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Feature Scope Description SAP Marketing Cloud

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1 Overview

Feature Scope Description SAP Marketing Cloud

This cloud edition is available for customers who have licensed SAP S/4HANA Marketing Cloud before 1702. It comprises the full feature scope of SAP Marketing Cloud.

With this cloud edition you can optimize your marketing activities to reach out to your customers in the best way:

- Listen to your customers and find out what they are thinking.
- Categorize your customers based on score values.
- Build target groups to address the right customers.
- Trigger successful campaigns.

Please note that for certain features within this cloud edition you might need a separate subscription license. For further information, please contact your SAP Account Executive.

Documentation

The following documentation is available for *SAP Marketing Cloud*:

- This feature scope description
- Configuration information available in the app *Manage Your Solution* under *Configure Your Solution*, and in the app *Check Your Marketing Solution* under *Business Configuration and Setup*.
- Information on security within this document
- Information on GDPR in the *Administration Guide*.

Services

If you would like to migrate data from your current SAP system or another legacy system, you can contact SAP for consulting and support. This service might be subject to a fee.

More Information

For information about languages, technical details, and limitations, see [Release Information Note \(RIN\)](#). This information is only available for customers.

2 Marketing

SAP Marketing Cloud provides the marketing expert with the following features:

Quick Launch

The following features are available for the marketing expert:

| Feature | Use |
|------------------------------|--|
| Analytics and Report Gallery | Serves as a central entry point for analytical apps, analytics stories, and operational reports from all areas in marketing you are authorized for. For example, Contacts and Profiles, Marketing Data Analysis, Campaign Analytics etc. |

Insight

The following features are available for the marketing expert:

| Feature | Use |
|--------------------------|---|
| Customer Journey Insight | Lets you explore the sequence of interactions performed by customers over time, using various channels, such as social media, Web, and phone. You can also analyze interactions such as clicked ads, opened emails, and Web searches that lead to purchase or abandoned shopping cart events. |

Segmentation

| Feature | Use |
|-------------------------|---|
| Segmentation - Modeling | You can segment high volumes of customer data to identify audiences for marketing campaigns, or analyzing the data regarding complex business questions. An interactive visualization supports the segmentation and analysis tasks. |
| Segmentation - Models | Lets you create and manage segmentation models. |

| Feature | Use |
|------------------------------|--|
| Segmentation Building Blocks | <p>Create and manage building blocks for reuse in the <i>Segmentation</i>. For example, create a segmentation structure including a set of often used segmentation filters, save and publish it as a building block, which you, and your colleagues can reuse in segmentation.</p> <p>Use the template-based segmentation to simplify your segmentation tasks. The content of each template, consisting of a collection of segments, is defined in a building block.</p> |
| Target Groups | <p>A target group consists of a set of customers, prospects or contact persons, categorized according to criteria, such as geographical location, or common interest. Use target groups in marketing activities, for example, to promote products or services. Based on a target group, you can create a campaign to prepare for follow-on actions, such as the promotion of products or services.</p> |

Recommendations

The following features are available for the marketing expert:

| Feature | Use |
|--------------------------|---|
| Manage Recommendations | <p>Create recommendation models that provide consumers with relevant recommendations in real time, simultaneously across multiple sales channels. You can:</p> <ul style="list-style-type: none"> • Browse, edit, and evaluate effectiveness of recommendation scenarios • Create, copy, edit, delete, preview, activate, and deactivate models |
| Recommendation Scenarios | <p>Lets you create and maintain recommendation scenarios that enable a host system to post interactions to an SAP HANA database and receive recommendations.</p> |
| Manage Offers | <p>Lets you create and release offers. You can display offers in a Web shop.</p> |
| Manage Coupons | <p>Create coupons and assign them to an offer. The offer can then be sent to customers, for example in marketing emails.</p> |

Marketing Data

| Feature | Use |
|------------------------------|--|
| Products - Use and Resonance | <p>Provides information on products and their rating, thus enabling marketing experts to select the relevant products for their campaigns.</p> |
| Digital Accounts | <p>Enables you to analyze the followers of your digital accounts and follower interactions.</p> |

| Feature | Use |
|--------------------|---|
| Marketing Location | View existing marketing locations and to create, edit, or delete marketing locations. The Marketing Locations tile displays the number of locations that exist in the system. |

