



Service Description Document for:

SAP Emarsys Customer Engagement

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NTT DATA Business Solutions is a Global Value-Added Reseller of SAP and provides all SAP products in the same form as if they had been purchased

NTT DATA Business Solutions

We Transform. SAP® Solutions into Value

We understand the business of our clients and know what it takes to transform it into the future. At NTT DATA Business Solutions, we drive innovation - from advisory and implementation, to managed services and beyond, we continuously improve SAP solutions and technology to make them work for companies - and for their people.

Aiming to transform, grow and become more successful? We provide you with more than in-depth expertise for SAP solutions: As your passionate partner, we connect your business opportunities with the latest technologies – and offer you a unique approach to get the job done as smoothly as possible. Our close ties to SAP and other partners give you access to innovative solutions and developments. Being part of the global NTT DATA group enables us to master any scope of project.

With operations in more than 30 countries, we have enabled thousands of companies become more efficient and effective during the last three decades. Our more than 14,000 experts around the world will also accompany you on your journey toward a truly intelligent enterprise – wherever you want to start! We have specialised in making SAP solutions work for companies – and for their people: We Transform. SAP® solutions into Value.

We are proud to be consistently recognised within the SAP ecosystem, having won multiple SAP accolades over the years. We are also delighted to announce our recent achievement of four SAP Pinnacle Awards in the categories of GROW with SAP, SAP Business AI Customer Adoption, Business Transformation Management, and Cross-Portfolio Success. These awards celebrate the exceptional performance of the world's foremost SAP partners, underscoring our commitment to excellence and innovation. With four wins and five finalist positions, we stood out as the leading winner in 2025. Additionally, our greatest asset and our most significant differentiator is our people. In 2025, the NTT DATA Group was named a Global Top Employer in 33 countries by the Top Employers Institute. This award highlights our dedication to creating a thriving work environment and confirms our status as a choice destination for IT professionals.

SAP Emarsys Customer Engagement

Summary

Treating customers as individuals means factoring in every single interaction across every single touch point in real time, to provide meaningful engagement that makes customers feel like you know them on a 1:1, personal level. The SAP® Emarsys® Customer Engagement solution makes brands truly customer centric. It aligns your business, processes, and strategies, helps eliminate data and execution silos, and accelerates business results by giving every single customer highly personalised and relevant experiences across any channel at any given time.

Objectives

- Enable rapid, predictable, and profitable customer journeys
- Increase customer acquisition and average order value
- Improve customer lifetime value and retention

Solution

- Proven analytics and use cases
- Channel-agnostic personalisation
- Actionable artificial intelligence (AI) to scale 1:1 personalisation

Benefits

- Deliver true 1:1 personalised omnichannel experiences
- Accelerate time to value with built-in analytics and use cases
- Produces actionable insights and measurable business results
- Scale 1:1 personalisation and continuously optimise business results with AI

Learn more

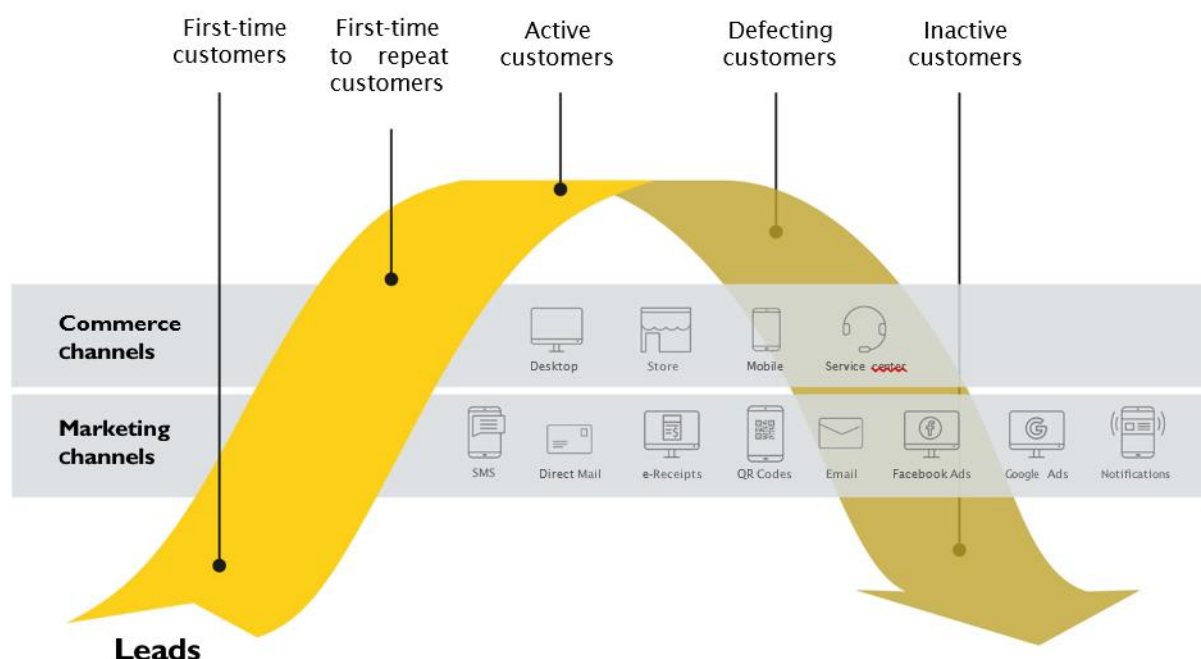
Discover how SAP Emarsys Customer Engagement can help you accelerate business outcomes by visiting us [online](#).

