



Service Description Document for:

SAP Sales Cloud

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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 Sales Cloud

Summary

Deployed in the cloud and designed as a mobile-first solution, the SAP Sales Cloud solution helps streamline and automate critical selling processes. Embedded sales intelligence provides actionable insight so you can understand your customers better, improve sales engagement, and build relationships that create customer advocates and grow revenue.

Objectives

- Empower sellers to deeply understand buyers and build relationships with a 360-degree view of every front and back-office touch point.
- Engage prospects with collaborative, personalised sales interactions that make every conversation count.
- Deliver on your brand promise with frictionless, buyer-driven engagements that provide lasting value.

Solution

- Sales-force automation with connected lead, opportunity, and forecast processes, collaboration tools, dashboards, and customer analytics.
- Embedded sales intelligence with activity guidance, forecast intelligence, and visual pipeline analysis.
- Optimised mobile execution with offline and online synchronisation and the ability to analyse productivity, trends, and pricing.

Benefits

- Optimised sales processes and analytics.
- Support for sales teams online and offline.
- Improved sales velocity and forecast accuracy.
- Streamlined field and retail execution activities.

Features

High performance and scalability

- Hosted on a hyperscaler infrastructure, ensuring optimal performance throughout the system's lifecycle.
- Improved cloud qualities offering better security, scalability, reliability, and performance

Advanced business capabilities

- The platform integrates a modern user experience (UX) with embedded machine learning and generative AI capabilities.
- Supports cross-industry processes with complete end-to-end solutions.

Flexible and extensible

- Easily extendable using simplified approaches such as side-by-side integration or low-code/no-code methods.
- Built on microservice architecture with APIs, enabling seamless composability of apps and workflows for customer engagement across different touchpoints

Modernized user interface and configuration

- SAP Sales Cloud comes with a modern, user-friendly interface designed to increase productivity.
- Configuration is simplified through the Administration Console, where settings can be quickly searched, pinned, and accessed through recently visited items.

Human-centred user Experience

- Designed to be intuitive and anticipate how users think and behave, with principles focused on being human-centred, explainable, and easy to understand.
- The new UI is highly efficient, providing “right-time” delivery of information to improve customer service.
- Personalisation is built in, so the UI adapts to individual sales conversations, ensuring a tailored experience.
- No-Code and Low-Code Extensions

Sales Cloud

Productivity

- Server-side integration with Microsoft Outlook and Google Mail
- Meeting Insights
- Enhanced Task Manager
- User Calendar w/ color coding
- Manage content with library
- Workflows

Intelligent Insights

- ML based lead/deal intelligence
- Relationship Intelligence Insights
- Customer Insights / KPIs
- Embedded SAC for reporting/ dashboards
- Homepage KPIs

Modern UX | Blazing fast

- Optimized Workspaces
- Cloud native technologies
- Elastic based global search
- Microservices based architecture
- Top-of-the-line cloud qualities

Guided Selling

- Optimized workspaces for lead-to-opportunity-to-quote processes
- Contextual guidance for lead nurturing and opportunity progression based on dynamic playbooks and intelligent signals
- Dynamic configurable playbook for defining next actions
- Embedded insights – deal intelligence, engagement insights, relationship strength
- Engagement based next best action recommendation
- Historical Timeline of events
- Kanban view with analytics filters and drag-and-drop of opportunities
- Preview and generate quotes
- Manage complex pricing

Digital Sales Engagement

- Digital Selling Workspace for ISR / SDR / DSR
- Virtual meetings with Microsoft Teams
- Manage call lists and call scripts
- Nurture leads and complete sales activities
- Plan Sales Campaigns w/ target groups
- Outbound calling via CTI / Microsoft Teams
- Email templates for outbound emails

Native Mobile Experience

- Native mobile app (smartphone) - iOS and Android
- Native functions – widgets, push notifications, call logging
- Mobile extensions – fields, mash-ups

