SAP Hybris

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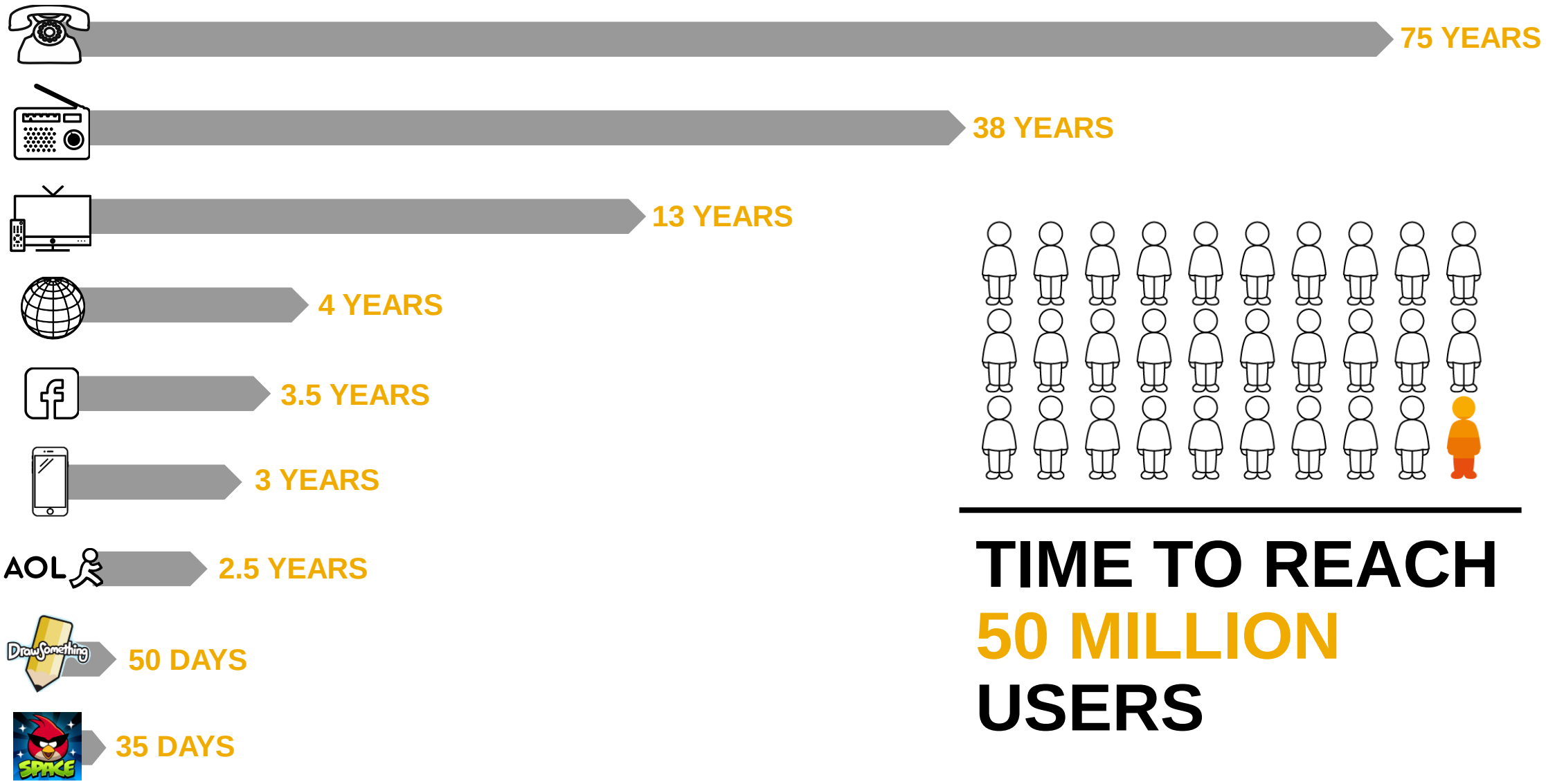
Enabling Digital Transformation in Your Business

