



Service Description Document for:

SAP Sales and Service 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 and Service Cloud

Summary

SAP Sales and Service Cloud is a next-generation, AI-enhanced Sales and customer service platform. It offers tools for streamlining and automating critical selling processes; provide omnichannel customer service, efficient case management, and advanced analytics. Built on a modern microservices-based architecture, it allows businesses to scale rapidly and deliver a more personalised, efficient service in a world where customer expectations are higher than ever.

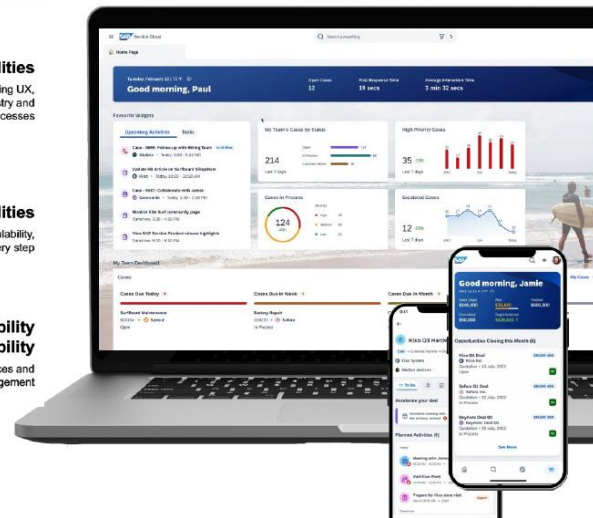
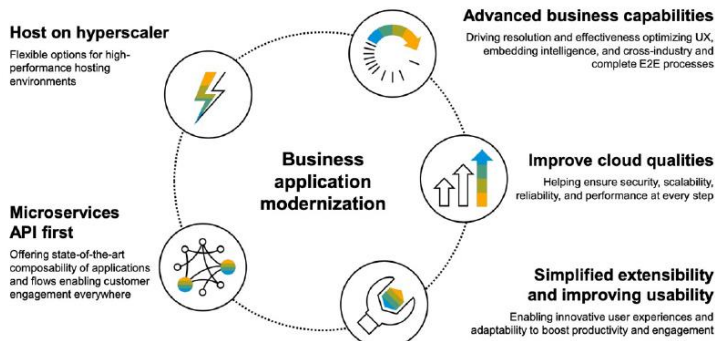
Objectives

- 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.

Key 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.
- Drive productivity with AI-driven insights, recommendations, and automation.
- Scale service capacity by deploying autonomous AI agents.
- Reduce resolutions times and improve accuracy with a unified case management solution.
- Adjust service operations to stay ahead of shifting customer demands.

SAP Sales and Service Cloud V2 Modernization Approach



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 and Service 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.

AI-driven Customer Service

With artificial intelligence (AI) embedded in your customer service solution, you can increase agent productivity and customer satisfaction while reducing costs.

Agent Experience

Provide a seamless user experience and boost productivity with a unified workspace, intuitive case management flows and AI driven insights and recommended actions.

Omnichannel Service

Boost customer satisfaction and loyalty by providing fast, reliable, and personalised service across channels.

AI-powered Case Management & Case Designer

Speed up issue resolution and elevate agent experience by building, tailored, intelligent service flows that work for your business.