Our View on Customer Engagement

Each customer is in a different lifecycle stage with your business whether they are a lead, a first-time buyer, an active buyer, or a defecting or inactive customer. What all customers have in common is the increasing variety of channels and devices they use along their journey to engage with your business.

In response to this surge of complexity in direct-to-customer engagements, marketing teams have adopted an increasing number of individual solutions to try and meet their customers wherever they are. However, different solutions often mean different data and reporting silos, complicating the ability to demonstrate to leadership the impact of marketing initiatives on core business metrics.

To foster long-lasting relationships and drive customer lifetime value, businesses must look at how they communicate with their customers - individually, at scale, through every step of their journey on each channel and device.



The Future of Your Business Is in Customers' Experiences

To differentiate in a crowded market, businesses must stand out from the crowd and deliver outstanding customer experiences.

Customers want the freedom to engage with any business, at any time, on any channel or device. They want each interaction to be a follow-up to the previous one, not a brand- new one. They want to carry on a conversation with your brand and feel valued for their loyalty.

The ability to meet customers wherever they are, consistently across all channels, is what creates that resonating connection between customers and brands. It is the key to driving repeat visits and repeat purchases across stores, mobile apps and Web sites.

But customers are now almost completely in charge of the data they share, controlling the ways you can engage with them and whether they want to continue interacting with you or not. So the pressure is on to provide meaningful and relevant interactions for each individual, while at the same time respecting their right to privacy and earning the privilege to use their data.

So how can your business meet these demands and nurture lasting customer relationships that grow revenue opportunities?

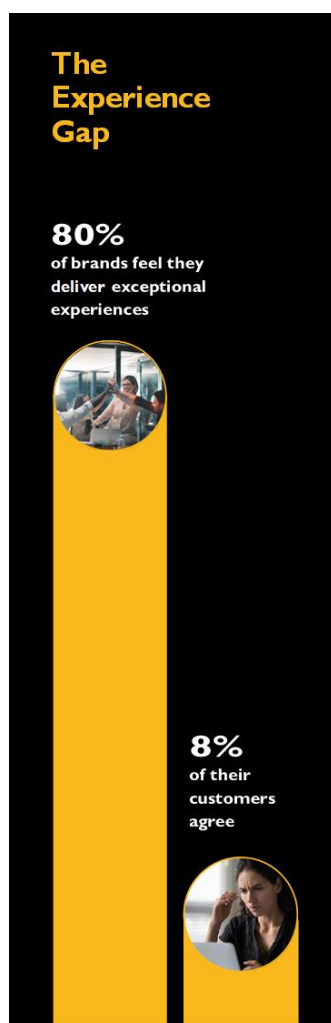
It boils down to your ability to meet customers' expectations at every moment they want it, by providing the right kind of personalised experience – at scale. Delivering that level of 1:1 personalised service is no longer reserved for high-end in- store experiences; today an intelligent enterprise must make every customer experiences personal, trusted, and connected.

Current Customer Experiences Are OK at Best

Businesses have come a long way in adapting to technology trends and trying to meet customer expectations. But this evolution historically happens within business units rather than across the entire business – which hurts the overall customer experience. Rolling out another channel and providing an excellent experience there will not help the customer's overall experience or impression of the brand if the next interaction does not resume at that same level of excellence.

Research shows that there is a rising gap between customer expectations and current experiences. While 80% of brands feel they deliver exceptional experiences, only 8% of their customers agree¹. When customers are not experiencing any value above the basic purchase and delivery interaction, businesses are putting themselves at risk. They could be just one slipup away from losing customers.

Every single interaction with a brand influences the customer's experience. With the difference between a good and poor experience so narrow businesses must stay extra vigilant to avoid losing customers.



Not Understanding What Good Experiences Are

¹ Qualtrics - [Manage Every Experience That Matters](#), March 2017.

