

18.08.2021

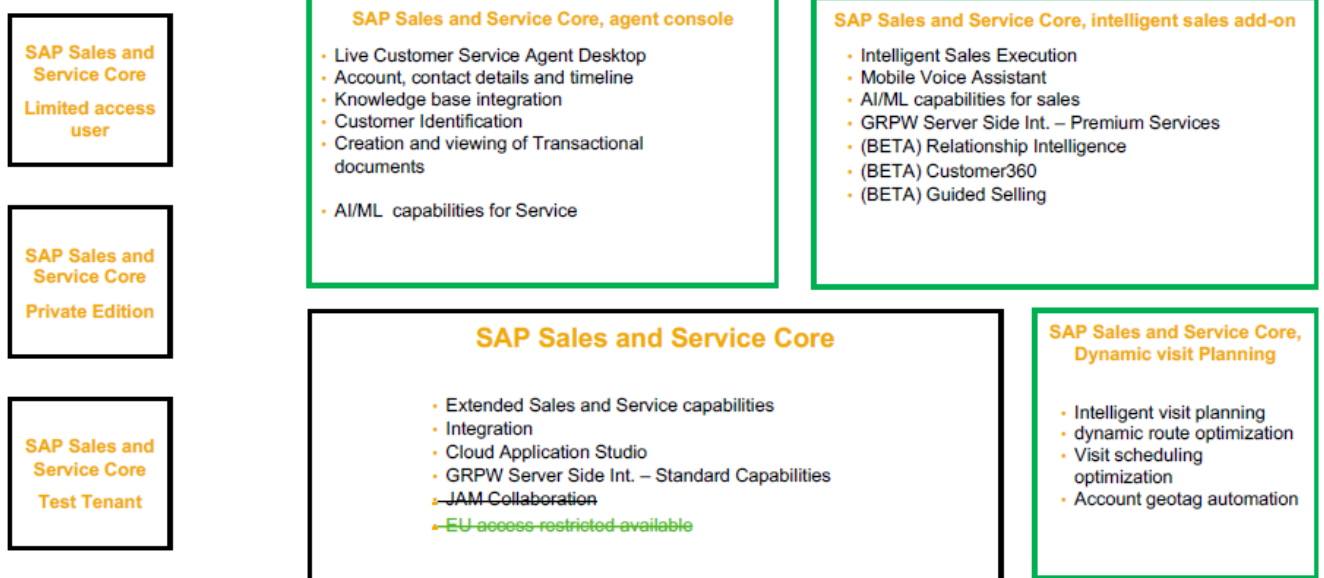
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What is new in SAP C4C 2108 Release

SAP has a new release for C4C. In addition to new functionality, SAP has in this release made a change to the license model that will apply to new customers. Existing customers will not be affected by this.

With the new licensing model, SAP will move away from what has been called Standard, Professional and Enterprise Edition. Instead, standard functionality in C4C is gathered, in what they now call “SAP Sales and Service Core”. Functionality that goes beyond the standard will be offered as optional add-ons, such as Dynamic visit planning, Agent console for SAP Service Cloud and Intelligent Sales Add-on for SAP Sales Cloud.



Sales

Leads:

Conversion of leads now takes the assigned area further over to Customer/contacts and Sales opportunity

Questions for Leads (19)			Set as Reviewed	Set as Not Reviewed
Business Option	Review Status	In Scope	Conflict	
> Approval for Leads (1)				
> Automatic Submission of Leads for Approval (1)				
> Avention (1)				
> Contact for Leads (1)				
> Decouple qualification level and status (1)				
> Disable Historical Version for Leads (1)				
> Lead Aging (2)				
> Lead Creation using an Existing Account (1)				
> Lead Duplicate Check (1)				
> Lead Notes History (2)				
> Lead Sales Area Defaulting During Conversion (1)				
✓ Lead Territory Copy During Conversion (1)	Reviewed	✓		
Do you want to keep your Lead's Territory when converting a Lead to a Customer?				
✓ Lead Sales Area Determination (1)	Reviewed	✓		
Do you want to enable users to specify, per lead, a predetermined combination of sales o...				

Sales opportunity:

It is now possible to add existing inquiries to an opportunity.