Leads and Accounts

| Feature | Use |
|--|---|
| Spotlighting Accounts | View a list of all your accounts. It serves as a starting point for displaying detailed information about accounts and allows you to focus on selected accounts. |
| Lead Stages | You can create your own lead stages to classify contacts regarding their lead readiness. |
| Transfer Leads | Supply sales with qualified marketing contacts on a regular basis by creating lead transfers in marketing for contacts that have reached lead readiness. |
| Campaigns for Lead Creation | You can define campaigns for lead creation in SAP Cloud for Customer. You can access the success reporting to monitor the campaign results for lead creation including lead and opportunity status. |
| Activity Creation | You can define campaigns for activity creation in SAP Cloud for Customer, that is, for tasks, appointments, and phone calls. |
| Lead Information per Contact | You can access the current lead stage and monitor the existing sales pipeline of a contact. |
| Lead Information on Account Level | You can display the lead stage for contacts on account level. |
| Interactions for Data Transfer Between Marketing and Sales | <p>You can display data that are transferred from sales to marketing:</p> <ul style="list-style-type: none"> • Business Partner: contact, account, individual customer • Business Documents: leads, opportunities, activities (appointment, visit, phone call) <p>You can also display data that are transferred from marketing to sales:</p> <ul style="list-style-type: none"> • Leads • Activities (appointment, phone call) |
| Lead Dashboard | You can display the results of the lead management process using a comprehensive overview of KPI attainment and lead management performance benchmarks. The dashboard can also drill down to detailed KPI information levels. |
| Lead Nurture Stream | Lets you identify, classify, and nurture contacts. You nurture contacts by providing relevant and time-based information in a predefined sequence. The aim is to engage contacts and convert them to qualified leads. These qualified leads, for example could be handed over to sales with the aim of increasing the conversion rate. |

Contacts and Profiles

| Feature | Use |
|-------------------|---|
| Contacts | Provides you with a list of contacts, which serves as a starting point for displaying contacts. Contacts are persons who interact with your company, for example, via Web site visits, social media, or email. You can filter the contact list according to the different statuses a contact can have, and you can identify duplicates. In addition, you can create single contacts or import a list of contacts using CSV file format. The Import function enables you to directly add contacts to a new target group on upload. |
| Customers at Risk | Identify customers at risk and address them with retention measures. |
| Predictive Studio | Lets you create, train, and maintain predictive models for the calculation of Key Performance Indicators (KPIs). These predictive KPIs can be used, for example, in Segmentation. |
| Score Builder | You can create and adapt scores using heuristic rules. You can also create custom views and use them in the Score Builder. |

Campaign Management

| Feature | Use |
|-----------------------------|---|
| Marketing Calendar | Provides an overview of your campaigns during a specific time range. |
| Campaigns | You use a <i>Campaign</i> as a container for various activities focused on customers, prospects, or contact persons. Use a campaign, for example, to prepare the launch of detailed sales promotions to increase profit margin, or to plan your spend in detail, and add the spend items to the planning. |
| Google Ads Integration | You can transfer a target group to create a customer list in Google Ads. You can also link existing Google Ads campaigns to SAP Marketing Cloud campaigns to retrieve performance data. You can also upload performance data using the Data File Load app. |
| Facebook Integration | You can transfer campaigns for the execution in Facebook. Optionally, you can assign a target group for an automated creation and update of a Facebook Custom Audience. Campaign success data is retrieved from Facebook. |
| LinkedIn Audience Transfer | You can transfer a target group to LinkedIn to create a Matched Audience. You can use the Matched Audience in LinkedIn Campaign Manager for campaign targeting. |
| External Campaign Execution | You can transfer campaigns for the execution in an external system. Optionally, you can transfer a target group for periodic update. You can retrieve campaign success data from the external system. |

