SAP C4C

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About the Tutorial

In today's competitive market, it is important to meet customer requirements and align your sales, marketing and service business lines to provide higher customer satisfaction. It is also important to design a cheap, integral solution that helps an organization to achieve its objectives and meet customer needs in a flexible environment.

SAP Cloud for Customer (C4C) is a cloud solution to manage customer sales, customer service and marketing activities efficiently and is one of the key SAP solutions to manage customer relationship.

Audience

SAP Cloud for Customer (SAP C4C) is a software as a service (SaaS) platform for sales and service. The platform is composed of SAP Cloud for Sales and SAP Cloud for Service, which are marketed as separate entities by SAP.

Prerequisites

Before you start proceeding with this tutorial, we are assuming that you are already aware of the basics of Supply Chain Management and Customer Relationship Management.

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1. SAP C4C – Introduction

In today's competitive market, it is important to meet customer requirements and align your sales, marketing and service business lines to provide higher customer satisfaction. It is also important to design a cheap, integral solution that helps an organization to achieve its objectives and meet customer needs in a flexible environment.

SAP Cloud for customer (C4C) is a cloud solution to manage customer sales, customer service and marketing activities efficiently and is one of the key SAP solution to manage customer relationship.

SAP C4C is based on the following individual products-

- SAP Cloud for Sales
- SAP Cloud for Marketing
- SAP Cloud for Social Engagement

Following are the key objectives of SAP Cloud for Customer-

- Relationships
- Collaboration
- Insight
- Business Processes

SAP C4C Key Points

Following are some interesting facts about SAP C4C-

- SAP Cloud for Customer solution is available from June 20, 2011.
-
- SAP C4C is available in 19 languages as on May 2015.

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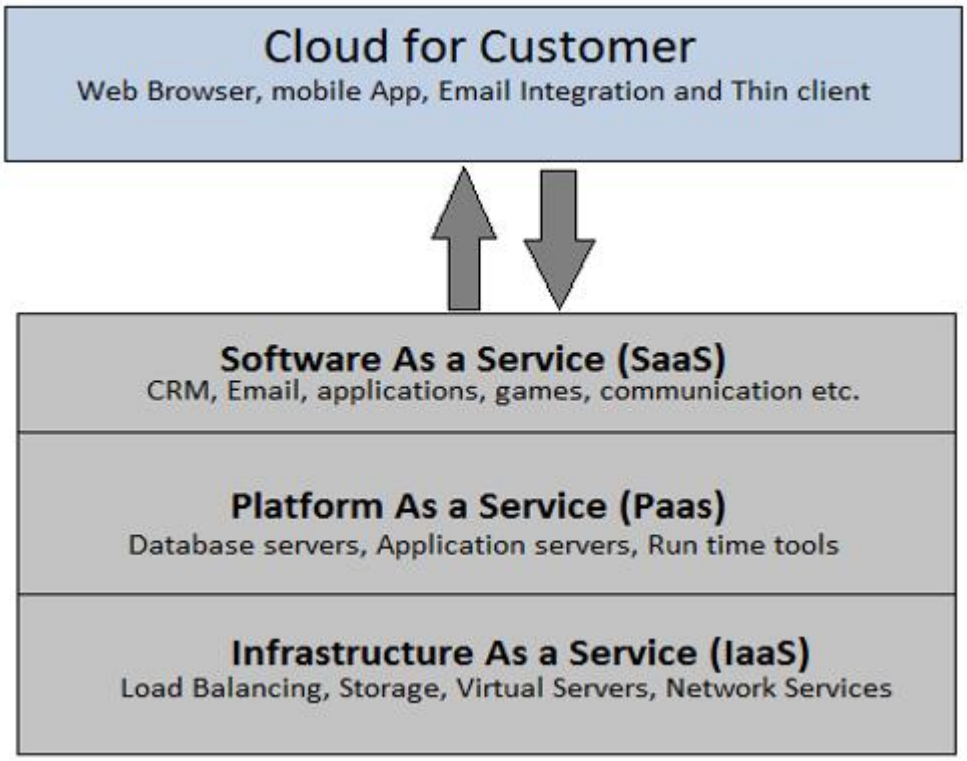
- You can easily integrate C4C solution to SAP ECC, CRM and Outlook using SAP NW Process Integration or SAP HANA Cloud Integration HCI for standard scenarios.
- SAP C4C is a new product of SAP based on SaaS (software as a service), PaaS (Platform as a service) and IaaS (Infrastructure as a service).
-
- SAP C4C connecters are available for popular middleware like Dell Boomi for cloud integration, Informatica, MuleSoft for application integration etc.



Advantages of SAP C4C

Following are the benefits of using C4C management-

- One of the key benefits of using SAP C4C is its operation expenditure cost and operation maintenance.
-
- You can take licenses as per your requirement and it can be increased on demand.
-
- SAP C4C solution is managed by vendor and all operational costs and maintenance is the vendor's responsibility.
-
- SAP C4C solution allows you to manage customer needs from anywhere and with seven-layer security from cloud service providers.
-
- You can access all customer information regardless where they are stored or available.

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- SAP C4C is based on cloud and use secure and fast communication using web, mobile and supporting mobile platforms iOS, Android and Windows devices, in both online and offline mode.

SAP C4C vs On-Premise

Given below are the key differences between Cloud for Customer and on-premise solution-

Feature	Cloud for Customer	On Premise Company owned
Solution location	On Cloud. Off the premise	On Premise
Solution Ownership	SAP/subscription	Company owned
Business Model	Operational Expenditure	Capital Expenditure
Cost	Less	High
Licenses and Users	As per demand	Peak
Solution Management	Vendor	Company
Capital Expenditure	Only operational expenditure like end-users' system and user creation	Cost of IT infrastructure is very high. Example: Servers and user licenses etc.

