PORTFOLIO CASE STUDY

SAP Integration Suite Nurture Campaign

Three-email B2B nurture sequence

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Content writer



PORTFOLIO RECONSTRUCTION

A finished presentation of raw nurture-email delivery sheets created for SAP Integration Suite. The copy is preserved and lightly polished; the visual design is recreated specifically for portfolio use.

EMAIL 01	EMAIL 02	EMAIL 03
CUSTOMER PROOF	TECHNICAL EDUCATION	PROOF + CONVERSION
Under Armour's move to modern integration	**Modernize integration with confidence**	**How Endress+Hauser modernized integration**
Customer story + trial	E-book + migration guide	Customer video + demo

Client: SAP | Product: SAP Integration Suite | Format: Three-email nurture campaign

From migration challenge to modernization action

The brief called for a nurture stream aimed at integration architects and IT leaders navigating migration from SAP Process Orchestration and SAP Process Integration to SAP Integration Suite.

AUDIENCE

Integration architects and IT leaders

PURPOSE

Build the case for action through customer stories, architecture guidance, and migration resources.

FORMAT

Three-email nurture stream

SCOPE

Global; small, medium, and large enterprises

Sequence at a glance

1 CUSTOMER PROOF

Under Armour's move to modern integration

Customer story + trial

2 TECHNICAL EDUCATION

Modernize integration with confidence

E-book + migration guide

3 PROOF + CONVERSION

How Endress+Hauser modernized integration

Customer video + demo

WRITING CONTRIBUTION

Subject-line A/B variants, preview text, headlines, body copy, and calls to action across all three emails.

Internal production IDs, reviewer names, and workflow fields have been removed from this portfolio presentation.

EMAIL 01 / CUSTOMER PROOF

Under Armour's move to modern integration

ROLE IN THE SEQUENCE

Opens the sequence with a recognizable customer story, turning a technical migration discussion into concrete business proof.

A/B SUBJECT LINES

A How Under Armour modernized its integration

B Under Armour: From legacy middleware to SAP

PRIMARY PATH

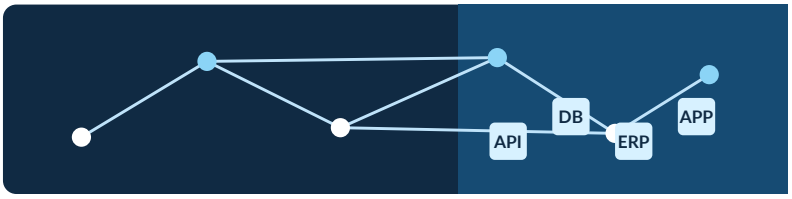
CUSTOMER STORY + TRIAL

SUBJECT LINE A

How Under Armour modernized its integration

PREHEADER

See how Under Armour left legacy middleware behind—and what came next.



SAP INTEGRATION SUITE

Under Armour's move to modern integration

Read the story

Under Armour faced the same integration challenges that many enterprises do: systems that didn't connect cleanly, data flows that were hard to scale, and an architecture that made it difficult to move at the speed the business needed.

By migrating to SAP Integration Suite, the company built a modern, unified integration foundation—connecting its applications, data, and business processes across the enterprise and accelerating the innovation it needed to compete.

Read the customer story to see how Under Armour approached the migration and what it unlocked for the business.

Try SAP Integration Suite for yourself

The basic trial for SAP Integration Suite gives you hands-on access to the platform's capabilities at your own pace—no commitment required.

Start your trial

EMAIL 02 / TECHNICAL EDUCATION

Modernize integration with confidence

ROLE IN THE SEQUENCE

Moves from proof to education, explaining the architectural case for modernization and giving prospects a practical migration resource.

