations** and, together with you, we are already setting the course for tomorrow's success.

MARKETING



SALES



SERVICE



TRAINING- &  
EVENT-  
MANAGEMENT



AI ECOSYSTEM

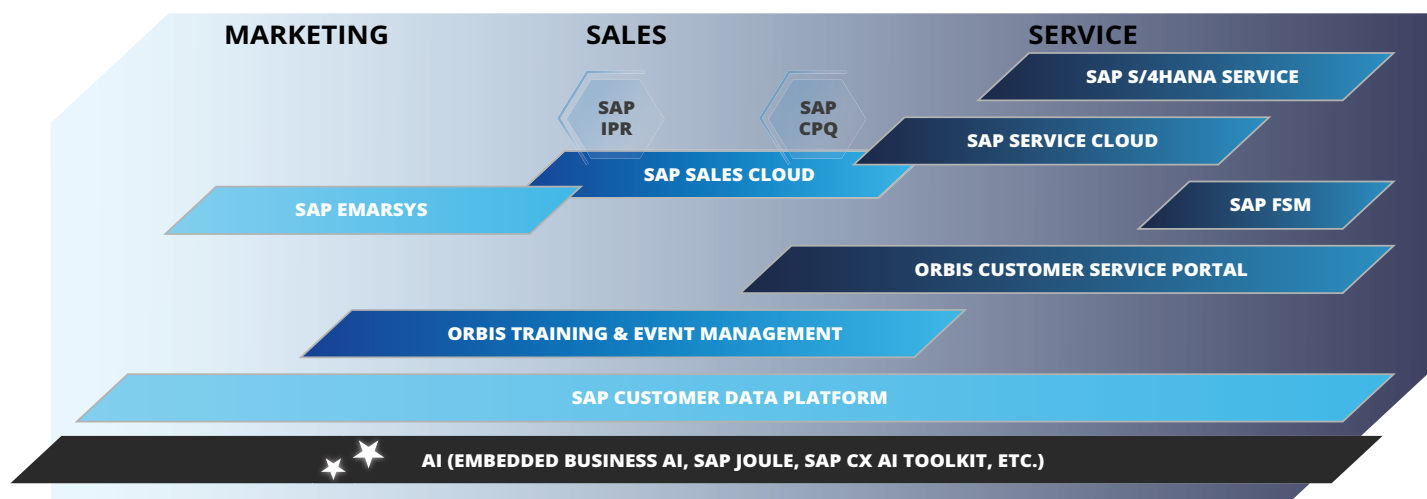
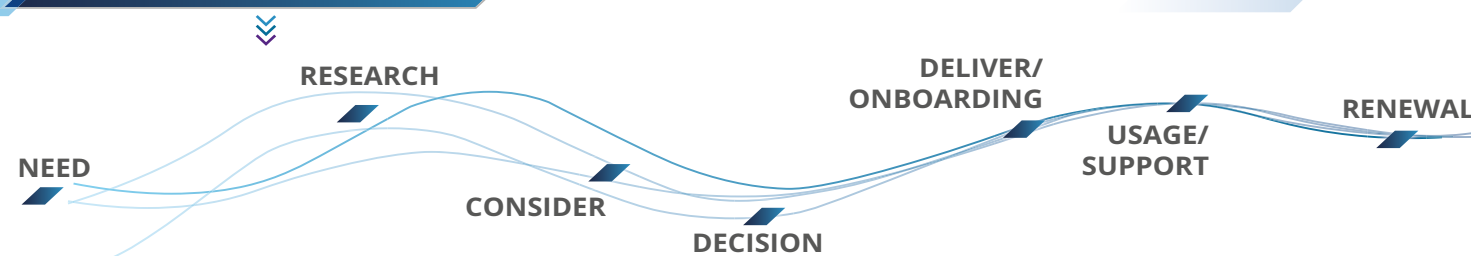


INTEGRATIONS,  
EXTENSIONS, AND  
DEVELOPMENTS WITH  
SAP BTP



# CX

## CUSTOMER JOURNEY OVERVIEW



## TAKE CUSTOMER EXPERIENCE TO THE NEXT LEVEL WITH AI!

Your customers' expectations are rising – and with them, the demands on your customer experience. **Artificial intelligence (AI)** opens up new opportunities to not only meet customer needs, but to anticipate them. Whether it's **personalized communication, automated processes, or intelligent analytics**, AI makes CX simpler, more efficient, and future-proof.

