

Transforming Customer Experience, Sales Revenue and productivity with SAP BTP

SUNTORY
OCEANIA

Introductions



Barbara Ciano

I 340 dipendenti della Suntory Oceania
A 750 dipendenti della Suntory Asia

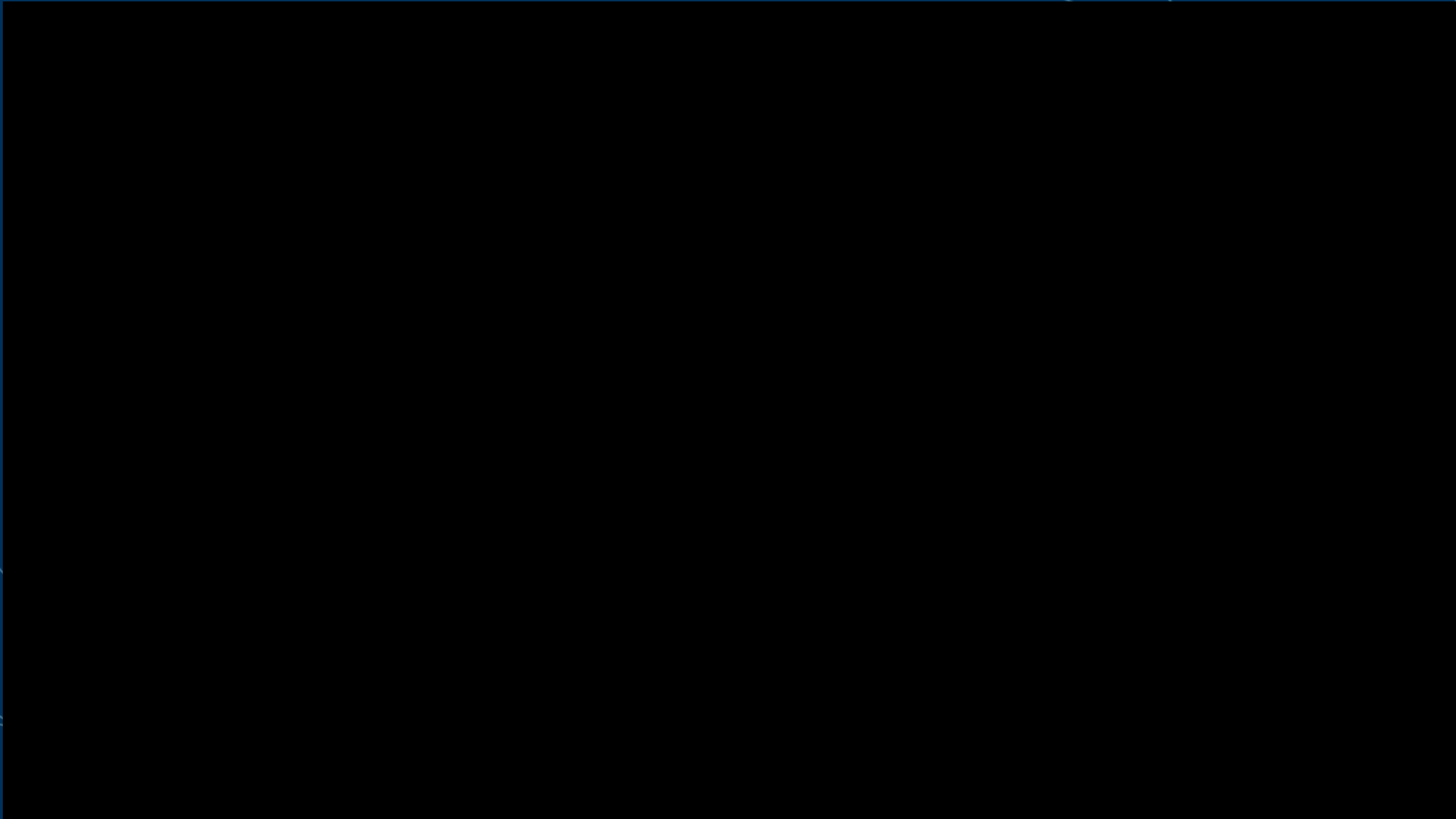


340 EMPLOYEES

750 EMPLOYEES

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MySH My Sales Hub

Our Journey

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The Business Challenges



Limited face to face
time to connect with
customer



Too much information
Too many decisions



Insights to action &
Performance tracking



Too many apps
Too many Clicks



