



**SAP**insider  
**CX Summit**  
Presented by SAP

# Welcome

James Bedard

President & CEO, SAPinsider

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# Thank You

**+2,000,000**

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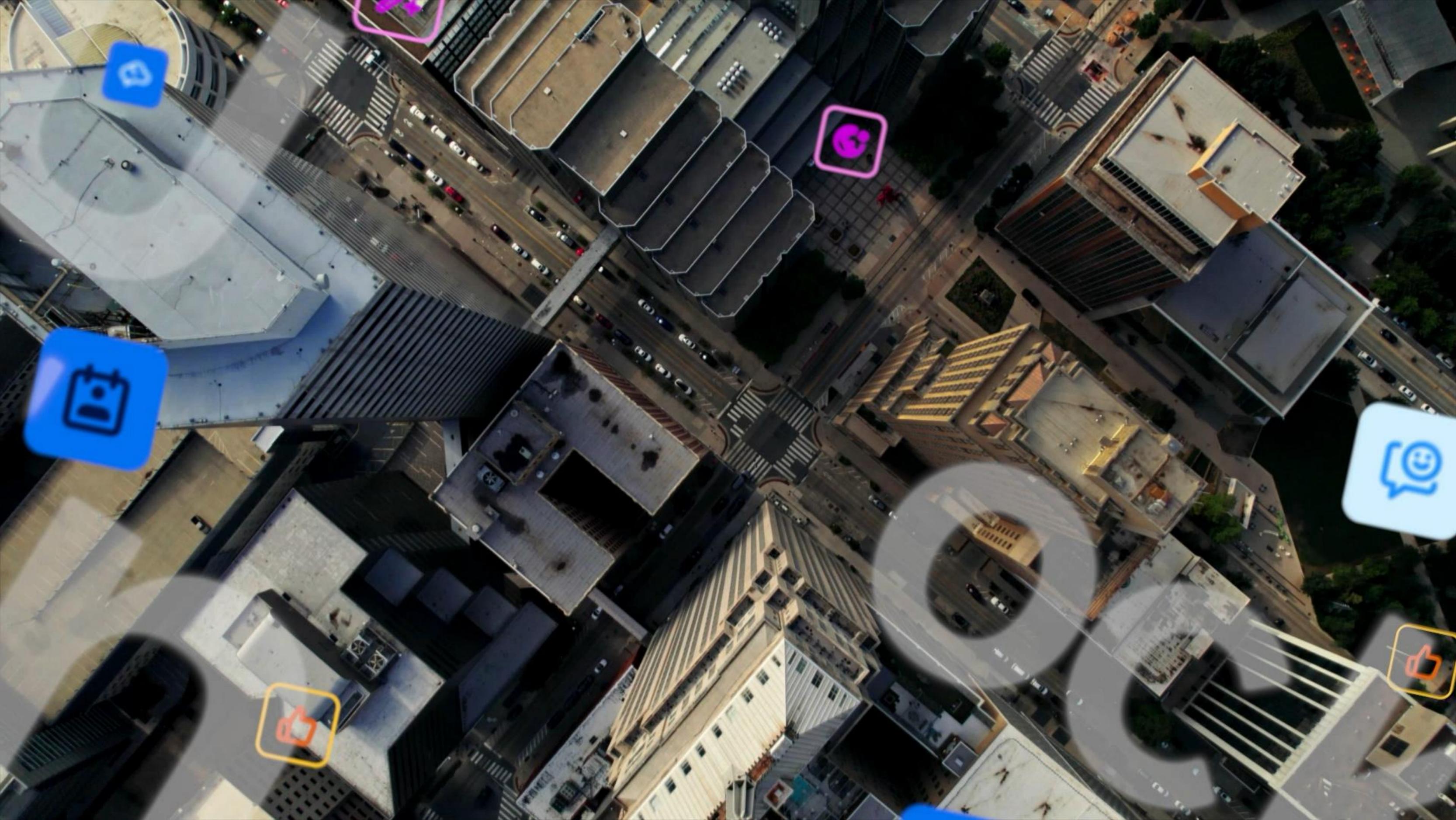
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# CX innovation: Transforming Experiences with AI

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**Jessica Keehn**  
Chief Marketing Officer – SAP CX  
SAP



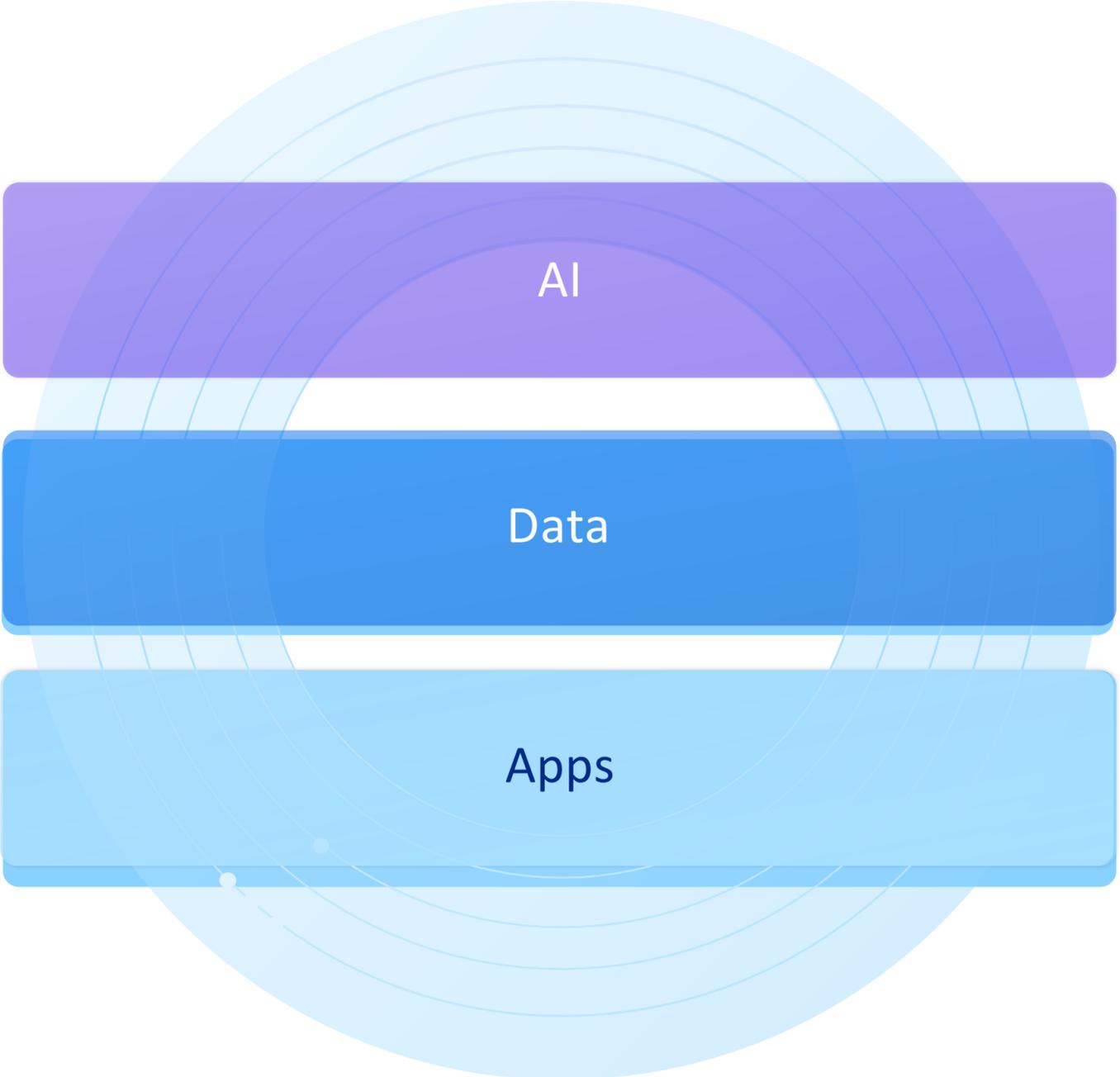
# Transforming Customer Experiences with AI