SAP integrates AI not as an isolated function, but as a strategic component of the entire customer experience. Whether marketing, sales, or service, SAP Business AI is **seamlessly** embedded **in all processes** and uses central data sources such as the SAP Business Technology Platform. This results in intelligent, connected solutions that not only optimize individual touchpoints, but **transform the entire customer experience**.

A holistic approach – for measurable success!







# MARKETING CREATING INTELLIGENT EXPERIENCES

## FROM DATA OVERLOAD TO RELEVANCE – WITH AI AND SAP CX

In B2B marketing, companies face complex challenges: target groups are difficult to define, purchasing decisions take a long time, and expectations for personalized, cross-channel communication are constantly rising. At the same time, today's customers demand context-related content – in real time, at the right time, and in the right channel. Those who fail to keep up will lose relevance.

## CREATE **ADDED VALUE** FOR YOUR MARKETING TEAM AND YOUR CUSTOMERS

### **AI-POWERED PERSONALIZATION THAT WORKS – AND BUILDS LOYALTY**

Engage your customers with relevant content – at the right time, on the right channel. AI-powered personalization not only ensures greater engagement and better conversion, but also long-term customer loyalty through consistent, individualized experiences.

### **FULL DATA POWER – CENTRALIZED AND GDPR-COMPLIANT**

Get to know your customers better with every interaction. We help you consolidate behavioral data, interests, and preferences in a modern CRM system – in a data protection-compliant and centralized manner. This allows you to derive the right marketing measures in a targeted manner.

### **CAMPAIGN OPTIMIZATION AND AUTOMATION WITH AI**

Reduce manual effort through automated customer journeys, trigger-based communication, AI-optimized mailings and shipping times, and intelligent campaign management – for more time, creativity, and impact.

### **ADDRESS TARGET GROUPS PRECISELY AT ANY TIME**

Through comprehensive integration into the SAP world, you can use behavioral data, demographic characteristics, and purchase histories to dynamically segment target groups – and deliver your messages with pinpoint accuracy.

### **KPIS AT A GLANCE – CHANNEL-SPECIFIC, AI-SUPPORTED, IN REAL TIME**

How are your campaigns performing? Analyze all activities across channels – from budget utilization to customer sentiment – and make informed decisions based on visualized real-time data.

### **SEAMLESS COLLABORATION WITH SALES AND SERVICE**

Close integration with sales and service also allows you to create a consistent customer experience – from the first touchpoint to after-sales. This turns marketing into a growth driver.



# SAP EMARSYS AND CDP: A WELL-COORDINATED TEAM

## SAP EMARSYS

SAP Emarsys enables personalized omnichannel campaigns in real time – AI-supported, automated, and cross-channel. This makes B2B marketing even more targeted: you address decision-makers individually, manage complex buying journeys efficiently, and increase the relevance of your content. Use customer data effectively, increase loyalty, and measurably optimize your marketing performance – for more leads, more conversions, and stronger customer relationships.

## SAP CUSTOMER DATA PLATFORM (CDP)

SAP Customer Data Platform combines customer data from all sources into a consolidated 360° profile – cross-channel, data protection-compliant, and in real time. The solution reliably recognizes identities, segments intelligently, and enables highly personalized experiences throughout the entire customer journey. This allows you to build trust, increase the relevance of your communication, and lay the foundation for data-driven marketing with maximum impact.

# TRAINING- & EVENT- MANAGEMENT – BRINGING KNOWLEDGE TO LIFE

## SEAMLESSLY INTEGRATED FOR GREATER CLARITY AND PROFESSIONALISM

Whether customer events, training courses, or internal training sessions – events are a central component of the customer experience. But especially in the B2B environment, organization is often complex: target groups are diverse, content must be individually tailored, and processes must be managed efficiently. This is exactly where **ORBIS Training and Event Management (TEM)** comes in.

## WHO BENEFITS FROM ORBIS TEM?

### EVENT & SEMINAR MANAGEMENT

Maximize the success of your events with ORBIS MEA (MyEventApp): Inspire your target group with smart marketing, save time and money with efficient planning – without the risk of double bookings.

### MARKETING & SALES

Turn event data into real added value: Integrate participant information seamlessly into SAP Sales Cloud and SAP Emarsys – for personalized campaigns, targeted cross-selling, and an effective 360° customer view.

### ACADEMY & CONTINUING EDUCATION

Increase the efficiency of your training measures through central coordination, improve the participant experience, and ensure smooth processes thanks to transparent information availability for all involved.



# SALES – SELL SMARTER

## **EFFICIENT, PERSONALIZED, AND FORWARD-LOOKING – WITH AI IN SALES**

Tackle long sales cycles, complex quotation processes, and a lack of transparency about customer needs with AI-powered action and product recommendations, a 360° customer view, and real-time analytics. Reduce manual effort and win customers over with genuine customer interaction.