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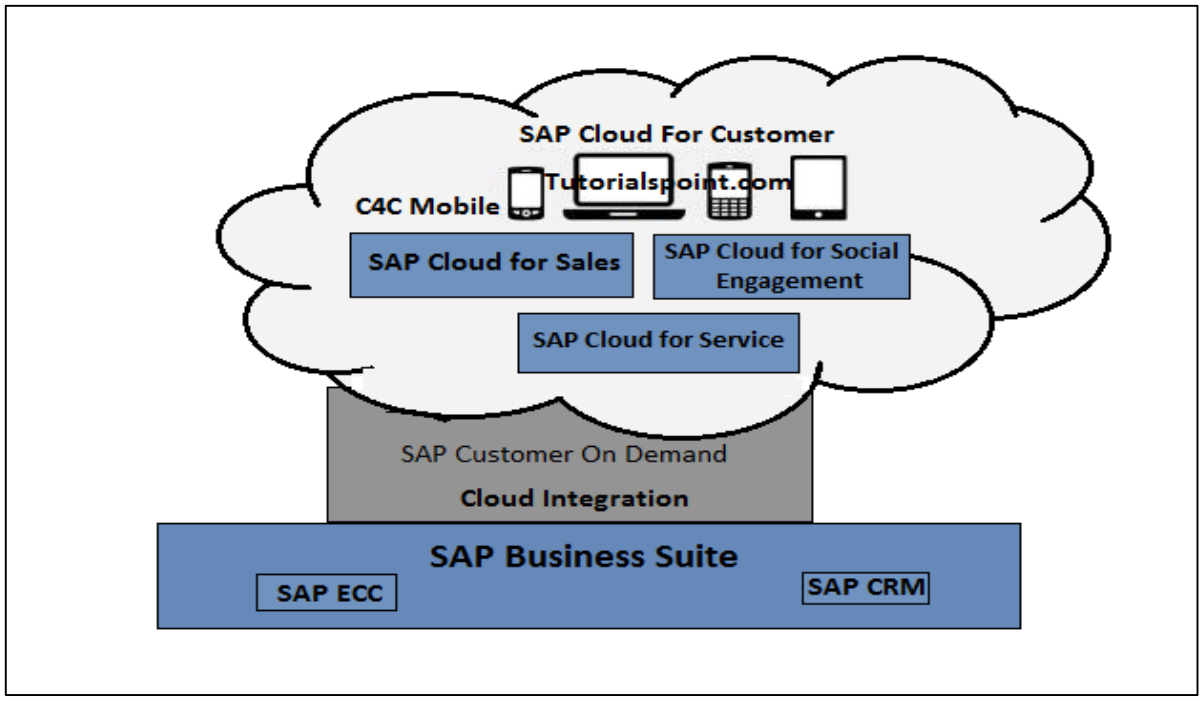
2. SAP C4C – Architecture

SAP C4C provides prepacked integration for SAP ECC, CRM and Outlook. It consists of HTML5 UI, Silverlight UI, and mobile Apps for IOS, Android platform and HANA for HANA Cloud integration HCI.

SAP C4C has multitenant architecture where solution and components is shared between multiple customers. There is an option to go for single tenant by paying additional cost. In a multiple tenant environment, all the updates and releases are built on C4C custom solutions for multiple clients.



SAP C4C solution can be easily integrated with SAP ERP and CRM on premise solution. There are two ways of integration-

- **SAP Process Integration PI/PO:** This integration is recommended when you are already using process integration for on premise systems.

- **SAP HANA Cloud Integration HCI:** This integration is recommended when you have to perform cloud-to-cloud integration.

The C4C integration to CRM on-premise could be on the basis of-

- Level of customization required
- Whether the functionality is required to be on the cloud/on the field
- The master data governance rules within the company
- Sales organization structure, etc.

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Example

The frontline sales team will generate opportunities on the move with minimal information. The Top 5 - Customer, Product, Opportunity Phase, Value, Volume and the sales assistants in the back-office will enhance the opportunities with more data that are replicated to the on-premise solution.

The C4C integration to ERP could be on the basis of types of transactions needed to be displayed to the front end sales like orders, quotations or contracts. It is based on the role of the sales person whether they need pricing information, availability checks or even customer credit information. The principle here could be that of only deploying a "Must Have" integration with the ERP transactions.

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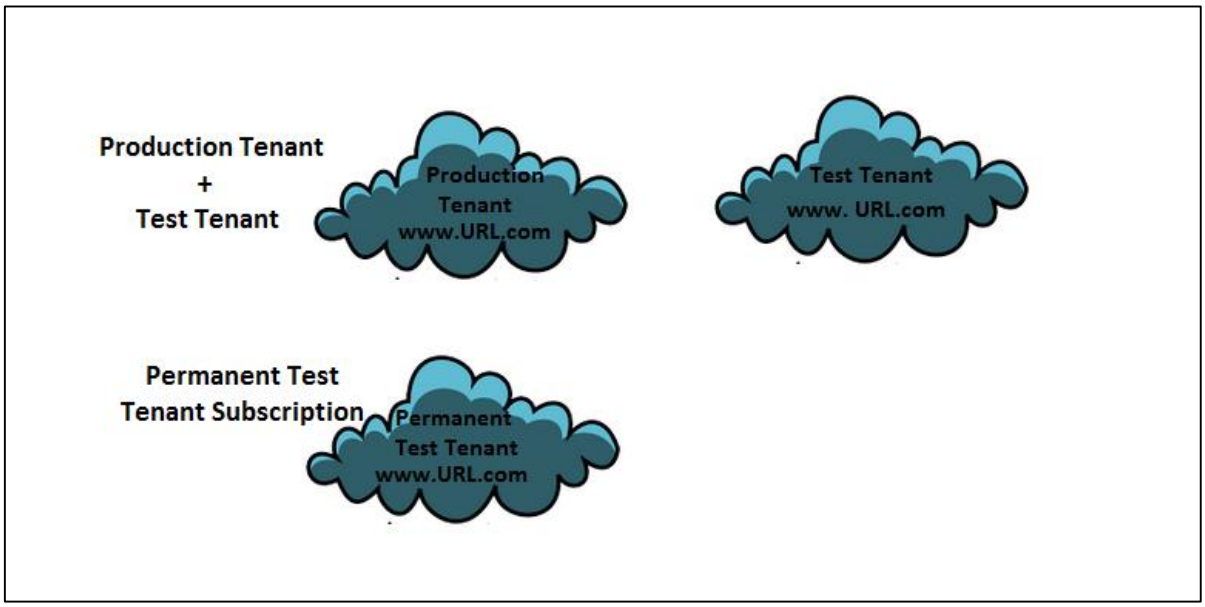
3. SAP C4C – Public vs Private

When a customer goes for SAP C4C production tenant, there is a test tenant provided as free to the customer. A separate unique URL is provided for each tenant. A customer can also purchase permanent test tenant subscription.



SAP C4C solution is hosted on cloud tenant that has many customers. This is called a **public tenant**.

C4C customers can also go for private purchase edition, which allows them to subscribe for a tenant with no other customer on it. SAP C4C production and test tenants are always of separate system. A customer cannot purchase a permanent test tenant for temporary basis. It is recommended only when SDK solution is in use.

SAP Cloud hosting cannot differentiate between a permanent and a temporary test tenant. It only supports up to two test tenants irrespective of which a customer can consider as temporary tenant and a permanent tenant.