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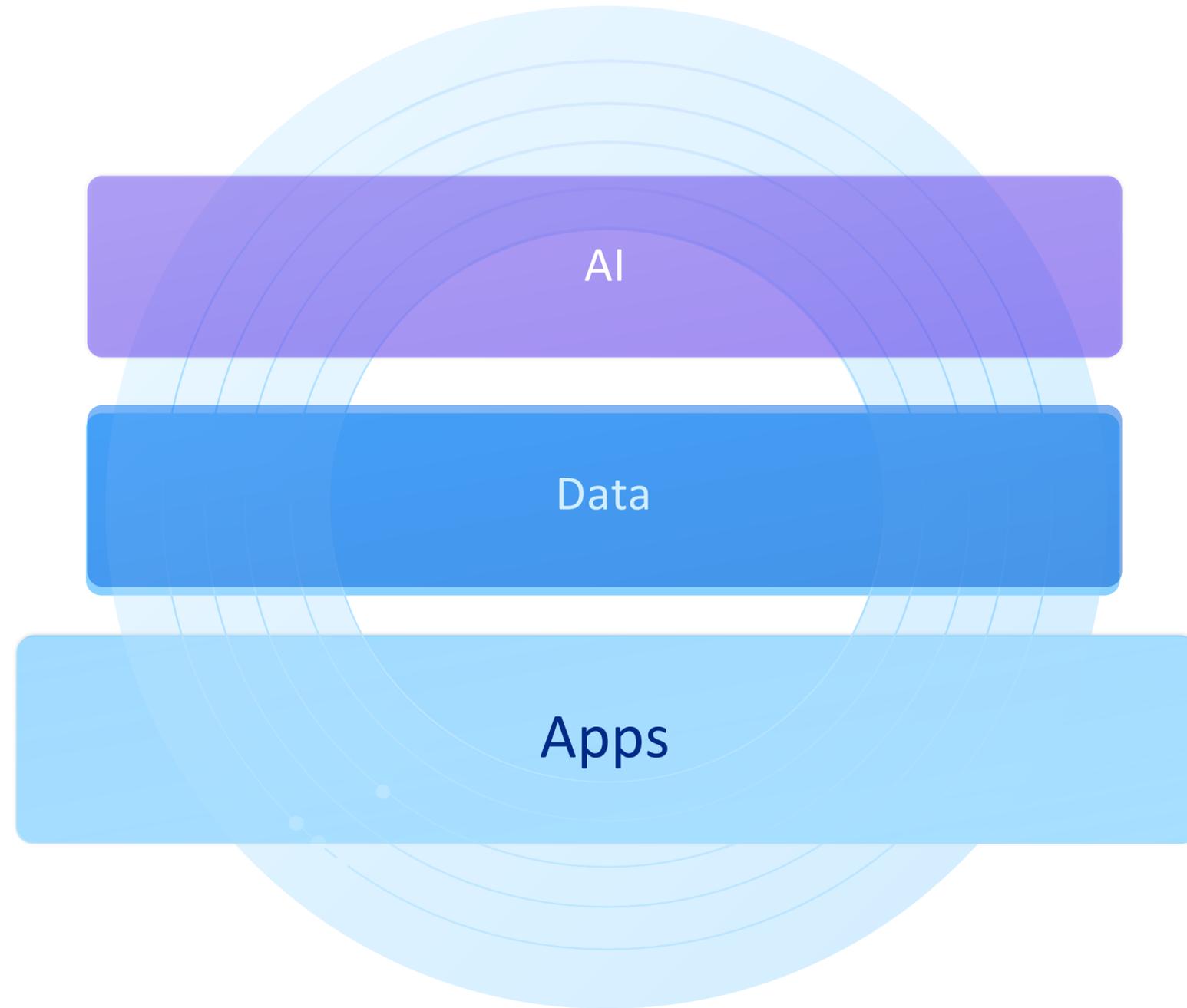
**Jessica Keehn**  
**Chief Marketing Officer, SAP CX**

