

# SAP Industry Cloud Partner Solution – Annex Cloud Loyalty

Loyalty Experience Platform for Enterprise & Mid-market



Every customer. Every touchpoint. Personalized.



## How?

- Ideal for enterprise ecommerce sales and marketing teams
- Increase retention & growth
- Reduce churn
- Increase purchase frequency
- Increase basket size
- Increase customer engagement



## Why Annex Cloud?

- Most advanced platform in industry, highly rated by Forrester & Gartner
- Most advanced features to create unique experiences & drive profit
- Full integrated with SAP CX technology stack (Commerce Cloud, Marketing Cloud, CDC, Sales & Service Cloud)



## Why Do You Need to Act Now?

- Uncertain times = Focus on retaining customers
- Need to collect 1<sup>st</sup> party data
- Today's customer demands relevancy
- No better way to grow bottom line YOY

## Why Do Anything?

- **Customer First**
- **Guaranteed YOY bottom line growth**
- **5% increase in retention drives 75% rise in profit (Bain & Company)**
- **Qualifying questions**—Do you have a retention strategy? Do you have visibility to best customers? Can you leverage data to increase LTV?
- **SAP Second**
- **25.5% Quota Relief on ACV**



## Regional Scope

NA	LA	MEE	EMEA N	EMEA S	APJ	GC
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## Target Customer Segmentation

LE, Upper GB, Lower GB



## Estimated Avg Deal Size

LE \$250 – 500K, GB \$100 – 250K



## Key Benefits / Solution Capabilities

- ✓ Design a unique, valuable, best-in-class loyalty program that exceeds customer expectations
- ✓ Deliver unique, personalized, seamless omnichannel experiences via sales associate, CRM, ecommerce, mobile & social
- ✓ Significantly increase retention, LTV, purchase frequency, average order value
- ✓ Loyalty assets = guaranteed YOY growth
- ✓ Collect & feed first-party loyalty data across entire tech stack
- ✓ Increase socially engaged customers. They spend 200% more than those who aren't.
- ✓ On-going enablement to maximize ROI



## Solution Portfolio-Loyalty Experience Manager

**Loyalty Experience Manager**—delivers loyalty rules engine [tiers, points, rewards], data, profile, predictive intelligence, analytics, segmentation, APIs, pre-built integrations & more

**Loyalty Engagement Manager**—Modules include any program type or combination, gamification, referrals, UGC, influencers, unlimited rewards, points & tiers

**Loyalty Communications Manager**—personalize every interaction via web, email, social, app, SMS or print—integrated with your existing tech stack (CRM, CX, ERP, ESP, POS, eComm, CDP).

[Link to SAP Store](#)



## Key Competitors

Salesforce, Oracle, Epsilon, Session M, Brierly, Aimia

## Elevator Pitch / Value Drivers

Increasing retention by 5% increases profitability by 75%, reducing churn, retaining and growing existing customers needs to be priority. Annex Cloud best-in-class loyalty program management with powerful engagement & communication modules enable businesses to connect, engage and grow customer relationships at scale. Unlike siloed, transaction-based loyalty solutions, our extensible Loyalty Experience Platform with 100s of predefined integrations put your customer data at the center of your tech stack allowing you to deliver personalization at every touchpoint.

**Ideal Customer Profile:** Enterprise & Mid-market, global reach, custom user experience, complex integration with back-office systems, advanced program management

## Key Assets & Resources (links)

<https://www.annexcloud.com/sap>

L0/1/2 Decks / One-pagers / Win Stories / Case Studies / Industry Decks / Demos



## What's in it for the SAP Field?

- SAP App Store Spotlight Partner Solution
- Value-add to overall marketing strategy
- **25.5% Quota Relief on ACV**

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