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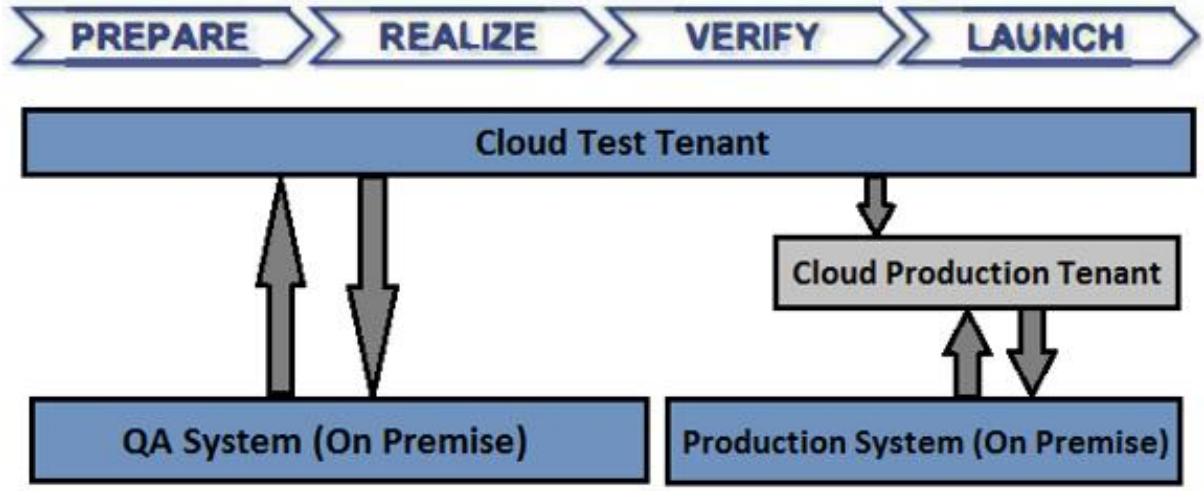
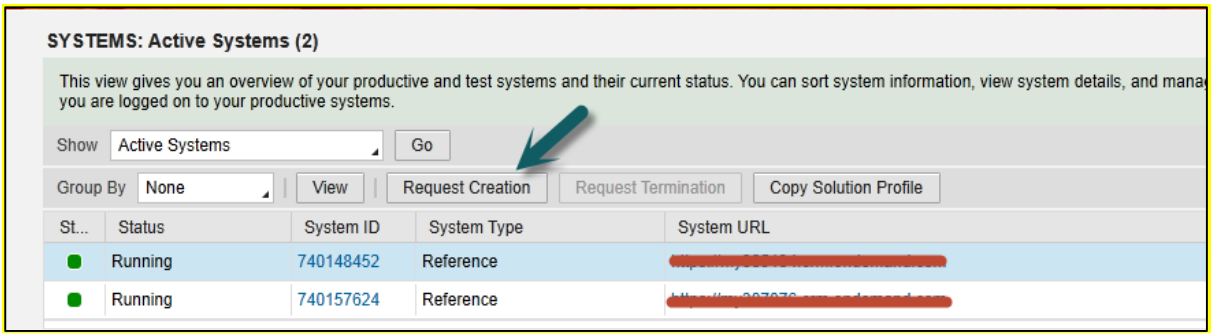
Using a test and production tenant, a project can be implemented in the following way as demonstrated in the figure-



SAP C4C administrator can manage the test and production tenants using Service Control Center -> System View



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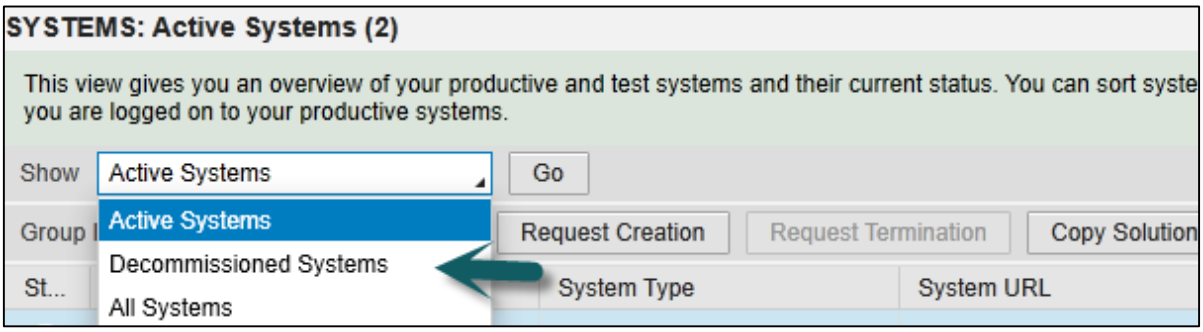
From the dropdown list, you can select Active systems, decommission system, or all systems and click on Go.



You can use request creation option to request a new system. Different options can be selected for requesting a new system like-

- Copy of Source System
- Initial System (Copy Solution Profile)
- Copy of Source System

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4. SAP C4C – User Interface

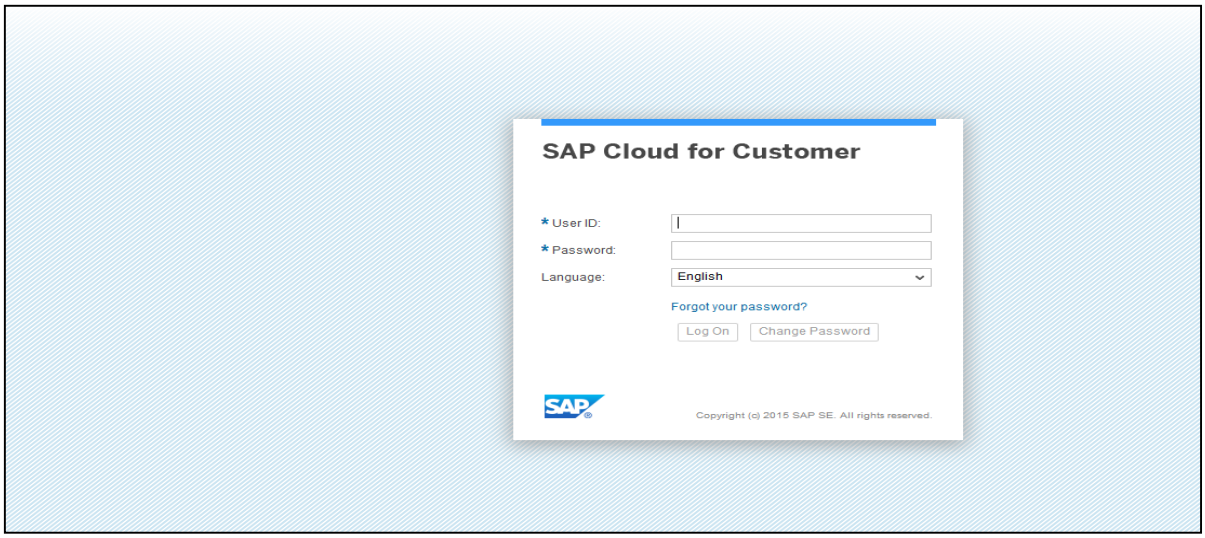
In SAP C4C system we have two types of UIs. In this chapter, we will discuss in detail the UIs of SAP C4C.

HTML 5

SAP C4C is used by end-users. This is considered as light version and provides fast and easy access to different work centers suitable for the end-users in C4C environment.

The user interface framework for SAP C4C for end-users is based on HTML 5. All business user features and functions are available in HTML 5. Most of the administrator features and functions are still only available in Silverlight.

To access HTML 5-SAP C4C user interface, open Internet Explorer and type your tenant URL-



Enter the user name and password and select the language. Click **Log on**.

You will land on HTML 5-C4C user interface.