A/B SUBJECT LINES

A The case for modernizing your integration

B Real-time integration readiness starts here

PRIMARY PATH

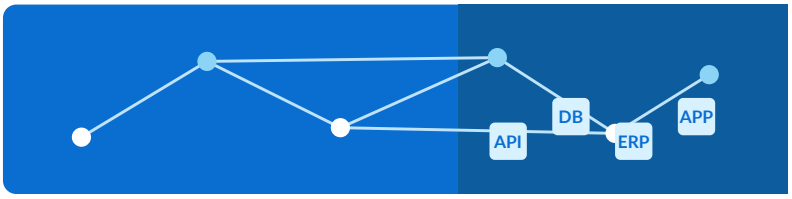
E-BOOK + MIGRATION GUIDE

SUBJECT LINE A

The case for modernizing your integration

PREHEADER

Read the e-book to explore real-time integration with SAP Integration Suite.



SAP INTEGRATION SUITE

Modernize integration with confidence

Read the e-book

Enterprise integration has evolved. Real-time processes, event-driven architectures, and connected business ecosystems are becoming the standard—and the organizations making the most of these capabilities have modernized the platforms underneath them.

This is why SAP customers are making the move from SAP Process Orchestration and SAP Process Integration to SAP Integration Suite. Within reach is simplified integration built on a foundation that supports real-time processes and continued innovation.

The e-book, Comprehensive Real-Time Integration Using Event-Driven Architecture, explores how organizations are using event-driven architecture to build integration landscapes that are more responsive, more scalable, and better prepared for what's ahead.

Plan your move to SAP Integration Suite

The Migration Guide for SAP Process Orchestration walks you through the transition step by step—covering tools, architecture decisions, and what to expect at each stage.

Explore more

EMAIL 03 / PROOF + CONVERSION

How Endress+Hauser modernized integration

ROLE IN THE SEQUENCE

Returns to customer proof, then introduces a direct conversion path for prospects ready to explore the solution in their own environment.

A/B SUBJECT LINES

A How Endress+Hauser unified integration

B Integration modernization at scale

PRIMARY PATH

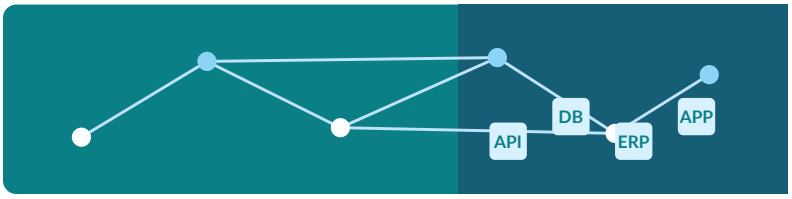
CUSTOMER VIDEO + DEMO

SUBJECT LINE A

How Endress+Hauser unified integration

PREHEADER

Watch the video to see how Endress+Hauser transformed its integration.



SAP INTEGRATION SUITE

How Endress+Hauser modernized integration

Watch the video

Integration modernization isn't a single event. It happens system by system, process by process—and organizations that navigate it successfully usually have a proven path, dedicated tooling, and expert support at every stage.

Endress+Hauser, a global leader in industrial process measurement, took this approach. Watch the video to see how the company used SAP Integration Suite to unify its integration architecture, connect its core systems, and build a foundation for continued innovation across its global operations.

SAP provides the tools, prebuilt content, and partner ecosystem to support integration modernization at every stage—whether you're evaluating options, planning a migration, or already in execution.

See SAP Integration Suite in action

Ready to see what this looks like for your environment? Request a personalized demo and explore how SAP Integration Suite can support your modernization goals.

Get started

WHAT THE WORK DEMONSTRATES

Enterprise email copy that moves from proof to education to action

The campaign uses customer evidence, technical thought leadership, and stage-appropriate calls to action while keeping the message focused on integration modernization.

NURTURE SEQUENCING

Three related emails work as a progression rather than as isolated assets.

COMPLEX-TECH CLARITY

Integration architecture and migration concepts are translated into concise business-facing copy.

CUSTOMER-LED PROOF

Under Armour and Endress+Hauser stories make the modernization argument concrete.

CTA HIERARCHY

The stream moves among customer content, an e-book, migration guidance, a trial, and a personalized demo.

Portfolio note

This presentation reconstructs the finished reading experience from SAP nurture-email delivery sheets. It is intended to showcase the writing in context; it does not represent the exact final production design.