Profile and Search insights

SA-49357

Target GA: May, 2024

Feature Overview

Introducing: Profile and Search insights - SA-49357

Feature Description

Goal

Increase business opportunities and engagement of suppliers by providing profile related insights

Use cases for Freemium

- How many times my company profile was viewed

- How many times my company profile appeared on first page of search results

Use cases for Paid accounts

- Company profile view trend for last 3,6,12 months

- My commodity trend – How is the Search trending for the commodities configured in my profile globally

- Top search criteria globally, for e.g. Sustainability ratings, Certificates, etc.

Helps supplier focus on key attributes of the profile

Key Benefits

- Suppliers see value in updating and keeping their profiles relevant

- For SAP a potential revenue stream as suppliers would be willing to pay for the insights and recommendations

Audience:

Suppliers

Enablement Model:

Low Touch – Automatically On

Applicable Solutions:

SBN

- Restrictions
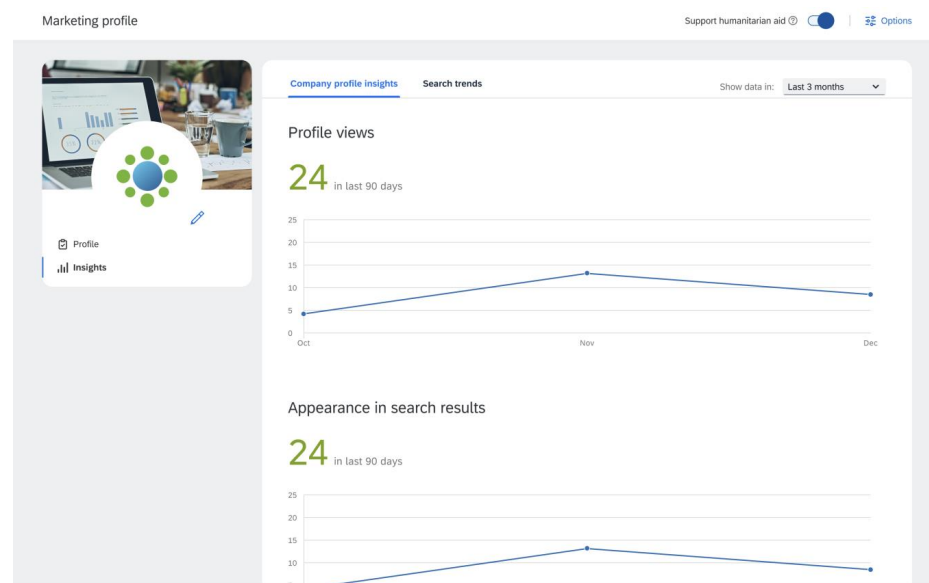
- Feature details

Prerequisites, Restrictions

Prerequisites

- None

Restrictions

Use cases for Freemium

- How many times my company profile was viewed

- How many times my company profile appeared on first page of search results

Restrictions

Sample of how data would look when upgraded to premium

Feature Details

Freemium account – Basic views and search appearances of supplier profile in 3, 6 and 12 months (filter)
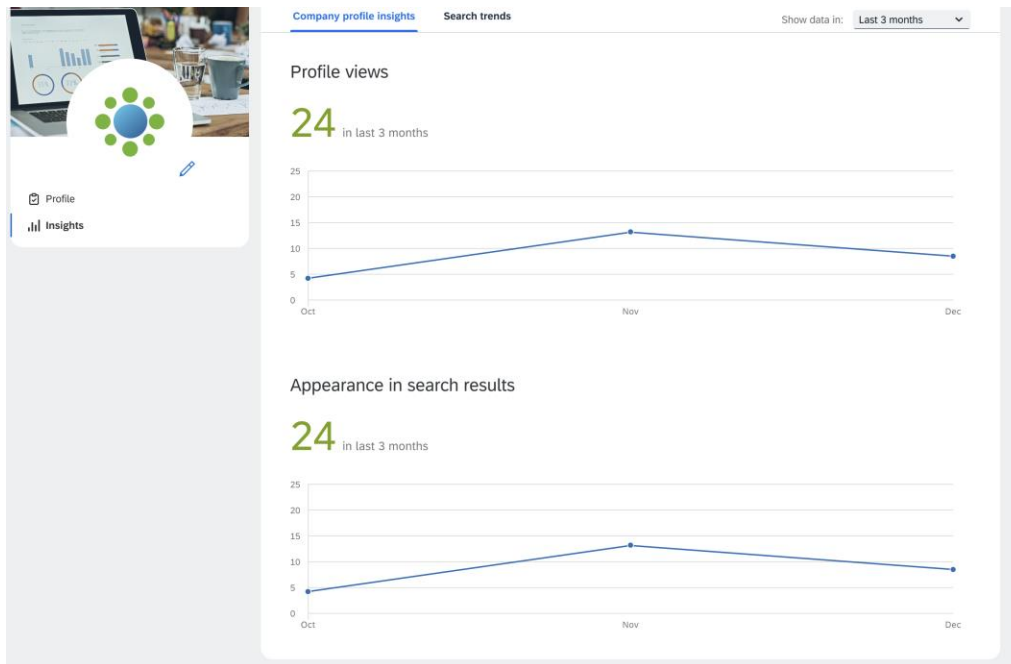
Feature Details