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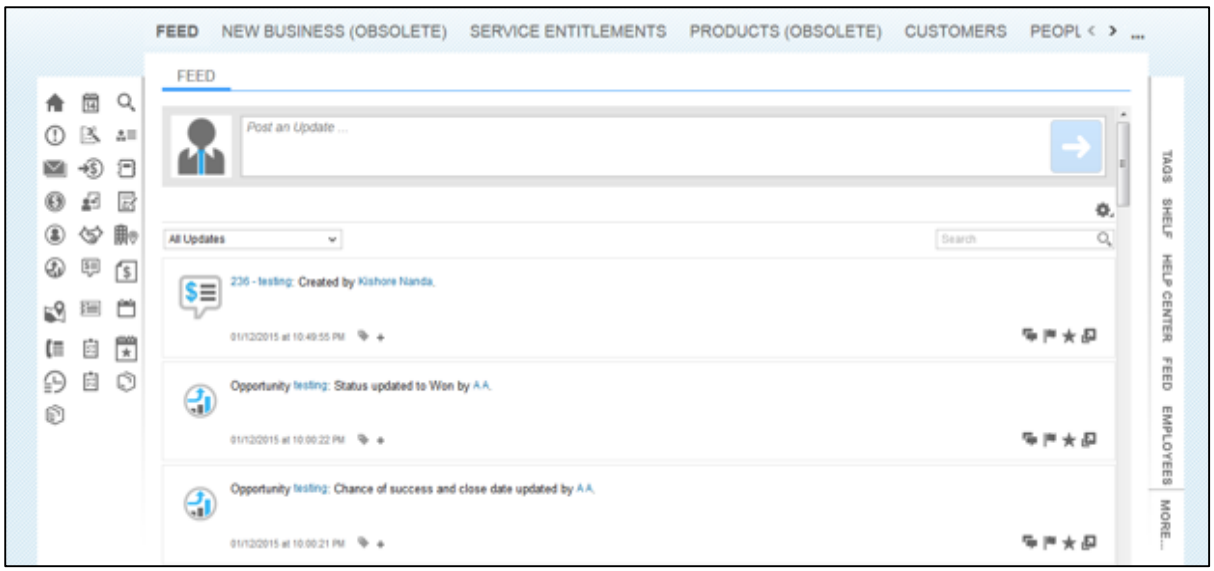
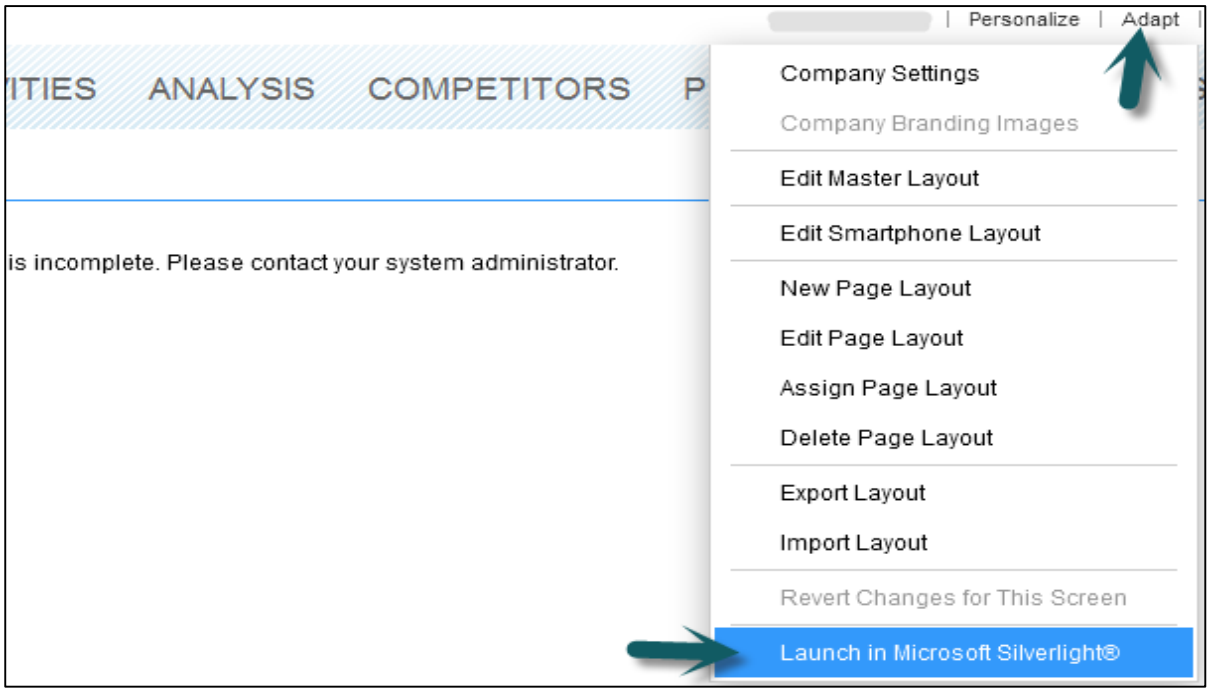


Silverlight

This C4C-Silverlight user interface is used by Administrator. For this, you need to install Microsoft Silverlight in your local system.

Note: The default client is HTML5 but C4C administrators can launch the Silverlight UI from the Adaptation menu to access the configuration relevant work centers.

To open Silverlight UI mode, go to the Adapt tab at the top and select **Launch Microsoft Silverlight.**



A new window will open. This window is SAP C4C in Silverlight mode.

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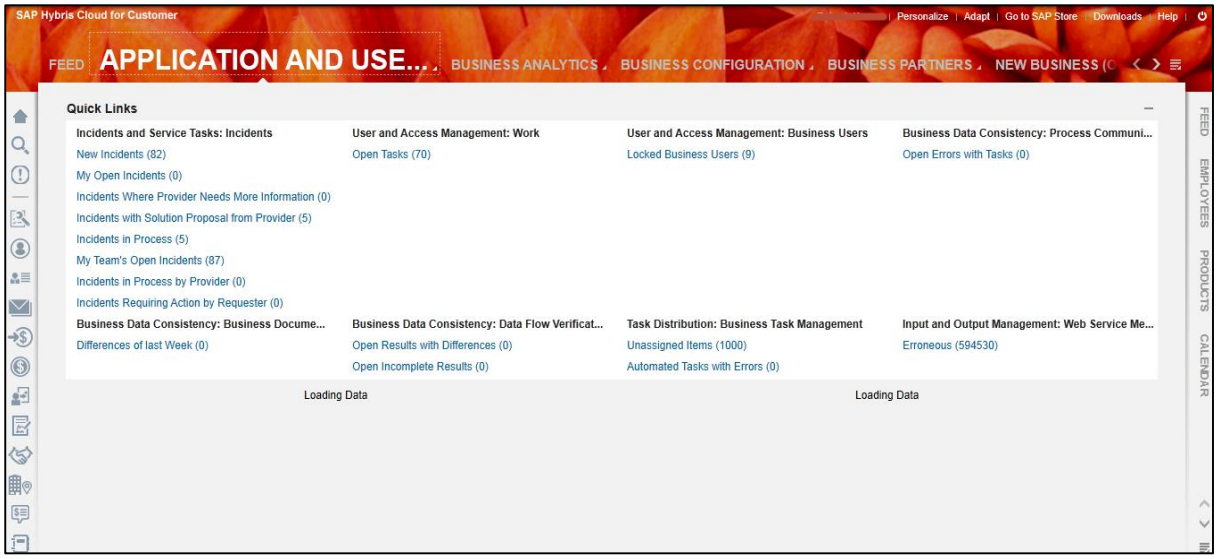

