



**Automate  
your business  
with data-driven  
decisions**

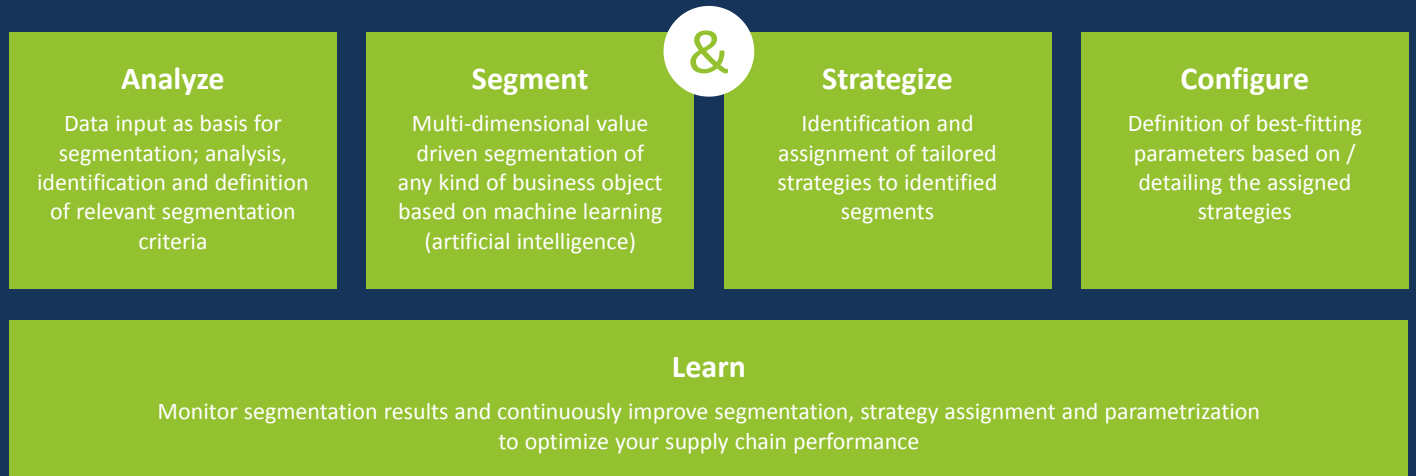
## Camelot Segment & Strategize

Increase your planning efficiency with our cloud-based Camelot Segment & Strategize solution

- ▶ Explore your business process data to identify value improvements
- ▶ Differentiate data by leveraging best-practice segmentation logic
- ▶ Automate previously manual processes

# From Exploration to Operation in Supply Chain Planning

Camelot Segment & Strategize consists of five building blocks ensuring best-fitting strategy assignment & configuration based on segmentation and enabled by continuous improvement loops.



## Business Data Segmentation

Along the entire value chain process – whether it is at strategic, tactical or operational level – companies need a tool that helps to automate decisions. Camelot Segment & Strategize supports the execution of sub-processes where decisions are key enablers for creating value. Our work with customers has demonstrated that every data-driven decision is essentially a segmentation.

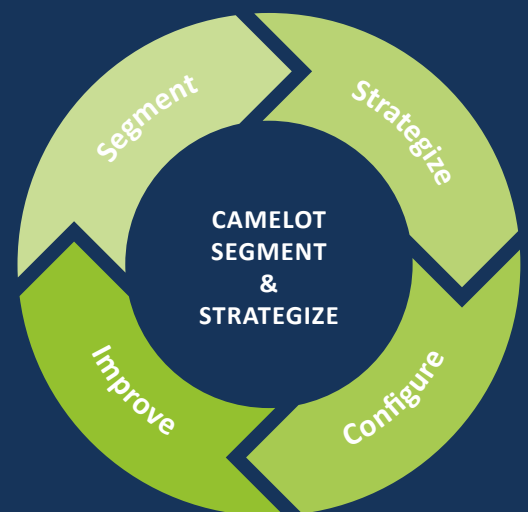


**Camelot Segment & Strategize**

## Integrated, customizable and scheduled

Imagine you are a marketing manager, trying to identify customers that can be targeted for a specific marketing campaign. Your CRM software – SAP or non-SAP – might not offer the exact segmentation capabilities that you require. You can use Camelot Segment & Strategize to extract data from your CRM system, count the number of interactions, the days since the last contact, or analyze the last mails to search for certain keywords and then create a segmentation based on this data.

The segmentation will show you which customer could be interested in your new products or services. Afterwards you can assign the marketing activities to the segments and return the results into your CRM software, so you can continue to plan your marketing campaign with your established toolset but based on an improved segmentation. This profile can be scheduled and automatically re-executed every week if you like.



# Why Camelot Segment & Strategize?

## CONFIGURABLE, COMPLEX AND AUTOMATIC SEGMENTATION RUNS WITH FULL SYSTEM INTEGRATION



### Multi-Dimensional

Use an unlimited amount of segmentation criteria and segment definitions to fully match your individual requirements



### Segmentation Jobs

Schedule fully configured segmentation scenarios for automatic execution and full system integration to be run as often as required