Adam Goljan, SAP

October, 5th 2017

SAP Run Simple

CHANGE IS HAPPENING FASTER THAN EVER …



TIME TO REACH
50 MILLION
USERS

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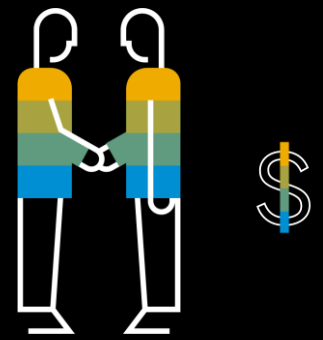
Customers want better experience

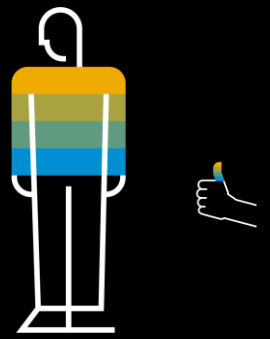


63%

of customers are more willing to engage with companies that deliver better customer experiences.

Source: Forrester Consulting, 2017.

Only experience matters



By 2020

Customer experience will overtake price and product as key brand differentiator.

Source: Walker Info, Customers 2020 Study.

Customers have high expectations

91%

of customers will buy from competitors if they do not have satisfactory experience.

Source: Forrester Consulting, 2017.

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Great customer experience means

More Revenue for Brands

Customer experience leader can almost **double** their revenue in a 3 year period.*