| Feature | Use |
|-----------------------------------|---|
| Campaign Execution Inclusion List | You can restrict the outbound communication by entering centrally the allowed email addresses and phone numbers that can be used during the execution of your campaigns. |
| Content Studio | Lets you access an overview of all marketing content. You can manage emails and email templates, confirmation emails, text messages, mobile push notifications, landing pages, forms, and reusable blocks from a single access point. |
| Activate Confirmations | Lets you create or change confirmations to set up a two-step opt-in or opt-out process for special newsletters or general marketing emails. The email opt-in, email opt-out, newsletter opt-in, and newsletter opt-out confirmation types are available. |
| Messages and Email Templates | You can define messages or email templates, in addition to the <i>Content Studio</i> . You can define reusable email templates from scratch, or based on externally defined HTML templates. |
| Programs | Lets you create programs. Programs are containers for marketing activities. You can propose a budget for marketing activities and then create, assign or remove campaigns, and assign a funding source to a program. You can also visualize the proposed, actual, and committed spend for a program and the planned spend for each campaign assigned to the program in a chart. |
| Marketing Events | Shows your list of marketing events and their details. Allows you to plan marketing events integrated in the marketing process. |
| Monitor Campaign Execution | You can track the execution runs of email campaigns. |

Recommendation Modeling

The following features are available for the business analyst:

| Feature | Use |
|----------------------------|---|
| Recommendation Models | Lets you create recommendation models that provide consumers with relevant recommendations in real time, simultaneously across multiple sales channels. You can also do search, filter, create, copy, edit, preview, activate, deactivate, and delete models. |
| Recommendation Model Types | Lets you sort, filter, create, edit, and delete model types. A recommendation model type is a representation of a recommendation scenario, for example, cross-selling, viewed together, or top-n. |
| Recommendation Scenarios | Lets you create and maintain recommendation scenarios that enable a host system to post interactions to an SAP HANA database and receive recommendations. |

| Feature | Use |
|-----------------------------------|---|
| Recommendation Algorithm Defaults | Lets you define the parameters and data source prefilter values that algorithms contain when they are initially added to models. |
| Predictive Studio | Lets you create, train, and maintain predictive models for the calculation of Key Performance Indicators (KPIs). These predictive KPIs can be used, for example, in Segmentation. |
| Score Builder | You can create and adapt scores using heuristic rules. You can also create custom views and use them in the Score Builder. |

Marketing Planning and Performance

The following features are available for the marketing manager:

| Feature | Use |
|---------------------|--|
| Budget Plans | Lets you allocate budget for marketing activities, to plan budgets for dimensions, such as brands, markets, or other dimensions. You can view, compare, and use various measures, such as planned and allocated budget, proposed, planned, and actual spend. You can adjust the planned budget as many times as needed based on new information and events that occur throughout the year. |
| Marketing Plan | Groups marketing objects, such as programs and campaigns, into marketing plans for a marketing area and calendar year. The application provides visibility on budget and spend for marketing activities. |
| Marketing Approvals | You can view and process approval requests for business objects. You can view details about the business object and can approve or reject a request. |
| Manage Workflows | You can define workflows for marketing approvals, for example, for approving campaigns and target groups. You can view and edit the available workflows, create new workflows by copying existing ones, activate and deactivate workflows, and define conditions that must be met to start a workflow. |

In addition you can also use the following features in the context of your *Marketing Planning and Performance*:

Marketing Calendar

Programs

Target Groups

Marketing Analytics

The following features are available for the analytics specialist:

| Feature | Use |
|---|--|
| Analytics and Report Gallery | Serves as a central entry point for analytical apps, analytics stories, and operational reports from all areas in marketing. |
| View Browser | Lets you search, browse, and run CDS views. |
| Date Function | Allows you to determine a single date or a date range using base and relative dates. You can display all SAP predefined and user-defined date functions. |
| Custom Analytical Queries | Lets you easily build structured queries based on a predefined set of queries, views, fields and filters. You can add or remove custom fields and preview the query results. |
| Integration of SAP Marketing Cloud with SAP Analytics Cloud | Integrating SAP Marketing Cloud with SAP Analytics Cloud allows you to make full use of the analytic capabilities of SAP Analytics Cloud to explore marketing data. |

3 Administration

SAP Marketing Cloud provides the marketing administrator with the following features:

Business Administration

| Feature | Use |
|----------------------------------|---|
| Manage Interests | Set up interests that represent the content or subject of an interaction with a contact. |
| Marketing Attribute Categories | Create freely-definable attribute categories for marketing purposes, for example, for use in Segmentation. You can: <ul style="list-style-type: none">• Edit existing categories• Add any new categories that you require• Translate all categories into the languages you require, so that they appear in the logon language of the user |
| Map Free Text | You can map free texts to SAP standard codes, for example, in the area of interaction contacts. |
| Define Customer Journey Events | Define key events that a customer journey leads to, such as purchases, abandoned shopping carts, or conversions. |
| Import Monitor | Handles integration errors that are caused by the import of erroneous business partner or business document data from SAP Cloud for Customer. |
| Application Log | Lets you check application-specific messages. |
| Application Jobs | You can schedule application-related jobs in marketing. The templates available enable you to flag data for deletion and to schedule deletion of obsolete data. |
| Schedule Lead Stages Calculation | You can schedule the lead stage calculation for <i>Lead Management</i> using a specified job template, <i>Lead Management: Calculate Lead Stage per Contact</i> , to provide current lead stages. |
| Manage Workflow | You can define conditions for approving business objects, such as campaigns. When marketing experts create campaigns, only campaigns that meet the conditions that you define are submitted for approval. |
| User Interface Adaption | Adapt the <i>Offers</i> content interface to your requirements. You can define sections, field groups, and fields, including the sequence of appearance, and the editability of the fields. |

| Feature | Use |
|--------------------------------|---|
| Marketing Extensibility | Use the group of applications for your segmentation extensibility requirements, and to monitor the status of the various extensibility scenarios. |
| Marketing Extensibility Status | Check the status of extensibility scenarios, such as custom fields, custom business objects, and custom views. |
| Google Query Configuration | Define query configurations to retrieve data from Google Analytics. |

User Administration

| Feature | Use |
|------------------------|--|
| User Lists | Allows you to create user groups that can be assigned teams. These teams can then be responsible for managing a common campaign. User lists are similar to email distribution lists and can be maintained or modified by administrative assistants or team members with the same or similar roles. |
| Maintain Employees | You can add or modify employee information and search for employee details. |
| Maintain Business User | Create and maintain business users. |

Import Data

| Feature | Use |
|---|--|
| Data File Load | Allows you to upload data in various formats (.csv, .xls, .xlsx) in a wizard-like manner. |
| Data Load Monitor | Monitor all import messages and keep track of their status. |
| Brands | Add and edit brands, and import brand data from a CSV file. |
| Audiences | Use audiences, such as a group, or segment of customers, to cluster reporting results. You can also use it to assign a budget to an audience in marketing planning. |
| Custom Dimension Values | Define, edit, or import custom dimension values. |
| Create Database Tables for Segmentation | Create new custom business objects and their corresponding database tables. Add fields to and delete fields from custom business objects. Generate UIs based on custom business objects. Add multiple subnodes to a custom business object, and implement custom logic with ABAP for key users. Edit and publish a custom business object, and delete the draft of a custom business object. Delete custom business objects. |

| Feature | Use |
|---|---|
| Import of Secondary Data Using an OData Service | You can upload additional data that is not delivered by SAP. The data is stored in the form of tables and is referred to as secondary data. |
| Import Survey Responses Using an OData Service | You can import survey responses from third-party survey tools into SAP Marketing Cloud and use these to create target groups. |

Data Stewardship

| Feature | Use |
|----------------------------|--|
| Inspect Contact | Gives administrators quick access to the best record of a contact. The app provides insight, for example, into which data stored in the contact's best record has been derived from which origin. |
| Browse Contact Origin Data | Shows you the sources from which contact data originated, including the contact data derived from these origins. |
| Browse Interaction Data | Shows you information about all marketing interactions, by grouping the data provided from various connected sources where the interactions take place. |
| Contacts | Provides you with a list of all your contacts, which serves as a starting point for displaying detailed information about contacts, including corporate contacts, consumers, and suspects. |
| Browse Contact Data | Gives you valuable insight into contact data, that is, the data that makes up contacts' best records. It enables you to explore and analyze the mix of data attributes, allows you to validate your expectations regarding what data is actually in the system, and ensure that numbers are correct for administrative and marketing activities. |