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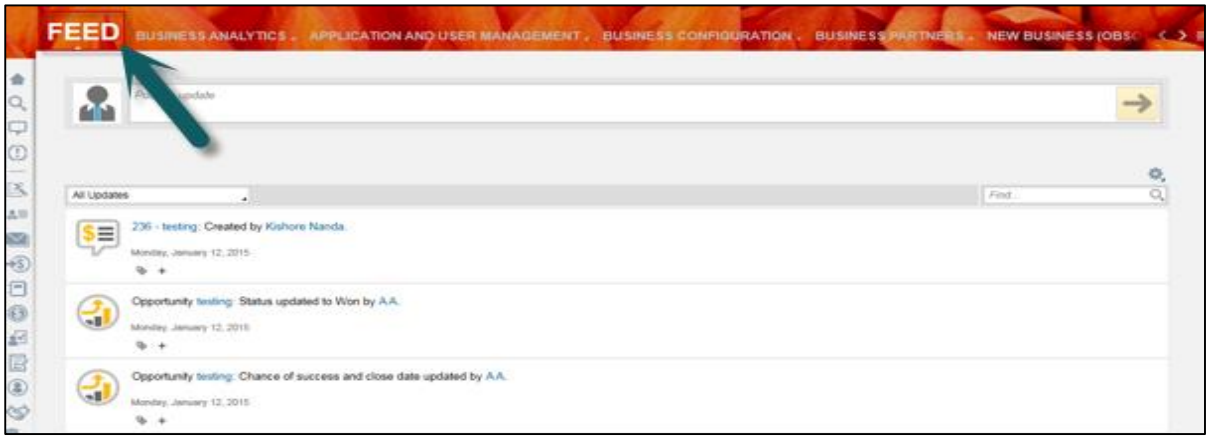
5. SAP C4C – Work Centers

When you open SAP Cloud for Customer in Silverlight mode, you can access multiple work centers to perform various administrative and configuration tasks.

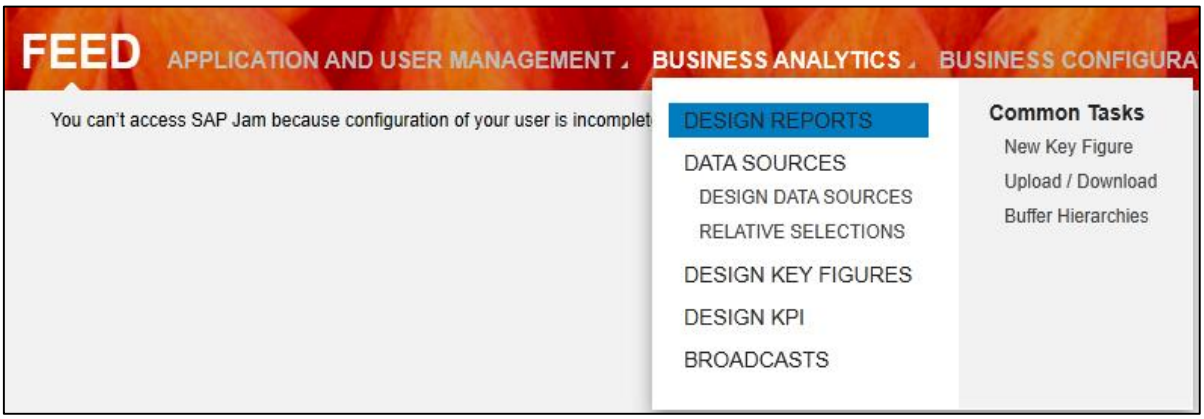
Feed

The Feed work center shows all the updates and events like create, assign of ticket, lead, sales order etc.



Business Analytics

The Business Analytics work center is responsible to create custom report, design new data source, design key figures, and design KPI.



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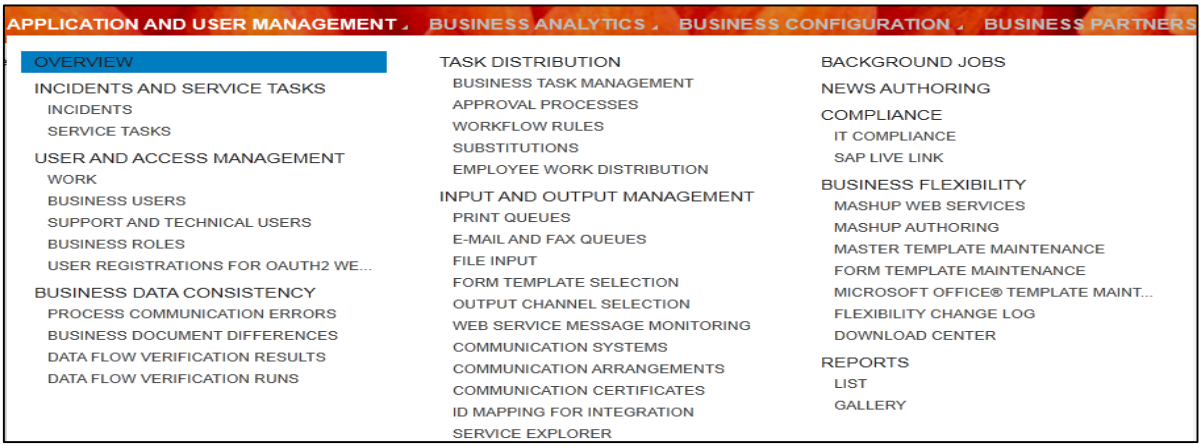
Application and User Management

The Application and User Management work center is responsible for performing tasks like creating business users, creating business roles, task distribution etc.



Business Configuration

The Business Configuration work center is responsible for Implementation Projects, Download and Upload Code list, etc.

Business Partner

In the Business Partner work center, we can create and edit business partners like service agents etc.

