



**SAP®** Qualified  
Partner-Packaged Solution

## Birlasoft CXSPRINT – Qualified Partner-Packaged Solutions for SAP® Customer Engagement Solutions

Certain Outcomes in Uncertain Times



**40% - 60%**  
Reduction in  
Implementation Time



**100%**  
Remote  
Delivery Model



**50%**  
Reduction in  
Project Costs

# Speed to Value with Maximum Impact in Minimal Time

Birlasoft's **CXSPRINT** is a low cost rapid implementation approach designed to reduce cost, accelerate speed to value and minimizing risk, across SAP's Customer Engagement solutions with multiple pre-build features and integration.

**CXSPRINT** gives organizations the ability to deploy the fully integrated version of SAP's Customer Engagement Solutions for as little as one third the implementation cost of the full SAP Launch approach.

Start at your own pace with a pre-configured "Out-of-the-Box" solution designed to keep the scope simple. **CXSPRINT** lets you build and extend "As-you Go" to fit your business needs.

## SAP Commerce Cloud Deployment Comparison

TRADITIONAL APPROACH	CX COMMERCE SPRINT
Costly with expensive change requests	Fixed fee engagement
Deployment timeframe: typically 9 to 12+ months	Integrated B2B or B2C storefront up and running in less than 12 weeks
Too many configuration options can be overwhelming, time consuming.	All the functionality and integrations necessary to launch a fully responsive, modern, online store
Complexity drives reliance on SI for future enhancements	System training and complete functional documentation are included

### KEY FEATURES



Fully Responsive



State of the Art Design



High Performance

### DIFFERENTIATORS



Preconfigured business process & workflow



Bundle with PIM & WCM enabled tools



Reduce manual Testing

### BENEFITS



Drastically cut cost



100% Security with automatic deployed on commerce cloud



Increased productivity

# Pre-Defined Solutions for CX Commerce SPRINT (B2B or B2C)



**Scope:** Fully Integrated and Operational in less than **12 weeks**

**Approach:** Best Practice SAP® Methodology leveraging Birlasoft's Unique Tools and Accelerators

COMMERCE MODULES			
PRODUCT CONTENT MANAGEMENT/DAM	ORDER MANAGEMENT	UNIFIED CUSTOMER EXPERIENCE	ERP/CRM INTEGRATION
PRODUCTS & VARIANTS	SHOPPING CART/CHECKOUT	RESPONSIVE MOBILE	USER/ACCOUNT MANAGEMENT
PRODUCT BROWSE/SEARCH & FILTERING	PRODUCT REVIEWS/CHAT/ASSISTED SERVICE	STORE LOCATOR/BOPIS	SOCIAL MEDIA/ANALYTICS INTEGRATION
PROMOTIONS/CROSS-SELL/UPSELL	PAYMENT/TAX/SHIPPING INTEGRATION	WEB CONTENT MANAGEMENT	MARKETING/PERSONALIZATION
SCHEDULED ORDER REPLENISHMENT	INVENTORY MANAGEMENT	WISH LIST/QUICK ORDER UPLOAD ORDER	TRAINING & POST GO-LIVE SUPPORT