Forecasting & Pipeline Management

- Forecast Tracker with what-if simulation
- Pipeline Manager
- Pipeline Flow

Collaboration

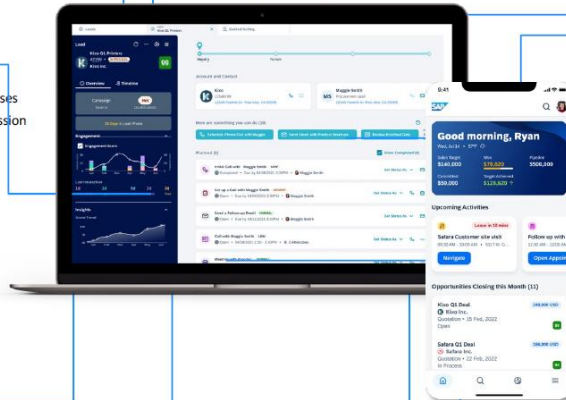
- Share Workspaces to Microsoft Teams for collaboration

Extensibility

- In-app admin extensions – fields, layouts, mash-ups
- LCNC extensions with AppGyver (included)
- Complex extensions with BTP (side-by-side)

Integration

- API based development principles enabling superior integration with external applications
- Pre-built master data integration with SAP S/4HANA
- Mashup based UI integration



Key Capabilities Enabled by SAP Sales Cloud

Uncover insights with a 360-degree view of every customer

Drive customer advocacy by delivering meaningful interactions leveraging front and back-office

Become a trusted advisor by guiding buyers based on their needs at each stage of their journey

Build deep relationships and connect with prospects leveraging social and business insights

Deliver impactful sales interactions from anywhere at any time

Streamline selling and simplify actions with voice-to-text and click-to-call functionality

Increase sales efficiency with next-action recommendations and virtual voice assistance

Know your customer at a glance and engage online or offline

Focus sellers on the right business with intelligent sales

Prioritise leads most likely to convert with AI-driven insight and intelligent scoring

Focus sales resources on opportunities with the highest propensity to close

Proactively engage at-risk opportunities with forecast intelligence and visual pipeline analysis

Accelerate sales cycles and improve win rate with activity guidance

Deliver effective customer interactions with tailored best-practice guidance

Improve sales outcomes across different lines of business

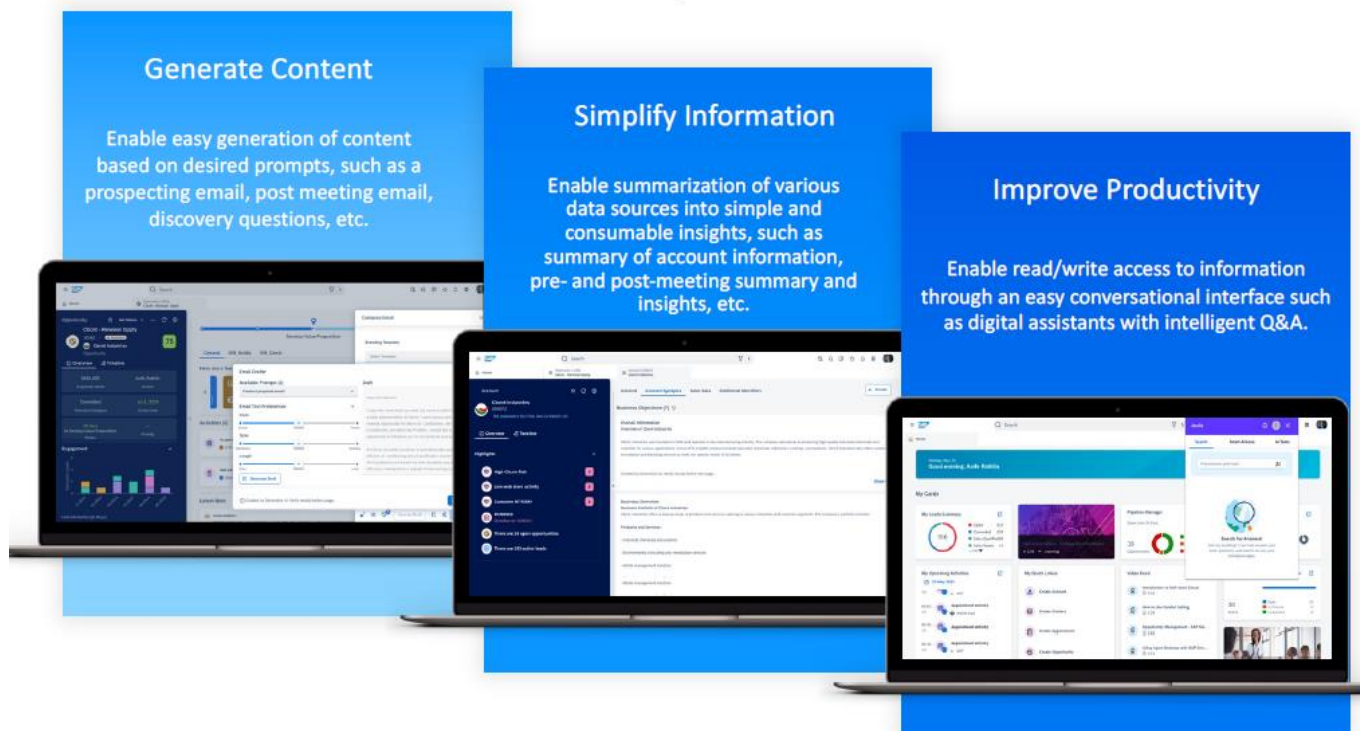
Ensure execution consistency across diverse sales organisations

