Nagarro's SAP Sales cloud v2 package

Executive Summary

Nagarro's SAP sales cloud v2 pre-packaged solutions, built on SAP's industry-leading platform, offer businesses of all sizes a comprehensive and efficient way to manage their sales processes. By leveraging SAP best practices and our deep process expertise, we've created solutions that optimize order management, forecasting, pipeline planning, and omnichannel sales, ultimately driving revenue growth and improving customer satisfaction.

Our offerings, ranging from the entry-level Kickstarter to the Enterprise solutions, provide a scalable and customizable approach to meet your specific needs. Key features include:

- **Enhanced Sales Efficiency:** Streamline sales processes with automated workflows, intelligent forecasting, and robust pipeline management.
- **Improved Customer Experience:** Deliver personalized customer interactions and provide superior service through omnichannel sales capabilities.
- **Data-Driven Insights:** Gain valuable insights into sales performance with advanced analytics and reporting.
- **Scalability and Flexibility:** Our solutions can be easily adapted to your growing business needs.

By partnering with Nagarro, you can benefit from our proven implementation methodology and expert support to ensure a successful deployment and maximize the value of your investment in SAP Sales Cloud.

Key business expectation from a digital CRM Solution

Enhanced Sales Efficiency
Streamline sales processes, improve lead conversion rates, and accelerate deal closure

Data-Driven Decision Making
Gain actionable insights from sales data to optimize strategies and resource allocation

Improved Customer Experience
Deliver personalized customer interactions, enhance satisfaction, and foster loyalty

Increased Revenue
Drive top-line growth through improved sales effectiveness and optimized customer relationships

Scalability and Agility
Adapt to changing market conditions and scale operations without compromising efficiency

Reduced Costs
Streamline operations, eliminate manual tasks, and optimize resource allocation to reduce costs associated with sales activities

Highlights of SAP Sales Cloud Features

Digital Sales Engagement	• Automated lead capture from email and website traffic, qualify your leads into quotes, Digital selling workspace for sales team
Account Management	• SAP Sales Cloud delivers a holistic 360 view of the customer to keep everyone working on the same page
Guided Selling	• Optimized workspaces for lead to opportunity to quote process, Guidance for Lead nurturing and Opportunity progression
Forecasting & Pipeline Management	• Predictive analytics for accurate sales planning
Pricing Strategies	• Complex pricing calculations within the sales process • Manage discounts, Free goods, Sampling and Promotions
Intelligent Insights	• Cusotmer Insights,KPIs and Embedded SAC for reporting and dashbord
Sales Campaign	• Create email sales campaign for sales and use the data for lead generation
Process Automation and Integration	• Automated sales processes and seamless ERP integration

What are we offering in each package?

Package Features	Kickstarter	Extended	Enterprise
Product Features*			
Organization Management & Business Roles	✓	✓	✓
Account & Contact Management	✓	✓	✓
Product management	✓	✓	✓
Visit Management	✓	✓	✓
User Management	✓	✓	✓
Lead Management with one Email channel	✓	✓	✓
Opportunity Management	✓	✓	✓
Activity management: Appointments, Emails, Tasks	✓	✓	✓
Sales Quote and Sales Order Management	✗	✓	✓
Intelligent Sales Forecasting and Pipeline Management	✗	✓	✓
Digital selling Workspace with Sales KPIs	✗	✓	✓
Embedded SAP analytic cloud (Reports, Dashboards and KPIs)	✗	✓	✓
Sales Campaign (One Email Campaign)	✗	✗	✓
Gen AI features* (Account Synopsis, Lead Booster, Email Drafter)	✗	✗	✓
Machine Learning** (Deal intelligence, Lead intelligence, NLP classification, Business Text intelligence, Product Recommendations)	✗	✗	✓
Integration			
IIntegration of Accounts & Products from S/4 Hana Cloud or SAP ECC	✗	✓	✓
Pricing integration with S/4 Hana Cloud	✗	✓	✓
Microsoft Outlook Integration	✗	✓	✓
Integration via Mashups (3)	✗	✓	✓
Integration of Order and Quote with SAP S/4 Hana or ECC	✗	✗	✓
MS Teams Integration	✗	✗	✓
Single Sign On for users (SSO)	✗	✗	✓
Website or E-commerce integration for Lead generation	✗	✗	✓
Project Deliverables			
Data Migration of Accounts (Up to 10K records)	✓	✓	✓
Key user training sessions – 1 Day	✓	✓	✓
UAT, Cutover and Go-live	✓	✓	✓
PGLS (Post Go-Live Support of 2 Weeks)	✗	✓	✓
Multi Country Roll outs	✗	✗	✓
User Manuals and Admin Guide	✗	✗	✓
ADD Ons at extra cost (Custom Reports, SAP CX AI tool kit, Custom Third-Party Integration, Additional KUT fields, Custom Validations, Custom Workflows and Rules etc)	On Request	On Request	On Request
TIME FRAME (Weeks)	12	16 - 20	~24 Plus (TBD as per scope)
COST	$50K	$80K - 120K	$150K Onwards

*For GenAI additional licence needs to be purchased from SAP

**For Machine learning minimum 1k historic records are required for analysis

***Only Standard Out-of the Box features are considered for the cost and time frame calculation

Implementation methodology

Our implementation methodology is characterized by clearly structured project organization based on **SAP ACTIVATE** methodology and precise delineation of work packages. This approach provides the project team with defined tasks within a predetermined timeframe.

Prepare & Explore
- Prepare Project
- Scope Validation
- Solution configurations
- Solution walkover session

Realize
- Solution Validation
- Integration Testing
- Test Solution (UAT)
- End User Testing
- Sample Data Migration
- Request Production tenant

Deploy
- Cutover and Production Readiness
- Complete Data Migration
- Go-live and PGLS