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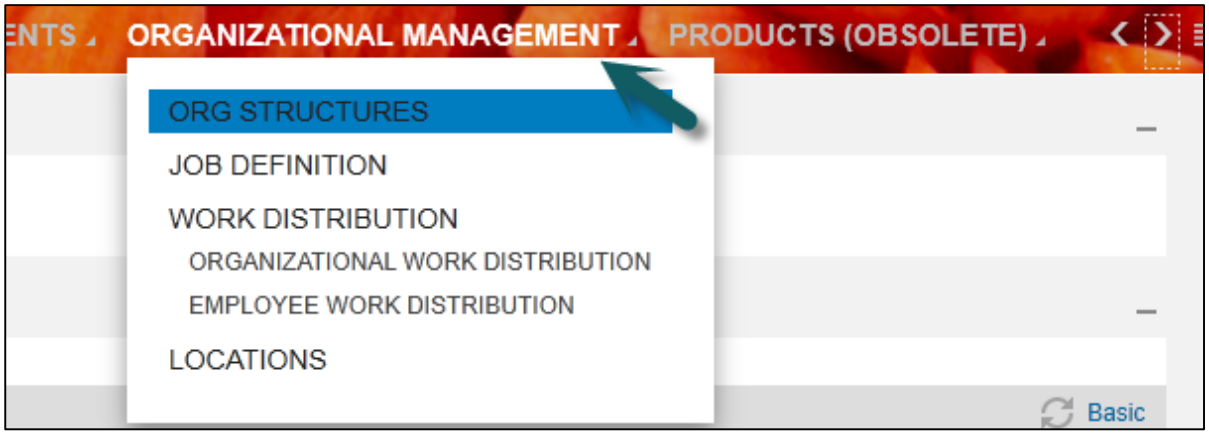
Service Entitlement

In Service Entitlement work center, we can create and edit Service Levels (SLA) and Service Categories.

Organizational Management

In Organizational Management work center, we can create and edit organizational structure, job definitions, work distribution- organizational and employee work distribution.



Customer

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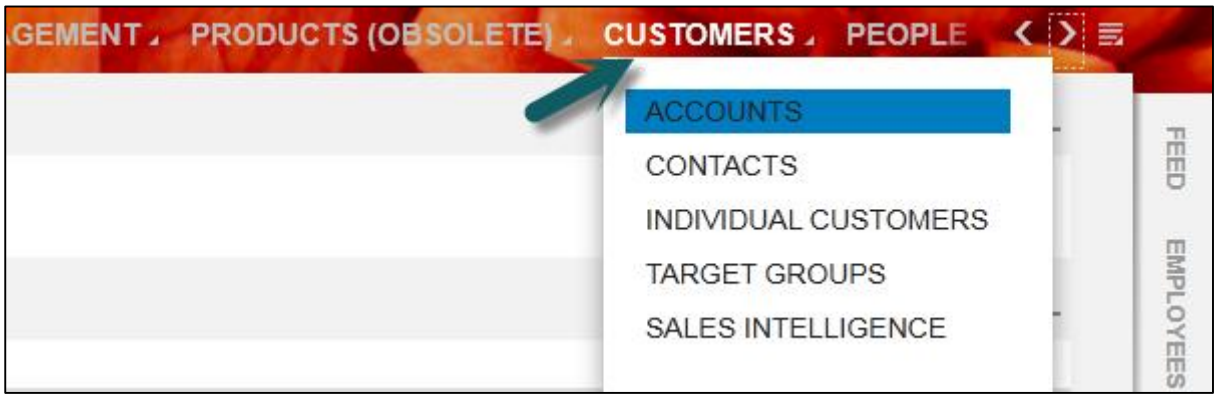
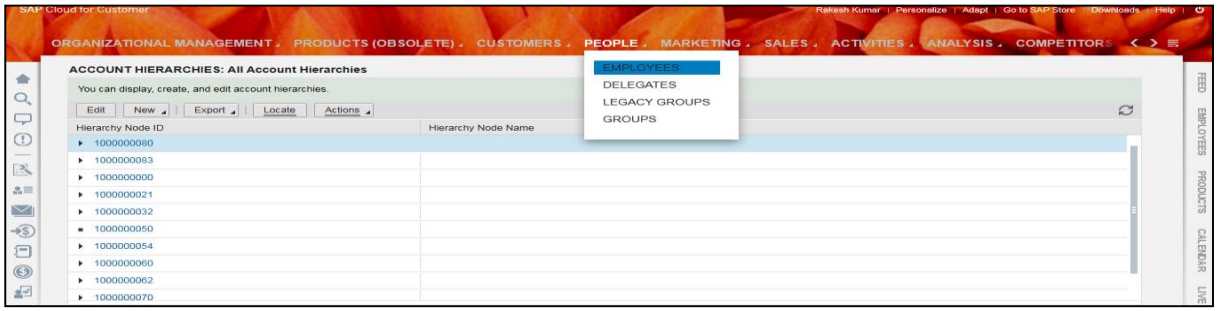
In the Customer work center, we can see customers like account, contacts, and individual customer, target group, sales intelligence etc.



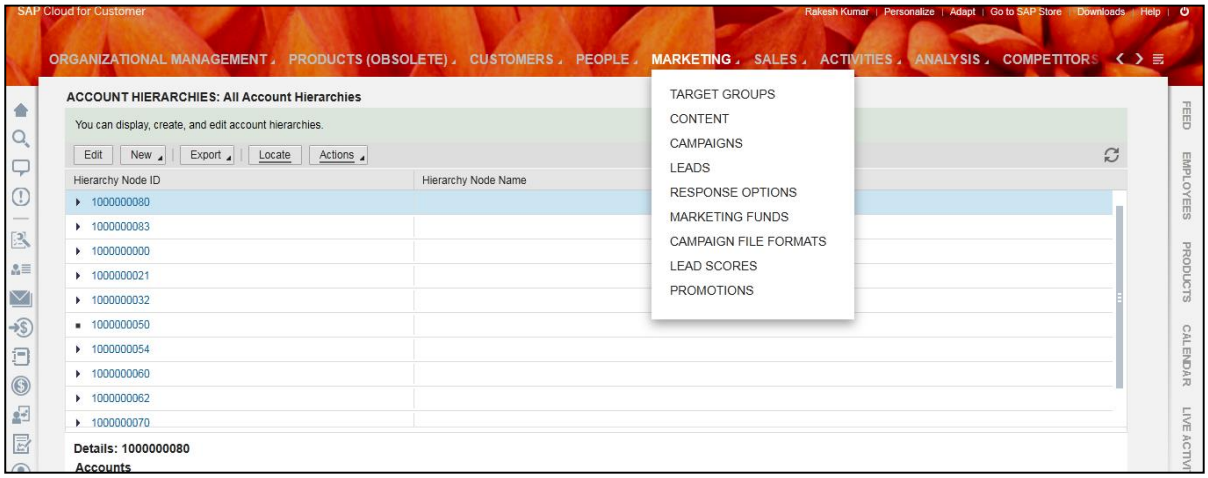
People

In this work center, we can see employees, delegates, legacy group, group, etc.



Marketing

In the Marketing work center, we can perform marketing activities like- create and edit target groups, content, campaigns, leads, response options, marketing funds, campaign file formats, lead scores, promotions.