SAP Sales Cloud

Opportunities

Opportunity GW

Document Type: GW Opportunity

Account: Summer Lake

Opportunity ID: 84190

Name: GW

Expected Value: 3,462,893.62 EUR

Close Date: 08/14/2021

Approval Related Opportunities Timeline Document Flow Buying Center Hierarchy Registered Products Pricing Attachments Sales Documents Contracts Tickets

Tickets (1)

Ticket ID	Subject	Relationship	PriorityLangAdapt	Status	Created On	Assigned To	Ticket Type	Act	Refresh
10017651	Demo GW	Successor	Normal	Open	07/02/2021 9:28 AM	Peter Wood	Service Request		

Assign an already existing ticket to an Opportunity.

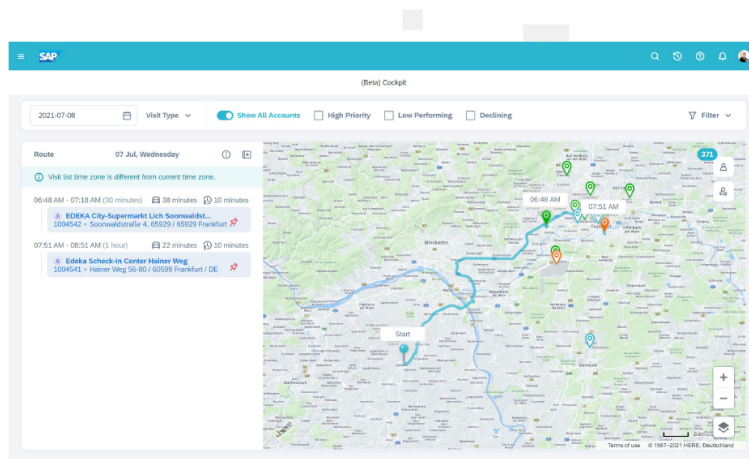
Add Predecessor
Add Successor

Save Cancel

Visit:

- Add tasks/surveys directly to the target table under the visit execution tab
- Create follow-up document
- Expand/compress details for assignment/survey before execution
- View and add attachments directly via the sidebar of a visit
- Add visitor participants at the same time as creating visits (setup in business config.)

Dynamic visit planning add-on



Key Capabilities

- Enable Sales Reps to plan their day with a prioritized account list
- View prioritized accounts using parameters such as visit coverage, perfect store scores, account attributes, etc.
- Optimize Routes with historic traffic info for shortest distance or time
- Automate visit planning by defining schedule based routes and auto generation rules

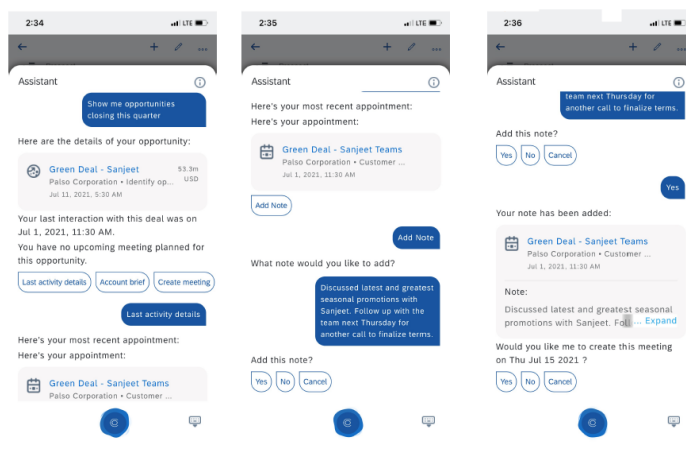
Business Benefits

- Enable your sales teams to focus on the right accounts at the right time, by responding to market signals
- Reduce costs and maximize visit coverage using geo-optimization of route

This add-on enables, among other things, a list-based visit planner. This uses analysis of historical traffic data to better plan an optimized route between each visit.

Intelligent sales executive add-on

This add-on consists of the component's Sales assistant, Guided Selling, Relationship Intelligence and Customer 360. Sales assistant is now available, but other components are still in BETA.