*SOURCE: TEMKIN GROUP 2016

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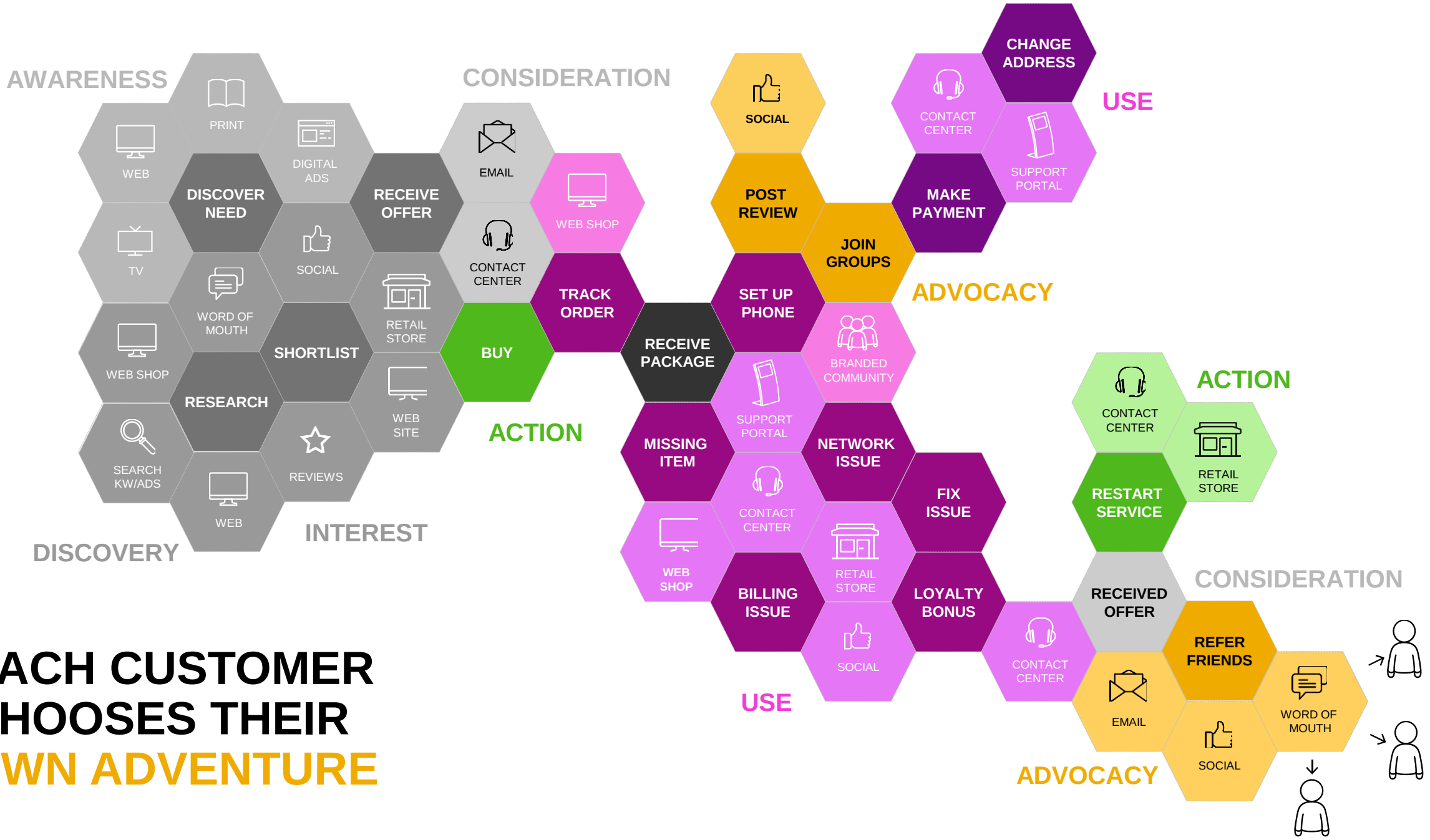
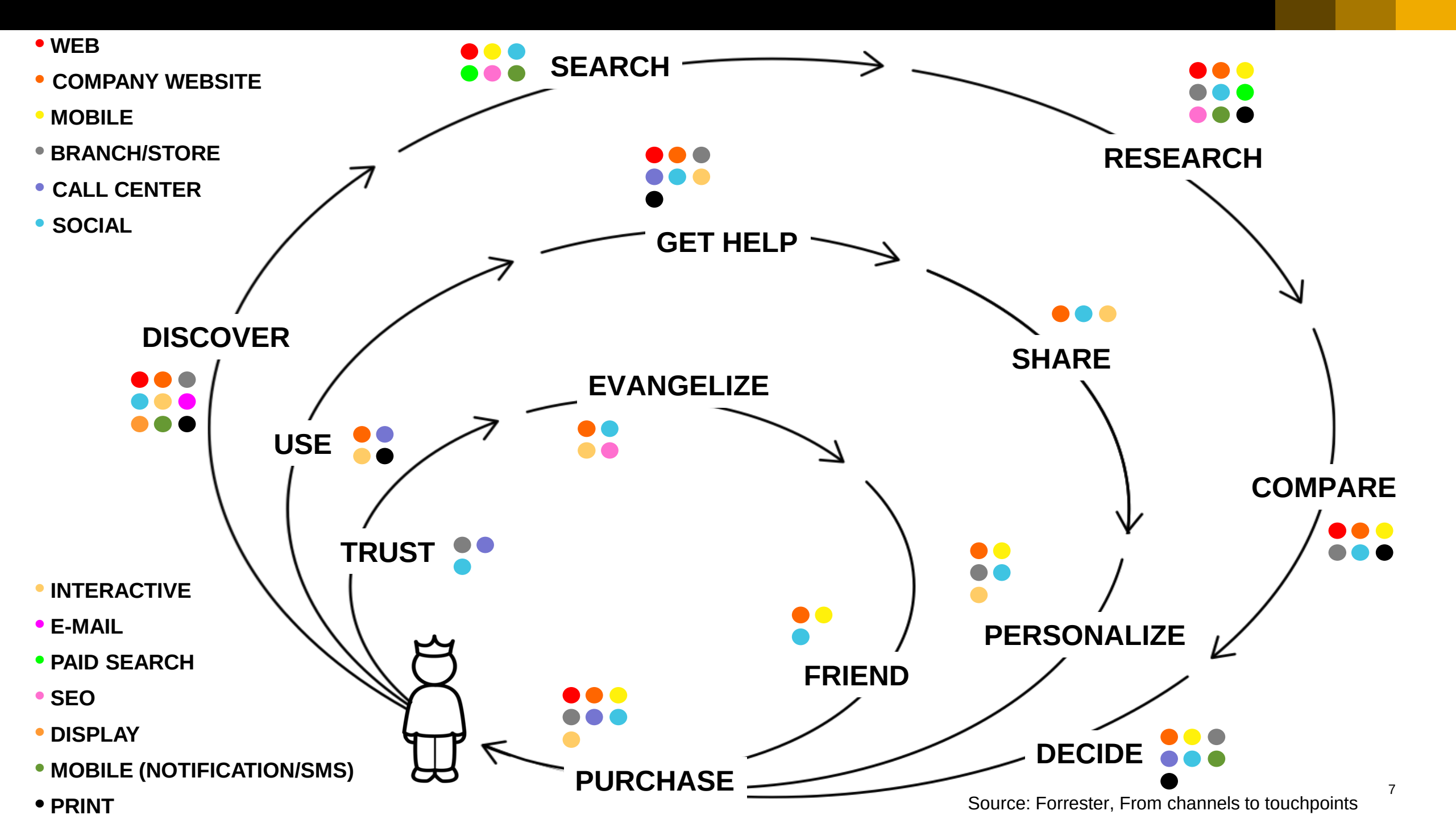