Consistency of practices
and ongoing upskills

The Technology Challenges



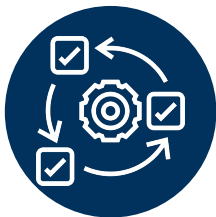
Complex ecosystem



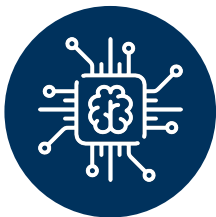
Complex maintenance



Poor User Experience

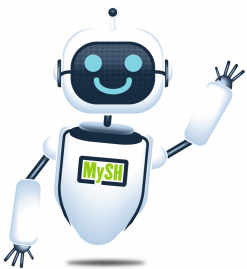


Isolated systems vs
Streamline guided
process



Transformation
phase and Hunger for
Smarter systems

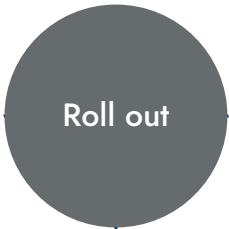
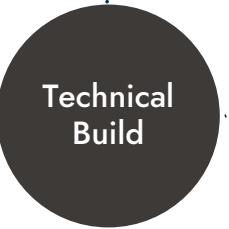
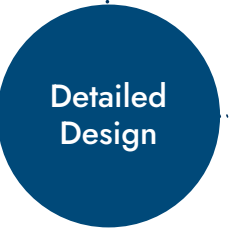
The Journey



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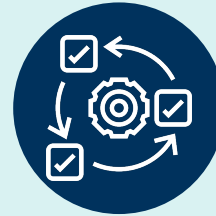
Key Deliverables



