

SAP Hybris Commerce A truly omni-channel solution for digital transformation



Deliver contextual customer experiences and unify processes to succeed in today's digital economy.

Today's businesses face tremendous challenges to differentiate, adapt and meet the ever-changing behaviors of their buyers. Customers are more empowered than ever before; they are social, connected and well-informed; and they expect experiences that are no less than stellar.

This is driving some monumental changes in business:

- 22% of CEOs believe that business model change dictates "the next big thing"
- \$15.3 trillion of global GDP growth will be due to shifting channels
- 1 million direct sales jobs will be impacted by these shifting channels

All to say, our old business approaches will no longer cut it. But those who are able to adapt and deliver exceptional customer-centric experiences will be richly rewarded.

A digital transformation is necessary for many organizations looking to deliver customer experiences that meet expectations and thrive in the new era. This transformation will enable them to be more agile, responsive and ready to capitalize on new opportunities as they emerge.

About SAP Hybris Commerce

SAP Hybris Commerce drives that digital transformation and enables you to become an omni-channel business, delivering contextual customer experiences and unifying customer processes. We help integrate all digital and physical customer touchpoints onto a single, robust platform – including online, mobile, point-of-sale, call center, social media and print – empowering you to deliver exceptional, seamless customer experiences, in any industry, anywhere in the world.

Our single-stack architecture ensures a fast time to innovation, drives the best total cost of ownership and offers you maximum flexibility for extension and customization. Built for the enterprise and applicable to B2B, B2C and B2B2C cases, we combine world-class capabilities that can be deployed flexibly – on-premise, in a private cloud, or through SaaS.

SAP Hybris Commerce enables organizations to thrive in today's digital economy. Our customer-centric approach to channel integration empowers you to deliver contextual, personalized and relevant customer experiences that boost loyalty and increase sales.



KEY CAPABILITIES: A CLOSER LOOK

Product Content Management (PCM)

Integrate with existing backend systems and consolidate multiple data domains onto a single platform with our scalable and user-friendly PCM solution. Create a single source of truth that ensures content consistency across all sales and service channels, and supports collaboration between different departments to manage product content across channels.

Web Content Management

(requires SAP Hybris Customer Experience)

Manage site content and layout and create highly personalized experiences across all channels from this intuitive user interface that is fully integrated with PCM and omni-channel commerce solutions.

Order Management for Commerce

Manage customer engagement all the way down the order line, from checkout to final delivery and returns management, with a single view of inventory across your entire organization, configurable ATS (availability to sell) rules, and omni-channel fulfillment options such as Buy Online Pick Up In-Store.

Search and Merchandising

Make it easy for customers to find what they want and adjust your merchandising mix based on conversion attributes with modern, intuitive search and merchandising capabilities, including faceted search and navigation.

Advanced Personalization

Drive revenue by providing your customers with individually tailored content, using behavioral targeting to determine shoppers' online history and behavior.

Mobile

Make the mobile platform a strategic weapon for driving commerce using our mobile-specific tools and capabilities and responsive page templates.

Customer Service

Empower customer service agents with easier and faster access to the information they need to understand and quickly resolve customers' problems.

Data Integration

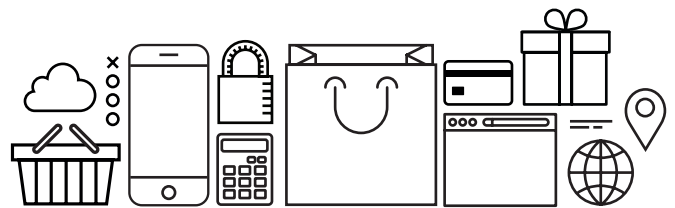
SAP Hybris Commerce provides tools that speed data integration and validation so you can create experience-driven commerce strategies with accurate and consistent master data at the core.

Bundling

Combine products and services to create unique and personalized offerings. Bundling provides the business tools needed to configure, manage and sell complex digital product and/or service bundles.

Key Features

- A truly omni-channel solution that integrates all digital and physical touchpoints for a seamless customer experience
- Superior data management to ensure consistent, high-quality information across all channels
- Flexible, modular platform built on a modern, standards-based architecture
- Easy to extend, customize, integrate and maintain
- Pre-integrated with a vast ecosystem of partner solutions, via SAP Hybris Extend
- Pre-integrated with all of SAP Hybris solutions, as well as SAP S/4 HANA and other SAP solution suites
- Intuitive, easy-to-use business tools
- Commerce Accelerators offer quick implementations of industry-tailored omni-channel experiences
- Flexible deployment models, including on-premise, private cloud, and SaaS



Business Benefits

- Interact, engage and transact with your customers when and where they want to – across all channels and touchpoints, any time
- Drive revenue and growth through your digital channels
- Diversify your business by easily entering and testing new markets
- Win and retain valuable loyal customers by engaging them personally, with the help of relevant, contextual customer insights
- Grow and expand your business with a platform that scales with you



About SAP Hybris

SAP Hybris enables businesses to transform how they engage with customers, innovate how they do business, and simplify their technology landscape. With a comprehensive approach to customer engagement and commerce, our solutions unlock opportunities to optimize your customers' experience and transform your business. We help you drive relevant, contextual experiences across all of your customer touch-points in real-time, so that you can create strong differentiation and build competitive advantage in the Digital Economy.

SAP Hybris has helped some of the world's leading organizations transform themselves in response to changing market conditions and customer expectations – delivering exceptional experiences, adding new channels, evolving their business models, and entering new markets. How can we help you?

Explore SAP Hybris solutions today. For more information, visit www.hybris.com.

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