Nov 4<sup>th</sup>, 2025

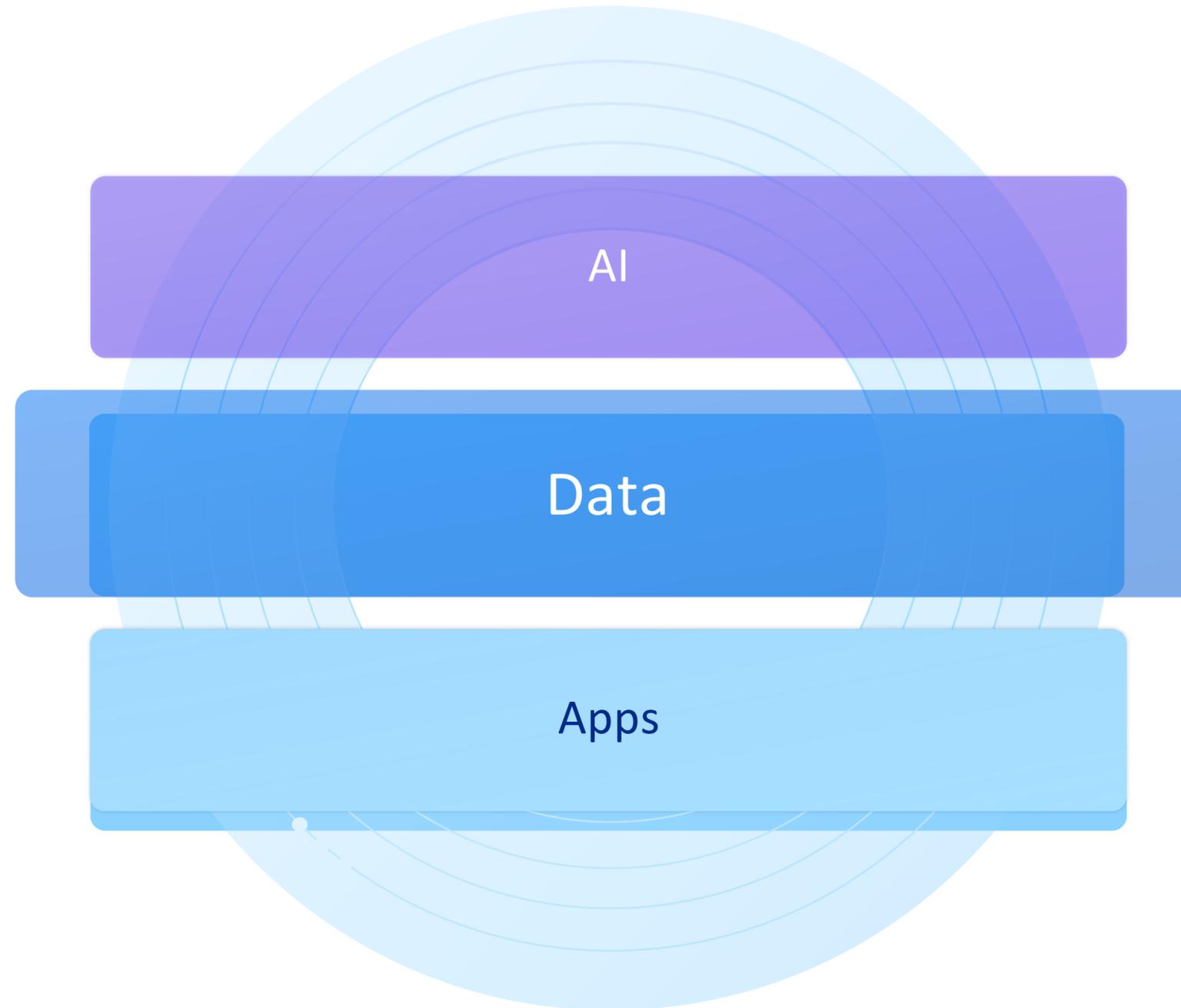
# SAP Flywheel



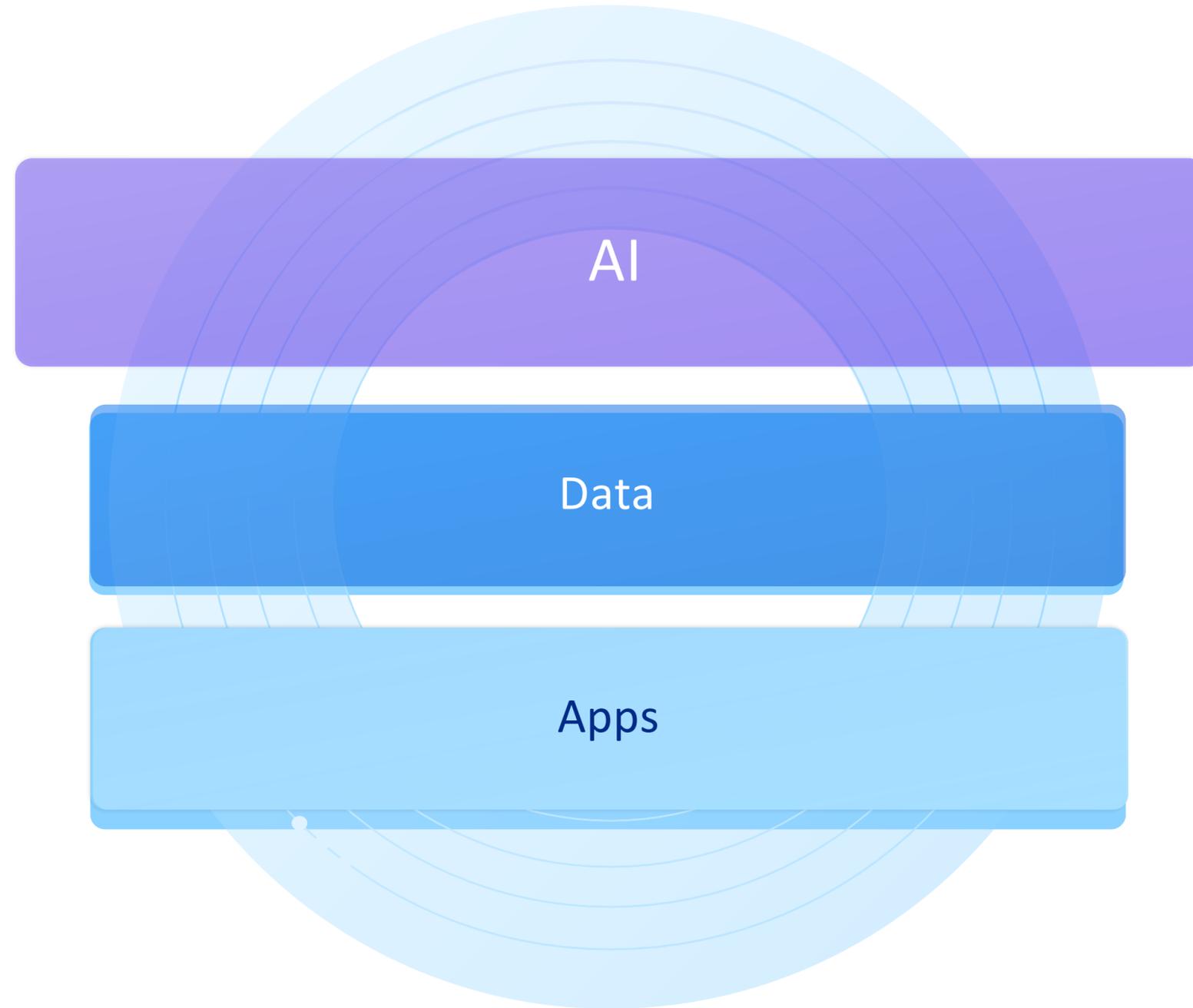
# SAP Flywheel



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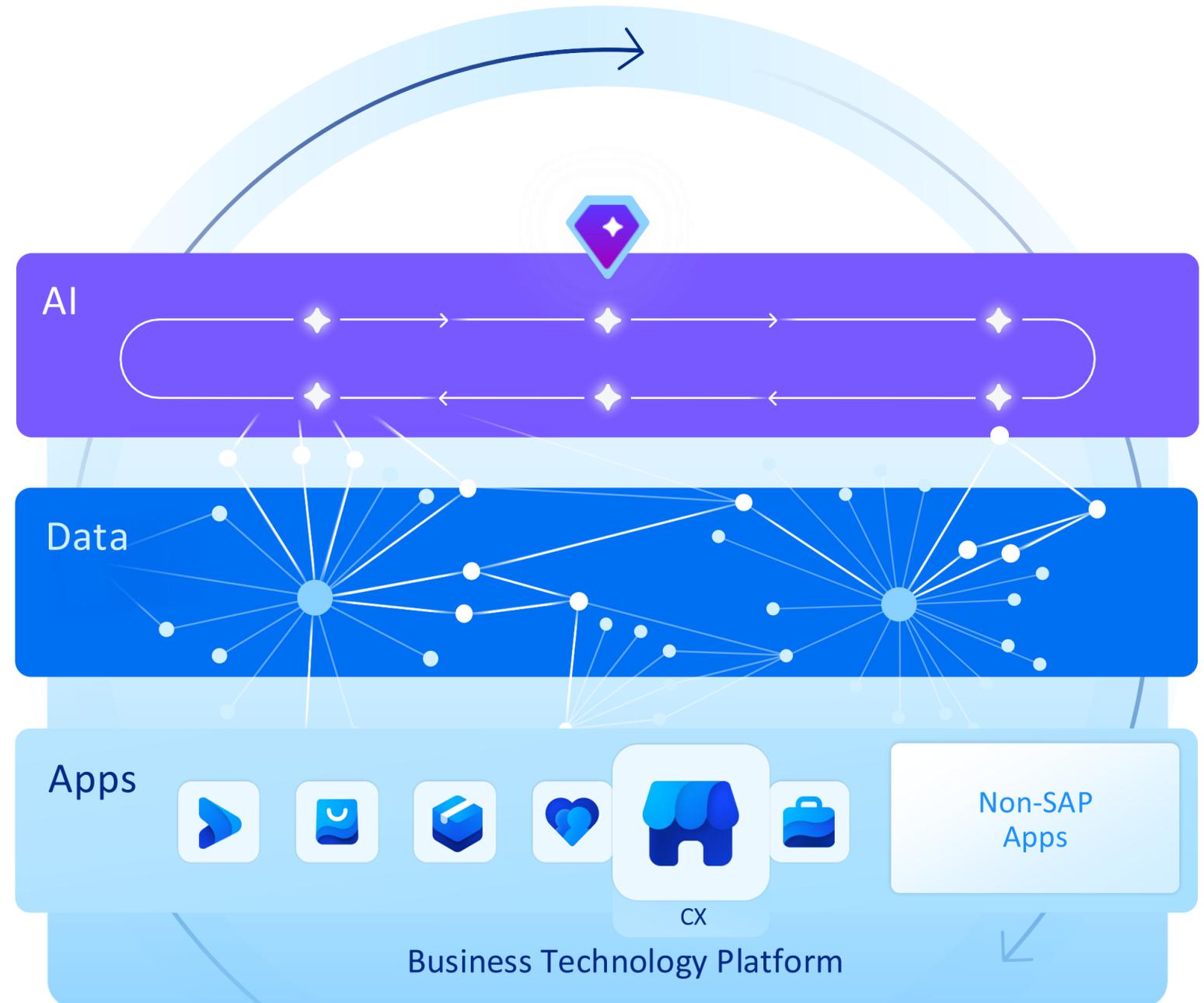