Maximize User Efficiency with Generative AI

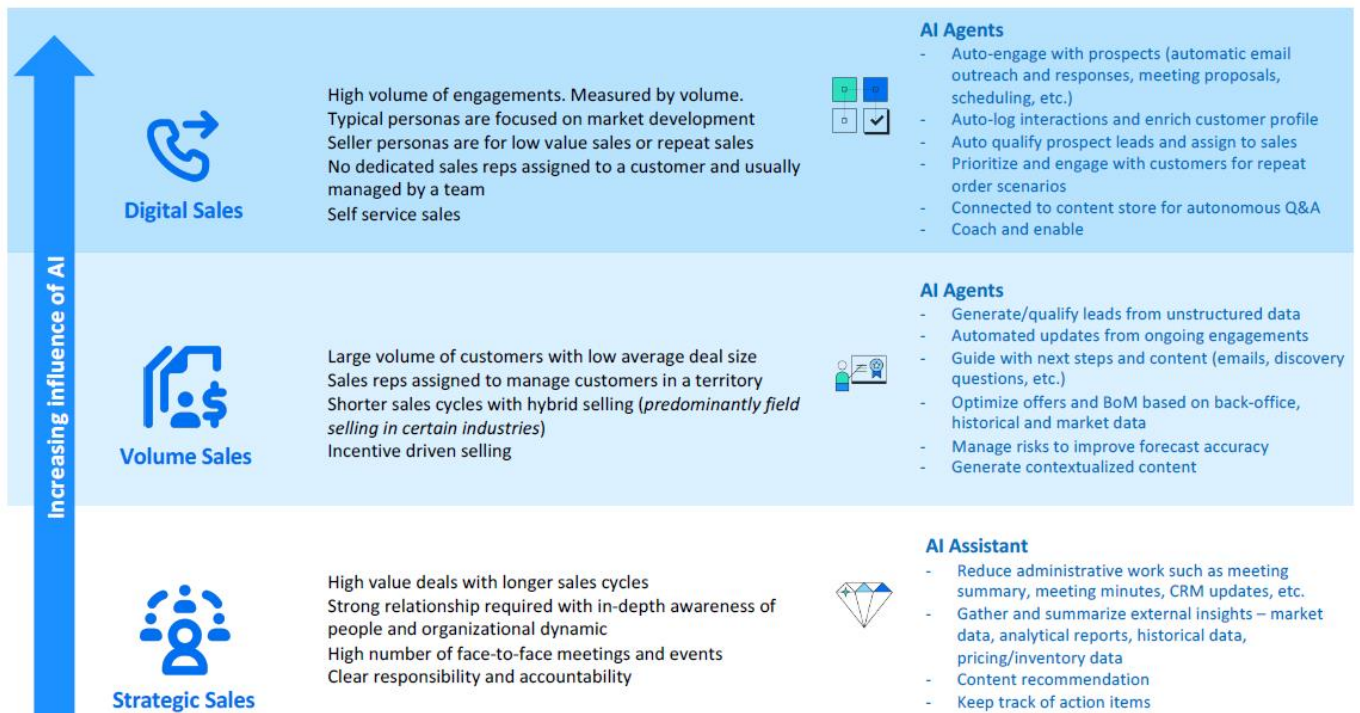
Transform customer experiences with personalized recommendations, predictions, and deep insights.