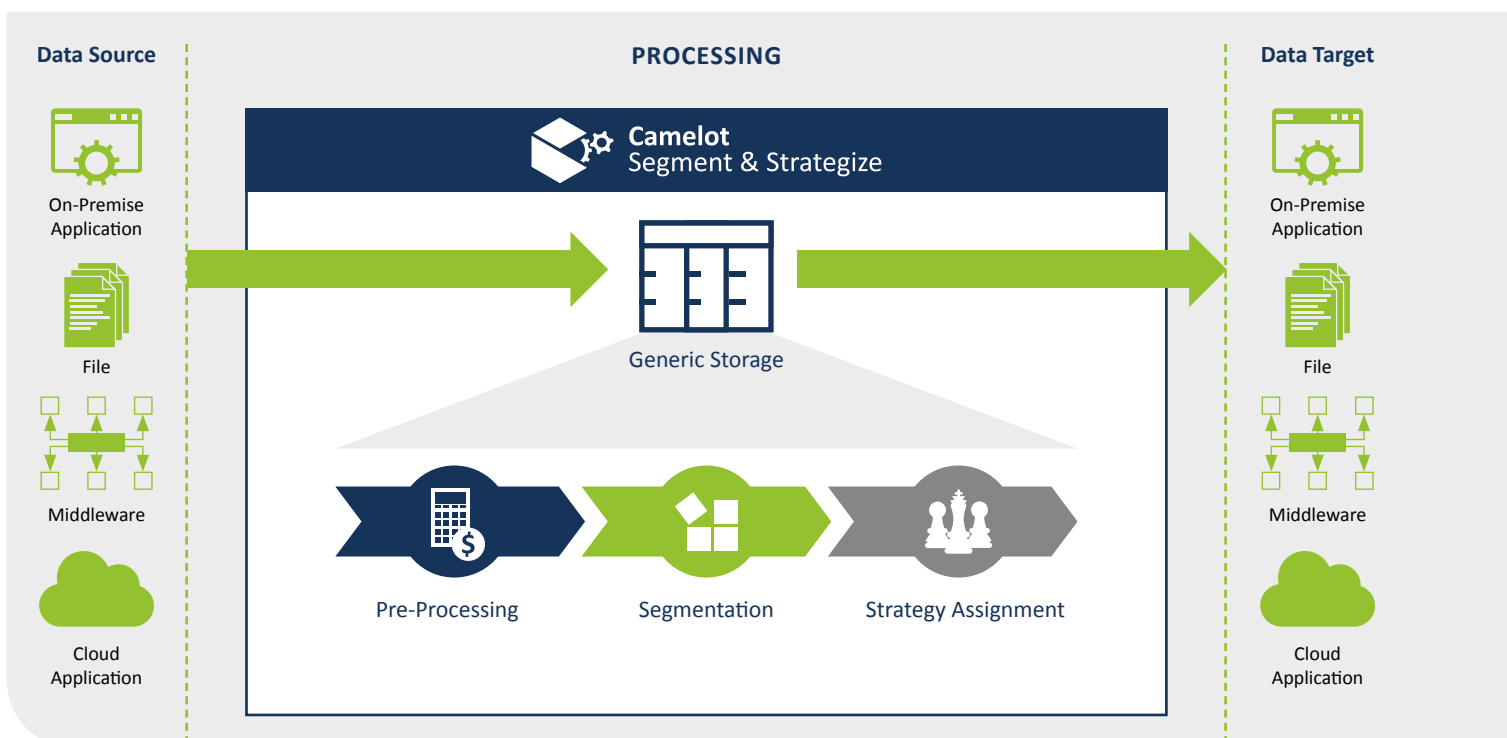


### Advanced Criteria

Enrich your data with delivered and custom calculation modules, leveraging predictive and AI capabilities

## Cloud-based Microservice

Camelot Segment & Strategize is not supposed to replace existing solutions. It is a microservice, focusing on the core process: Extracting data, calculating segmentation criteria, segment, strategize and returning the results. Hosted on the SAP Cloud Platform by Camelot, it is immediately available for customers. To ensure performance, security and openness, it utilizes several innovative technologies like SAP HANA 2.0, HANA XS Advanced, SAPUI5, NodeJS, R, HANA PAL, Cloud Foundry and more.



## About Camelot ITLab GmbH

Camelot Innovative Technologies Lab (Camelot ITLab) is the leading SAP consultancy for digital value chain management. With more than 20 years of experience Camelot ITLab leads clients in their digital transformation. Our capabilities range from the strategic dialogue around current challenges in the digital world to the implementation of the new, digital solutions. As part of CAMELOT Group with 1,700 employees worldwide, Camelot ITLab stands for customer orientation, innovation, highest quality and feasible end-to-end solutions. From innovations to solutions.

## Why Camelot



*Next-level configuration: Drives efficiency by continuous configuration across processes*



*Predefined best-practice segmentations available*



*Result: Superior, demand-driven supply chain performance*

## Contact

**Markus Kuhl** | CC VC Strategy & Performance | [mku@camelot--mc.com](mailto:mku@camelot--mc.com)

**Steve Blum** | Senior Consultant Business Analytics | [sblu@camelot-itlab.com](mailto:sblu@camelot-itlab.com)

Camelot ITLab GmbH

## CAMELOT Consulting Group

**Camelot ITLab** · [www.camelot-itlab.com](http://www.camelot-itlab.com) · [office@camelot-itlab.com](mailto:office@camelot-itlab.com)

**CAMELOT Management Consultants** · [www.camelot-mc.com](http://www.camelot-mc.com) · [office@camelot-mc.com](mailto:office@camelot-mc.com)

### EUROPE

#### Global Headquarters

Theodor-Heuss-Anlage 12  
68165 Mannheim  
Germany

Phone +49 621 86298-800

### AMERICAS

100 W. Sixth Street  
Suite 103  
Media · PA 19063  
USA

Phone +1 267 589 9242

### MIDDLE EAST

Jumeirah Lakes Towers  
Cluster O · Reef Tower · 30th Floor  
P.O. Box 5003333 · Dubai  
United Arab Emirates

Phone +971 4 350 7441

### ASIA/PACIFIC

97 Varsha · Plot no. 96/2+97  
CTS no. 1132-1133 · Anand Park  
Aundh · Pune · MH  
India 411007

Phone +91 9987 987 385