Segmentation and Campaign Configuration

| Feature | Use |
|----------------------------|--|
| Segmentation Configuration | Make settings for segmentation profiles, and for segmentation objects and attributes. For example, you can define whether an attribute is visible in segmentation, or you can change the name of a segmentation profile. |
| Target Group Configuration | Configure settings for target group applications. |

| Feature | Use |
|-------------------------------------|--|
| Sender Profiles | Maintain sender profiles on the user interface for the channels email and text message. This allows marketing administrative users to ensure their marketers can carry out campaigns for different channels in different markets. |
| Provider Credentials | Maintain the provider credentials that you got from the service providers such as Amazon SES, SAP SMS 365, or SAP Mobile Service, for sending emails, and text messages. |
| Communication Categories and Limits | You can: <ul style="list-style-type: none"> • Categorize email content • Create communication categories that are subscription-enabled. These categories can be used for managing newsletter subscriptions as part of a campaign content, in landing pages, and in newsletter campaigns. • Define limits that control the frequency of email communication to contacts within a specified time frame |
| Export Definitions | Create an export definition that serves as a template for the export of target group member data to CSV files for further processing. Export definitions are based on the attributes of segmentation profiles. Since you are provided with the predefined segmentation profile <i>All Contacts</i> , all attributes of this profile are available. When creating an export definition, you define which attributes of the contacts such as country or email are to be added to the export file. |
| Content Repository Configuration | Enables you to upload images directly from Content Studio. |
| Campaign Execution Exclusion List | Allows you to explicitly exclude recipients from getting messages. |

Extensibility and Adaptability

| Feature | Use |
|---------------------------|---|
| Add Custom Views | Export tables and calculation views from the SAP Marketing Cloud system. Use these tables and views to model your own calculation views in any SAP HANA system. You can also import the modelled calculation view into the SAP Marketing Cloud system, where it can be used for segmentation. |
| User Interface Adaptation | Adapt your user interface (UI) to your needs and bring your own fields to the UI. |
| Manage Images | Upload or delete images for media types, communication media, for the contact origin interaction channel, and for social media. |

| Feature | Use |
|--------------------------------|--|
| Marketing Extensibility | Perform marketing extensibility operations related to custom fields, custom business objects and custom views. |
| Marketing Extensibility Status | Monitor the status of various marketing extensibility scenarios. |
| Predictive Scenarios | Lets you realize your use cases for propensity scoring based on your own data source. |

4 Functions for Managing Solutions Based on SAP S/4HANA Cloud

Business Background

SAP S/4HANA Cloud offers you an assisted way to implement a solution along the implementation phases of SAP Activate. Besides configuring your solution, you can test your business processes, migrate data, view the solution scope, and to access learning content.

Key Features

| Key Feature | Use |
|-------------------------|--|
| Configure Your Solution | Key users can adjust the business configuration by using the following functions: <ul style="list-style-type: none">• Guidance through configuration activities along the implementation phases of the project• Viewing and adapting basic configuration settings of a solution• Self-service configuration apps offered for the preselected scope |
| View Solution Scope | Users can access a scope summary comprising the following functions: <ul style="list-style-type: none">• Viewing active business processes (scope items) and country versions of the solution• Displaying information about the functional scope of each scope item |
| Learn More | Users can access the SAP Learning Hub. |

5 General Functions for the Key User

Business Background

With the features described below, you:

- Define the basic settings required to make the users ready to work in the systems. You assign catalog roles to the business users in order to assign the required UIs including the necessary authorizations to them. By doing this, you can secure the access to your solution for your business users.
- Define communication settings for systems, users, and solutions to facilitate communication processes.
- Download and install additional software to better integrate your apps with other programs you need for your daily business.
- Automate output processes and get a quick overview of the status of email transmissions and print queues in your area. You can also streamline your email correspondence and records by creating email templates and form templates.
- Reduce your workload by running regular activities as jobs in the background. View application-specific logs to check if there are any issues.
- Adapt business processes and standard business software by creating your own business catalog extensions, communication scenarios, field and logic implementations, business objects, CDS views, queries for reporting and analysis, or application job templates. Make your extensions available productively by transporting them to your production system. View a list of your extension items, and the dependencies between them.
- Automate your archiving processes by scheduling archiving for archiving objects. You can see the logs of the finished jobs.
- Define global security settings, such as certificate trust lists.