Accelerate processes and tasks by quickly generating text or summarizing your sales cloud data.

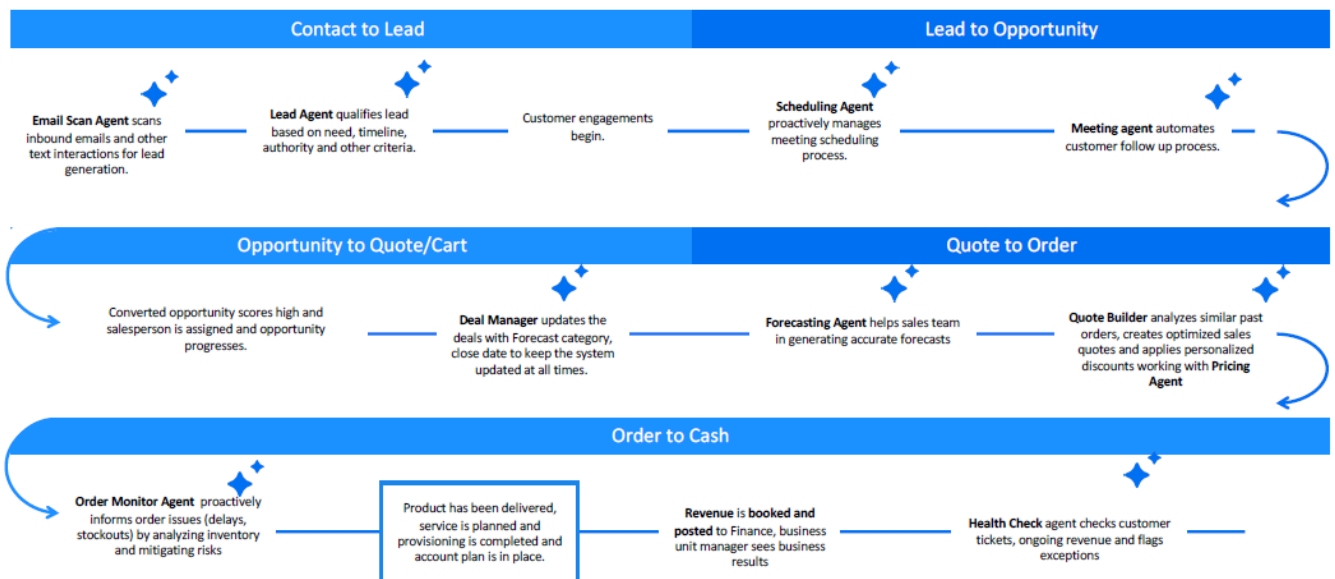
Deliver a better employee experience while lowering personal costs with a natural language processing AI application



- AI will become a co-worker enabling a significant growth in seller efficiency
- AI will take over effort intensive tasks such as customer research, managing follow-ups, tracking status, etc.
- Making key decisions, resolving complex situations and managing relationships will continue to be a seller's responsibility
- Autonomous decisions with low-risk outcomes will transition to AI
- As UI reduces in significance AI will enable CRMs to be seamlessly embedded in daily applications improving adoption and quality of data