Businesses often have an inside out view of the experience they deliver, comparing themselves to direct competitors to benchmark their performance. But customers take a much broader and more holistic view of the experience.

To avoid losing customers, businesses must meet the increasingly high bar for what a “good” experience is – because customers factor in the best of all experiences when developing their own expectations.

During the pandemic, whole portions of the population were suddenly forced to shop online – something they might not have done in the past. For many new customers, their first shopping experience is critical to their willingness to make repeat purchases. So, by setting an excellent experience precedent, the business's chances of turning first-time buyers into loyal customers increase exponentially.

Businesses that were most successful in acquiring large volumes of new customers during the pandemic were the ones that used their data and insights across all their channels to understand customers – and then give them what they want, wrapped in a consistent, relevant, and value-adding experience. A study by the Economist Intelligence Unit shows that providing a high-class online service is likely to pay off in the long term.

Sixty-one percent of respondents agreed or strongly agreed that they will maintain some of their new online shopping habits after the pandemic ends².

But with the advent of permissioned data becoming a harsh reality in 2021, businesses without a unified and customer-centric approach will struggle - capabilities at risk. Without any way of engaging with customers in accordance with their wishes, it is not just the sale that is lost – but access to all data and insights from that individual too.

As shoppers shift back to in-store environments, having consistent experiences and product recommendations between digital and physical touchpoints will be crucial, giving omnichannel capable brands an advantage against competitors. Brands that further enable cross-channel buying options can benefit from increased sales, as customers will prioritise sellers that cater to their shopping and delivery preferences.

**42% of US retailers
found that curbing
their digital strategy to
replicate a personalised,
in-store approach was
their biggest driver of
growth in 2020³**

The Challenges to Consistent, Personalised Experiences

While 89% of digital businesses are investing in personalisation, very few actually deliver an end-to-end, consistent 1:1 experience for their customers across every single channel and device.

² The Economist Intelligence Unit - The Influential Shopper, [Retail Industry Report](#), December 2020.

³ Emarsys, Post-Black Friday Research, December 2020.

SILOED DATA AND TECHNOLOGY

Each technology requires and hosts different sets of data, resulting in inconsistencies across the entire marketing technology stack. Data is the backbone of personalisation, and without a single source of truth for data, personalisation cannot be consistent across platforms, applications, and channels, leading to broken experiences for customers.

MANAGING AND HONORING CUSTOMER CONSENT

Customers have the power to decide what information they are willing to share with a business and what data can be used within their journey. Companies must adapt their strategies to collect the customer's consent and then retain it by personalising within the boundaries the customer has set.

ACHIEVING A CONSISTENT OMNICHANNEL PRESENCE

Between fast-growing social media platforms, new business models, and sales channels, businesses must be agile to meet customers where they are – at all times. More is required of technology than just compatibility. It needs to support consistent personalisation experiences without adding overhead – by using an open architecture with API integrations to connect new channels, faster.

KEEPING UP WITH RAPID CHANGES IN CUSTOMER BEHAVIORS

Customers' needs, wants, preferences, and styles evolve continuously. Personalisation must adapt to ever-changing human nature, always presenting relevant messages for that individual. Artificial Intelligence (AI) is critical to keeping up with this continuous evolution by providing predictive insights that proactively serve the customer with added-value engagements.

DEMONSTRATING THE ROI OF MARKETING TECHNOLOGY

Being able to show the value of a new tool in alignment with a business's financial objectives is critical to successfully implementing that tool, particularly in large-scale transformation projects.

Often, marketers will abandon a tool because they weren't able to integrate it into their entire marketing ecosystem or couldn't scale past the one use case they had originally purchased it for.

When it comes to tying multiple solutions together to deliver a unified personalised experience, marketers struggle to identify the solution that delivers the desired revenue. When technology does not embed personalisation within specific use cases, brands cannot see ROI fast enough to show the value of the technology.

The Solution for Customer-Centric Engagement

To create and deliver market-differentiating customer experiences, businesses must be able to do the following:

Unify and Understand

The starting point for true 1:1 marketing is providing a meaningful and relevant journey based on the sum of all activities. Unified and scored customer engagement data generates actionable insights to deepen your understanding of your customers and increase their lifetime value.



Smart Insight

Align and Accelerate

Speed and agility are critical to meeting and keeping up with customer expectations. Aligning with business objectives needs to be effortless, using proven industry-specific customer engagement strategies crowdsourced from leading brands, which can then drive results through rapid execution.



Strategies and tactics

Personalize and Engage

Customer centricity starts with omnichannel consistency. Omnichannel consistency is achieved by personalizing for the individual first, and then rolling this out across all channels to deliver unified and consistently engaging experiences that keep customers coming back time after time.