# SAP Flywheel



# SAP Customer Experience (CX)

unique “suite-first” and “AI-first” strategy will unleash your full potential

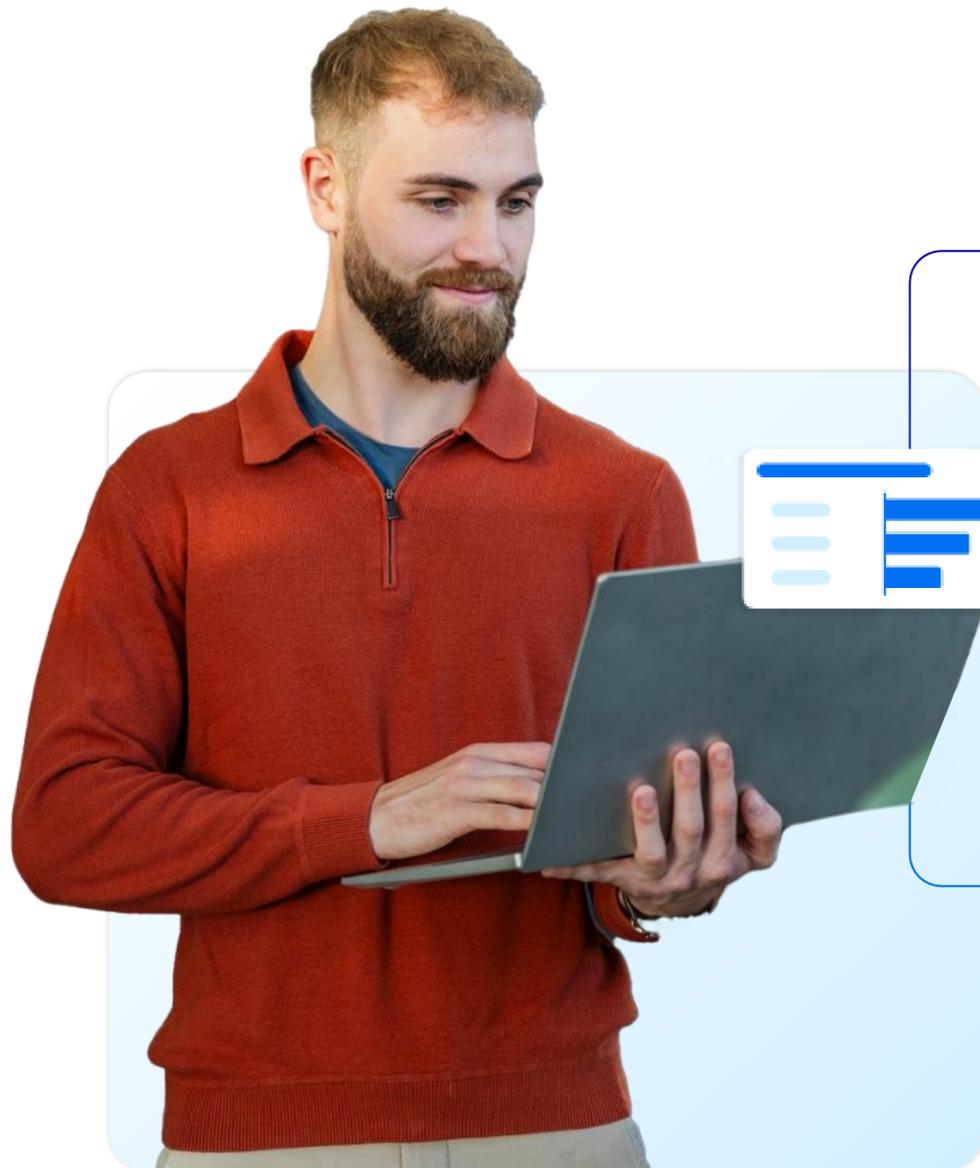


# Disconnected systems, siloed data, and rigid architectures

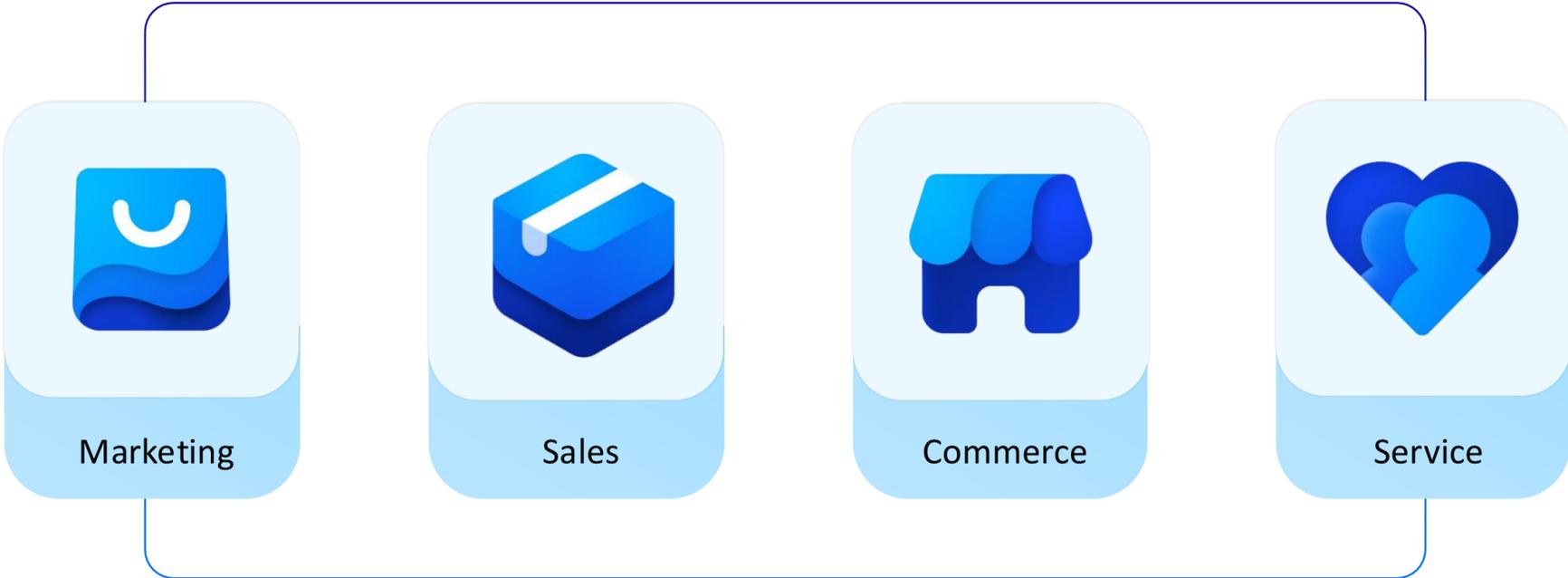


SAP Business Suite

Deliver a unified, smooth  
customer experience  
across all touchpoints



# SAP Customer Experience



# SAP CX customers

- Cloud ERP + CX examples





“Connecting SAP CX solutions to SAP ERP solutions delivers faster time to value and reduces total cost of ownership. It helps drive improved customer experiences, streamlined processes, and AI-driven insights.”

SAP customers reported up to

**100%**

improvement in sales conversion rates

Business operations teams reported up to

**40%**

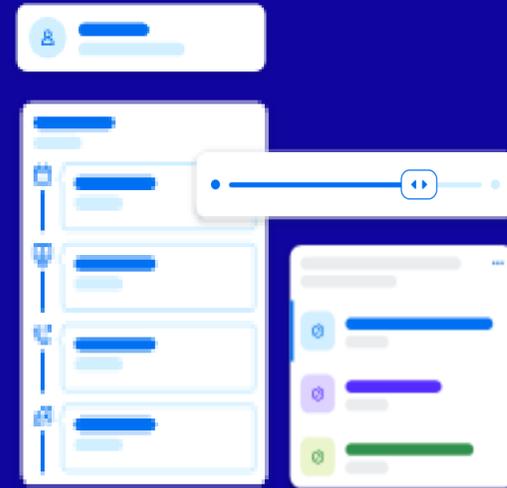
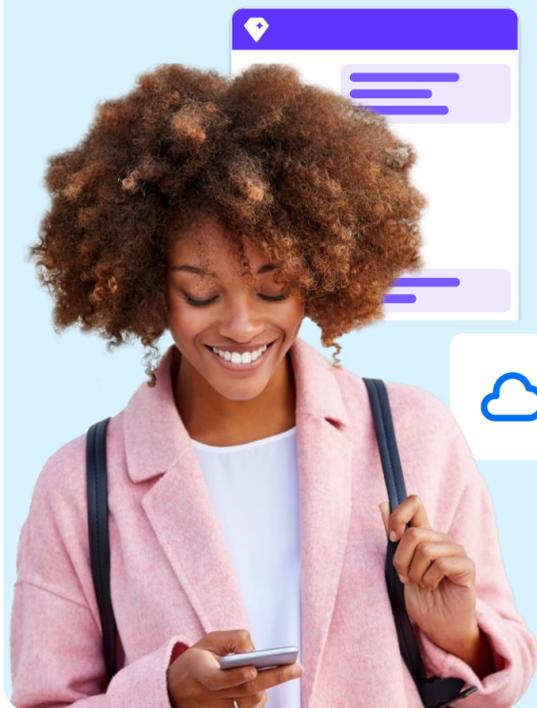
improvement in productivity