Service Agility

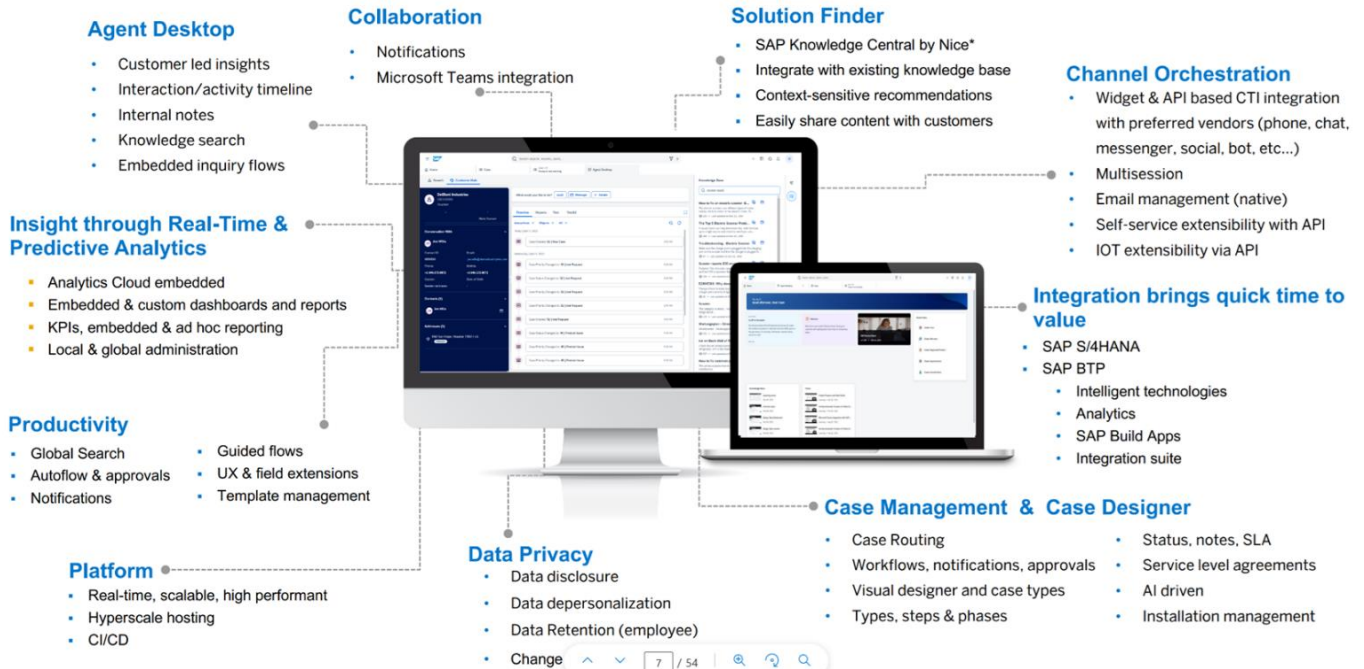
A modern, composable customer service platform allows you to adapt, expand, and grow as needed.

Human-centered user Experience

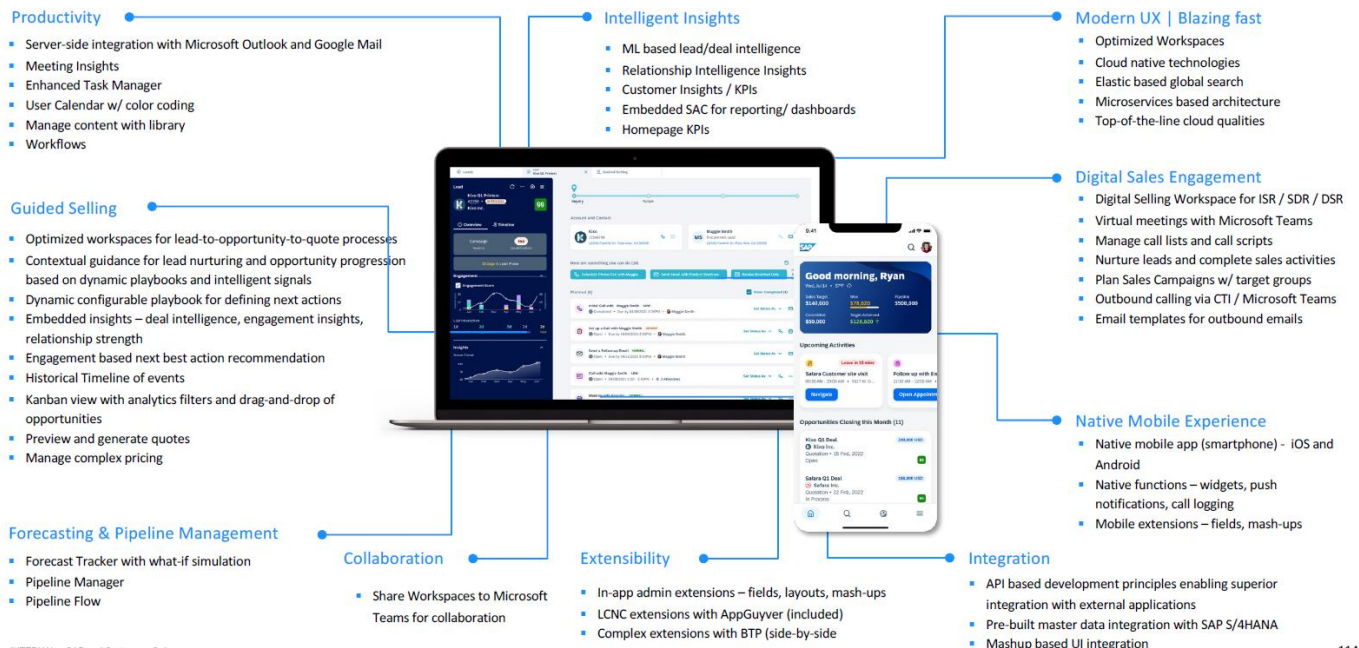
- Designed to be intuitive and anticipate how users think and behave, with principles focused on being human-centered, explainable, and easy to understand.
- The new UI is highly efficient, providing “right-time” delivery of information to improve customer service.
- Personalisation is built in, so the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

