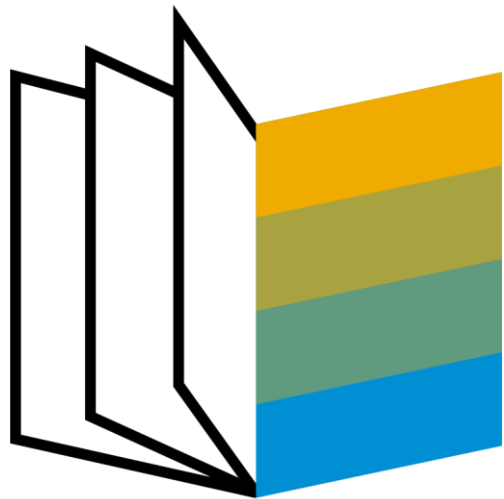


# SAP Marketing Cloud Feature Scope in the Different Editions, Part 1

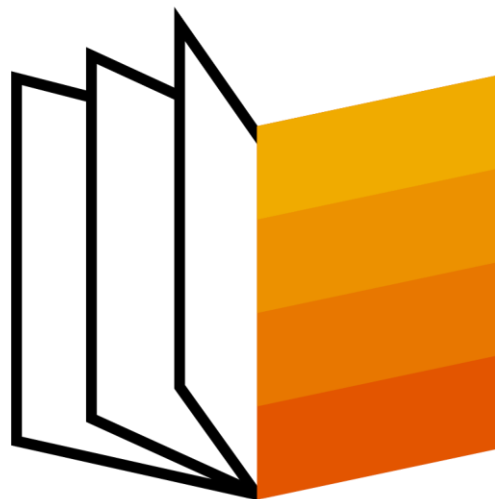
## FSD for SAP Marketing Cloud Standard Edition

- Standard marketing solution across B2C and B2B, including a small number of users for SAP Analytics Cloud.



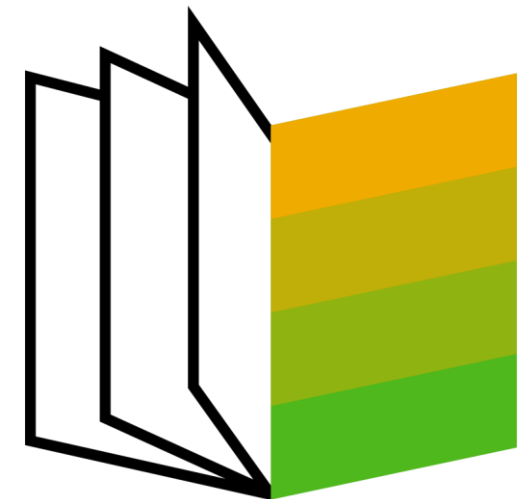
## FSD for SAP Marketing Cloud Professional Edition

- Adds Recommendations, Offers and integrated Commerce Marketing, including a bigger number of users for SAP Analytics Cloud and SAP Jam Collaboration.



## FSD for SAP Marketing Cloud Enterprise Edition

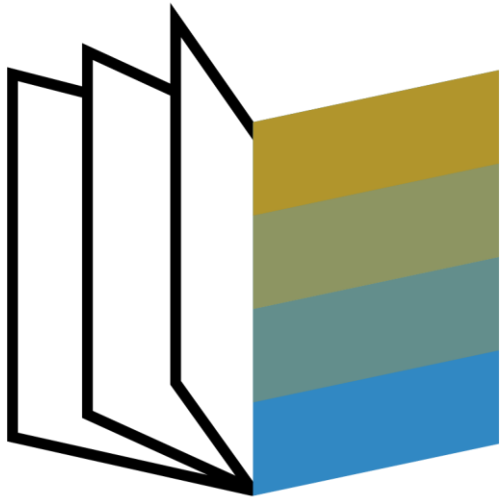
- End-to-end marketing solution including Planning and Budgeting, including more users for SAP Analytics Cloud and SAP Jam Collaboration.



# SAP Marketing Cloud Feature Scope in the Different Editions, Part 2 (Legacy editions, purchased before February 2017 version)

## FSD for SAP Marketing Cloud Base Scope

- Standard marketing solution across B2C and B2B, including a small number of users for SAP Analytics Cloud.



## FSD for SAP Marketing Cloud

- End-to-end marketing solution including Recommendations, Offers, integrated Commerce Marketing, Planning and Budgeting, SAP Jam integration, and more users for SAP Analytics Cloud.