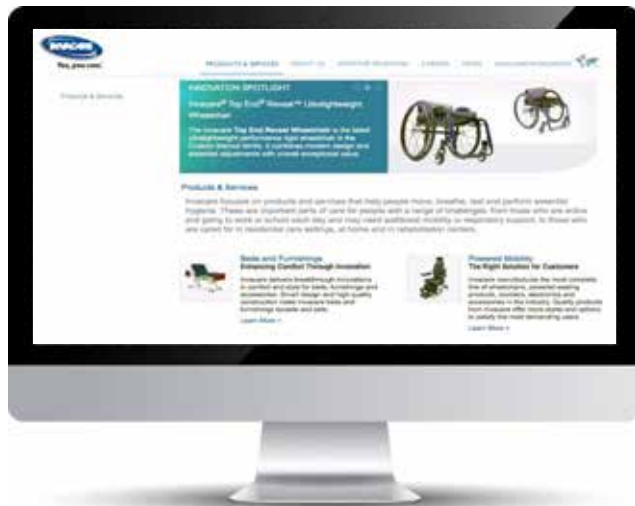
## What's Included

- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"> <li>• Feature-rich online store delivered with reduced risk, cost, and timeline. Cross industry sector- B2B or B2C</li> <li>• Easily adopt best-in-class UX functionalities such as Product Recommendations, Quick Views, Custom banners, fully mobile responsive website</li> <li>• OOTB wireframes and navigation with customizable style guide</li> </ul> | <ul style="list-style-type: none"> <li>• Integrations for Payment, Tax, Geo-location, Address Verification, etc.</li> <li>• Extensive OOTB User stories and Functionality</li> <li>• Updatable theme</li> <li>• API framework for rapid integration</li> <li>• Deployable solution designed specifically for the SAP Commerce Cloud</li> </ul> | <ul style="list-style-type: none"> <li>• Solution testing for quality/regression/performance testing</li> <li>• CX SPRINT HyperCare warranty support – 10 days post-launch included</li> <li>• Feature Value Matrix (FVM) &amp; technical specification documentation</li> <li>• Optional: Birlasoft CX AMS maintenance, support, optimization and enhancements available</li> </ul> |
|---|--|--|

# Flawless Design Across Front-End and Back-End Processes

Developed B2B/B2C commerce for **Karma Automotive** to manage personalized buying experience, future growth, newer business model and sustainability.

[KarmaAutomotive.com](https://KarmaAutomotive.com)

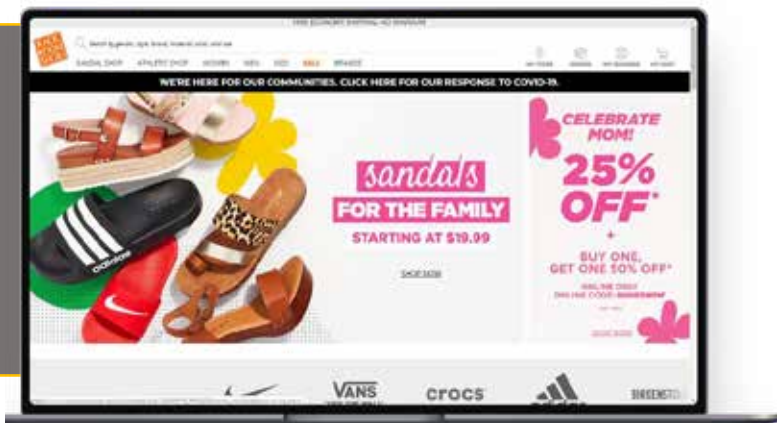


**Invacare** - Is the world's leading manufacturer of wheelchairs, bariatric equipment, disability scooters, respiratory products and other homecare products. CX Commerce and ERP IT Outsourcing.