**SAP** Customer Experience

## AI assistants In Joule

Available H1 2026

9 Joule agents available now



## SAP Engagement Cloud

Beta November 2025

## SAP Customer Loyalty Management

Available Q4 2025

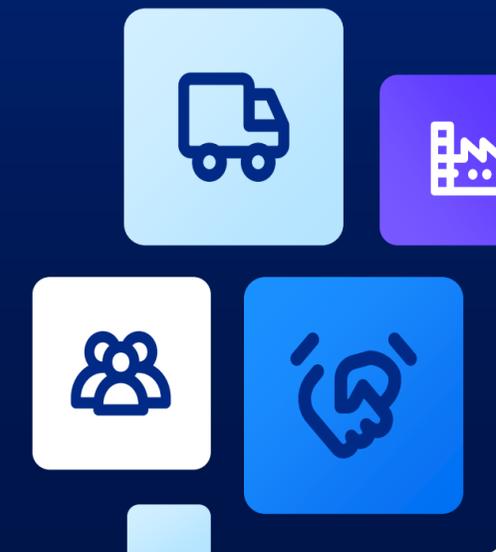


## Intelligent Applications

Revenue Intelligence

Consumer Products  
Intelligence

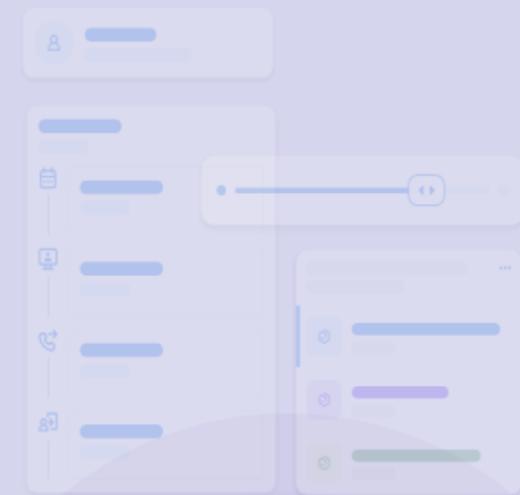
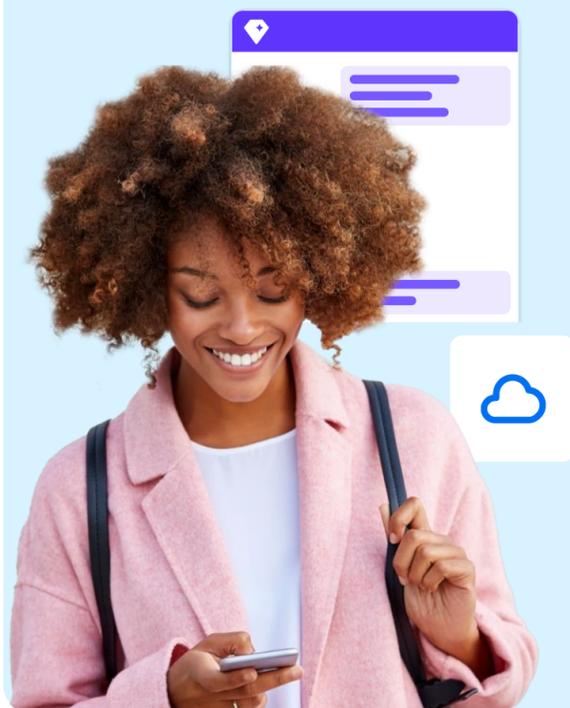
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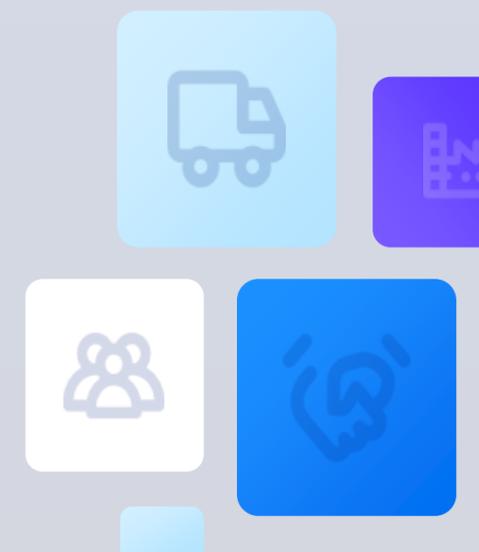


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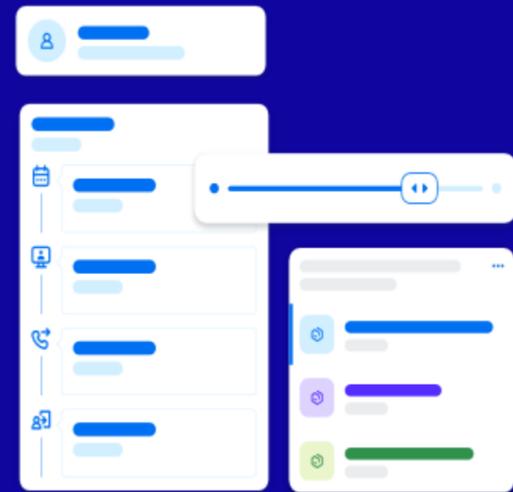
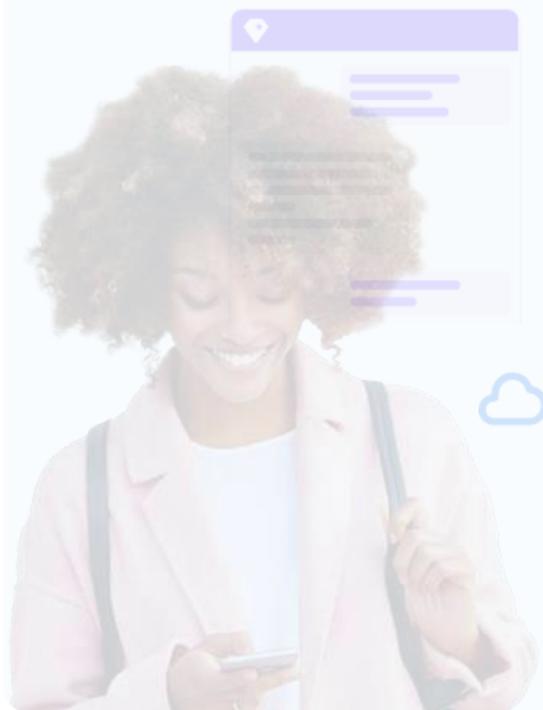
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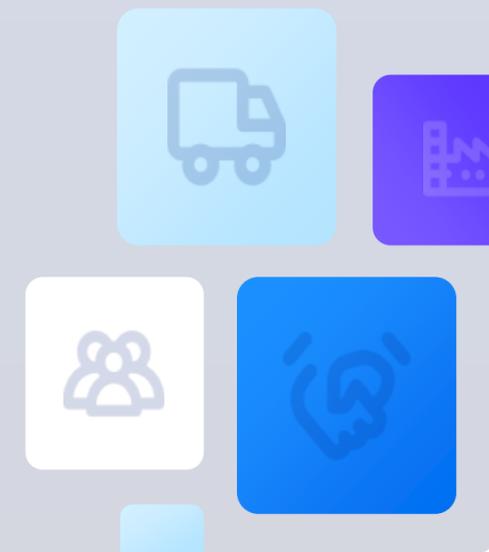


