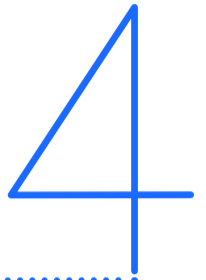


Transform SAP into a communications powerhouse

4 reasons to deliver customer communications right from SAP S/4HANA, SAP SuccessFactors, or SAP Business Applications

Every document you send shapes your customer experience. By managing communications within SAP, you ensure every invoice, statement, and notification is accurate, consistent, and delivered fast.

Here are **four reasons** organizations should deliver customer communications right from SAP with [OpenText™ Document Presentment for SAP® Solutions](#).



1 Simplify your technology stack

Disconnected systems create complexity, extra cost, and delays. Instead of adding another standalone CCM solution, extend your SAP environment to manage high-volume customer communications directly within your core business processes.



47%

of organizations say integration complexity is a top reason digital investments underdeliver¹



57%

of organizations report core system flaws disrupt business operations weekly²

OpenText Document Presentment for SAP Solutions eliminates silos and reduces complexity.

2 Deliver seamless customer experiences through SAP

Consistent, clear, and timely communication is critical to building trust and driving better customer experiences.

93 → 43

With OpenText Document Presentment, [L'Oréal](#) streamlined document template management in SAP, cutting the number of templates from 93 to 43

Fragmented communication is no longer acceptable. Deliver consistent, omnichannel communications across print, email, and digital—directly from SAP.

[Read the full success story >](#)

3 Personalize communications at scale

Customers expect communications that reflect their needs, context, and history. Generic, one-size-fits-all messaging is no longer effective.



71%

of consumers expect personalized interactions, while 76% get frustrated when personalization is missing³



75%

Nearly 3 out of 4 consumers are more likely to purchase from brands that deliver personalized experiences⁴

Despite this demand, customers often feel unsatisfied with personalization efforts, highlighting a major opportunity. Connect your SAP systems with a high performing CCM engine to leverage SAP data to dynamically generate personalized, high-volume communications.

4 Leverage governed GenAI for customer communications

Generative AI is transforming customer communications, but without governance, it introduces risk. Organizations must balance speed and creativity with compliance, accuracy, and control, especially when communications are tied to core business data and regulatory requirements.



26%

of business leaders still believe that the benefits of generative AI do not outweigh the risk⁵



48%

of CIOs expect AI vendors to deliver high-level security features⁶

OpenText Document Presentment for SAP Solutions enables generative AI governed by design:

1. Connect to approved LLMs via SAP Business Technology Platform AI Hub
2. Configure and control prompts centrally
3. Enforce SAP and corporate rules during document generation
4. Inject AI-generated content safely into communications

Built for SAP. Designed for scale.

Learn more about how OpenText Document Presentment for SAP Solutions can help improve your customer communications.

[Get the customer communications buyer's guide for SAP customers](#)

1 PwC, [PwC's 2025 Digital Trends in Operations Survey](#), May 2025
 2 KPMG, [KPMG global tech report](#), 2024
 3 McKinsey, [What is personalization?](#), 2023
 4 Deloitte Digital, [Personalization: It's a value exchange between brands and customers](#), 2024
 5 Capgemini, [Harnessing the value of Generative AI](#), 2023
 6 CIO, [What mature AI adopters know about unlocking AI's full potential](#), 2025