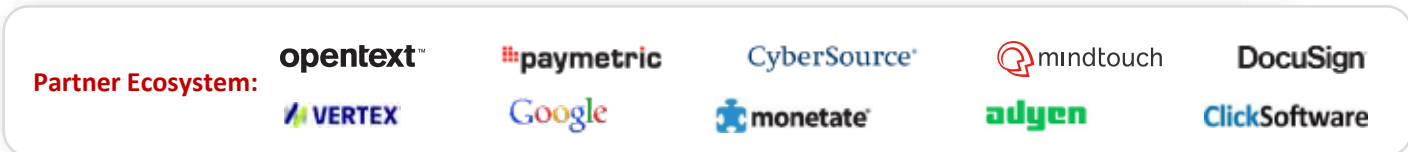
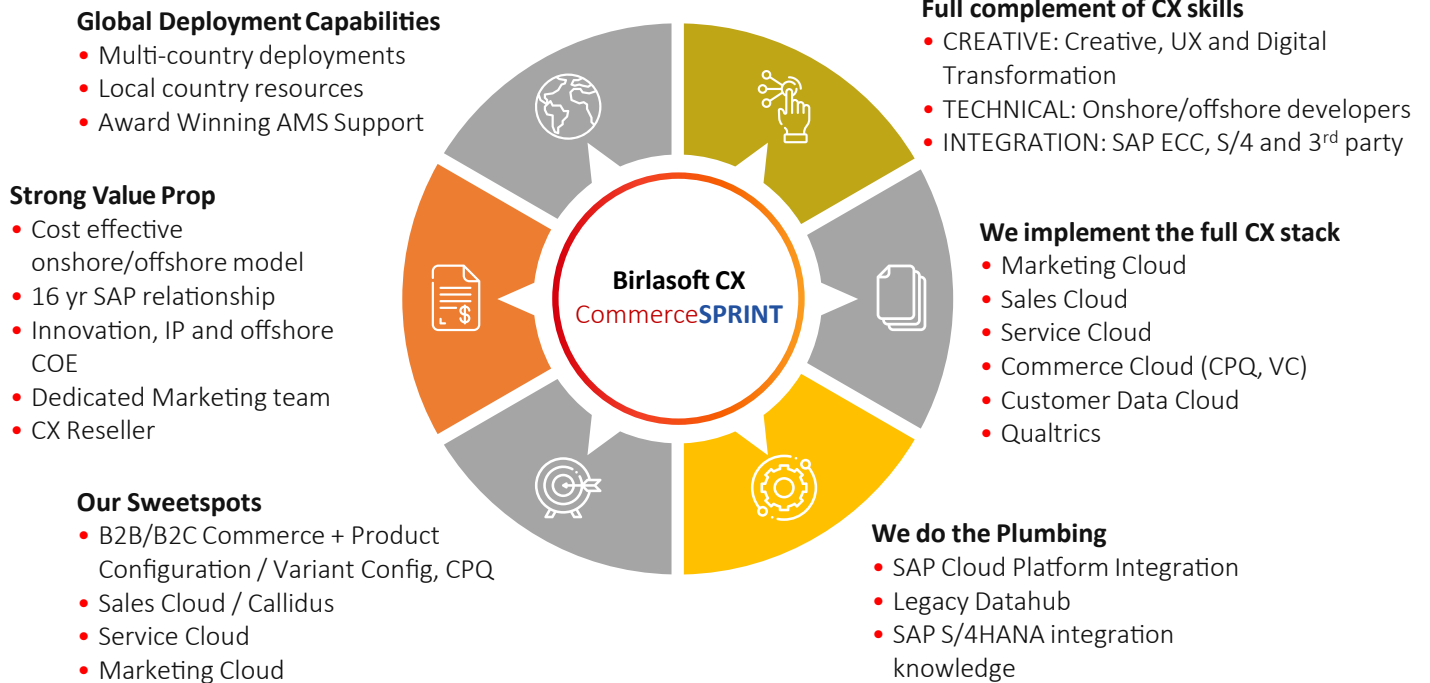
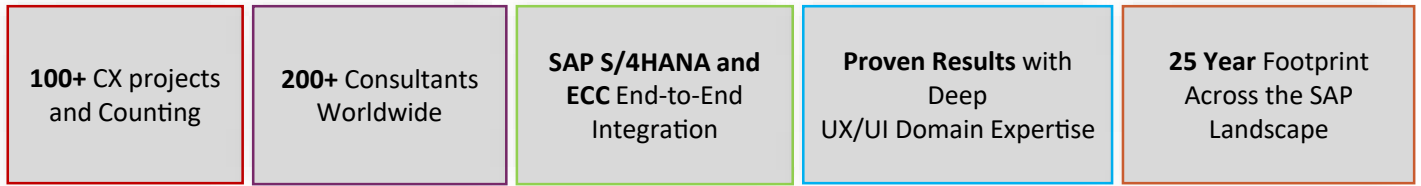
[AfterMarketGroup.com](https://AfterMarketGroup.com)

For **Rack Room Shoes** - Optimized the B2C shopping experience, Simplified complex integration scenarios, Improved customer shopping experiences, Increased average order values and Decreased support/maintenance costs.