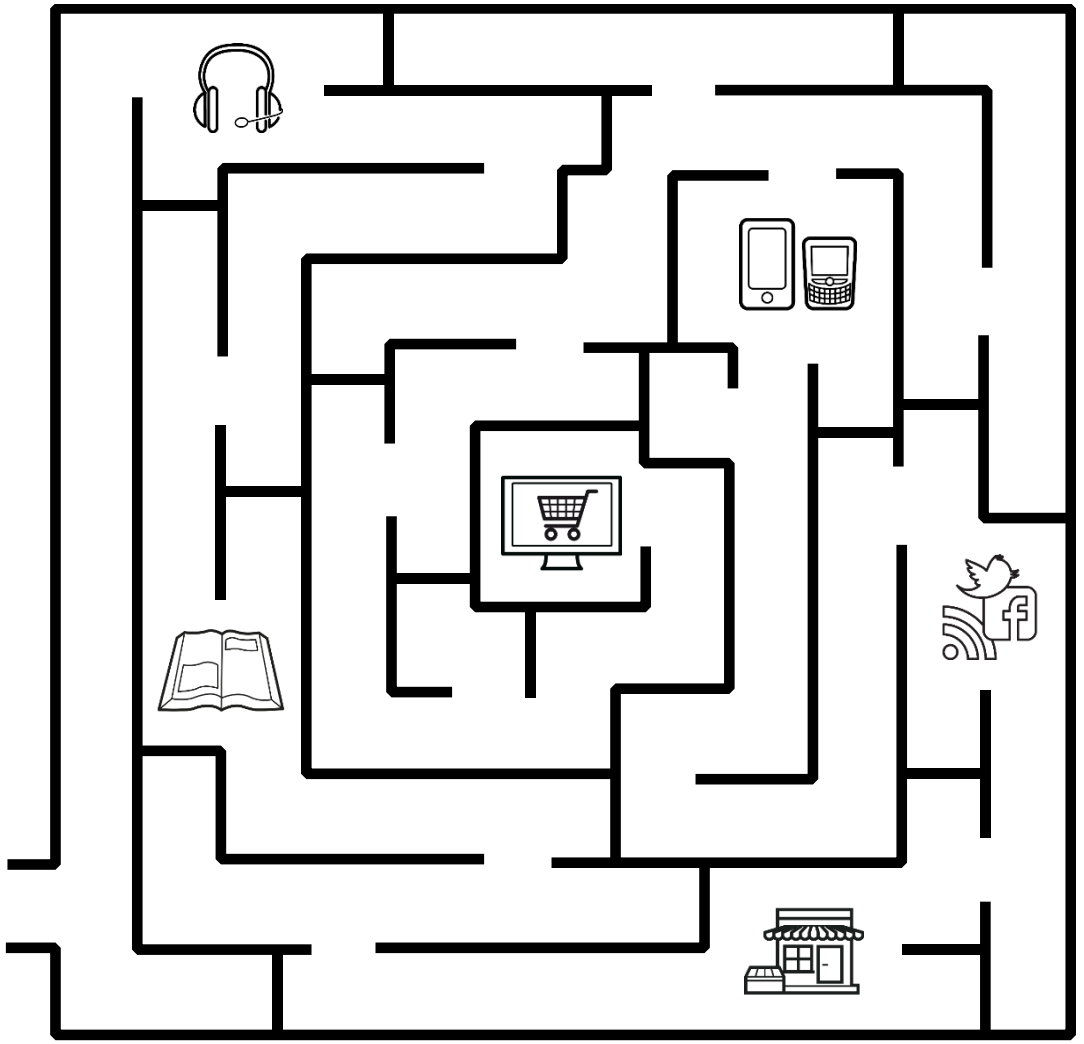
EACH CUSTOMER CHOOSES THEIR OWN ADVENTURE