Key Features

The following features support you with this process:

| Key Feature | Use |
|--------------------|--|
| Maintain Employees | Add and modify new employee information such as personal data, and employee data |

| Key Feature | Use |
|---|--|
| Maintain business users | Maintain user-relevant data, such as locking and unlocking of users, validity, and regional settings. You can assign business roles to business users including all UIs and authorizations they need to perform their tasks. You can update user role assignments individually, or by uploading a mass update in a CSV file. |
| Maintain business roles | Create your own business roles and define authorization restrictions to certain instances. You can assign business users to business roles including all UIs and authorizations they need to perform their tasks. SAP delivers business role templates you can use to set up your own business roles. |
| Display usages of business roles and business users | Display detailed information about the usage of business roles, business users, and restrictions in your system. |
| Display business catalogs | Display detailed information about the business catalogs, their statuses, and the changes provided by SAP. |
| Maintain communication systems | Define the specification of a system that represents a communication partner. You can define technical information that is required for communication between two systems. |
| Maintain communication arrangements | Set up and maintain communication arrangements to enable communication between your solution and other systems. |
| Create custom communication scenarios | Create custom communication scenarios and use them as a basis for new communication arrangements. |
| Monitor bgRFC queues | Monitor bgRFC queues together with the associated destinations and units. You can also intervene in the processing by stopping or starting a queue, unit or destination if required. |
| Create custom catalog extensions | Create your own extensions for the pre-delivered business catalogs to enable customization of business roles. |
| Display users | Keep track of all users that have access to your solution, that is technical users, business users, and support users. To a limited extent, you can edit settings for technical users. |
| Schedule application jobs | Monitor and schedule jobs based on the pre-defined job templates. You can save personalized job templates for later use. You can display job details. Finished jobs are deleted automatically after a certain period of time. |
| Display application logs | View logs created by a business application to verify if a business process step has been carried out successfully. |

| Key Feature | Use |
|---------------------------------------|---|
| Monitor messages | <p>Monitor interfaces that transfer important data like sales master data, sales orders, or invoices between your systems. You can view and filter the messages related to the interfaces and drill down to the detailed logs and the data content. You can solve errors and restart the messages.</p> |
| Create custom fields and custom logic | <p>Create your own fields and enhancement implementations for specific business contexts of extensible applications. Enable the usage of existing fields in predelivered data sources using data source extensions. You can publish fields and enhancement implementations and thus generate them in the extensible applications in your test system. You can edit fields and enhancement implementations even after they have already been published. You can delete fields and enhancement implementations.</p> <p>Custom Fields</p> <ul style="list-style-type: none"> • You can translate the fields that you created into different languages and enable field usage for UIs, reports, email templates, form templates, business scenarios, and APIs. • You can make field content relevant for free-text search. • You can choose the aggregation behavior of fields. • You can delete already transported fields. When you delete an already transported field, the contained data is saved for 18 months. <p>Custom Logic</p> <ul style="list-style-type: none"> • You can implement custom logic with ABAP for key users in your enhancement implementation. • You can create and save variants for testing custom logic with predefined parameters. • You can create and save filters to define under which conditions the logic of an enhancement implementation is used. |
| Display list of extension items | <p>You can view a list of your extension items, and the dependencies between them.</p> |
| Create custom CDS views | <p>You can create and maintain custom CDS views based on the virtual data model delivered by SAP. You can define projections and add associations to your custom CDS views. You can maintain parameters, filters and calculated fields. You can define custom CDS views without a scenario or as cubes, dimensions or for usage as external API.</p> |