# HOW TO INSPIRE **YOUR SALES TEAM AND YOUR CUSTOMERS**

## **UNDERSTAND CUSTOMERS BEFORE THEY BUY**

AI-generated summaries of interests, behavior, history, and more provide a 360° customer view with valuable insights for personalized conversations and lasting relationships, thanks in part to native S/4HANA integration. Compact and clearly visualized.

## **BETTER CLOSING RATES THROUGH INTELLIGENT RECOMMENDATIONS**

Guided selling guides your sales staff through the sales process more quickly and effectively thanks to AI-supported insights and recommendations for action from customizable playbooks. This accelerates your sales cycles.

## **RELIABLE FORECASTS FOR BETTER PLANNING**

Real-time data and AI-supported forecasts enable precise pipeline analysis – for greater planning reliability and better control. Thanks to clear dashboards, you always have everything in view.

## **LESS EFFORT, MORE FOCUS ON THE CUSTOMER**

Automated processes, integrated workflows, AI-generated email templates, and improved, integrated scheduling reduce manual effort. This leaves more time for what matters: genuine customer interaction. Opportunity scoring, among other features, helps you focus on the most promising customers.

## **TAILOR-MADE OFFERS IN RECORD TIME**

With SAP CPQ, your team can create accurate, error-free quotes in just a few minutes, even for complex or highly varied products – directly integrated into CRM and ERP. In addition, SAP Intelligent Product Recommendation supports product configuration and tendering processes.

## **MOBILE WORKING – ANYTIME, ANYWHERE**

Thanks to the mobile functions of SAP Sales Cloud V2, your sales staff always have all customer data and tasks at their fingertips – even when they are on the go. The intuitive interface also allows them to work quickly and comfortably while on the move.



# SOLUTIONS FOR GREATER EFFICIENCY IN SALES

## SAP SALES CLOUD (VERSION 2)

A fast and smooth buying process is essential for a positive customer experience. SAP Sales Cloud V2 offers a modern, intuitive platform that supports your team with AI-powered recommendations, mobile capabilities, and clear processes – for more deals, better forecasts, and stronger customer relationships.

## SAP CONFIGURE PRICE QUOTE (SAP CPQ)

Complex products, many variants, long quotation processes? With SAP CPQ, your sales staff can create error-free, individually configured quotations in just a few minutes – directly integrated into CRM and ERP. This saves you time, increases your success rate, and boosts customer satisfaction.

## SAP INTELLIGENT PRODUCT RECOMMENDATION (SAP IPR)

Recommend the most suitable product or configuration that perfectly matches your customers' individual requirements – intelligently, quickly, and accurately. AI supports you from the evaluation of customer requirements to automated tender assessment.

„With the SAP Sales Cloud solution, we are adding more transparency and efficiency to the sales processes, in the retail sector as well as in the industrial and automotive sector. At the same time, it offers the necessary flexibility for mapping our complex individual process requirements.“

**Steffen Kleissler, Regional Sales Manager Industry & TechTex at A&E Gütermann**


„We are often asked whether it makes sense to switch to version 2 of SAP Sales or Service Cloud now. This usually requires an individual assessment, and it definitely makes sense to do so now. Because version 2 offers many added benefits.“

**Oliver Lamberti, Senior Account Manager SAP CX, ORBIS SE**



««  
**MORE ABOUT THE  
TRANSITION!**





# SERVICE – PROACTIVE RATHER THAN REACTIVE

## PERSONAL, FAST, AND ALWAYS THERE – THANKS TO AI AND SAP SERVICE SOLUTIONS

Today's customers expect more than just quick answers: they want to feel understood – on every channel, at any time. At the same time, your service team is under pressure to work efficiently, handle complex inquiries, and always maintain an overview. With the right tools and intelligent processes, you can strike a balance between excellent service and operational efficiency.

## HOW SAP SOLUTIONS SUPPORT YOUR SERVICE TEAM IN THEIR DAILY WORK

### FASTER SOLUTIONS – WITH AI AND AUTOMATION

Intelligent case management and processes configured in advance in the case designer help to process requests faster – for shorter response times and more satisfied customers. This is supported by functions such as intelligent ticket assignment, automatic responses, and the recognition of similar cases.

### 360° CUSTOMER VIEW FOR PERSONALIZED SERVICE

With the Agent Desktop, you have all the relevant information at a glance, thanks in part to AI-generated summaries: history, products, service contracts. This allows your employees to act individually and in a solution-oriented manner. And thanks to integrated sentiment analysis, they always strike the right tone.