SAP Sales Cloud | Agentic Lead-to-Cash process



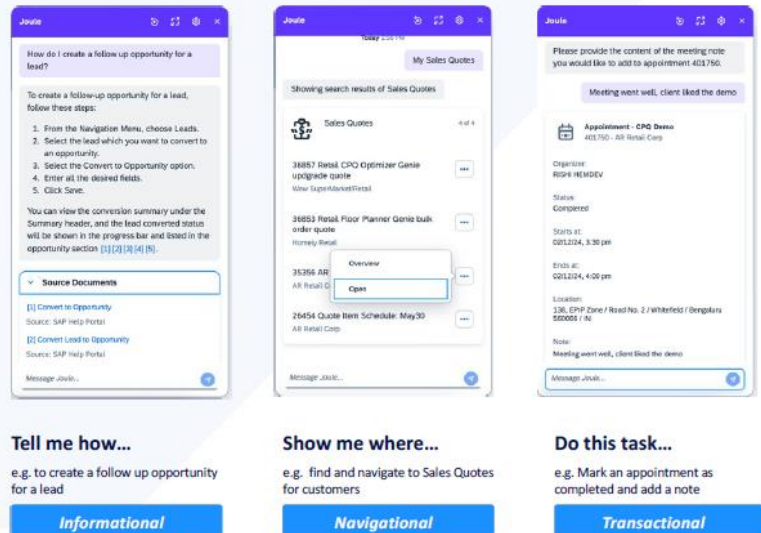
Joule in Sales Cloud



Joule integrated into SAP Sales Cloud Version 2

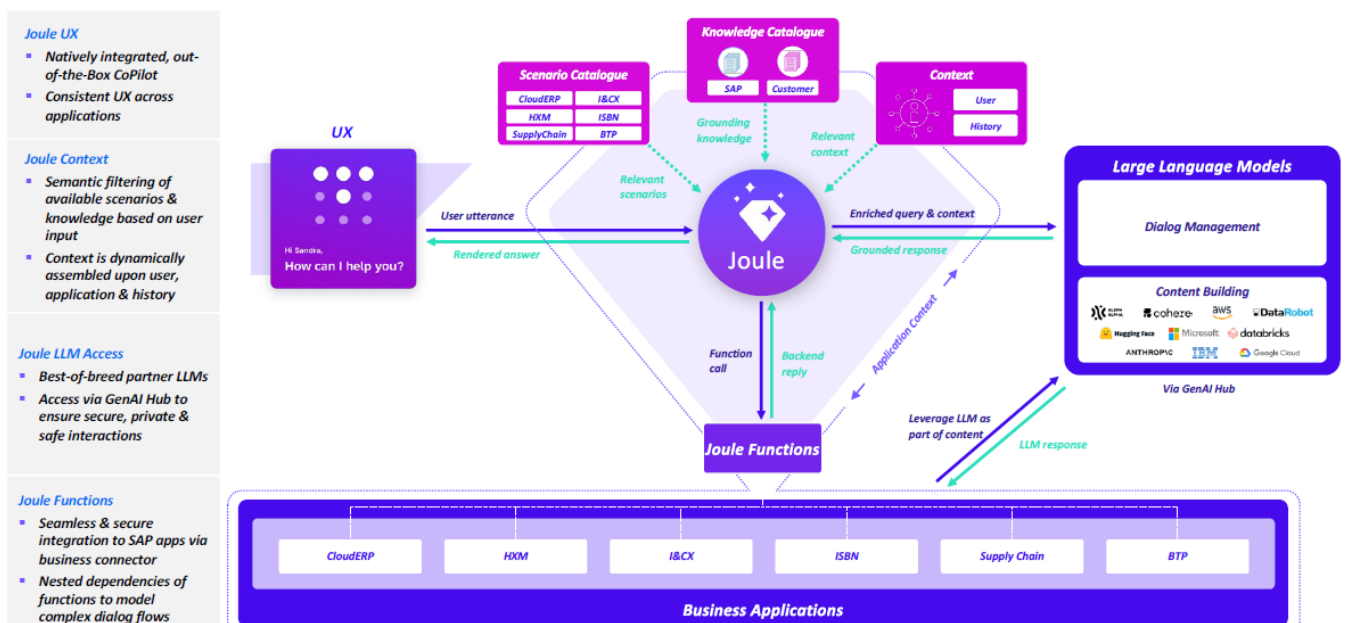
Joule is the AI copilot that truly understands your business, and it is now integrated into SAP Sales Cloud Version 2.