Personalization service

Scale and Optimize

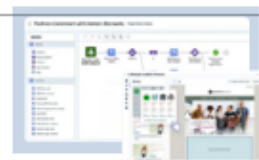
Customer behaviour is not static: trends need to be proactively identified and matched. The key to continuously evolving and adapting engagement is using integrated AI and predictive analytics that tailor the execution to keep the customer engaged through every contact with content that is truly 1:1.



Artificial Intelligence

Simplify and Streamline

Operational efficiency is the key to future-proofing productivity. Streamlining marketing operations with a single solution lets teams derive better value by simplifying cross-channel execution to meet current demands and frees up more time and resources to further accelerate business outcomes.



Omnichannel automation

Speed and Agility Integral for CX

The faster a brand can launch truly engaging and personalised campaigns, the quicker it will be able to have an impact on the revenue the business generates.

Automating a single customer journey should not take 240, 180, or even 90 days to launch.

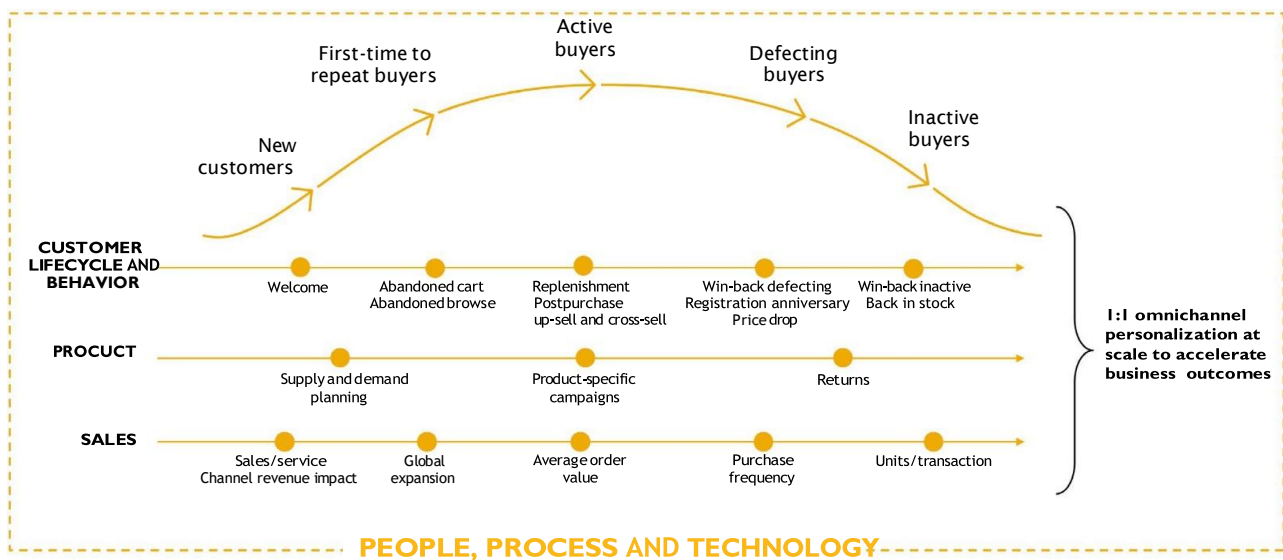
Marketing platforms fail to deliver for brands because of the customisation and heavy development required to execute each new use case, which is bad for the customer experience (CX) and the bottom line. Requests from marketing teams for access to insights into sales and product data can cause friction with analytics, while requests from marketing teams for new integrations and applications to drive new value can cause additional costs and delay speed to market.

Businesses need to be able to convert more customers, more often, and at higher value, by using proven strategies with personalisation-fueled use cases that really resonate with consumers, including:

- Abandoned cart
- Welcome for new contacts
- Abandoned browse
- Birthday
- Lead re-engagement

- Price drop
- Win-back of defecting customers
- Back in stock
- Win-back of inactive customers
- Post purchase cross-sell
- Post purchase feedback
- Replenishment
- First-time buyer to active customer

The combination of these use cases forms the foundation of the experience that will drive repeat purchases and increased customer lifetime value, which ultimately results in greater customer loyalty.