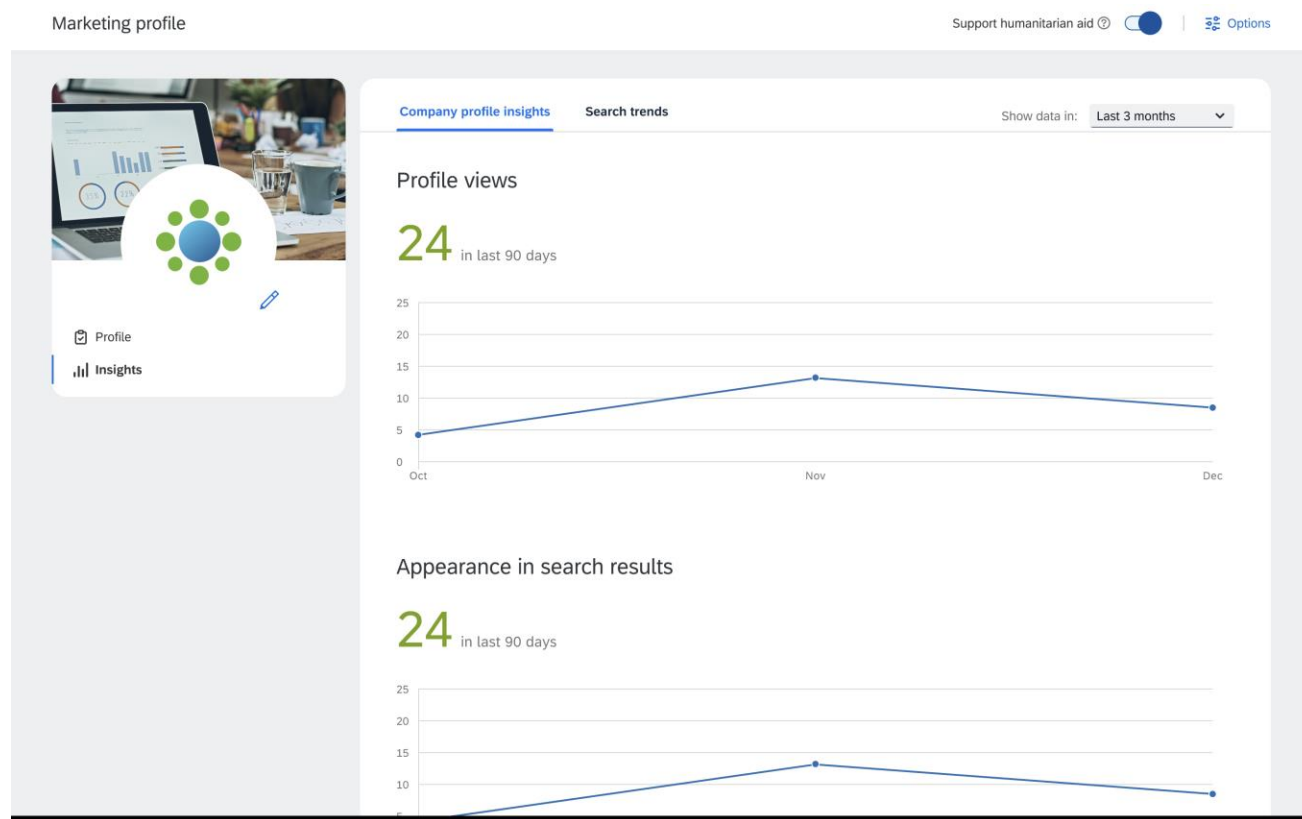## Freemium account – Search Trends not available only preview