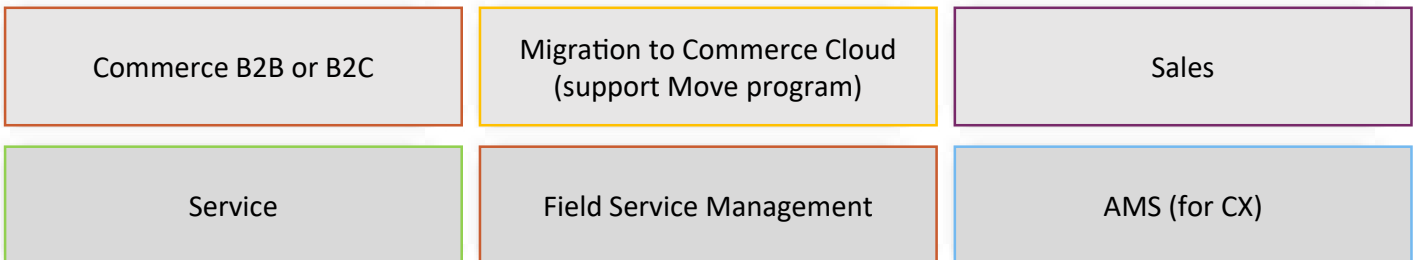
[RackRoomShoes.com](https://RackRoomShoes.com)



