



SAP Digital | SAP Digital Interconnect

Connecting **Everyone, Everything, Everywhere**

Drive Digital Transformation with Interconnected Mobile Engagements



Run Simple

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Get Connected and Gain Invaluable Insights

Leaders in the digital economy are using mobile technology to transform business operations and rewrite the rules for finding and engaging with customers. Mobile solutions enable organizations like yours to easily access information and insights and develop richer customer and partner experiences through reliable, seamless connections that span the globe and drive positive business outcomes.

The SAP® Digital Interconnect group opens up the potential of global connectivity – connecting everyone, everything, everywhere – and the digital economy with end-to-end messaging solutions, mobile-based

consumer insight and analytics, and powerful cloud-based API-driven services. To help make the most of an increasingly mobile world, this group provides a portfolio of services that intelligently interconnect organizations, people, and things. Digital interconnect services from SAP link disparate mobile networks for unsurpassed reach and access to subscribers. With one connection, integrated solutions, and a single partner in SAP Digital Interconnect, you get multiple services that enable intelligent and interconnected experiences, simplify complexity, and reduce costs. Our cloud-based services free up your internal resources – time, people, and money – to focus on daily operations, develop and deploy new services, increase revenue and market share, and win and better serve customers.



What exactly can you do with digital interconnect services from SAP? Here are just some of the ways that SAP Digital Interconnect can transform your business, processes, and relationships to succeed in the digital economy. Delivery companies can send alerts noting package arrival times to keep customers better informed. With security and privacy on the line, financial services and e-commerce companies, social media networks, and insurance and healthcare providers can add SMS-based, two-factor authentication to validate users and risk-prone transactions, one-time passwords, and password resets. Airlines and hotels can offer real-time, personalized offers on rental cars, shopping, and upgraded amenities for membership programs to boost redemption and brand loyalty. You can improve customer

service and efficiency by moving routine processes from more expensive, traditional means such as call centers to less expensive, more immediate SMS-based channels. You can be interconnected with staff and business partners around the globe to enable intelligent, automated workflows and real-time communications to manage operational tasks. In a time-sensitive situation or emergency, an enterprise, government, or university can monitor and react to planned and unplanned disruptions including severe weather conditions, communications outages, or public safety threats. Internet of Things (IoT) innovations include monitoring and enabling complex maintenance activities, using location services to help manage connected inventory, and supporting real-time cost controls.

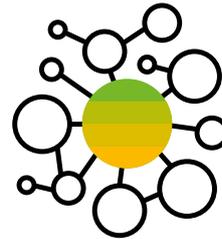


Provide Intelligent Consumer Experiences

In the digital economy, nothing works without a network. SAP Digital Interconnect works with more than 1,000 mobile operators and enterprises worldwide to build and maintain relationships and communicate with customers, employees, and business partners – and we can do the same for your business. Our relationships with mobile operators are the basis of our extensive range and let us securely and reliably reach 99% of the world's subscribers. This means that you can connect with your customers, supply chain, and objects nearly anywhere and anytime.

We simplify and optimize mobile network and messaging infrastructures and support digital conversations across a range of channels and functionality, including SMS, push notification, e-mail, voice, chat apps, social media,

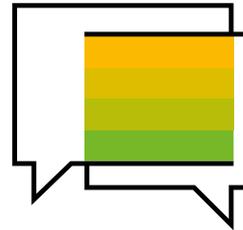
and the IoT. Our flexible, future-proof network supports new and emerging technologies, so mobile operators and enterprises that depend on them can efficiently and effectively realize the potential of the digital economy by monetizing data, relationships, and engagements.



Digital interconnect services from SAP link disparate mobile networks for unsurpassed reach and access to subscribers.



SAP Digital Interconnect can autonomously escalate message routing and delivery based on message urgency, recipient historical patterns and preferences, and network constraints such as data connectivity. For example, if there is no response to an account-breach in-app push message, the notification automatically escalates. The first escalation is to an SMS, and then to a voice call to help ensure that the message is received and the recipient can respond. Different parameters can be set for messages such as marketing offers versus breach alerts, enabling multiple mobile channels with a unified critical and noncritical messaging strategy aligned with your business goals and customer needs.



SAP Digital Interconnect works with more than 1,000 mobile operators and enterprises worldwide to build and maintain relationships and communicate with customers, employees, and business partners.



Reduce Operational Complexity

Choose digital interconnect services from SAP and break free from operational complexity. Cloud-based, API-driven services reduce capital and operational expenses and simplify data centers. For businesses conducting global transactions and operations, SAP Digital Interconnect eliminates the need for multiple, country-specific operator contracts with a single connection to one of the world's most extensive, secure, and reliable messaging networks.

Enterprises and operators alike can resolve complexity with one connection, one contract, and one provider for multiple services, and simplify and optimize network and messaging infrastructure to reach customers around the world. Our reach to nearly every mobile subscriber and connected object – anytime, anywhere – gives enterprises access to operators and their subscribers no

matter what they're doing. Operators can take advantage of a single connection to handle messaging and roaming, resolve disparate network connectivity (for 3G, 4G, and beyond), and enable customer interconnection for multichannel messaging delivery.

