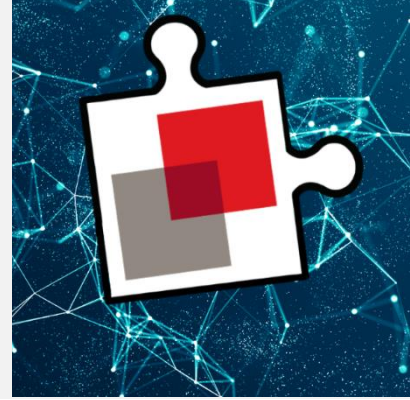# retailsolutions CAR Connector for SAP Emarsys

The connector for data transfer from CAR to Emarsys

Deliver personalised customer experience

Maximise your marketing with the CAR Connector for SAP Emarsys from retailsolutions, seamlessly integrating the Emarsys Customer Engagement Platform with SAP Customer Activity Repository (CAR). This innovative solution empowers your business with real-time customer data for precise analysis and personalized strategies, enhancing trend recognition, target segmentation, and sales efficiency with minimal effort.

Your benefits at a glance

Seamless Integration

Effortlessly connect the Emarsys Customer Engagement Platform with CAR, ensuring a smooth and continuous data flow.

Real-Time Data Access

Leverage up-to-the-minute sales and product data to create timely and relevant customer engagements.

On- & Offline Data Sync.

Achieve a comprehensive view of your customer activities by synchronizing online and offline sales data.

Quick Implementation

Get started immediately with intuitive setup, accelerating time to value.

Powered by SAP BTP

Benefit from improved efficiency and reliability with a solution built on the SAP Business Technology Platform (BTP).
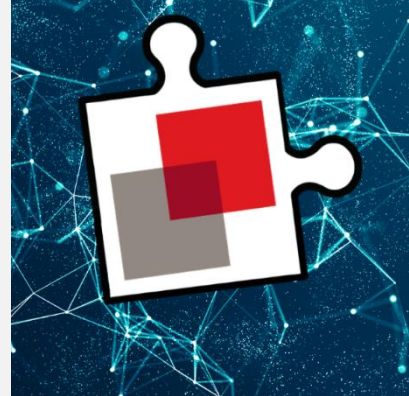

" The biggest challenge for retailers in delivering personalised experiences is accessing and integrating connected customer data. Emarsys CAR Connector empowers retailers by seamlessly integrating and enriching customer data, enabling them to deliver hyper-personalised experiences that drive deeper engagement and boost customer lifetime value."
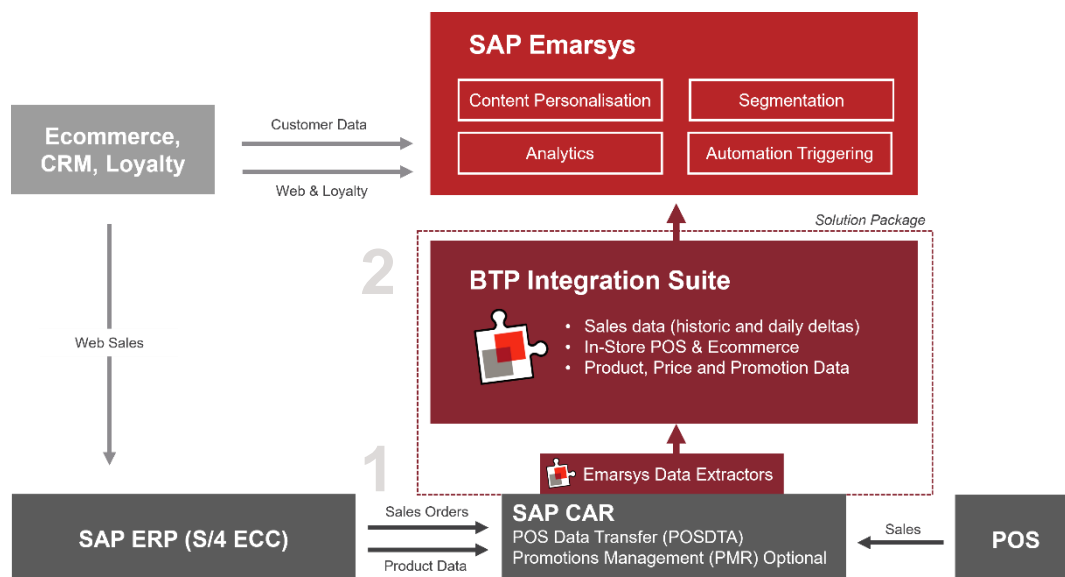
Simona Kapceviciute, SAP Emarsys Implementation Consultant at retailsolutions and significantly involved in the development of the retailsolutions CAR Connector for SAP Emarsys

The Solution Package: Key Components for seamless Integration

Our CAR Connector for SAP Emarsys includes a comprehensive solution package designed to optimise your data management and customer engagement strategies.

The solution package includes 2 key components

1 Emarsys Data Extractors provide the necessary business logic, backend views and APIs to connect to the SAP Business Technology Platform (BTP). This ensures that data from CAR is easily accessible and can be used within Emarsys.

2 BTP Integration Suite ensures the integration of CAR into Emarsys. The i-flows of the BTP Integration Suite facilitate the smooth transfer of data between the two systems and ensure that the information is always up-to-date and correct.

Your partner for innovation in retail

retailsolutions is one of the leading SAP retail consultancies in Europe. Retail is the core competence of our more than 350 employees in our locations in Switzerland, Germany, Austria, United Kingdom, Sweden, Spain, Romania and South Africa. As a certified "RISE with SAP" partner, we accompany renowned references in wholesale and retail as well as the verticalising consumer goods industry in their digital transformation into the cloud - holistically from licensing to services and support of the solutions.

Focus on Retail

Proximity to SAP

SAP S/4HANA Know-How

One-stop service

Contact us today for a commmitment-free discussion, or to arrange a system demo of the retailsolutions CAR Connector for SAP Emarsys.

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