Customer Centricity is Timely and Channel Agnostic

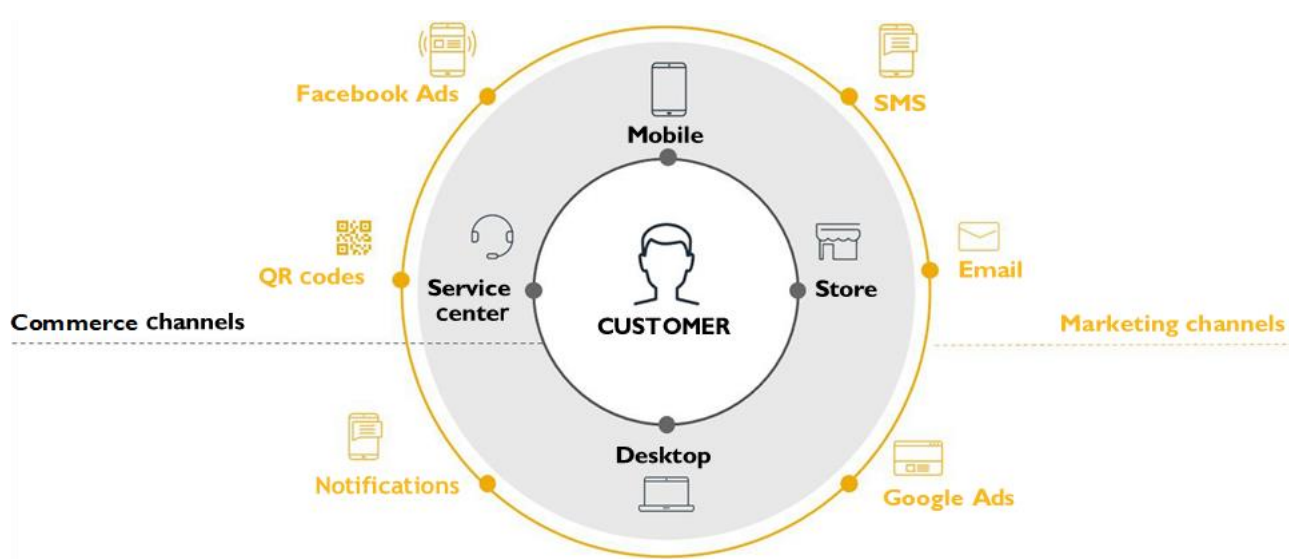
Customers will engage with your brand across any number of channels and devices, but they do not see the channels – they only see the overall brand experience. Providing consistent and relevant experience is critical for interactions to have that 1:1 effect. Regardless of how the customer is interacting with the brand, the experience must be continuous, seamless, and relevant. The key to the individually tailored experience is to personalise for each customer, and then have that treatment delivered across all channels.

Relevance in terms of experiences is driven by personalisation alone – timing is everything.

Customers are not willing to be patient, and the only way to meet their expectations is by delivering what they want in real-time on any given channel. Milliseconds make up the difference between being able to engage in the moment and losing out to a competitor – regardless of how tailored your content is.

61% of consumers remain loyal and frequently purchase from a brand due to personalized, frequent, and relevant communications⁴

4. Emarsys, Emarsys Loyalty Index 2021.



Understanding the Business Value of Personalisation

Becoming customer centric is an organisation- wide effort that cannot happen in a vacuum.

To successfully demonstrate the value to the business, personalisation efforts need to be shown as detailed ROI breakdowns that map activities against dollar-value results.

Profitable growth lies in getting more customers at a lower cost, who shop more often at higher values. This means focusing on serving the right customers with the right message, on the right channel, at the right time to optimise the budget of each engagement. The ROI on personalisation is highly influenced by the costs of acquiring and retaining customers, including discount strategies, free shipping, and more. The ability to only offer personalised incentives to customers who otherwise would not convert is vital.

Most marketing solutions are not built to report marketing results against business KPI's. They do not provide the demonstrable insights needed to make a business case for investing to become a customer-centric intelligent enterprise.

Without insights into acquisition, average order value, purchase frequency, repeat purchase rates, or customer lifetime value, as well as overviews of advertising costs and return on advertising spend in Facebook Ads and Google Ads, the true value of marketing is much harder to assess.

By connecting the insights that drive decision-making and the reporting that drives performance measurement to core commerce KPI's across online and offline channels, SAP Emarsys Customer Engagement enables better decision-making, along with a clear measurement of performance.

The ability to demonstrate the business impact of personalisation and cross-channel campaign management on customers, store performance, product preferences, and lifecycle stages does not stop there. Actionable insights can turn reports into optimisation steps for activities, allowing a continuous optimisation of business results using predictive analytics and AI to further adjust and scale 1:1 personalisation and results.

Transforming Is Faster Than You Think

You do not need more data, more channels, or more technology to start delivering truly engaging personalisation. You need a single, fully integrated customer engagement solution, built with proven analytics and use cases, and channel-agnostic personalisation capabilities – underpinned by an actionable AI that will scale 1:1 personalisation and optimise your results.