### SEAMLESS OMNICHANNEL COMMUNICATION

Whether via email, chat, phone, or self-service, your team always has an overview of all channels and provides consistent support across all touchpoints. With the help of on-the-fly machine translation, language barriers are no longer a problem.

### TRANSPARENT KPIS FOR BETTER CONTROL

SAP service solutions provide real-time visibility into relevant metrics such as processing times, solution rates, and customer satisfaction. Dashboards and analyses enable targeted control and continuous optimization of service quality.

### SELF-SERVICE FOR GREATER CUSTOMER SATISFACTION

More and more customers prefer self-service offerings. Their relevance is also growing in the B2B sector. Whether it's a virtual service agent, live chat via chatbot, or comprehensive information via a knowledge database, you can increase service efficiency and customer satisfaction with offerings available 24/7.

### EFFICIENT FIELD SERVICE ASSIGNMENTS

SAP Field Service Management ensures that technician assignments are optimally planned and prepared – with the right information, tools, and at the right time. This increases the first-time fix rate, reduces costs, and improves customer satisfaction in the long term.

# OVERVIEW OF THE MOST IMPORTANT SERVICE SOLUTIONS

## SAP SERVICE CLOUD (VERSION 2)

As one of the best-known and most innovative solutions for cross-channel customer service, Service Cloud Version 2 impresses with AI-supported case processing, agility, deep integration with SAP Sales Cloud and S/4HANA, and a 360° customer view. Increase your team's efficiency while delivering an outstanding service experience.

## SAP S/4HANA SERVICE

Seamless integration of service processes into your ERP world. From service requests to billing – everything in one intelligent system. With S/4HANA Service, you can make your service part of your value chain.

## ORBIS CUSTOMER SERVICE PORTAL

Manage service requests and equipment transparently, at any time and from anywhere. The ORBIS Customer Service Portal provides you with real-time updates on all requests and each piece of equipment/registered product.

## SAP FIELD SERVICE MANAGEMENT (SAP FSM)

Optimize your field service operations with intelligent resource planning, a mobile app, and real-time data. This will increase the productivity of your technicians and improve customer satisfaction in the long term.



„Together with our partner ORBIS, we rolled out SAP S/4HANA Service with SAP Field Service Management in eight months, elevating our service to the next level. With faster response times to service requests, digital processing and documentation, plus access to documents even while on the go, we have laid an important foundation for the future.“

**Ralph E. Kolb, CEO, FrigorTec GmbH**

„With the discontinuation of SAP CS, many companies are facing the transition to S/4HANA Service. Especially in combination with SAP Service Cloud Version 2 and SAP FSM, there is a lot of potential here for more efficient service.“

**Dirk Müller, Head of Business Center SAP Customer Experience |  
SAP CPQ | SAP Service | SAP BTP, ORBIS SE**



««  
**MORE ABOUT THE  
TRANSITION!**



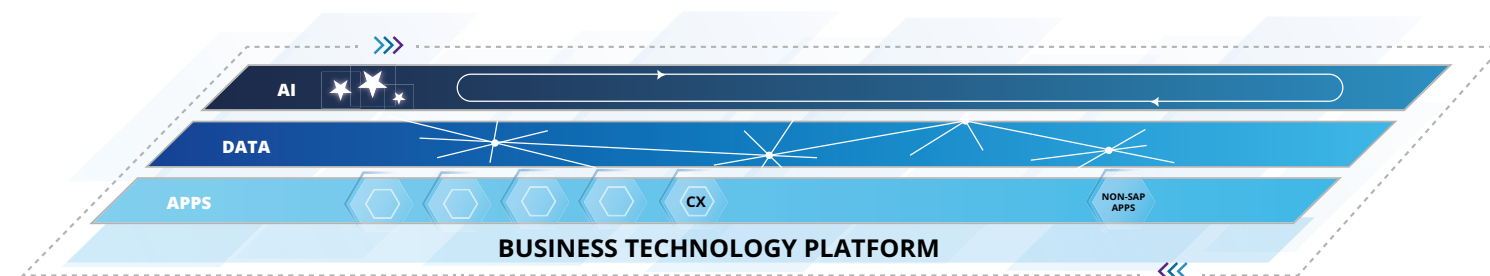
# SAP'S AI ECOSYSTEM

Customer experience (CX) is now the decisive factor in gaining or losing brand loyalty and business success. Customer expectations are changing rapidly – and companies can best meet the resulting challenges in an **integrated** and **customer-focused manner**. Artificial intelligence (AI) plays a key role in this: it enables unprecedented personalization, efficiency, and data-driven insights in real time.

