



Service Description Document for:

SAP Customer Identity

8 January 2026 | Document Version 0.01

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® Customer Identity and Access Management Solutions for B2C

Summary

With SAP® Customer Identity and Access Management (SAP CIAM) solutions for B2C, you can create a flexible and highly secure “front door” to your digital properties and establish more meaningful, trusted customer relationships. In addition, you’ll gain a deeper understanding of your audience to drive increased engagement, better experiences, and higher revenue.

Objectives

- Give customers a more flexible and convenient way to connect with your brands and properties
- Seamlessly and securely identify and immediately engage customers across devices, channels, and regions
- Deliver more personalized and valued customer experiences based on permission-based data, collected directly from consumers in ongoing, transparent, value-for-information exchanges
- Balance optimised customer experiences with security

Solution

- Provide frictionless points of entry for customers across brands, regions, and properties, with customizable and secure registration and social log-in screens and flows
- Securely identify online visitors from any touch point, with data federation and single-sign-on functionality and flexible user authentication options
- Orchestrate unified profiles across the business to deliver personalized, trusted experiences at every customer engagement

Benefits

- Increase e-commerce revenue by as much as 10 times
Standardise security best practices across brands and regions
- Drive better outcomes from your CRM, data management platform, content management system, or other marketing and sales technologies

Build Customer Trust and Address Data Privacy and Protection Regulations SAP® Enterprise Consent and Preference Management

Summary

When it comes to customer privacy, global enterprises currently face two major pain points:

- The widespread customer mistrust in how companies use, store, and manage their data
- New data privacy and protection regulations that require businesses to give customers more control over their personal data

SAP® Enterprise Consent and Preference Management solutions answer both pain points by implementing comprehensive customer profile, preference, and consent governance across your organization with minimal time to market.

Objectives

- Deliver relevant, engaging and trusted experiences to customers on their own terms
- Offer customers control of their profile, preference, and consent data, no matter the device, channel, or platform they use
- Effectively track consent history across the customer lifecycle to address requirements of regional data privacy and protection regulations

Solution

- Best-practice workflows to transparently present, collect, and manage customer consent and preferences for terms of service, privacy policies, marketing communications, and any data processing requirements
- A system that enables your brands and properties to offer clear, intuitive customer control of profile data, preference choices, and consent settings
- Secure, centralized, and audit-ready consent records that can be used to enforce customer decisions about their personal data and synchronized in near real time with downstream systems such as commerce, marketing, sales, and services applications

Benefits

- Build trust with customers by enabling more transparency in how you collect and use their personal data
- Centralize consent and preference management across all of your brands, properties, and channels, helping ensure a frictionless experience for customers
- Address evolving requirements of regional privacy law regulations

Building Trusted Business Relationships SAP® Customer Identity and Access Management for B2B

Summary

Our multitenant, cloud-native solutions are designed to help your business create trusted customer and partner relationships at scale. Built by the same team that developed the SAP Customer Data Cloud portfolio, SAP CIAM for B2B includes comprehensive features for organization access management, identity lifecycle management, authentication management, and policy-based access control, as well as preference and consent management for all external users.

Solution

- Accelerate time to market through frictionless, personalized, self-service customer and partner onboarding to drive growth through trusted relationships
- Simplify end-to-end partner onboarding management and reduce IT complexities to increase revenue and lower costs across all aspects of the value chain
- Protect the business by securely sharing intellectual property and sensitive data with the right partner users at the right time while addressing evolving privacy and compliance requirements to reduce security, legal, and regulatory risks

Benefits

- Increase conversions through personalization
- Engage your audience earlier through self-service onboarding
- Integrate partners to reach new markets faster
- Get products and services to market quickly through digital channels
- Reduce costs by minimizing administrative overhead
- Shorten development and maintenance cycles
- Improve data quality with self-service and delegated administration
- Provide seamless omnichannel experiences and empower business users with transparency and control
- Manage security and access requirements proactively and address data privacy compliance

Building Trusted Business Relationships SAP® Customer Profile

Summary

Break down data silos and transform a variety of attributes into a single unified profile that can be orchestrated across every application and service. Centrally govern customer accounts and data to enable a more stable and integrated digital ecosystem, and analyse data to drive more effective in-moment marketing.