Technology should not be complicated. With a single solution you can help marketing acquire and retain more customers at a lower cost, who shop more often at higher values, while removing IT or additional support dependencies.

A single solution means a simplified setup, streamlined onboarding, and reduced ramp-up requirements. It means plugging in all your historical data to pull insights based on your current customers and their behaviours, as well as simplifying your ongoing operations.

Set Up for Success

Our acceleration program gets you up and running within 90 days, making you customer-centric, agile, and ready to provide that true 1:1 experience at scale.

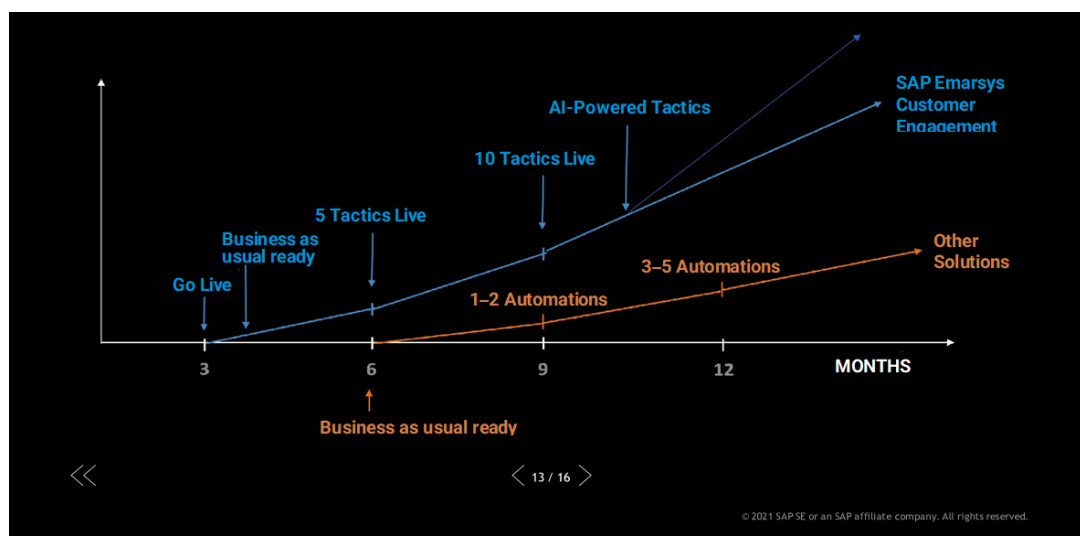
During our 90-day onboarding, we work with you to assess, improve, and scale your direct-to-customer engagement and commerce strategies to put you in the position to quickly accelerate business outcomes, capture new growth opportunities, and deliver superior personalised experiences.

We will help you:

- Identify opportunities for growth
- Design your path to cross-channel campaign mastery
- Implement and monitor performance
- Scale 1:1 personalisation and business outcomes

What business outcome do you want to accelerate within 90 days?

If you are ready to deliver the predictable, profitable outcomes that your business demands and the highly personalised omnichannel experiences that your customers deserve, speak to one of our retail experts.



About SAP Emarsys Customer Engagement

Unlike other customer engagement solutions, SAP Emarsys Customer Engagement is the only one built to accelerate business outcomes.

Drawing on more than 20 years of commerce marketing experience, SAP Emarsys Customer Engagement offers a series of strategies and use cases proven to work for retail brands. Using AI, these use cases can be activated with your business's own unique customer, sales, product, and loyalty data to drive highly personalised customer experiences that result in real business outcomes. The solution helps remove dependencies on IT departments, freeing time for innovation and optimisation.

By providing proven analytics and best practice use cases, SAP Emarsys Customer Engagement lets marketers quickly identify revenue growth opportunities and then rapidly activate the relevant use case that maximises business results by accelerating time to value.

The solution is built to provide:

- proven analytics and use cases
- channel-agnostic personalisation
- actionable AI to scale 1:1 personalisation

With SAP Emarsys Customer Engagement you can:

- Accelerate time to value by aligning proven engagement strategies with desired business outcomes
- Deliver true 1:1 personalised omnichannel experiences that build trusted, loyal, and lasting customer relationships
- Produce measurable business results that drive predictable and profitable growth

Discover how SAP Emarsys Customer Engagement can help you accelerate business outcomes by visiting us online.