This is also reflected in SAP's „suite-first“ and „AI-first“ approach, which, as an AI ecosystem, provides the basis for an intelligent customer experience.

## THE FOUNDATION FOR INTELLIGENT CX

Under the umbrella of **SAP Business Suite** and the **SAP Business Data Cloud**, which will be introduced in 2025, cloud ERP, analytics, and customer experience applications are converging, providing a comprehensive data structure on which AI can be trained to act accordingly.



The combination of SAP applications, **SAP Business AI**, and the new SAP Business Data Cloud – built on the SAP Business Technology Platform – opens up groundbreaking possibilities.

In addition to generative AI, analytical AI, and automated AI, this paves the way for **agentic AI**, which will proactively support us and automatically take on tasks. This creates completely new possibilities for an intelligent, adaptive, and predictive customer experience.

### THE BENEFITS AT A GLANCE

#### GREATER CONSISTENCY AND A TRUE 360° VIEW

Seamless integration and a unified data and AI base ensure consistent processes, fast time-to-value, and future-proof scaling across all business areas.

#### INTELLIGENT, PERSONALIZED CUSTOMER EXPERIENCES

Thanks to integrated AI, companies can better understand their customers, anticipate their needs, and design highly personalized interactions—in real time and across all touchpoints.

#### EFFICIENCY GAINS THROUGH AUTOMATION

Recurring tasks in marketing, sales, and service are automated – from lead qualification to appointment scheduling. This increases process speed.





# WHY SAP CX WITH ORBIS

## SIMPLE. HOLISTIC. EFFECTIVE.

ORBIS is your partner for digital customer experience with SAP – **from strategy to implementation and managed services**. We combine technology and innovation with genuine partnership and make complex CX projects manageable. Transparent, reliable, and adaptable to changing needs at any time. For measurable success and lasting enthusiasm.

## SAP CX WITH ORBIS

### HOLISTIC END-TO-END PROCESS CONSULTING

We analyze your processes, break down silos, and connect marketing, sales, and service into a consistent CX ecosystem.

### YOUR COMPANION ON THE PATH TO SUSTAINABLE AI INTEGRATION

Together with our customers, we examine how and where AI can be meaningfully integrated into their processes to create real added value..

### SEAMLESS PROCESS INTEGRATION

Our integration expertise ensures a complete customer view and end-to-end processes – for greater efficiency and better decisions.

### QUICK START WITH A SYSTEM

With proven starter packages, we bring you efficiently into the SAP CX world – in a structured, secure, and scalable way.

### CUSTOMIZED EXTENSIONS AND DEVELOPMENTS

Whether in-app or as a BTP extension, we advise and implement your specific requirements and USPs, taking into account clean core, cloud compliance, and AI-first.

### A LASTING PARTNERSHIP

We accompany you beyond go-live – with support, optimization, and genuine implementation strength.

### OUR MENTALITY: WE ARE SIMPLIFIERS.

TOGETHER WITH YOU, WE CREATE A CUSTOMER EXPERIENCE THAT YOUR CUSTOMERS WILL NEVER FORGET, AND YOUR TEAM WILL LOVE.





# WHAT OUR CUSTOMERS SAY...



## **BOMAG GMBH**

Industry: Mechanical engineering

Headquarters: Boppard (Rhineland-Palatinate)

Products: Machines for earth, asphalt, and waste compaction, milling machines, soil stabilizers and recyclers, technologies for measuring, documenting, and controlling compaction work

Employees: over 2,500

„Working together with ORBIS SE gives us access to a large pool of knowledge and experts. This means we can free up our internal resources and implement our specific system requirements within a complex system landscape more efficiently. The support provided by ORBIS SE also helps us to further develop and manage our system even after going live, so that we can meet the growing needs of the market and our own organization.“

**Jonathan Stringham, Vice President Sales & Marketing, BOMAG GmbH**



## **STABILUS**

Industry: Supplier of gas springs, dampers and electromechanical drives

Headquarters: Koblenz

Products: From vibration isolation and shock absorption to electromechanical drives

Employees: approx. 8,000

„As part of our IT strategy, the introduction of SAP Sales Cloud forms the starting point for the expansion of a hybrid SAP landscape.“

**Alexander Donat, Operations Management, Stabilus**







## CONTACT US



FOLLOW US ON  
LINKEDIN

ORBIS SE  
Nell-Breuning-Allee 3-5  
D-66115 Saarbrücken  
+49 681 9924-0  
info@orbis.de