Solution Overview

Service Cloud



Sales Cloud

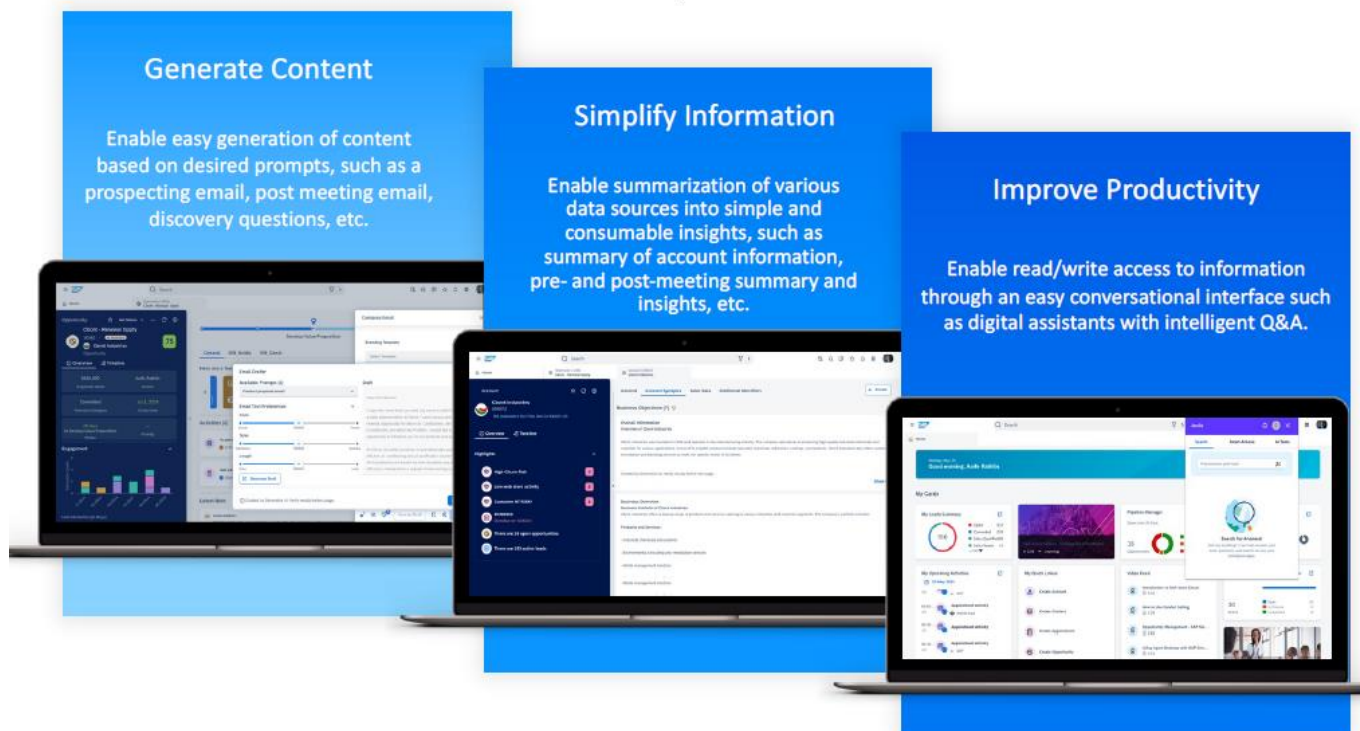


Maximize User Efficiency with Generative AI

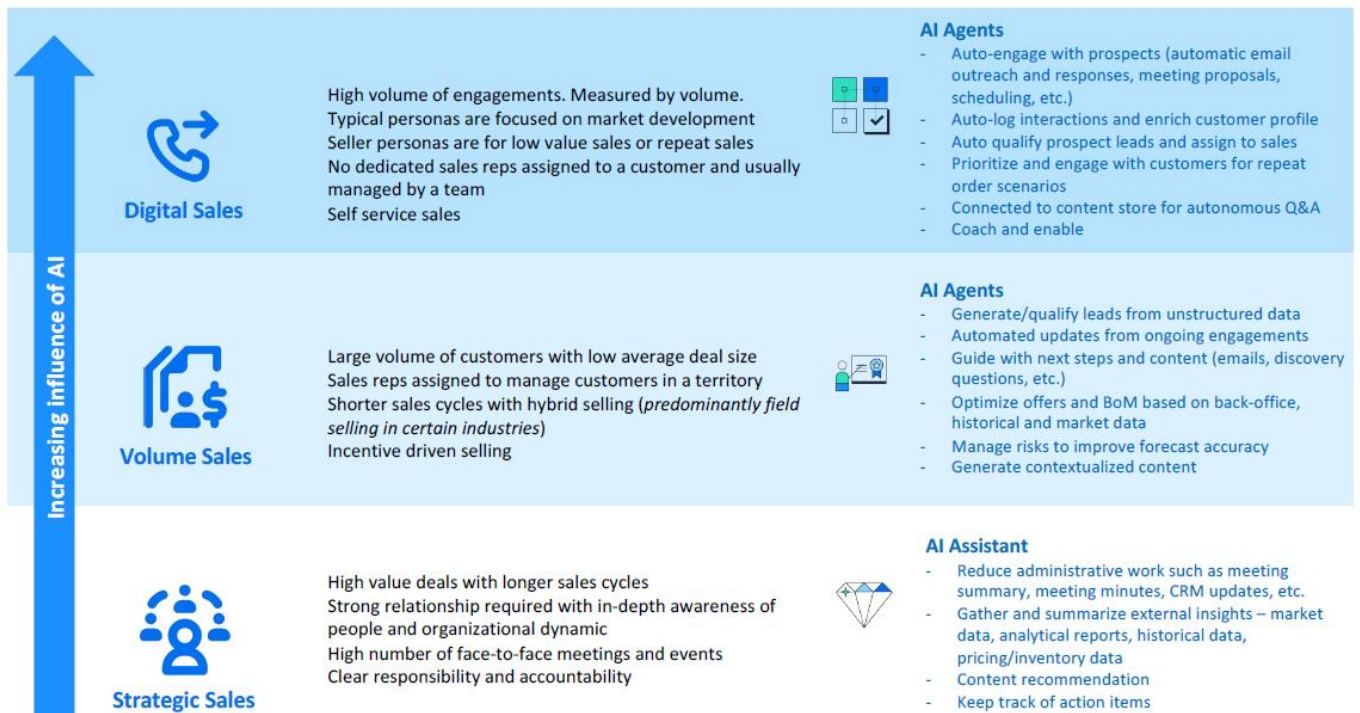
Transform customer experiences with personalized recommendations, predictions, and deep insights.

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



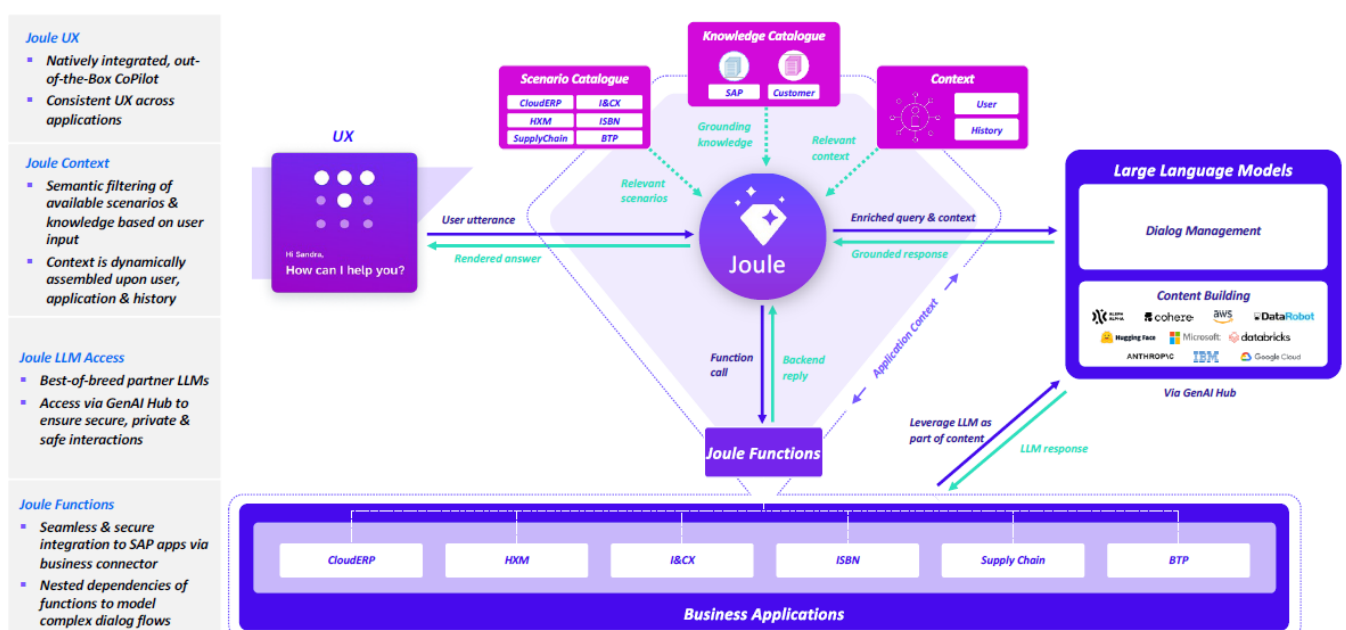
- AI will become a co-worker enabling a significant growth in seller efficiency
- AI will take over effort intensive tasks such as customer research, managing follow-ups, tracking status, etc.
- Making key decisions, resolving complex situations and managing relationships will continue to be a seller's 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