# Birlasoft's Customer Experience Difference



## Other Birlasoft Pre-Packaged Solutions for SAP Customer Experience

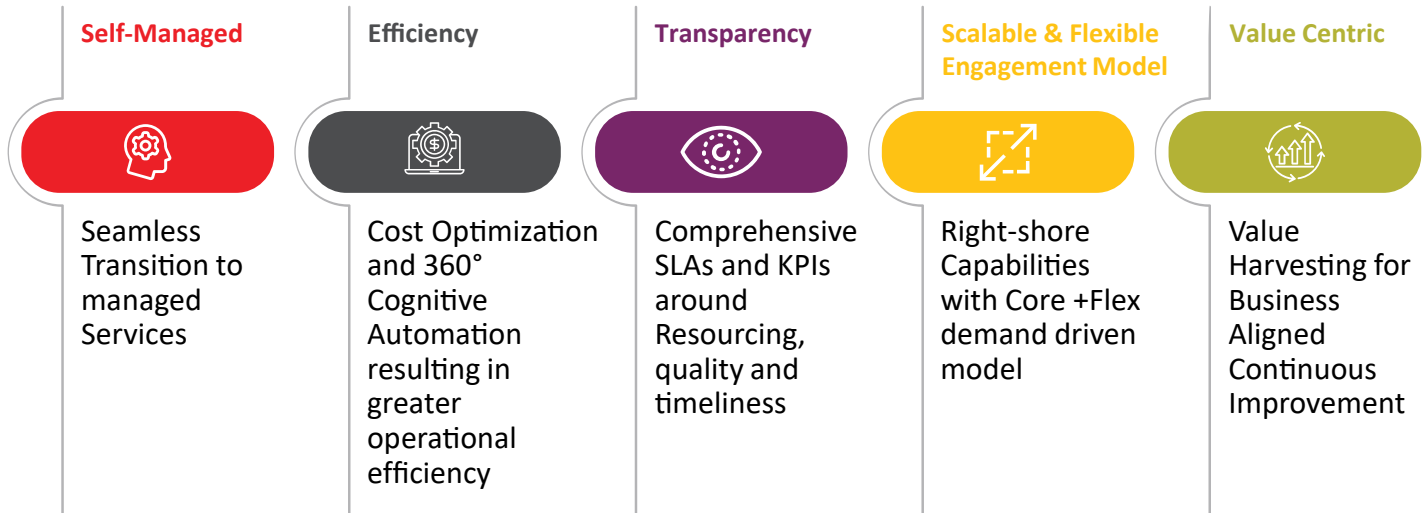


# Derive Transformational Value with our SmartAMS for Customer Engagement

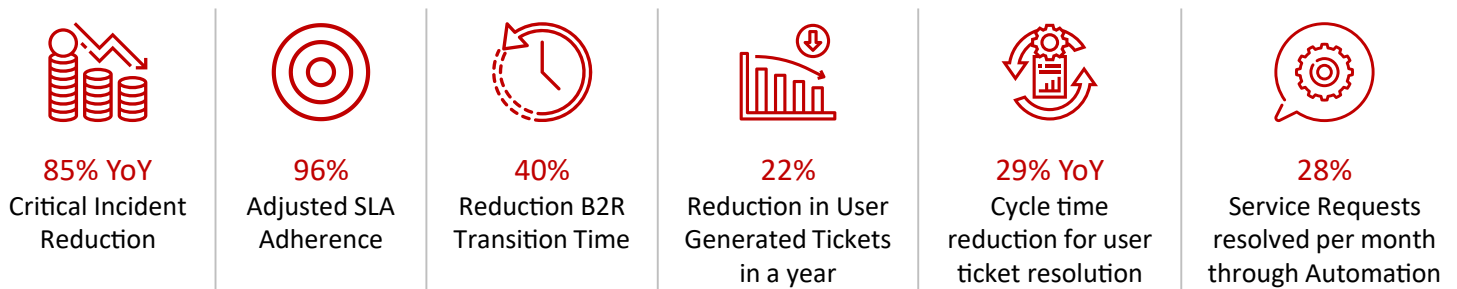
## What is Application Managed Services?

Historically, AMS vendors have come into play to help organizations reducing the cost of maintaining the solutions, increasing the operational efficiency, and freeing up organizational resources to focus on strategic initiatives, historically called “Keeping the lights on” work.

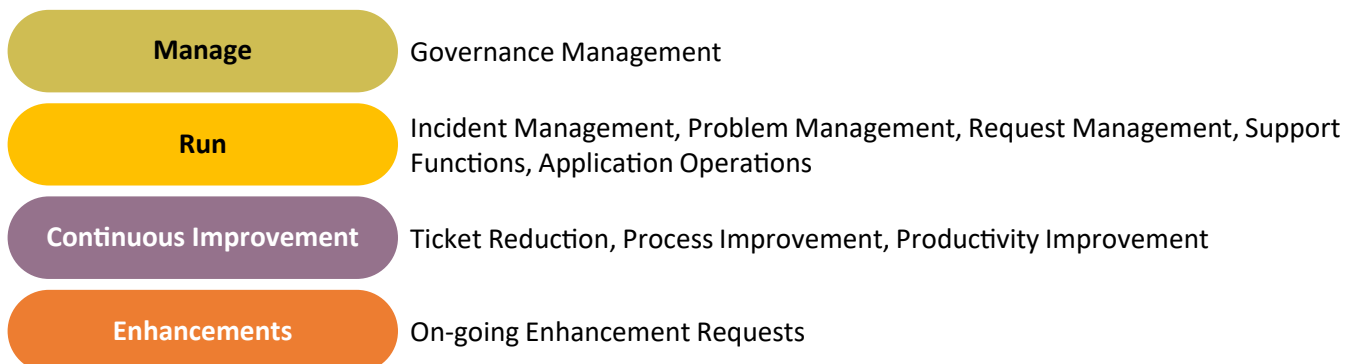
## Birlasoft’s SmartAMS Key Features



## KPIs From SmartAMS



## SmartAMS Services



## How to Get Started

Connect with your Birlasoft CX Expert for a free pre-assessment on the project scope by contacting [CXSPRINT@Birlasoft.com](mailto:CXSPRINT@Birlasoft.com)

## Why Choose Birlasoft?

Birlasoft combines the power of domain, enterprise, and digital technologies to reimagine business processes for customers and their ecosystems.

10,000+ Employees  
Globally



Development Centers Located in  
the USA, India, Germany, Brazil



31 Office Across  
5 Continents



2000+ Consultants  
World-Wide



True Digital  
Expertise



Innovating with  
Over 60 Patents



RESOURCES

[CXSprint@birlasoft.com](mailto:CXSprint@birlasoft.com) | [birlasoft.com](http://birlasoft.com) | US +1 888 985 0301

### Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion-dollar diversified The CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 159-year heritage of building sustainable communities.