| Key Feature | Use |
|--|---|
| Create custom business objects | Create new custom business objects, and generate UIs and OData services based on custom business objects. You can enable associations between your custom business objects. You can add fields to and delete fields from custom business objects. You can add multiple subnodes to a custom business object, and implement custom logic with ABAP for key users. You can edit and publish a custom business object, and delete the draft of a custom business object. You can delete custom business objects. |
| Define available system languages | Define the languages which are offered to the users for selection. |
| Create custom queries | <p>Select required fields and design a query. You can modify and reuse queries. You can also:</p> <ul style="list-style-type: none"> • Set filters • Add restricted measures • Add calculated measures • Define user input filters • Define hierarchies • Preview query results • Configure the query default display via Axis view |
| Create custom tiles | Create your own tiles to access external applications. |
| Export software collection | Assign transportable extension items to your software collection, check them for inconsistencies and dependencies, and export the software collection version. You can assign extension items to a hotfix collection, and export the hotfix collection independently from the regular software export process. |
| Import collection | Import a software collection or a customizing transport to your production system. |
| Aging of data | The system automatically moves appropriate data to the historical area of the database during the data aging process. |
| Manage ILM Business Rules | Manage ILM Business Rules |
| Display connectivity trace | Analyze inbound connectivity issues, such as failed SSL handshakes, malformed HTTP requests or failed log-in. |
| Manage business role changes after upgrade | Display all relevant changes to restriction types and business catalogs after an upgrade and maintain the corresponding restrictions if required. |

| Key Feature | Use |
|------------------------------------|---|
| Monitoring and logging data access | <p>You can use read access logging (RAL) to monitor and log access to personal data. The information provided may include, for example, which business users accessed business partner personal data, and in which time frame. Logging happens, for example, for fields related to bank accounts, credit cards, social security number.</p> <p>Default RAL configurations are generally delivered for various applications.</p> <p>By default, RAL is deactivated but can be activated by the user.</p> |
| Download of customer data. | <p>This feature allows you to download your data in a compressed format. You can track the status of file downloads and repeat downloads, if necessary.</p> |
| Maintain certificate trust list | <p>Display a list of trusted certificates. Add new trusted certificates to the list if required.</p> |
| Maintain protection allowlist | <p>Display an allowlist of trusted hosts and trusted network zones. Add new entries to the allowlist if required.</p> |
| Manage Content Security Policy | <p>Display an allowlist of trusted sources. Add new trusted sources to the allowlist if required.</p> |
| Maintain Client Certificates | <p>Upload and centrally maintain client certificates for your area to enable secure outbound certificate-based authentication.</p> |

6 Security Aspects

Security has always been an important element for the complete product life cycle of all SAP products, including product development, planning, and quality-assurance. Like the other SAP Products, SAP Marketing Cloud was designed to fulfill the highest EU standards which guarantee the safety of your data both from web attacks and from attacks in the cloud.

Some of the most important security focus areas are:

- Security aspects of data, data flow and processes
- User administration and authentication
- User management
- Authorizations
- Session security protection
- Network and communication security
- Internet communication framework security
- Application-specific virus scans
- Data storage security
- Protection of personal data
- Security for additional applications
- Security-relevant logging and tracing

On your side there is no need to consider special security settings other than assigning appropriate user authorizations.

6.1 Security of Data Centers and External Auditing

SAP follows operating best practices for data centers by deploying computation and storage parts of the solution over separated fire-safe areas to support disaster recovery in the event of a fire.

For data backup and recovery purposes, a redundant hardware storage system performs regular backups. To provide enhanced data integrity, SAP S/4HANA uses an advanced database management solution to store customer data and securely isolate each customer's business information in its own database instance.

Data centers used by SAP maintain multiple connections to several power companies, making a complete power outage highly unlikely. Even if the local power grid were to fail, the data centers supporting SAP S/4HANA Cloud have an uninterruptible power supply for short-term outages, and a diesel generator backup power supply for longer-term outages. Therefore, power interruptions or outages are unlikely to affect customer data or solution access.

Data centers used by SAP are logically separated and staffed around the clock, 365 days a year. A security system permits access only to authorized personnel, and the data centers are partitioned such that authorized personnel can access only their designated areas.