Key Capabilities

- **Use voice, text or touch to streamline sales processes while on the go with the conversational sales assistant.**
- Quickly focus and execute on critical leads/opportunities (e.g. "Show me opportunities closing this quarter", "Show me hot leads")
- Gather key insights before meetings and capture post-meeting details (e.g. "Last meeting details")

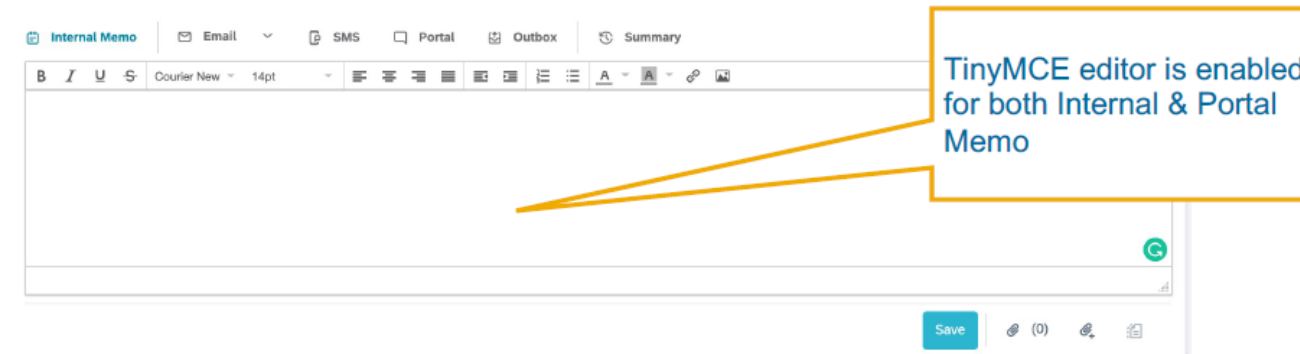
Business Benefits

- Streamline repetitive processes for mobile salespeople

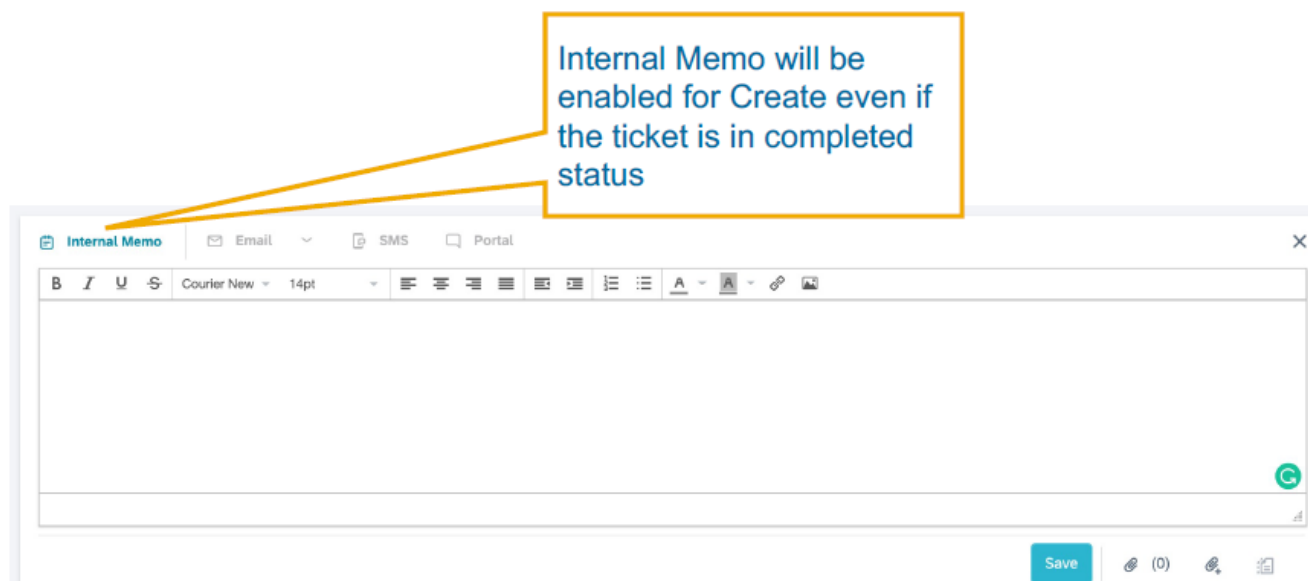
Service

Service channel and painter

- Support for editing rich text on internal annotation and portal annotation in inquiries.