One centralized hub for
all our sales tool to be
housed



Seamless offline
experience where we
don't always need to
have a connection



Link Features together
so that they work
together functionally

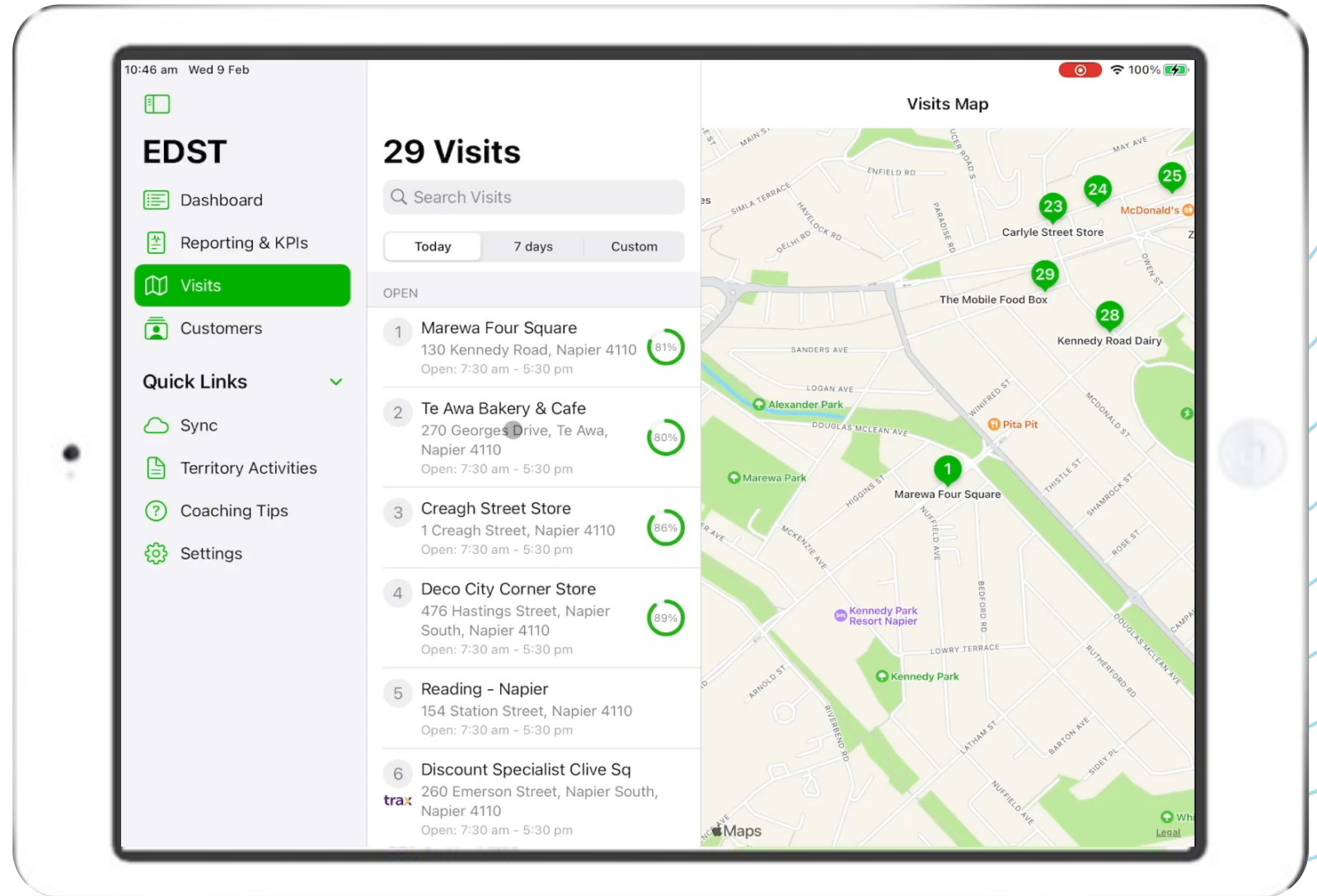
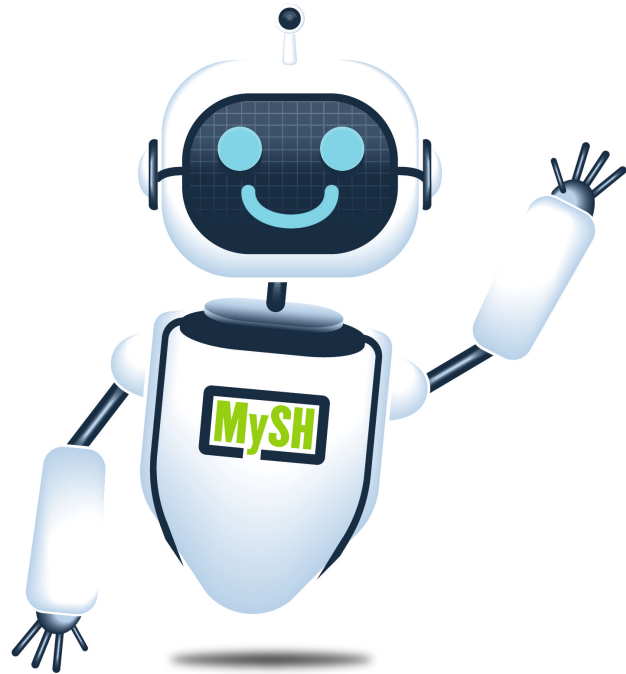


Digitize the field
experience and
remove manual
tasks



Great User
Experience – A tool
designed by them

Meet MySH



Delivering Results

1X

MySH brings together four former-digital-outdated sales tools into one iOS mobile application

13%

Increased in productivity as measured by sales call time saved as a result of guided sales process in MySH

3%

Increase in sales revenue as a result of MySH suggested items recommendation engine



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Thank You

Barbara Ciano

[illegible]

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