Joule lets users become more efficient and productive through simply describing their ideas, asking analytical questions, or telling the system what to do.



Joule integration in SAP Sales Cloud assists the sales representatives on the go to access information from Sales Cloud as well as insights and analytical metrics from S/4 HANA backend. It reduces the time spent on manually looking or searching through the appointments, fetching leads and account information from S/4 HANA backend system. Joule lets users become more efficient and productive through simply describing their ideas, asking analytical questions, or telling the system what to do.

Joule - The GenAI CoPilot that truly understands your business



Realise the Benefits of Customer-Centric Sales Automation

SAP Sales Cloud provides the tools and insights you need to understand your customers, improve sales engagement, and build relationships that last.

You can engage with customers with a fully featured, responsive mobile experience that drives efficiency and insight. Explore data and prepare for sales engagements with deep and at-a-glance insights. When needed, transition from online to offline and stay productive.

These capabilities combine to deliver the following business benefits:

- Stronger customer connections: Empower sellers to be trusted advisors and create lasting relationships with a full view of every customer interaction, social insights, and selling guidance.
- Greater productivity: Engage customers strategically and make every interaction count by managing activities, advancing opportunities, and tracking performance – offline and online.
- Increased win rates: Boost sales effectiveness with AI recommendations tailored to each opportunity and intelligent automation of labour-intensive tasks, such as automatically capturing all interactions you have with clients.



Enhance the customer experience and accelerate the buying process while empowering your sales force to **engage customers like never before.**

Sales Cloud helps you sell your product or service anytime, anywhere

Sales-force automation

- Drive revenue with connected lead, opportunity, and forecast processes.
- Improve sales productivity with collaboration tools, interactive dashboards, and real-time customer analytics.
- Maximise selling time with interaction automation and synchronisation with common e-mail clients such as Microsoft Outlook and Google Gmail.

Embedded sales intelligence

- Focus sellers on prioritised leads and opportunities with high adoption of intelligent scoring.
- Increase deal velocity and win rates with AI recommendations and activity guidance.
- Engage at-risk opportunities proactively with forecast intelligence and visual pipeline analysis.

Feature	Capability
Mobility Receive mobile support for iPhone, iPad, Android devices, and Windows tablets.	Users can access support on various mobile devices such as iPhone, iPad, Android devices, and Windows tablets.
Account and contact management	Enables quick account updates, comprehensive customer intelligence, and easy scanning of business cards from mobile devices to create leads or opportunities.
Lead opportunity and activity management	Facilitates tracking of activities, collaboration with internal teams, customers, and partners, submission of quotes and sales orders, competitor tracking, and access to guided selling materials tailored to each deal.
E-mail and calendar integration	Integrates with Microsoft Outlook, Google Gmail, Lotus Notes, and Evernote, eliminating duplicate data entry and automatically syncing key customer information and notes.
Real-time analytics	Provides real-time performance tracking, facilitates accurate forecasting, and enables what-if analysis with pre-packaged dashboards, embedded reports, and advanced analysis tools.
Predictive analytics and machine learning	Utilises real-time predictive scoring to discover new leads and opportunities, identifies top account influencers, and optimises deal-winning chances by leveraging the right mix of products, people, and partners.
Productivity and personalisation	Innovative features like tagging, flagging, in-line editing, and scheduling enhance user productivity. Custom fields, reports, and tiles can be personalised for quick access to information.
Collaboration and social selling	Collaborate with sales teams, internal experts, customers, and partners using SAP Jam Collaboration. Engage customers in kick-off meetings, requirements collection, or issue resolution.
Back-office integrations and mashups	Real-time push of back-office information with native integration with SAP ERP and SAP CRM applications. Business application mash-ups ensure users are always up to date on accounts.
Industry-specific capabilities	Gain industry-specific capabilities tailored to meet the unique needs of customers in sectors like retail execution and manufacturing.
Sales performance management	Turn sales strategy into action with guided selling, territory management, pipeline management, forecasting, and analytics. Integration with SAP SuccessFactors and SAP Jam enhances onboarding and coaching.
Cloud-based platform	Quickly deploy with cloud-based delivery and simplified subscription pricing, ensuring swift value realisation.