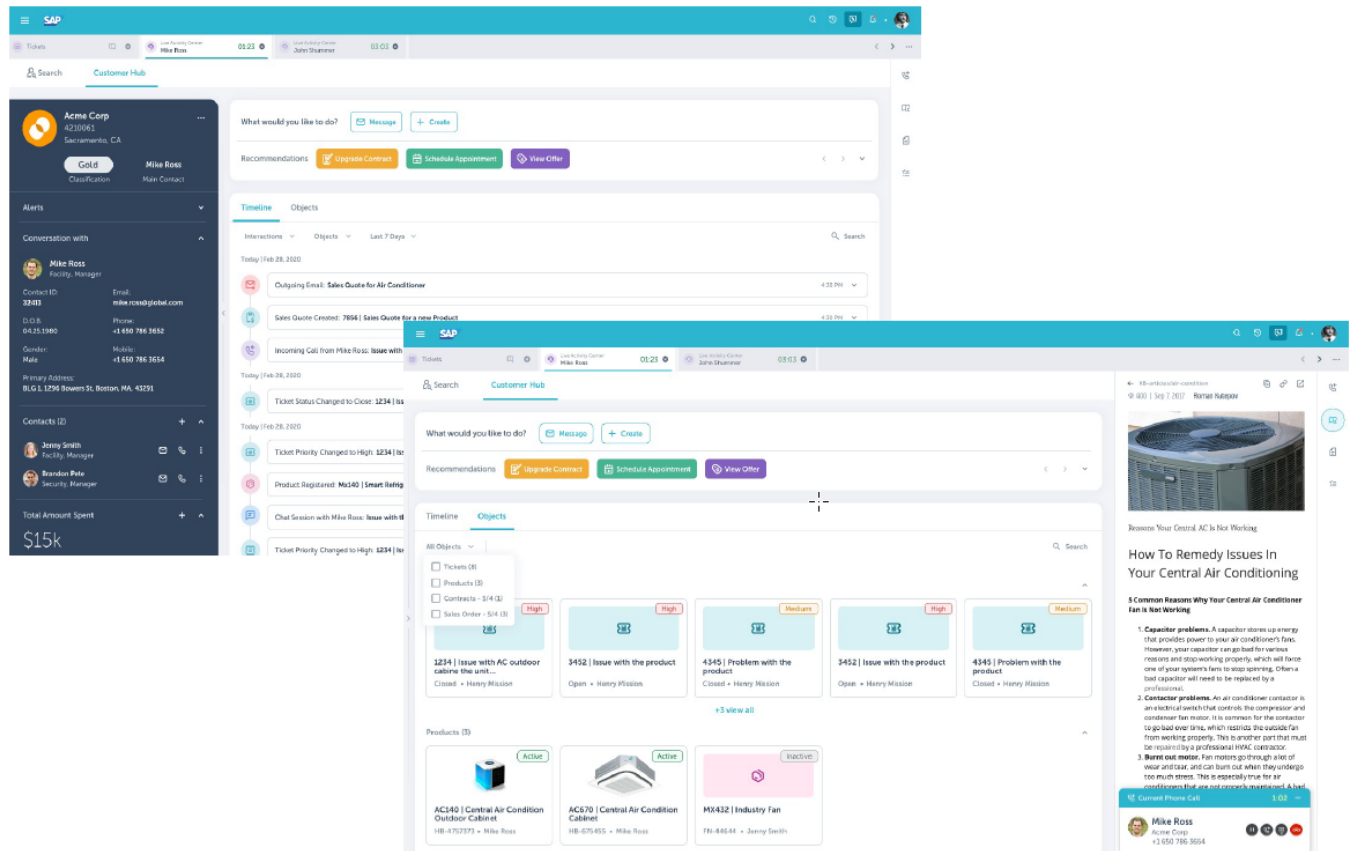


- Edit an internal note after an inquiry has been completed.



