

**Strengthen Mobile
Engagement with SAP®
Intelligent Notification 365**



The Best-Run Businesses Run SAP®

**Enhance multichannel
mobile engagement**

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E-mail marketing offers an efficient, effective, and measurable way for multichannel marketers to connect with customers. The SAP® Intelligent Notification 365 mobile service **integrates three powerful channels** – e-mail, short message service (SMS), and secure in-app push notification – to help enterprises deliver a best-in-class customer engagement solution.

It's recognized that an increasing number of mobile phone owners access their e-mail from their phones. The inevitable result is that a sizable percentage of marketing and transactional e-mail messages are opened by consumers on their smartphones and tablets. In addition, consumers often seek out the e-mail marketing campaigns of their favorite brands, with online shoppers subscribing to enterprise or product e-mails to stay informed. And while other mobile options are available, a significant percentage of consumers print out their coupons from their e-mail.

Along with SMS, e-mail provides tangible marketing ROI at low costs, with a great majority of marketing executives considering e-mail marketing one of the most effective tactics for acquiring and retaining customers. Many executives worldwide are expected to increase their spending on e-mail marketing activities, an outlook that underscores the continued importance that enterprises place on e-mail.



Deliver e-mail over a multichannel API

Conduct secure e-mail campaigns using DKIM and SPF

Leverage a cloud-ready interface with a closed-loop workflow

Monitor success metrics and setup for high campaign ROI

In addition to the existing SMS and secure in-app push features, SAP Intelligent Notification 365 adds a new e-mail dimension for customers. These features allow marketers to orchestrate across channels to increase campaign effectiveness for greater conversion. Consider being able to optimize channel leverage using SMS and push notification acknowledgment together with e-mail open and click-through rates.

SAP Intelligent Notification 365 provides an enhanced JavaScript Object Notation (JSON) interface with easy-to-use RESTful calls. Key features of this e-mail service include:

- Prevalidated integration with the SAP Engagement 365 mobile service and the SAP Hybris® Marketing solution

- Support for transactional and marketing notifications using the same application programming interface (API)
- Enhanced e-mail deliverability through the e-mail authentication methods Domain-Keys Identified Mail (DKIM) and Sender Policy Framework (SPF)
- Sender, reply to, and subdomain validation calls
- Support for dynamic sender and "reply-to" address per e-mail notification request
- Support for custom "from" tags
- Regional e-mail processing setup compliant with the European Economic Area data privacy directive
- Support for e-mail messages of up to 20 MB

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SAP Intelligent Notification 365 also supports standard e-mail parameters, including:

- Date
- Sender address (such as info@marketing.customer.com)
- Single or multiple recipients
- Reply-to address (where e-mail replies are delivered)
- E-mail subject
- Content type – with multipart and alternative content by channel
- Message body (as plain text or HTML)



SAP Intelligent Notification 365 supports best-in-class e-mail notification parameters.



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E-mail requests are supported by DKIM to increase the reliability of delivery. DKIM uses public-private key authentication to validate the domain name identities associated with messages.

SPF is a simple e-mail validation method for detecting e-mail spoofing. It lets receiving mail exchangers make sure that incoming e-mail comes from a host authorized by the administrators of the domain to which the incoming message belongs.

Domains that publish SPF records are less likely to be plagued by forged e-mails. Using a domain's SPF records, spam filters can catch a higher percentage of e-mail pretending to be from that domain. This renders SPF-protected domains less attractive to spammers and phishers for use as a spoofed address.

Sender score tracking monitors the reputation of your sending domain on a continual basis. The sender score is derived from a sample of the mailing behavior of a sender IP address as reported by participating ISPs and filtering companies. The higher the score, the more likely it is that the e-mail will be delivered.

SAP provides every customer e-mail marketing set up with a unique DKIM record per domain and subdomain. In addition, an SPF record is provided as standard when SAP Intelligent Notification 365 is set up. SAP monitors sender scores for proactive resolution.



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Here is how the e-mail workflow works:

1. An enterprise application – marketing or transactional – integrates the JSON multichannel API into its event-notification framework.
2. Based on a campaign or transactional event, the application sends a JSON notification request to SAP Intelligent Notification 365.
3. The requests are processed through a customer-specific secure e-mail end point (URL, credentials). Both Secure Sockets Layer (SSL)–based security and transport layer security are supported.

4. E-mail notification requests are delivered to recipients using an industry-scale e-mail service provider infrastructure.
5. Delivery and bounce statuses are received and stored for consuming applications to call back, as needed.

A high-level schematic workflow view of SAP Intelligent Notification 365 shows how it uses a multichannel service hub. (See [figure](#) on next page.)