Feature Details

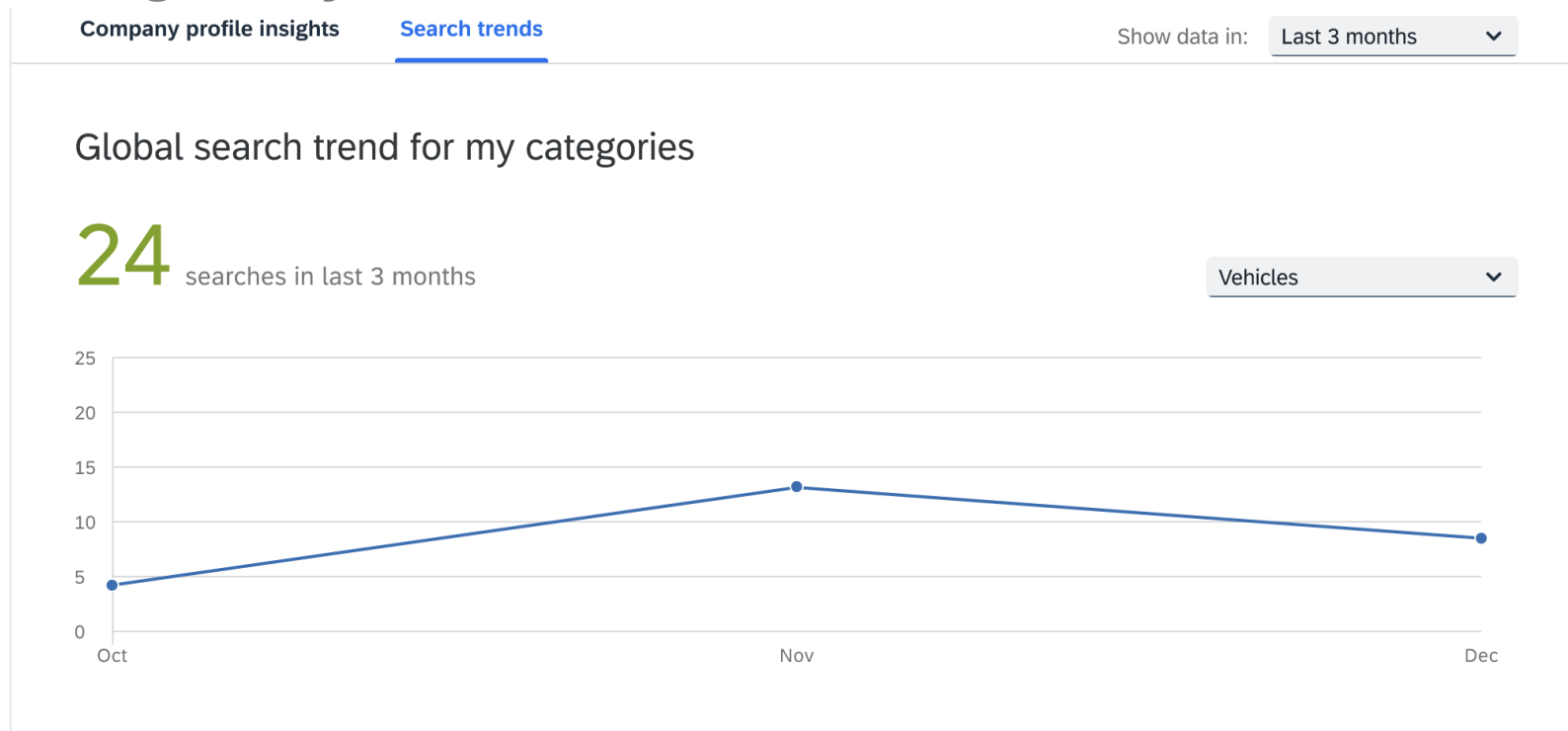## Premium/Paid account

1) Company profile view trend for last 3,6,12 months

Feature Details

- **Premium/Paid account**

 **2) My commodity trend – How is the Search trending for the commodities configured in my profile globally**

Feature Details

- **Premium/Paid account**

  3) Top search criteria globally, for e.g. Category, Locations, etc.
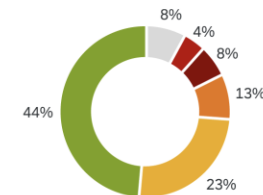

Global top search criteria

Category	Searches	%
Organizations and Clubs	12	44%
Resin, Rosin, Rubber & Elastomers	7	23%
Material Handling, Conditioning & Storage Machinery	4	13%
Vehicles	3	8%
Laboratory Equipment	2	4%
Others	3	8%
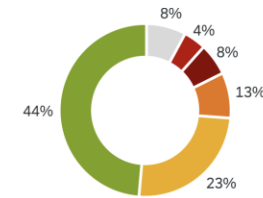
Service location	Searches	%
Western Africa	12	44%
North America	7	23%
Global	4	13%
Western Asia (Middle East)	3	8%
Central Asia	2	4%
Others	3	8%
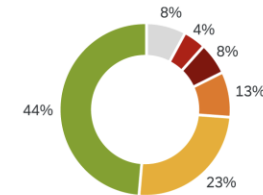
Business type	Searches	%
Transportation/Logistics	12	44%
System Integrator	7	23%
Contractor/Consultant	4	13%
Broker	3	8%
Sales Agent/Manufacturer's Representative	2	4%
Others	3	8%

Thank you.

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