Service management

Agent desktop/console dd-on

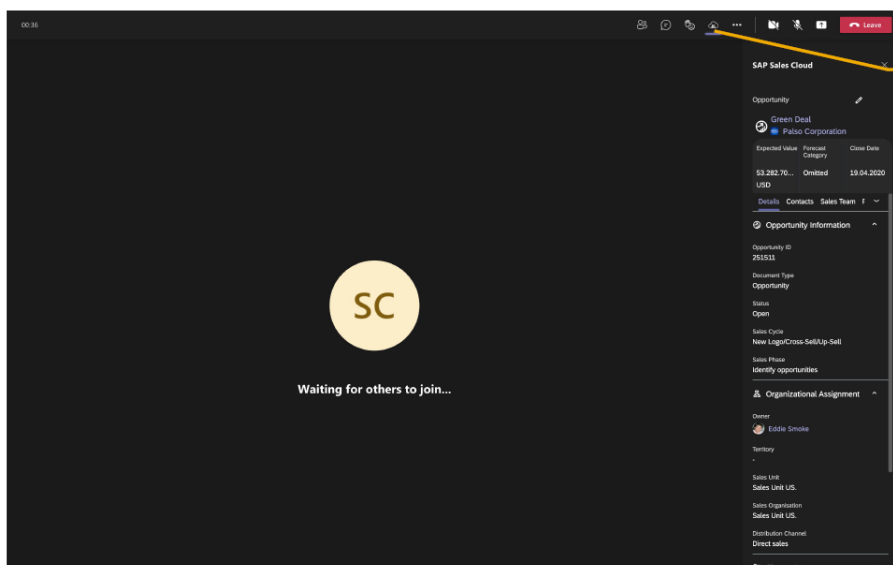
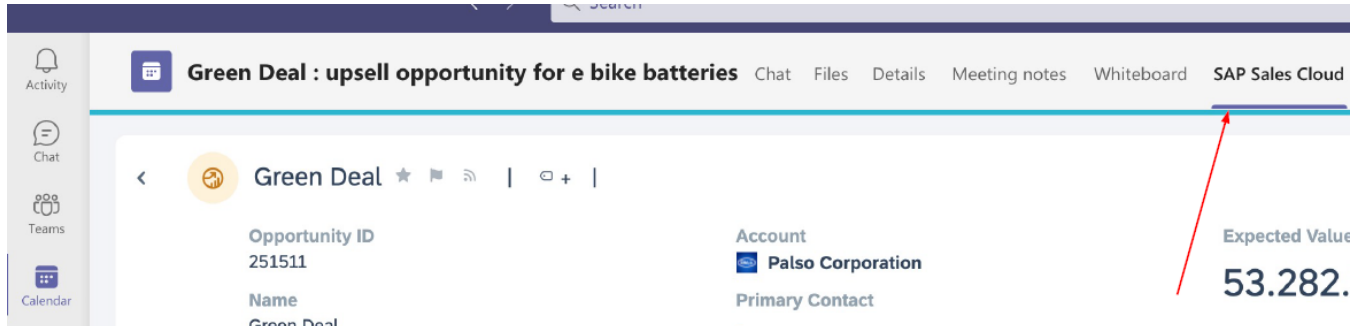


- Increase efficiency and user-friendliness through direct inquiries from customers
- All necessary functionality and customer information gathered together.
- Opportunity for adaption and expansion according to customers.
- CTI integration with support for telephone, chat and SMS

Platform and integration

Microsoft Teams Integration

One of the most useful features of this release is the integration with Teams. When this is activated, a separate tab is created in Teams where you have access to information directly from SAP Sales Cloud.