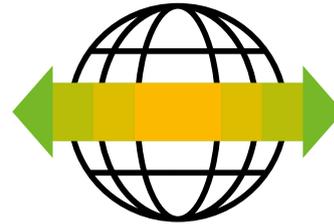
Our local and global presence and expertise make it easier for enterprises to ensure compliance with regional and country-specific regulations for everything from tariffs to do-not-contact lists and consumer protection requirements. You can reach customers around the world and connect with hundreds of global operators. Plus, your IT staff can worry less about managing connectivity, building and maintaining complicated and expensive infrastructure, and understanding local rules and bureaucracies.



Monetize Relationships and Data and Increase Profit Margins

Data is the fuel of digital businesses, and every use of a mobile device generates valuable data. SAP aggregates this data – and, importantly, removes any personally identifiable information – and enhances it with proprietary algorithms and data to deliver anonymous, near-real-time market intelligence through the SAP Consumer Insight 365 mobile service.

Operators can use our service to monetize data and create new streams of revenue. Businesses and media agencies of all types and sizes can use the near-real-time data to design and drive highly targeted, more effective mobile engagement campaigns by analyzing customer groups and assessing foot traffic and competitors.



SAP Digital Interconnect eliminates the need for multiple, country-specific operator contracts with a single connection to one of the world's most extensive, secure, and reliable messaging networks.



Benefit from a Simple, Reliable Interconnection – and a Global Provider

SAP Digital Interconnect links businesses, people, and objects – simply and without layers of complexity – enabling mobile network operators and enterprises of all kinds to do business more easily. The upshot for your organization is faster go-to-market times and lower costs, with cloud-based services that enable you to extend existing SAP solutions and reduce operations expenses. With our services, you can embrace and capitalize on the opportunities of the IoT and Big Data, create richer customer and partner experiences, and build more rewarding relationships.

Our local and global representation are there for you, wherever you are, thanks to our presence around the

world. Global customer service teams staffed around the clock monitor the network and can respond to your needs 24x7. They bring to the table invaluable knowledge and familiarity with area laws, business practices, tariffs, and customs.

LEARN MORE

For more about how we can help transform your business and improve customer experiences in the digital economy, please contact us at SAPDigitalInterconnect@sap.com. You can also visit us online at www.sap.com/digital-interconnect, join our mobile services community at <https://community.sapmobileservices.com>, and follow us on Twitter at [@SAPInterconnect](https://twitter.com/SAPInterconnect).



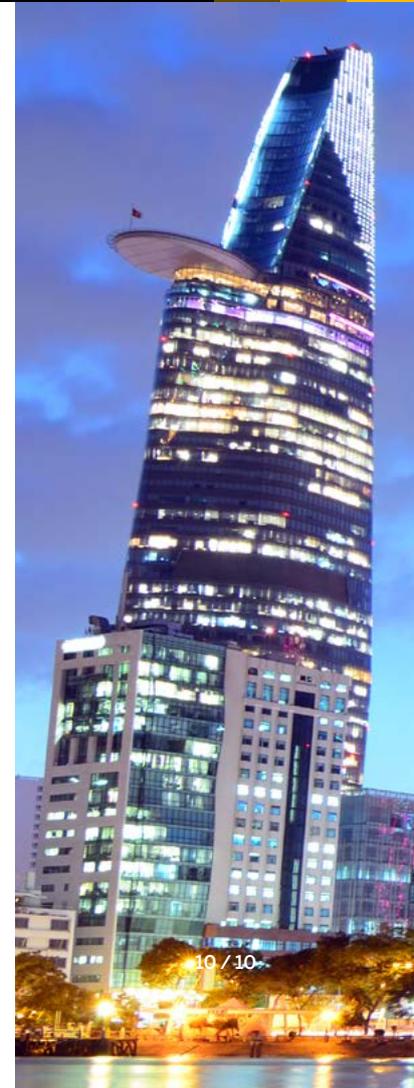
About SAP® Digital Interconnect

The services offered by the SAP® Digital Interconnect group help operators worldwide simplify and optimize connectivity, monetize messaging services, and reduce network costs without additional capital expenditure. Our cloud-based engagement services and programmable digital interfaces enable enterprises to connect the “last mile” with customers. And anonymized mobile-sourced data and analytic services provide near-real-time consumer insights for brands and agencies around the globe.

As a global provider, we can help your organization move into new markets and open unexpected channels – and you reap the benefits of our experience working with market leaders. We operate one of the world’s largest, most reliable cloud messaging networks by:

- Connecting with more than 1,000 mobile network operators
- Reaching more than 220 countries and territories
- Processing more than 1 billion messages daily
- Engaging with 500-plus enterprise customers
- Touching more than 7.3 billion mobile subscribers
- Supporting more than 500 operators over internetwork packet exchange (IPX)

Find more information about our solutions at www.sap.com/digital-interconnect.



Studio SAP | 47641enUS (17/08)

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