Sales

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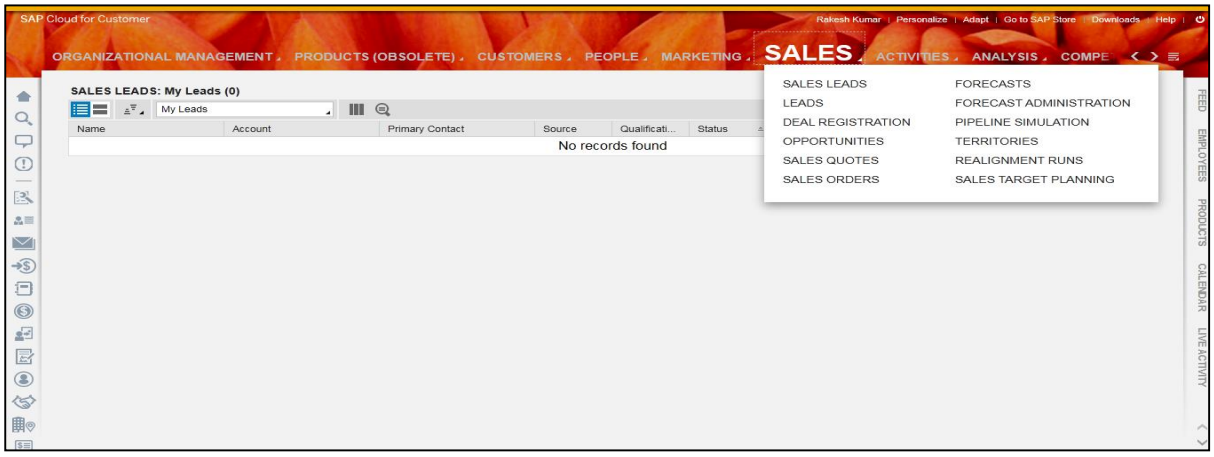
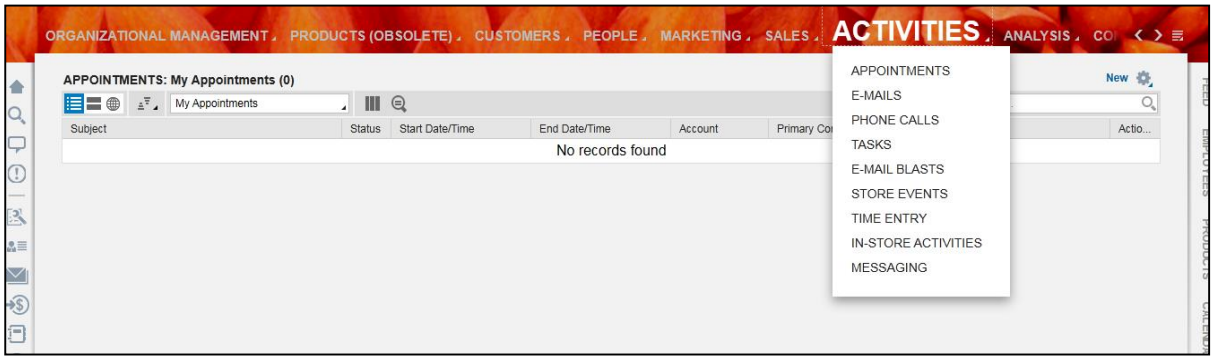
Under the Sales work center, we can perform sales activity like- Sales lead, lead, deal registration, opportunities , sales quotes, sales orders, forecasts, forecasts administration, pipeline simulation, territories, realignment run, sales target planning.



Activities

Here we can perform activities like appointments, e-mails, phone calls, tasks, E-mail blasts, store events, time entry, in- store activities, messaging, etc.



Analysis

Analysis is used to access all the reports.

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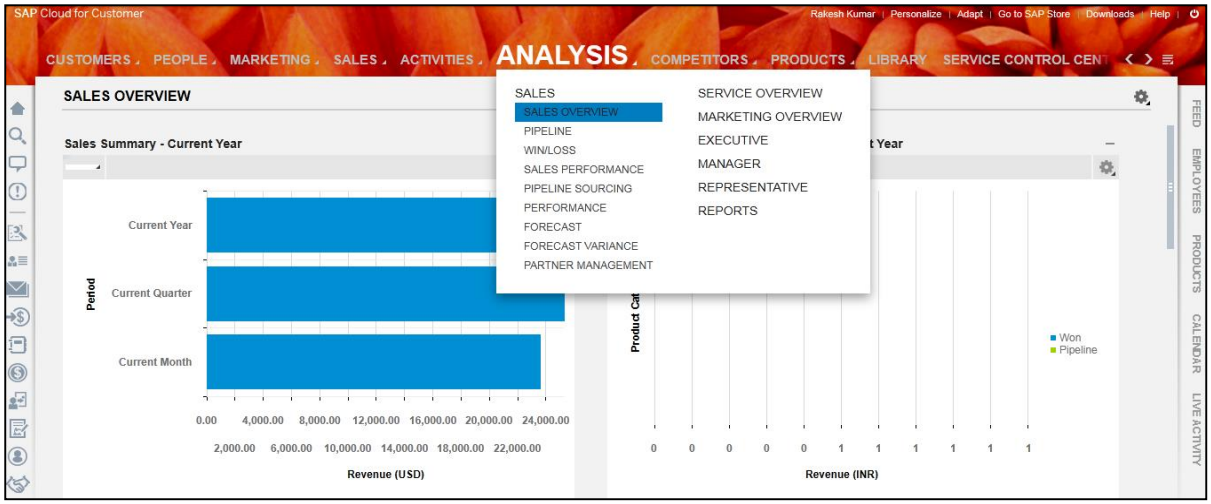
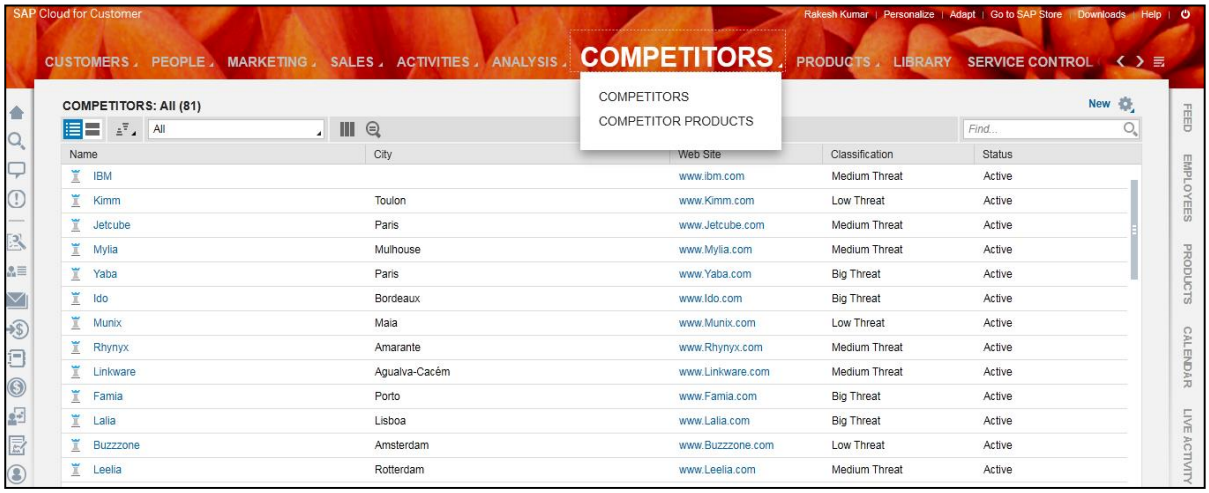


Competitor

Under the Competitor work center, we can maintain information regarding competitors and competitor products.