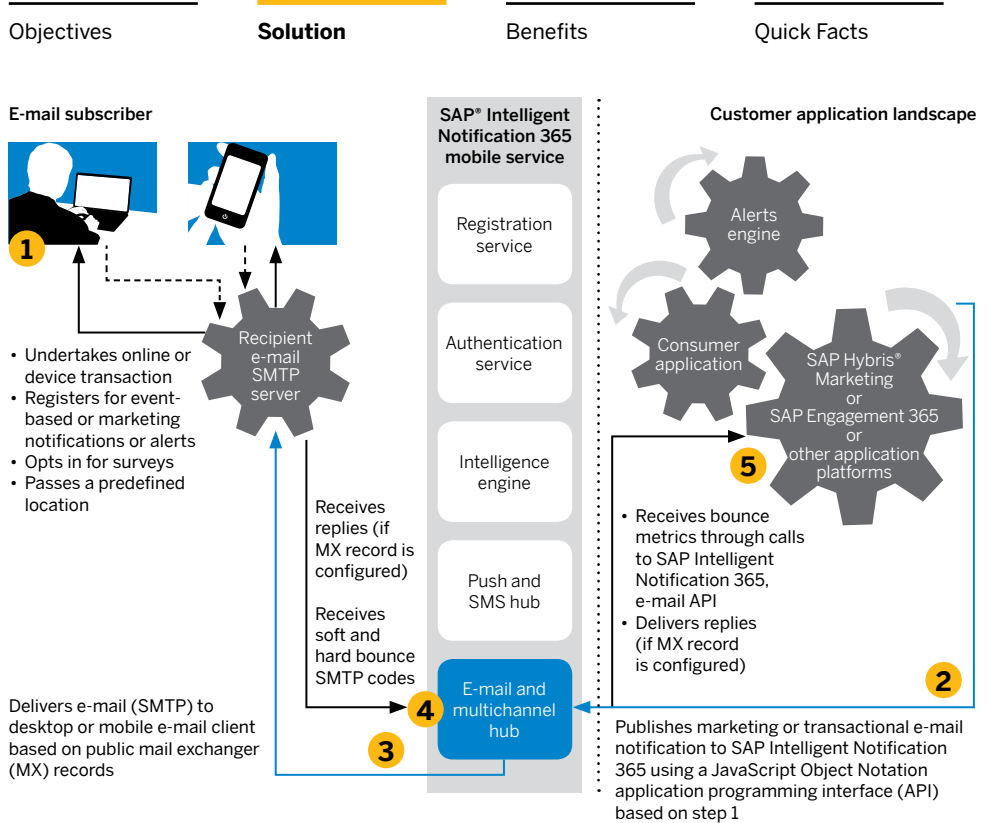


Figure: How SAP Intelligent Notification 365 uses a multichannel service hub



Monitor success metrics and setup for high campaign ROI

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APIs for bounces, click-through, and open rates let consuming marketing applications refine target lists for enhanced outreach. Bounces – soft and hard – are mapped to Simple Mail Transfer Protocol (SMTP) error codes. Validation parameters, such as sender and domain verifications, enable your campaigns to run effectively.

E-mail pricing is simple and tier based. Value-added services are available for an additional charge. To take advantage of e-mail features, perform the following tasks:

1. Whitelist your environment. Environments are already whitelisted for customers who deployed SAP Hybris solutions on SAP S/4HANA®. Other customers should obtain a dedicated public IP address or URL for their consuming applications with help from their IT teams.

2. Set up the RESTful JSON API to enable integration between the SAP Mobile Service application and non-SAP applications.
3. Create a dedicated subdomain to manage outgoing e-mail campaign traffic, such as newsletter.customer.com.
4. Obtain a list of sender and reply-to addresses:
 - Associate the sender address with the subdomain, for example, info@newsletter.customer.com.
 - Set up an optional reply-to address as any valid address you want recipients to respond to.



Get superior reach with SAP Intelligent Notification 365

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SAP Intelligent Notification 365 integrates three powerful communication channels to help enterprises deliver a best-in-class customer engagement solution. Those channels are e-mail, SMS, and secure in-app push notification. The mobile service enhances the notification function with failover rule sets, low latency, delivery notification, read acknowledgments, and two-way communication.

SAP Intelligent Notification 365 lowers global notification costs by an estimated 30% while significantly increasing mobile app engagement for a higher conversion rate and greater customer satisfaction. With SAP Intelligent Notification 365, an e-mail throughput of 1 million e-mail notifications per hour aug-

ments the superior average deliverability of push and SMS communication. While personalized e-mails are recommended, e-mail blasts as well as personalized e-mail notifications are supported within the 1-million-notifications-per-hour throughput.

SAP Intelligent Notification 365 is fully compliant with best-in-class EU data privacy policies. In addition, SAP Mobile Services, a division of SAP, does not maintain or store recipient e-mail addresses (“subscriber list”). SAP Intelligent Notification 365 lets consuming applications manage subscriber lists and references recipient e-mail addresses only using request metadata.





Objectives

Summary

The SAP® Intelligent Notification 365 mobile service enables enterprise mobile applications to integrate push notification, short message service (SMS), and e-mail into one notification strategy with confidence. Enterprise mobile application owners can use failover rule sets with real-time push and SMS channels for one-way or two-way communication while using e-mail as an alternative communication channel.

Objectives

- Deliver superior mobile engagement
- Increase mobile engagement and conversion rates
- Simplify mobile engagement delivery channels
- Deliver notifications globally at high throughput and low latency

Solution

Benefits

Quick Facts

Solution

- Common application programming interface for multichannel notification for critical and noncritical use cases
- Robust intelligence engine with a time-bound store, process, and purge service to manage escalated notifications across channels
- Streamlined, simple integration with existing mobile and enterprise application frameworks

Benefits

- More highly engaged customers through multiple channels of communication
- Extended reach by using e-mail without changing notification architecture
- Increased mobile engagement resulting in a higher conversion rate and greater customer satisfaction

Learn more

For more information, visit <http://go.sap.com/product/technology-platform/intelligent-notification.html>.



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