

Customer Profile

Overview

SAP Customer Profile is the layer of user profile data that is gathered when you use [Customer Identity](#) or [Customer Consent](#). It is a centralized location to manage your site and your site users, within the SAP Customer Data Cloud administration Console.

- Use out-of-the-box flows with [Screen-Sets](#), highly customizable using the [UI Builder](#) canvas.
- Site administrators and service reps use [Identity Access](#) to gain valuable insights on the entire userbase, with query and filter tools that provide you with an overview of your users on one hand, and an in-depth view of individual user profiles, on the other.
- Enrich your user data with the [Data Store](#), a dynamic, flexible database that complements the core user database.
- View [Reports and Analytics](#) on your customer base
- [Extend](#) your flows using the Extensibility Engine, Webhooks and JavaScript Parameters.