Joule in Sales and Service Cloud

Joule is the AI copilot that is integrated into SAP Sales and Service Cloud Version 2. It lets users become more efficient and productive through describing their ideas, asking analytical questions, or telling the system what to do

Joule - The GenAI CoPilot that truly understands your business



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
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.

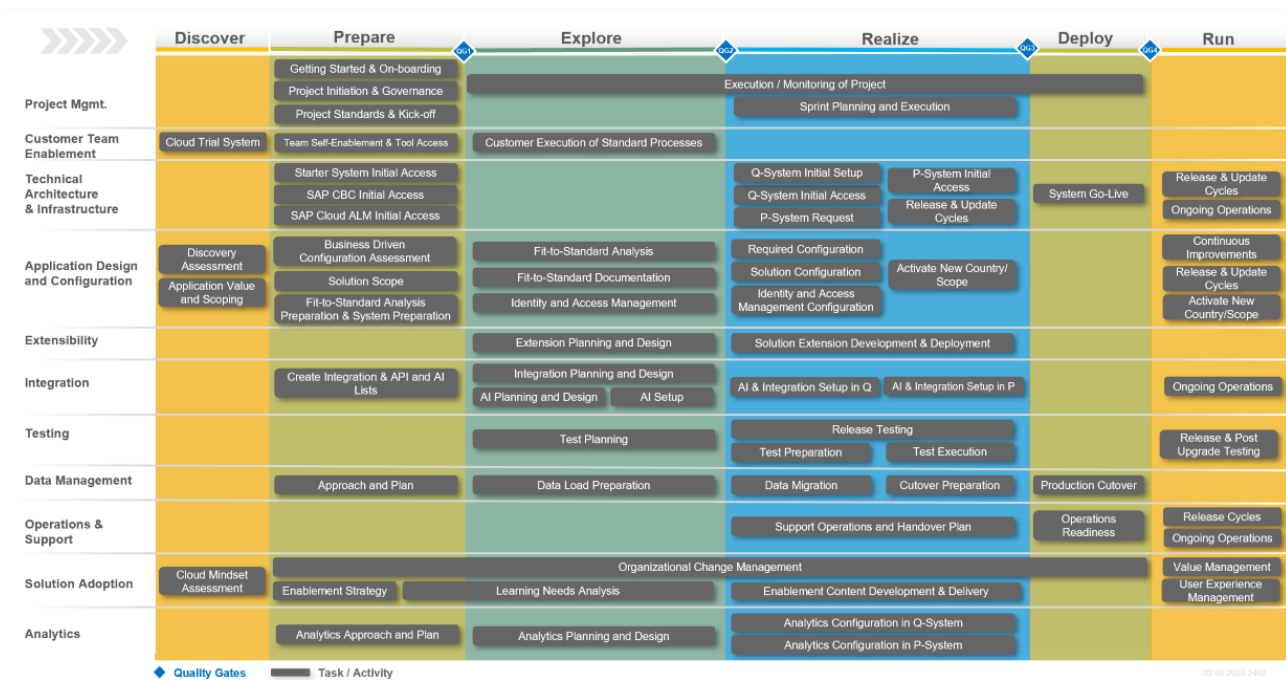
Full use of the service is enabled through an implementation project. NTT Data Business Solutions (NDBS) are able to deliver the implementation project through our listing for SAP Cloud Support Services (Implementation), also on G-Cloud.

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 and Service 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.