Building Trusted Business Relationships SAP® Customer Data Platform

SUMMARY

With SAP® Customer Data Platform, enterprises can surface connected customer insights to fuel trusted, relevant engagements at every in-person and digital touch point.

As a result, they can be better equipped to pivot to new revenue opportunities, deliver value-added engagements to the right customers, and meet their growth goals.

OBJECTIVES

- Enable agile, customer-centric business models
- Anticipate customer needs and deliver consistent, value-added engagements that strengthen loyalty
- Simplify and accelerate business growth while navigating the evolving data privacy climate

SOLUTION: SAP CUSTOMER DATA PLATFORM

- Unify data from front-office and back-office sources into holistic profiles that form the foundation for deeper customer understanding, actionable insights, and predictive actions
- Earn your customers' trust by respecting their privacy and honouring the purpose of their data
- Grow your business by fuelling engagements throughout the customer journey with rich context

BENEFITS

- Boost revenues by uncovering hidden opportunities and pivoting faster
- Increase customer conversion, retention, and loyalty
- Accelerate growth while reducing IT resource strain

Onboarding

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

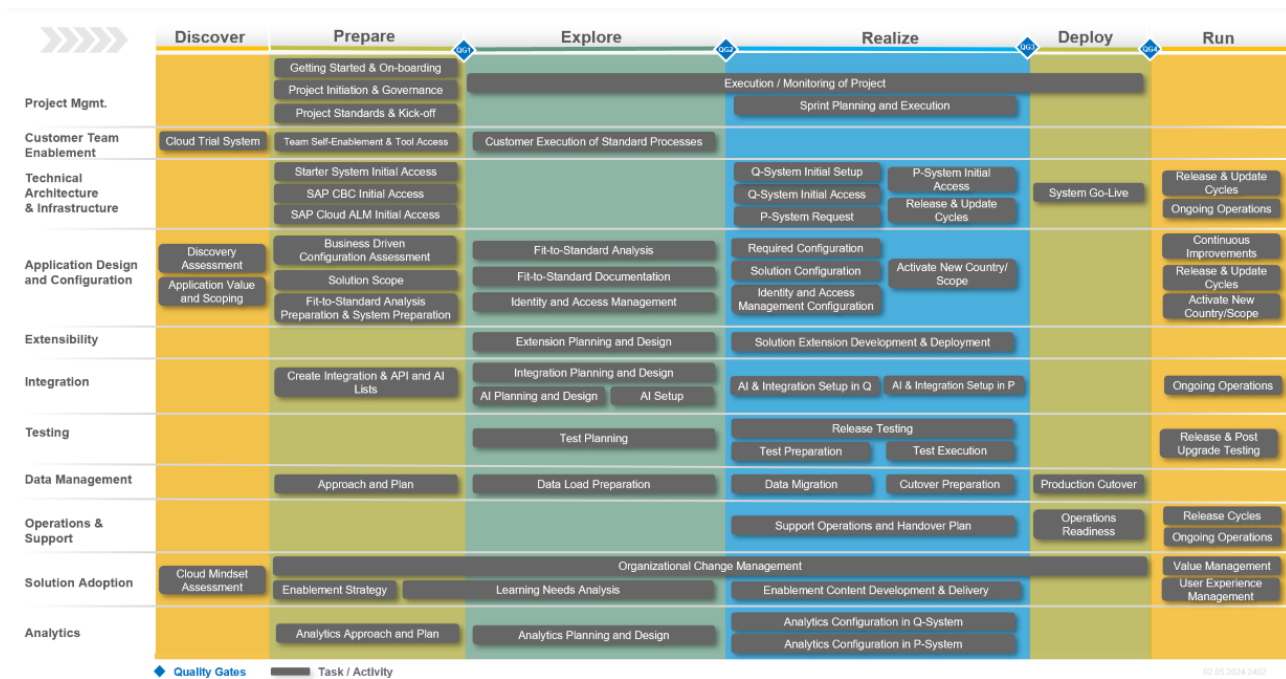
Full use of the service is enabled through an implementation project. NTT Data Business Solutions (NDBS) are able to deliver the implementation project through our listing for SAP Cloud Support Services (Implementation), also on G-Cloud.

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.

For Private Cloud, the backup retention is agreed with the customer.

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.