Products

Here we can create, edit and view products, product administration, product categories, product list, price list, discount list, registered products and warranties.

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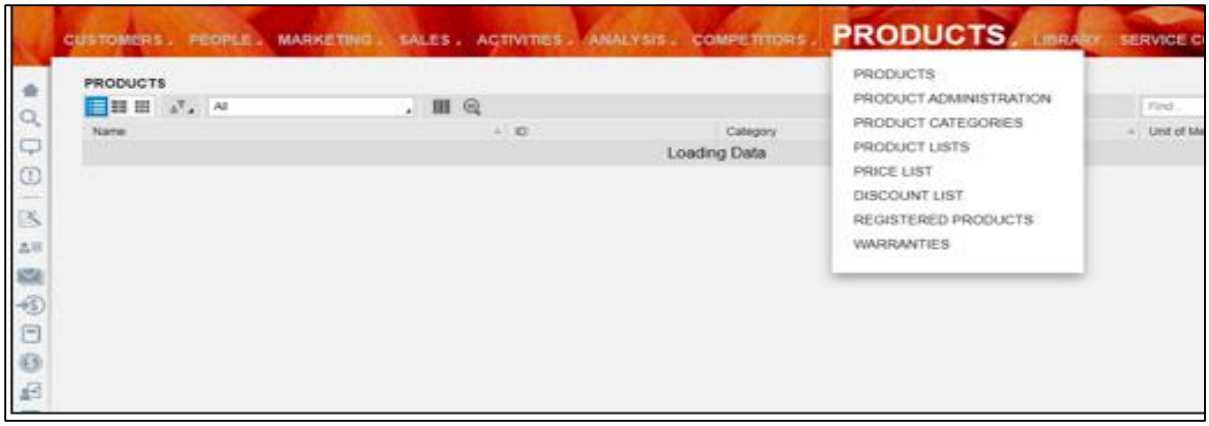
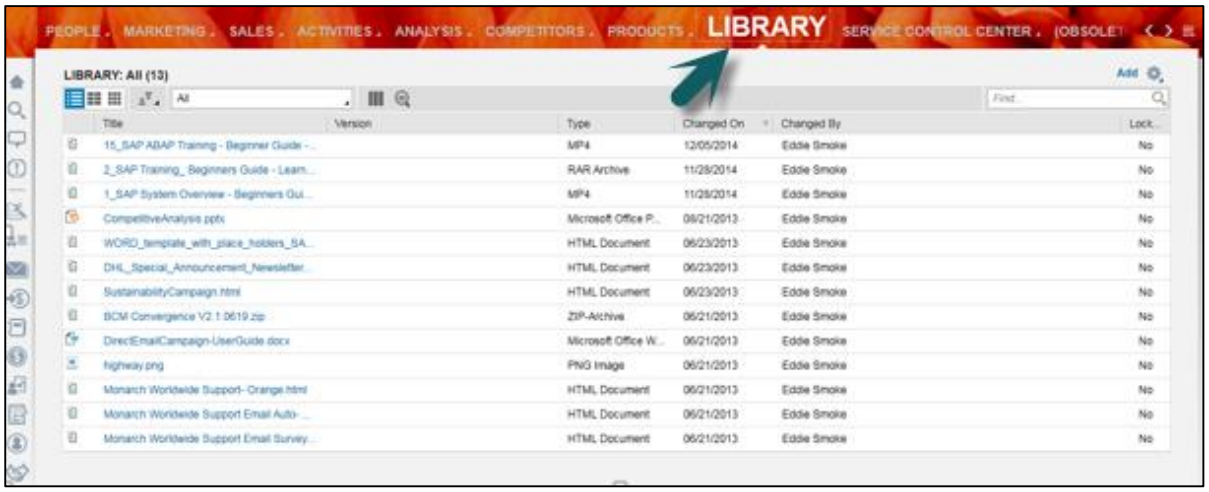


Library

The Library work center is used to share any knowledge-based article that you think may be useful for other user. You can share any useful article, document for reference.



Service Control Center

Under the Service Control Center, we can see all the order that we have placed to SAP and can place new order like buying of new user licenses etc.

We can also view the maintenance schedule of the system like down-time.

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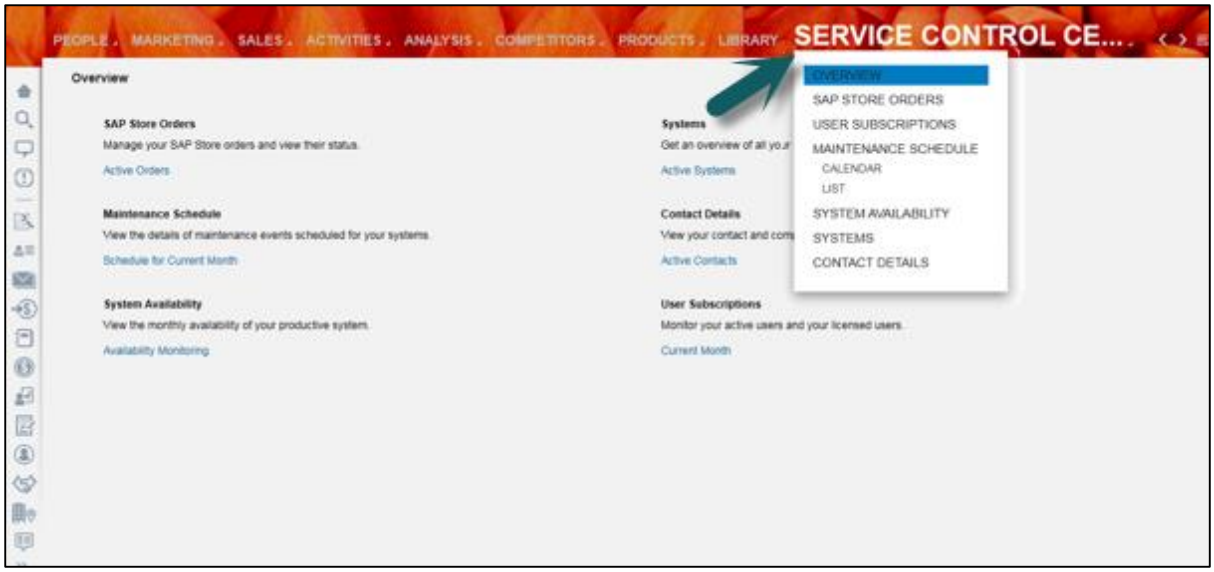

ECC Search

Under ECC Search work center, we can search sales order in back end system SAP ECC.

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