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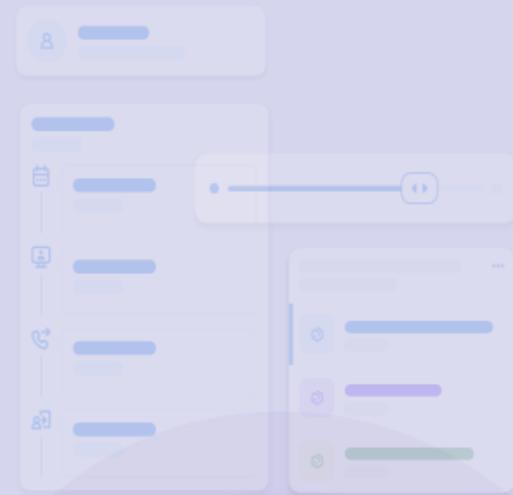
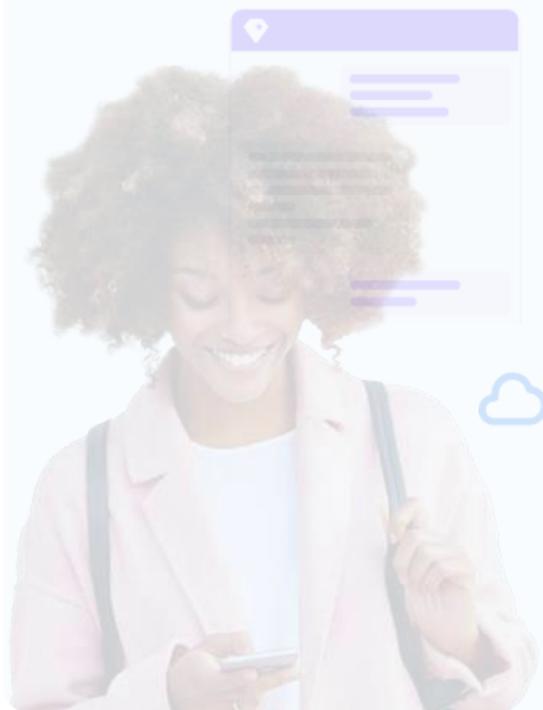
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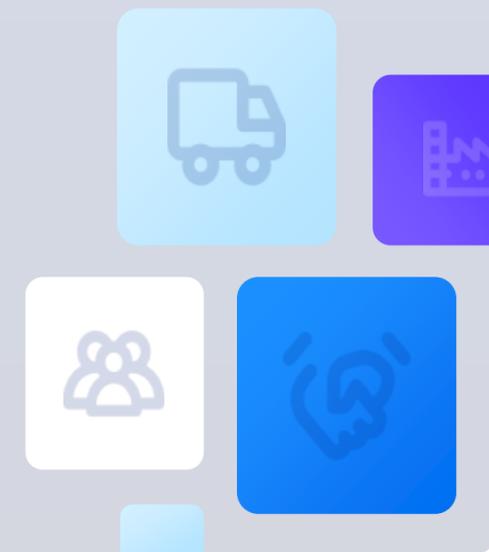


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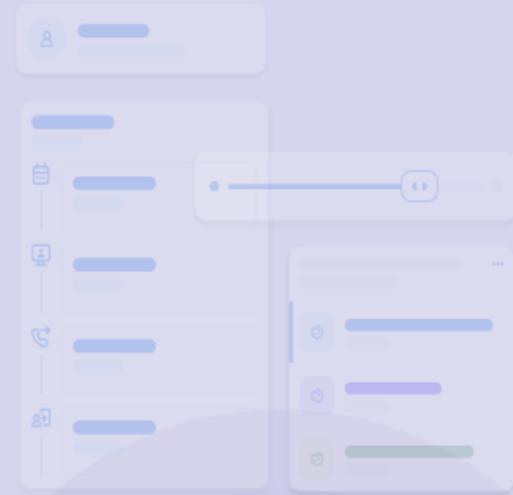
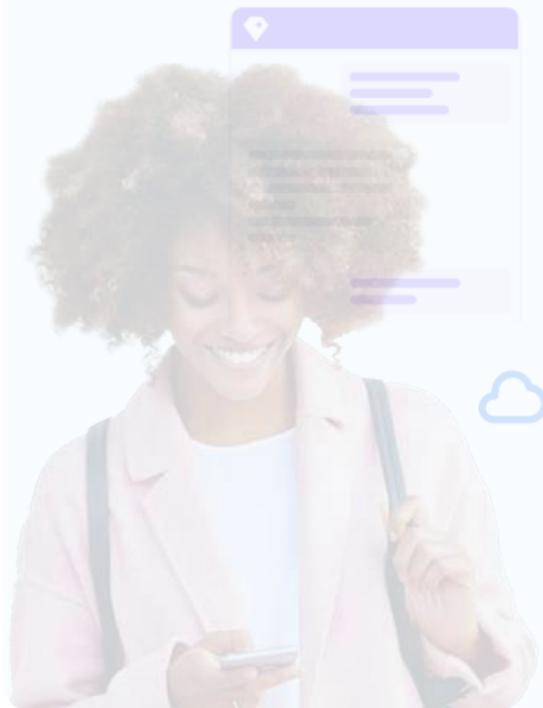
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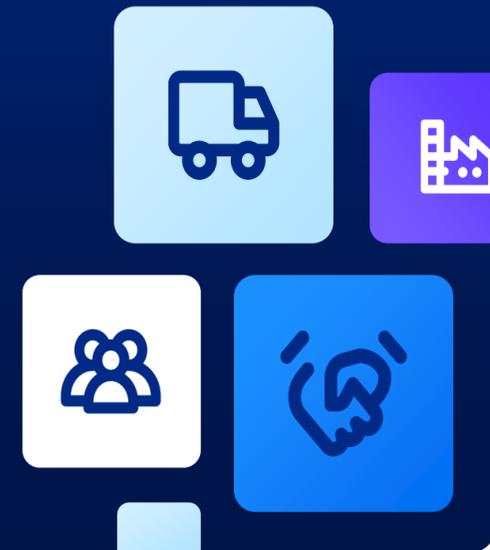


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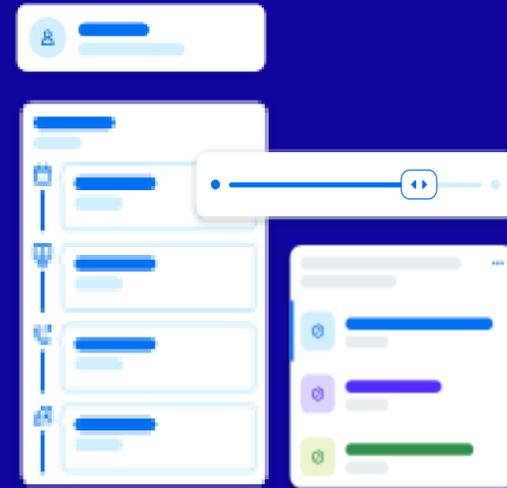
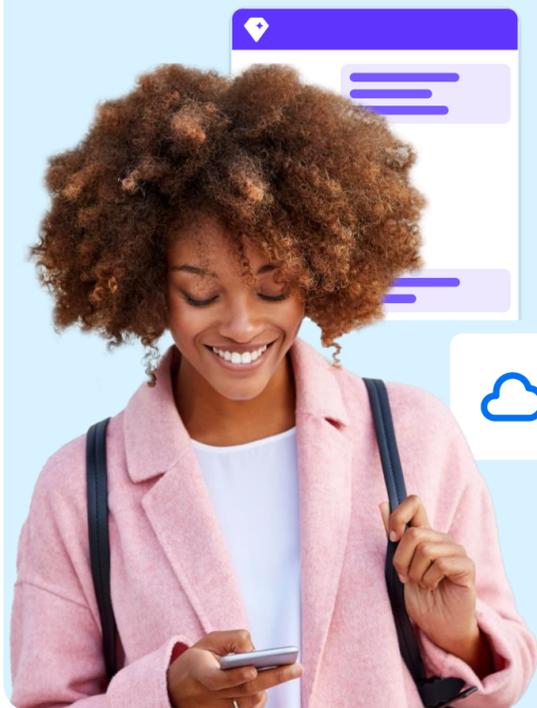
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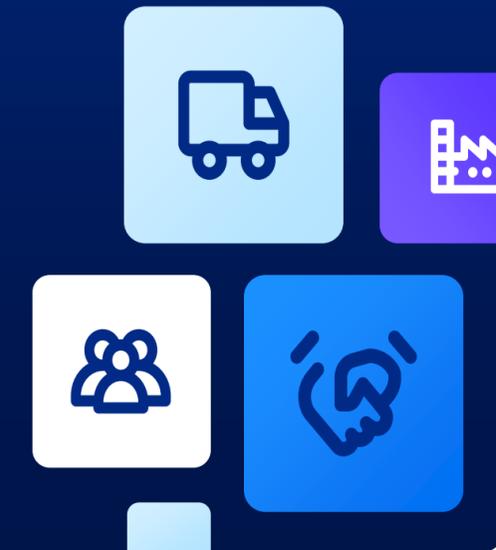