The network for SAP S/4HANA Cloud employs a number of security technologies. The multilayered, partitioned, proprietary network architecture permits only authorized access to the data centers that support SAP S/4HANA Cloud with features that include:

- A Web dispatcher farm that hides the network topology from the outside world
- Multiple Internet connections to minimize the impact of distributed denial-of-service (DDoS) attacks
- Layered security measures that continuously monitors solution traffic for possible attacks
- Multiple firewalls that divide the network into protected segments and shield the internal network from unauthorized Internet traffic
- Third-party audits performed throughout the year to support early detection of any newly introduced security issues

SAP is committed to third-party validations, standards, and certifications of the policies and procedures we use to maintain our customers' security, privacy and data integrity. SAP maintains several certifications and accreditations to ensure that we provide the highest standards of service and reliability to our customers. SAP will continue efforts to obtain the strictest of industry certifications in order to verify its commitment to provide secure and reliable services.

6.2 Data Protection

Data protection is associated with numerous legal requirements and privacy concerns. In addition to compliance with general data protection acts, it is necessary to consider compliance with industry-specific legislation in different countries. SAP provides specific features and functions to support compliance with the relevant legal requirements and data protection, for example, functions are available for various applications that simplify the deletion of personal data.

i Note

Compliance with data protection law depends on organizational and technical measures.

SAP software supports data protection by providing security features and specific data protection-relevant functions such as functions for the simplified deletion of personal data. SAP does not provide legal advice in any form. The definitions and other terms used in this document are not taken from any given legal source.

i Note

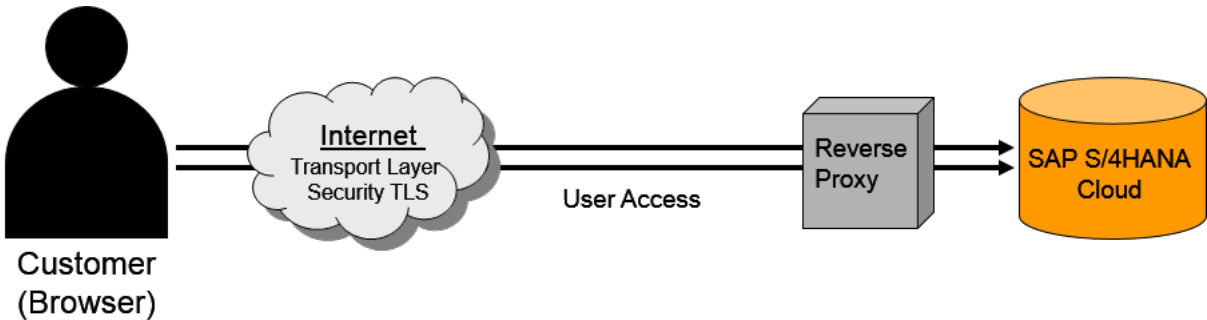
You acknowledge that management of data in an extension scenario deviates from the management of data in the standard scenarios. Extension scenarios include, for example, the creation and usage of extension items such as custom fields or custom business objects on the part of the user. You are responsible to ensure that the data used in an extension scenario is managed in accordance with applicable legal requirements and in accordance with the business needs, such as data life cycle requirements.

6.3 Technical System Landscape

SAP S/4HANA Cloud deals with business data from your core business processes. So, SAP is committed to the highest security and quality requirements:

- The business data is stored in data centers reflecting highest security standards.
- Customers may share physical hardware, but their data is always kept well-separated into logical tenants.
- Users who require access to the business data must authenticate themselves, and their identity must be verified by user and access management.
- Customer data always belongs to the customer.

Customers may access S/4HANA by browser from any network with internet access. The following diagram summarizes the technical system landscape for standard user access:



System Landscape



Communications between customer browser and the system landscapes of SAP S/4HANA Cloud are secured by industry best practices and state-of-the-art open cryptographic standards. Customers use a unique, customer-specific URL. Communication is carried out via the Reverse Proxy (RP) component. The Reverse Proxy is the SAP Web Dispatcher, which is developed and maintained by SAP. The communication channels are secured by using Transport Layer Security (TLS) protocols. For standard users the only way of authentication is SAML 2.0 assertions (SSO), based on SAP Cloud Identity.

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