Deliver Omnichannel Personalised Engagement from a Single Integrated Solution

SAP Emarsys Customer Engagement allows you to:

GAIN INSIGHTS

Unify and score customer engagement data to deepen understanding of your customers and increase their lifetime value:

- Evaluate loyalty and lifetime value
- Leverage product and customer data in marketing campaigns
- Report on revenue impact
- Seize on next best growth opportunities
- Launch best practice use cases

ACCELERATE DELIVERY

Benefit from a marketer-friendly solution integrating core capabilities built to accelerate time to value:

- Create and execute marketing and transactional campaigns
- Automate lifecycle and real-time omnichannel marketing programs
- Consistently personalise Web sites and engagements
- Include intelligent product recommendations
- Manage loyalty program and communications

ENGAGE ANYWHERE

Natively integrate owned channels to transform them into highly personalised communication tools:

- Email

- SMS
- In-app messaging
- Web site
- Web push
- Direct mail
- Facebook Ads
- Google Ads

Use APIs to extend the reach of engagements and provide the flexibility to connect to any other channels, such as clienteling solutions, mobile point of sale, and e-receipts.

Onboarding

The SAP software is made available to the customer from the point of contract signature as a Software-as-a-Service.

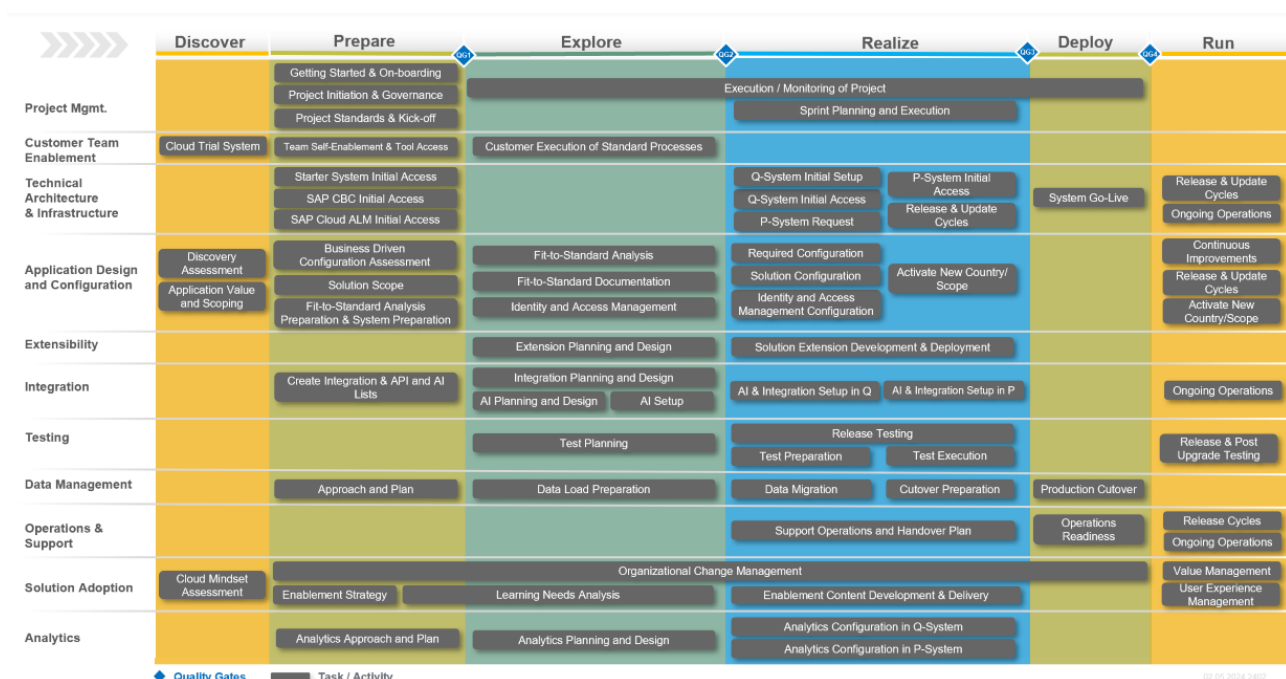
Full use of the service is enabled through an implementation project. NTT Data Business Solutions (NDBS) are able to deliver the implementation project through our listing for SAP Cloud Support Services (Implementation), also on G-Cloud.

General Implementation Approach

NDBS offer implementation and advisory consulting services for the implementation and onboarding of the SAP software, available through our Lot 3 listing – NDBS Cloud Support Services (Implementation). These services cover:

- Application skills for implementation, configuration, testing support.
- Value Added services for: change management, training and training strategy, data migration.
- Technical skills for development of applications, enhancements, and integrations to the SAP platform

Customers achieve fast and cost-efficient deployment of SAP products and innovations through a consistent and proven methodology, SAP Activate®



The implementation approach encompasses the management of the key workstreams (left axis) throughout the 6 phases of implementation (top axis). Key activities during implementation include:

Discover Phase Activities:

- User enablement via the trial system.
- Solution scoping via the SAP digital discovery assessment tool.
- Value discovery.