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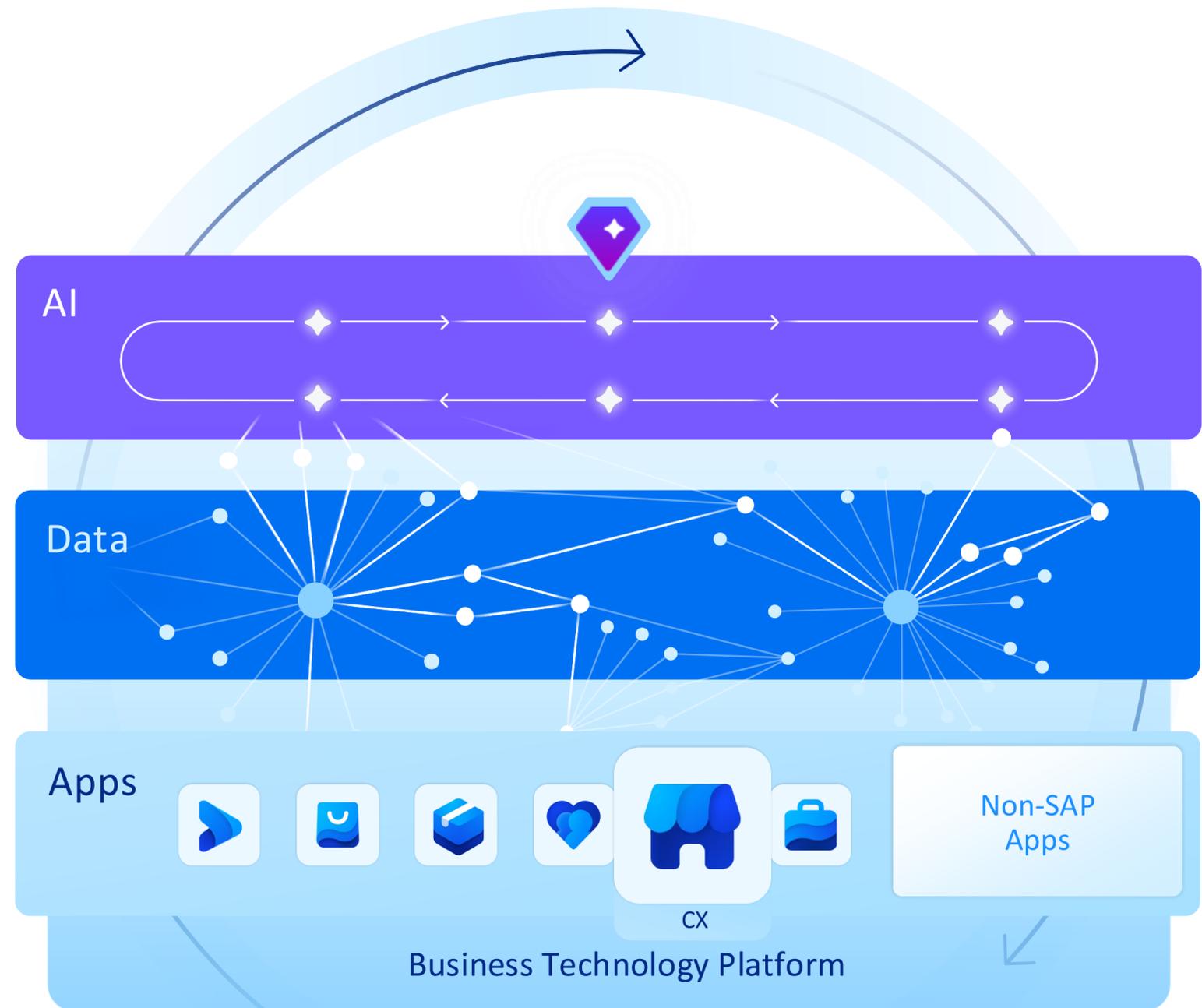
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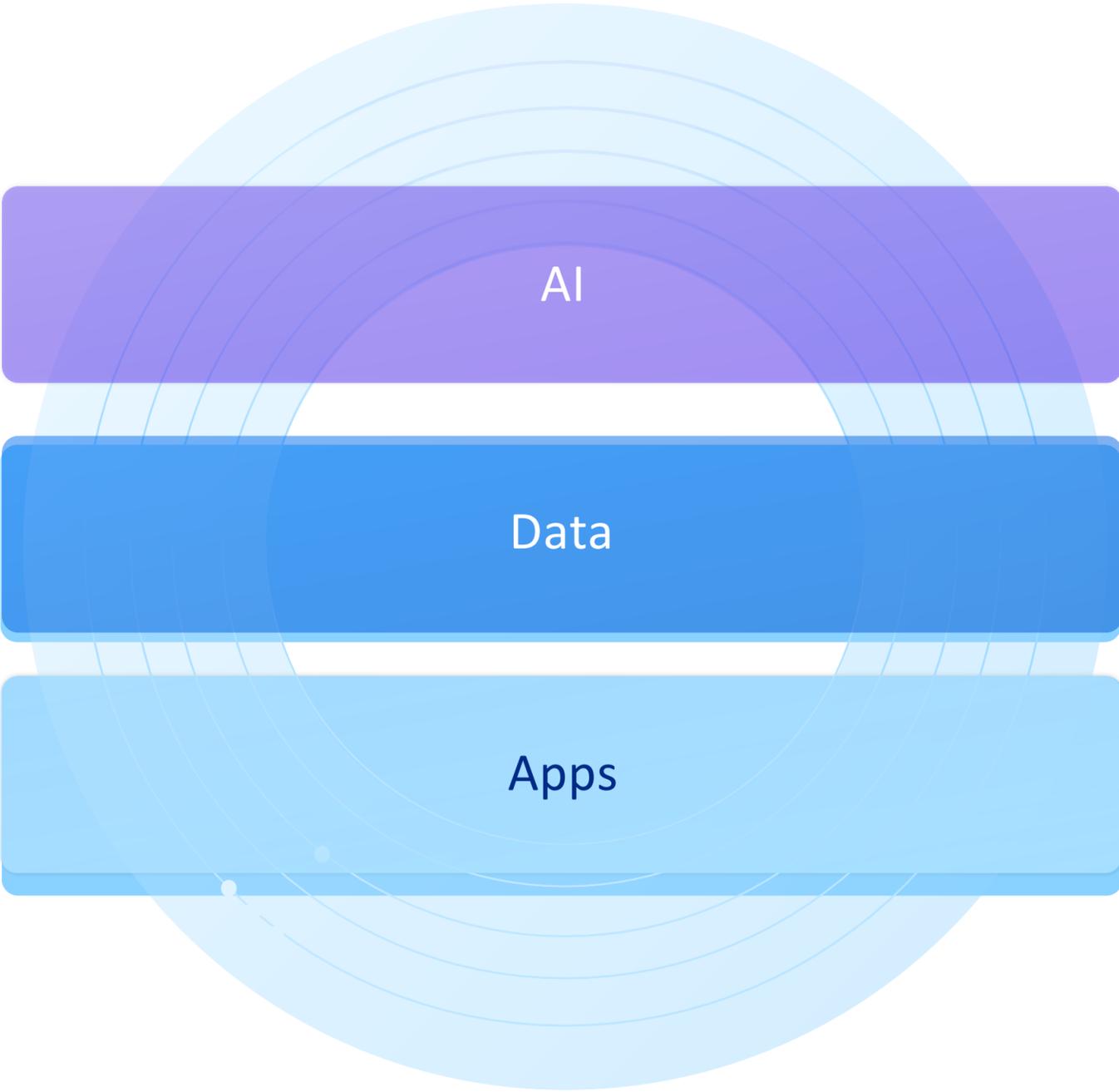
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# SAP Customer Experience (CX)

unique “suite-first” and “AI-first” strategy will unleash your full potential





The logo for the SAP Insider CX Summit. It features the text "SAPinsider" in white, with "SAP" in a bold, sans-serif font and "insider" in a lowercase, sans-serif font. Above the "insider" part is a decorative arc of ten dots in shades of pink and purple. Below "SAPinsider" is the text "CX Summit" in a bold, blue, sans-serif font. Underneath that is the text "Presented by SAP" in a white, sans-serif font.