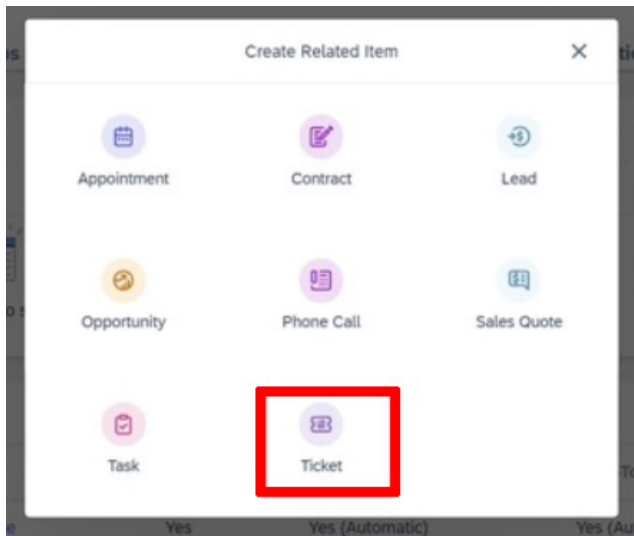
- SAP Sales Cloud appointment enabled for Microsoft team collaboration will provide an access to context information from from SAP Sales Cloud even when meeting is in progress
- User can access the information with one click
- User can see relevant information based on Quick View.
- User can edit record based on authorization available for user in SAP Sales Cloud.

With Teams Integration you can:

- Create and start Teams Meetings directly from C4C.
- View relevant data from C4C directly in Teams during ongoing meetings.
- Add and edit data from C4C in Teams

BP

- Quickly create inquiries from individual customers and contacts via the quick create context.



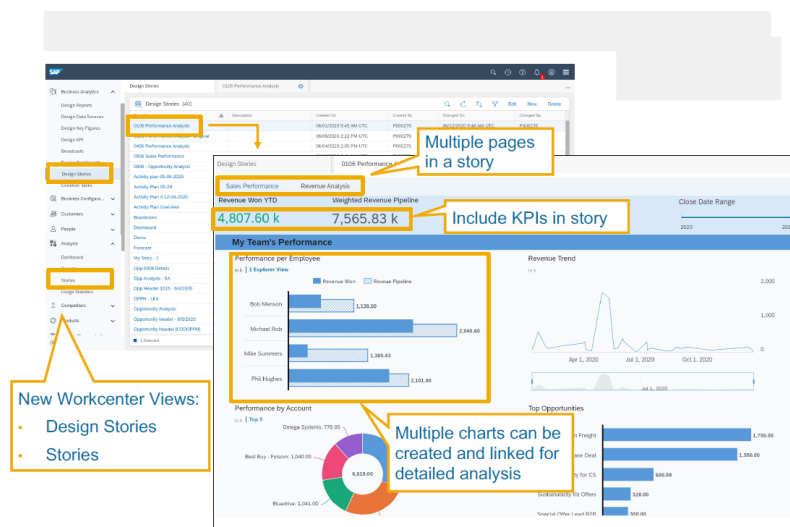
- Add extension fields from Sales data to customer summary.

Analytics

SAC-functions are now built into C4C at no extra cost.

This includes, among other things, Live Connect -integration between C4C and SAC, Advanced analysis functions from SAC available for analysis of C4C data and data analysis in real time. The goal is to give users a seamless SAC experience in C4C.

SAP will roll out in phases to all tenants, for both existing and new users. Estimated within 18.09.2021



Key Capabilities

- SAC features embedded within C4C
- Query Designer to create Stories on C4C data
- Linked Analysis to drill down on specific fields
- Explorer Mode to analyze multiple dimensions and measures
- Story and Page filters

Business Benefits

- Live Connect integration between C4C and SAC
- Advanced Analytics features of SAC available for analysis of C4C data at no additional cost
- Real time, In-built SAC Analytics
- Seamless Analytics experience

Set up Details

- Business Analytics > Design Stories (for Key Users to create and manage stories)
- Analysis > Stories (for End Users to view stories)

Key User Tools/Extensibility

- Assign dynamic colors to fonts using rules in different context

Extended App/Mobile

- Voice-controlled sales assistant allows you to use your voice to Quickly gain insight into leads/sales opportunities and meetings, as well as taking notes.
- iOS 15 support

Pre-packaged Integration

- CPQ 2.0 integration for offers
 - Create CPQ offers from C4C
 - Sync data from CPQ offers to C4C offers
- Product Master Integration with SAP MDI
 - Replicate Product master from S/4HANA and S/4HANA Cloud with MDI to C4C