Onboarding

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

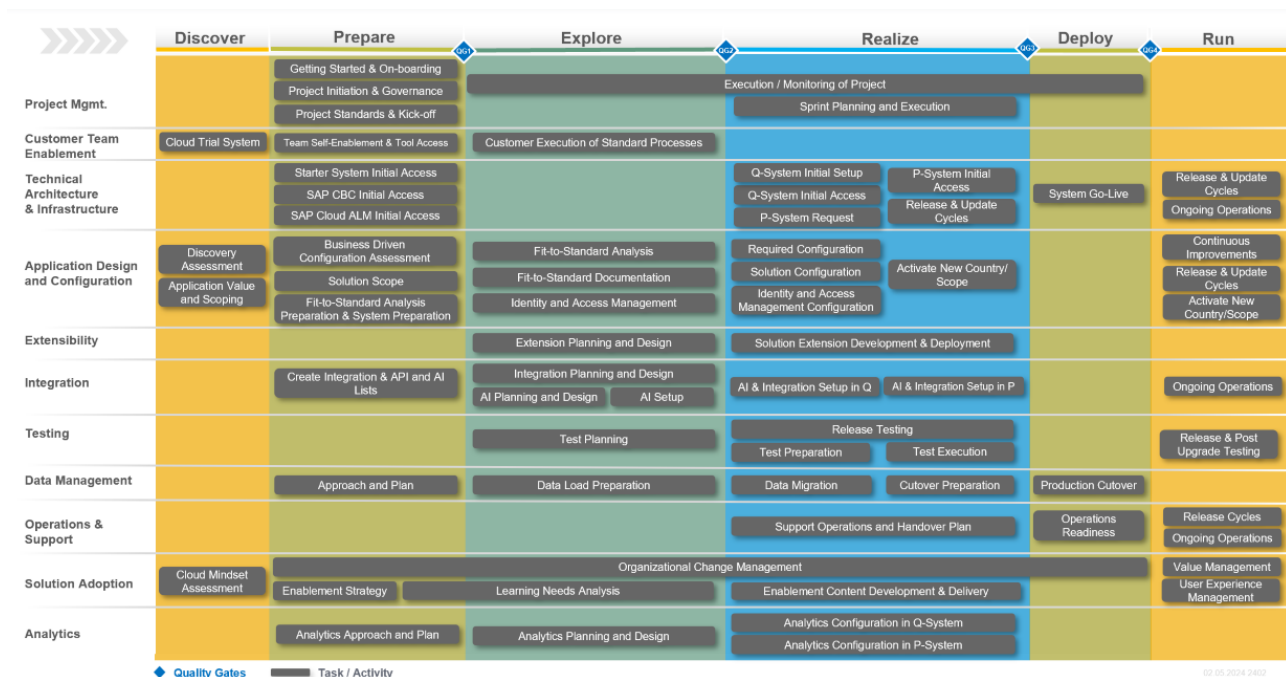
Full use of the service is enabled through an implementation project. NTT Data Business Solutions (NDBS) are able to deliver the implementation project through our listing for SAP Cloud Support Services (Implementation), also on G-Cloud.

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

SAP Sales Cloud uses a continuous delivery model with frequent updates, moving away from traditional quarterly releases and featuring zero downtime upgrades.

The ongoing maintenance and upgrade schedule is listed below (including start time and maximum scheduled downtime):

APJ: Monthly, 1st SAT, 3pm (1hr)
Europe: Monthly, 1st SAT, 10pm (1hr)
Americas: Monthly, 1st SUN, 4am (1hr)

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.