Prepare Phase Activities:

- Define project goals, a high-level scope, and a project plan.
- Identify and quantify business value objectives.
- Secure executive sponsorship.
- Establish project standards, organisation and governance.
- Define and secure approval for the implementation/upgrade strategy.
- Define roles and responsibilities for the project team.
- Validate the project objectives.
- Establish project management, tracking, and reporting mechanisms for value delivery.
- Begin self-enablement.
- Develop enablement strategy.
- Receive and access the initial systems.
- Kick off the project.

Explore Phase Activities:

- Project management execution, monitoring and controlling.
- Customer project team enablement.
- Fit-to-standard analysis.
- Configuration definition.
- Integration prerequisites confirmation.
- Solution extension preparation.
- Data load preparation.

Realise Phase Activities:

- Establish the solution landscape.
- Implement the solution in the quality environment using incremental build in time-boxed iterations (sprints).
- Conduct overall end-to-end testing of the solution.
- Set up production environment.
- Prepare for data migration and data archiving.
- Conduct project team and key user training.
- Testing of the solution.
- Finalise end user training materials and documentation.
- Track and report on value delivery.

Deploy Phase Activities:

- Finalise the solution and business processes for production go-live
- Proceed with cutover activities including data migration.
- Execute transition and cutover plans including organizational change management (OCM) plans.
- Complete all scheduled end user training.

- Track and report on value delivery.
- Develop post-go live support plan.

Run Phase Activities:

- Ongoing system operations
- Continuous change management
- Continuous learning
- Continuous improvement
- Release cycles

Our approach embeds the following principles:

- START with BEST PRACTICES - with the solution delivered through proven, re-useable knowledge assets and pre-built content, including process flows, pre-configuration, test scripts, data migration assets, and end-user documentation and help.
- VALIDATE the SOLUTION - validation to best practices and fit-gap analysis.
- MODULAR and AGILE – SAP provides the ability to deliver the solution incrementally, ensuring to value and focus on key business benefits.
- PRE-ASSEMBLY and CLOUD READY – Pre-built Best Practices enable customers to accelerate implementation whilst leveraging the flexibility and speed of the cloud.
- QUALITY BUILT-IN – A stage gate approach with embedded quality milestones delivers early identification and management of risk, with a “total quality” approach to implementation.
- A FOCUS on ADOPTION – Utilisation of Best Practices as an accelerator allows the project to focus less on the technical aspects of the solution, and more on the data and adoption aspects that are critical to success.

Implementation projects for all products and services are tailored to the customer, and delivered in line with client needs and requirements.

Service Levels and Support

For productive system the service level for availability is 99.7%. For non-productive systems (development, test) the service level for availability is 99.5%.

Additional cost options are available to increase the availability to higher levels for the Private Cloud option for productive systems.

Software Support is provided by SAP Enterprise Support. Additional cost options are available for enhanced support from SAP and details are available on request.

NDBS can also provide additional application and technical managed service support for the application which enhances the SAP Enterprise Support with additional support for the application and the technical elements of the application. This can include ‘how do I?’ and ‘break-fix’ type support.

Maintenance Windows

For Public Cloud, there is a weekly maintenance window (Saturday 22:00 UTC) for 4 hours. In addition, there are up to 4 major upgrade windows per year (Saturday 04:00 UTC) for 24 hours. There are 2 upgrade releases that must be taken.

For Private Cloud – there is a major release every 2 years, with interim Feature Packs every 6 months. Upgrades are optional in Private Cloud, but the customer must be on a maintained release (hence must upgrade at least every 7 years). Subscription includes costs for the upgrade every 2 years.

Offboarding, and Access to Data

When offboarding, for the Public Cloud solution SAP provides tools to download the data from the service. It is the customer responsibility to download the data prior to contract termination. Additional cost options can provide enhanced support from NDBS to support the customer in the offboard and data extraction elements up to the contract termination.

For the Private Cloud solution the customer is responsible for extracting relevant data prior to contract termination. Additional cost options can be provided enhanced support from NDBS to support the extraction of the data.

Business Continuity

For Public Cloud, the production system is backed up daily along with multiple archive logs taken daily. Non-productive systems are backed up weekly along with multiple archive logs taken daily. Backups are stored in a secure offsite location. Backup cycles for production data is 28 days; for non-production data the cycle is 14 days.

Enhanced Business Continuity coverage is available as an additional cost service.

After Sales Support

SAP provides Enterprise Support for the duration of the subscription (software support). NDBS can enhance the Enterprise Support, by providing highly flexible Application and Technical Managed Services for the buying organisation. As these can be tailored for individual customer requirements, NDBS can provide specific detail on application.