



# Integration of SAP S/4HANA Utilities with SAP Emarsys Customer Engagement

# Integration with SAP Emarsys Customer Engagement

This integration provides standard content to integrate the SAP Emarsys Customer Engagement with the SAP S/4HANA Utilities solution.

## □ Caution

It is the responsibility of the utility company that uses the SAP S/4HANA Utilities integration with SAP Emarsys Customer Engagement solution to request and obtain consent of the data subjects (a natural person such as a customer, contact, or account) to use their personal data before replicating it from SAP S/4HANA Utilities to SAP Emarsys Customer Engagement. It is assumed that the users of SAP Emarsys Customer Engagement have consent from their data subjects to transfer their data from SAP S/4HANA Utilities to SAP Emarsys Customer Engagement for the purpose of marketing.

For that purpose, the following utilities data from SAP S/4HANA Utilities is replicated to SAP Emarsys Customer Engagement:

- Contract account
- Utilities contract
- Utilities sales contract
- Utilities premise
- Utilities installation
- General data

Depending on the data, you can use the following replication methods:

- Initial load

After setting up the integration solution, all the relevant data on SAP S/4HANA Utilities is replicated to SAP Emarsys Customer Engagement.

- Manual replication

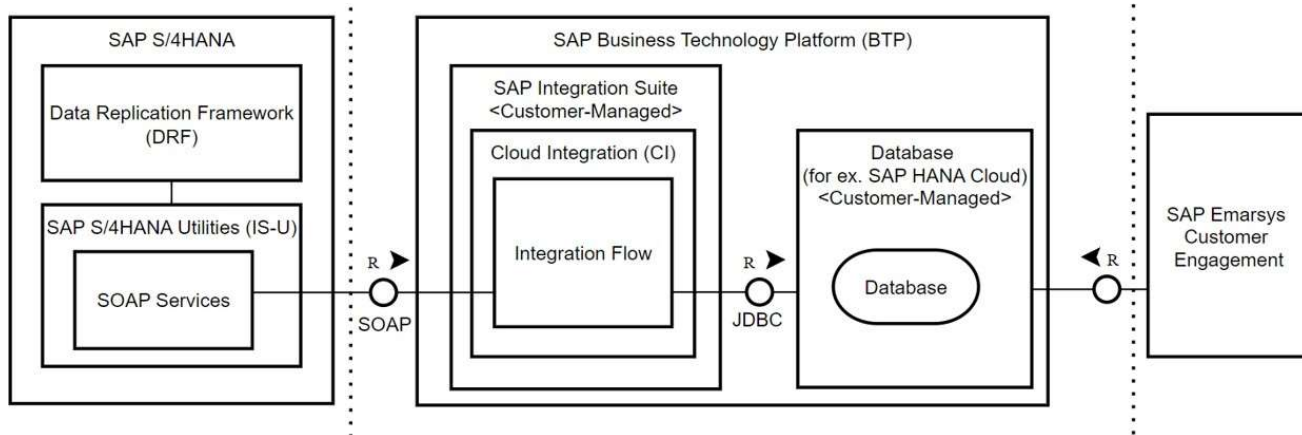
You select specific data objects and then manually trigger the data replication process.

- Delta replication

Replication takes place automatically when the data of a relevant object is maintained. This process relies on Business Object Repository (BOR) events that are raised upon data modification and creation.

# Data Flow

This integration scenario involves three components: SAP S/4HANA Utilities, SAP-Cloud-Integration, and SAP Emarsys Customer Engagement.



This diagram illustrates how utilities data from SAP S/4HANA Utilities is replicated to SAP Emarsys Customer Engagement by way of SAP-Cloud-Integration. During an initial, delta, or manual load, the Data Replication Framework on SAP S/4HANA along with a set of outbound SOAP web services replicate the data to SAP-Cloud-Integration. Dedicated integration flows map the data to a customer-managed database (such as HANA Cloud) using the JDBC adapter, and SAP Emarsys Customer Engagement retrieves the data from there. The integration flows are designed and optimized for usage with HANA Cloud. Using other databases may require further modification or optimization of the integration flows.

# Data Mapping

The data from SAP S/4HANA Utilities is mapped to the data objects on SAP Emarsys Customer Engagement as follows:

|   |   |
|---|---|
| SAP S/4HANA Utilities                                 | Database for retrieving data from SAP Emarsys Customer Engagement |
| Contract account objects                              | Database table for contract account objects                       |
| Utilities contract objects                            | Database table for utilities contract objects                     |
| Utilities sales contract objects                      | Database table for utilities sales contract objects               |
| Utilities installation and installation facts objects | Database table for utilities installation                         |
|   | Database table for utilities installation facts                   |
| Utilities premise objects                             | Database table for utilities premise                              |
| General data  | Database table for general data - balance                         |
|   | Database table for general data - consumption                     |

## Mapping of Contract Accounts, Utilities Contracts, Utilities Premise and Utilities Sales Contract

Contract accounts, utilities contracts, and utilities sales contracts in SAP S/4HANA Utilities are replicated to separate dedicated database tables for contract accounts, utilities contracts, utilities premises and utilities sales contracts for retrieval from SAP Emarsys Customer Engagement.

## Mapping of Utilities Installations and Installation Facts

The header data for installations in SAP S/4HANA Utilities is mapped to a dedicated database table for installations for retrieval from SAP Emarsys Customer Engagement.

The data for installation facts in SAP S/4HANA Utilities is mapped to a dedicated database table for installation facts for retrieval from SAP Emarsys Customer Engagement.

## Mapping of General Data

Balance data for contract accounts in SAP S/4HANA Utilities is replicated to a dedicated table for balance data for retrieval from SAP Emarsys Customer Engagement.

Billing and consumption data for objects, such as utilities contracts in SAP S/4HANA Utilities is replicated to a dedicated table for consumption data for retrieval from SAP Emarsys Customer Engagement.

## Features of SAP Emarsys Customer Engagement

After you've integrated SAP S/4HANA Utilities with SAP Emarsys Customer Engagement, you can use features provided in SAP Emarsys Customer Engagement, such as *Tactics* to launch campaigns faster with pre-built, omnichannel automation programs, segment templates and personalization tokens.

[Learn more](#)  .