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# Unlocking the Value of SAP CX and SAP Business Suite



**Eric van Rossum**

Chief Product Officer for Industries &  
Globalization Engineering and CMO  
SAP



**Jessica Keehn**

Chief Marketing Officer – SAP CX  
SAP



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# Bob Evans Thought Leadership: The Power of 360-Degree Data

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**Bob Evans**  
Founder  
Cloud Wars

## Power of Unified Supply Chain/Demand Chain

- ❖ K-mart founded 1899—grew to 2,000 stores on strength of merchandising and promotion—remember “Blue Light Specials”?
  - Biggest problem: customers pulled in, but couldn’t find what they wanted
  - Now has total of 5 stores, with only 1 in U.S.
- ❖ Walmart founded 1962: core focus on marketing & supply chain
  - Sam Walton was intensely committed to using data to grow and thrive
  - 10,000+ stores
  - Average *daily* revenue: \$1.9 billion

## The AI Revolution Is 100% Real

- ❖ Some projects may be overhyped, but first-movers have moved!
- ❖ Massive impact on every industry, every region
- ❖ How can “AI Laggards” play in AI-powered supply chains?
- ❖ How can “AI Laggards” respond to AI-enabled customers?
- ❖ How can “AI Laggards” attract great talent?
- ❖ How can “AI Laggards” move at Revolutionary pace?
- ❖ Not just tech change, but wildly different cultural requirements

# Data Is Fueling that AI Revolution

- ❖ Apps vendors racing to become data companies
- ❖ Agentic AI underscores data imperative
- ❖ “AI Transformation” spans not just companies but industries
  - And will soon interconnect entire industries
- ❖ Speed to innovation/value/outcome never more important
- ❖ Data silos shift from annoying to deadly
- ❖ Not a one-time “fix” but foundation for next decade

## Don't just perfect the past—create the future!

- ❖ Behind Schwarz Group's **extraordinary evolutionary leap**: bold leadership & vision, incredible expertise with end-to-end data
- ❖ In today's highly disruptive, fast-changing, and unpredictable world, **end-to-end data is not a luxury—it's an imperative**
- ❖ To create the future, must have 360-degree data-powered view of markets, customers, opportunities, competitors, capabilities, weaknesses, threats

## End-to-end processes, visibility, data

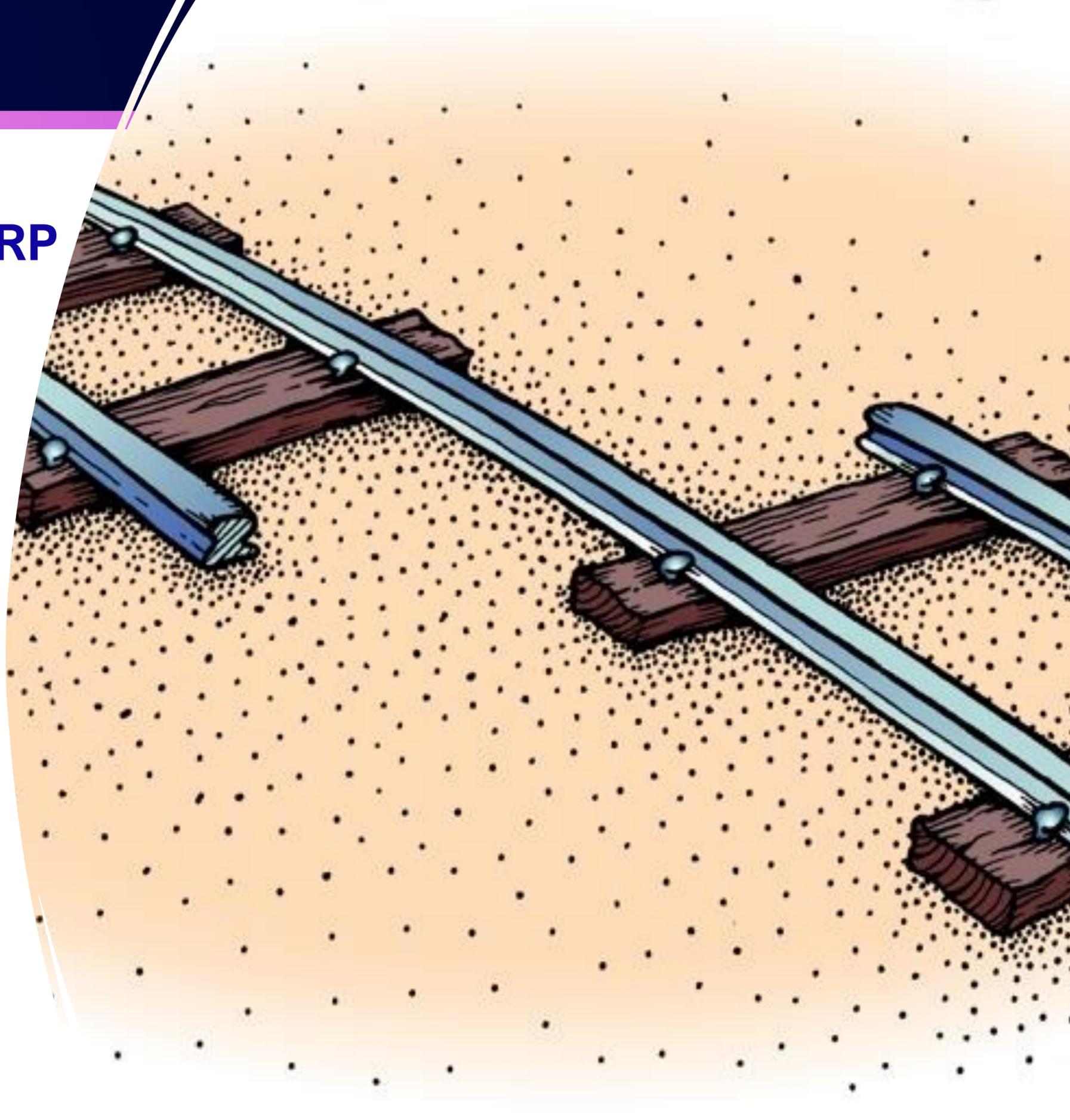
- ❖ Every disconnection burns time, expense, and opportunity
- ❖ Agentic AI will accelerate this dramatically
- ❖ BUT only possible if all appropriate data is accessible
- ❖ Interconnected, seamless, self-learning

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## Ideal Marriage for AI World: CX and ERP

For too long, companies have segregated CX and ERP: siloed in different orgs, separated by different data models, fragmented with different goals, limited by inability to create great experiences



The logo features a series of pink dots of varying sizes arranged in a semi-circular arc above the text. The text is stacked in three lines: 'SAPinsider' in white, 'CX Summit' in blue, and 'Presented by SAP' in white.

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# Expert Panel Discussion: From Silos to Systems of Engagement — Real-World Paths to Agentic CX



**Bob Evans**  
Founder  
Cloud Wars



**Niladri Gupta**  
Managing Director  
Deloitte



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# Making CX Transformation Real – From Current State to Ideal State



**James Bedard**  
President & CEO  
SAPinsider



**Dan Tedesco**  
e-Commerce Global Process Owner  
Essity



**Jeff Mueller**  
VP and CIO  
Pregis

# Final Q&A



**Guy Sulzberger**

VP of Customer Experience, Midwest  
SAP



**Kristin Wilkie**

VP of Customer Success  
SAP



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**Enjoy the Tour!**



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