Source: Forrester, From channels to touchpoints

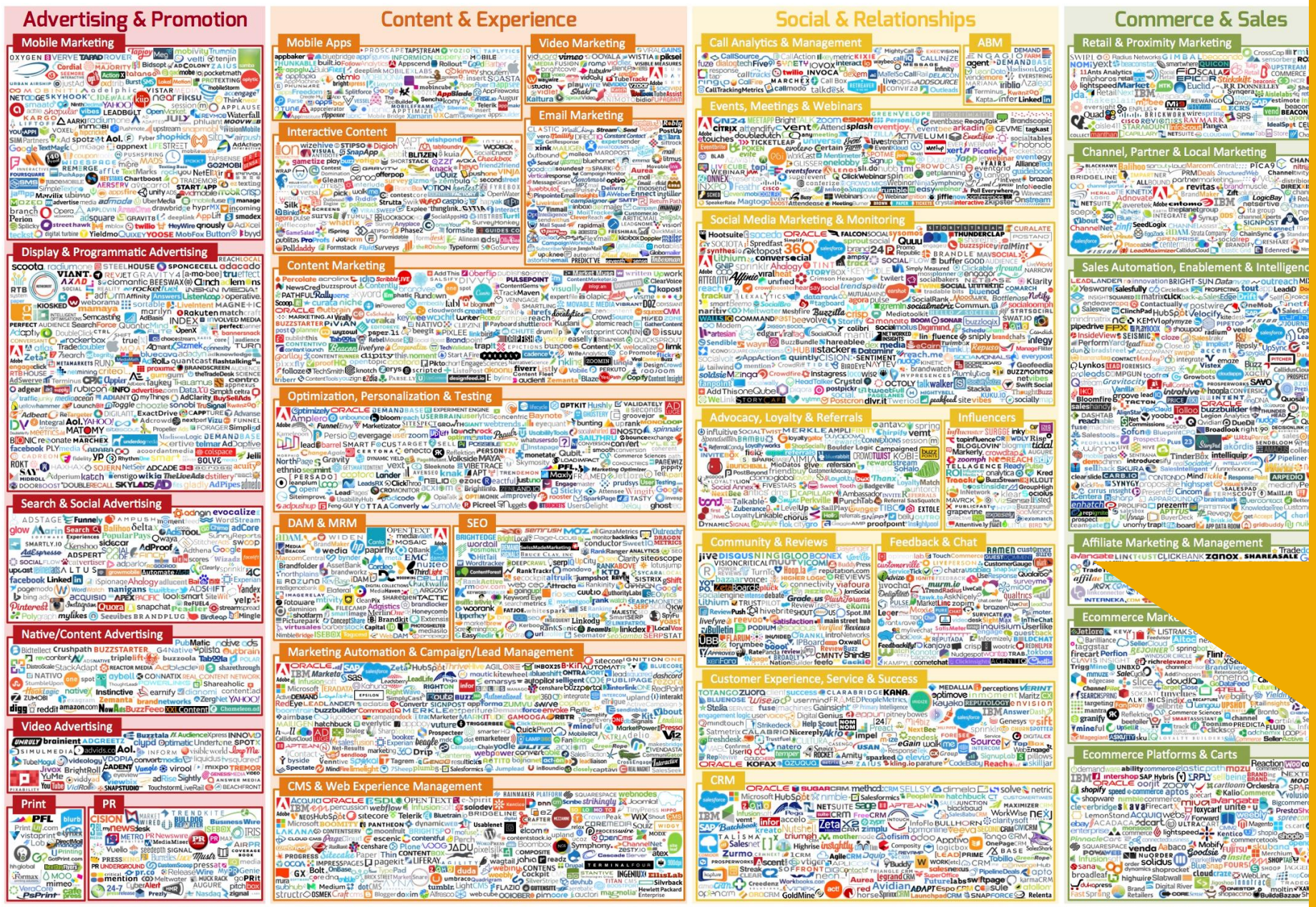
THE MAJORITY OF BUSINESSES CAN'T SUPPORT AN OMNI-CHANNEL CUSTOMER JOURNEY.

JUST 12% CAN PROVIDE A SEAMLESS HAND-OFF BETWEEN CHANNELS.



SOURCE: Forrester Wave Customer Service Solutions 2014

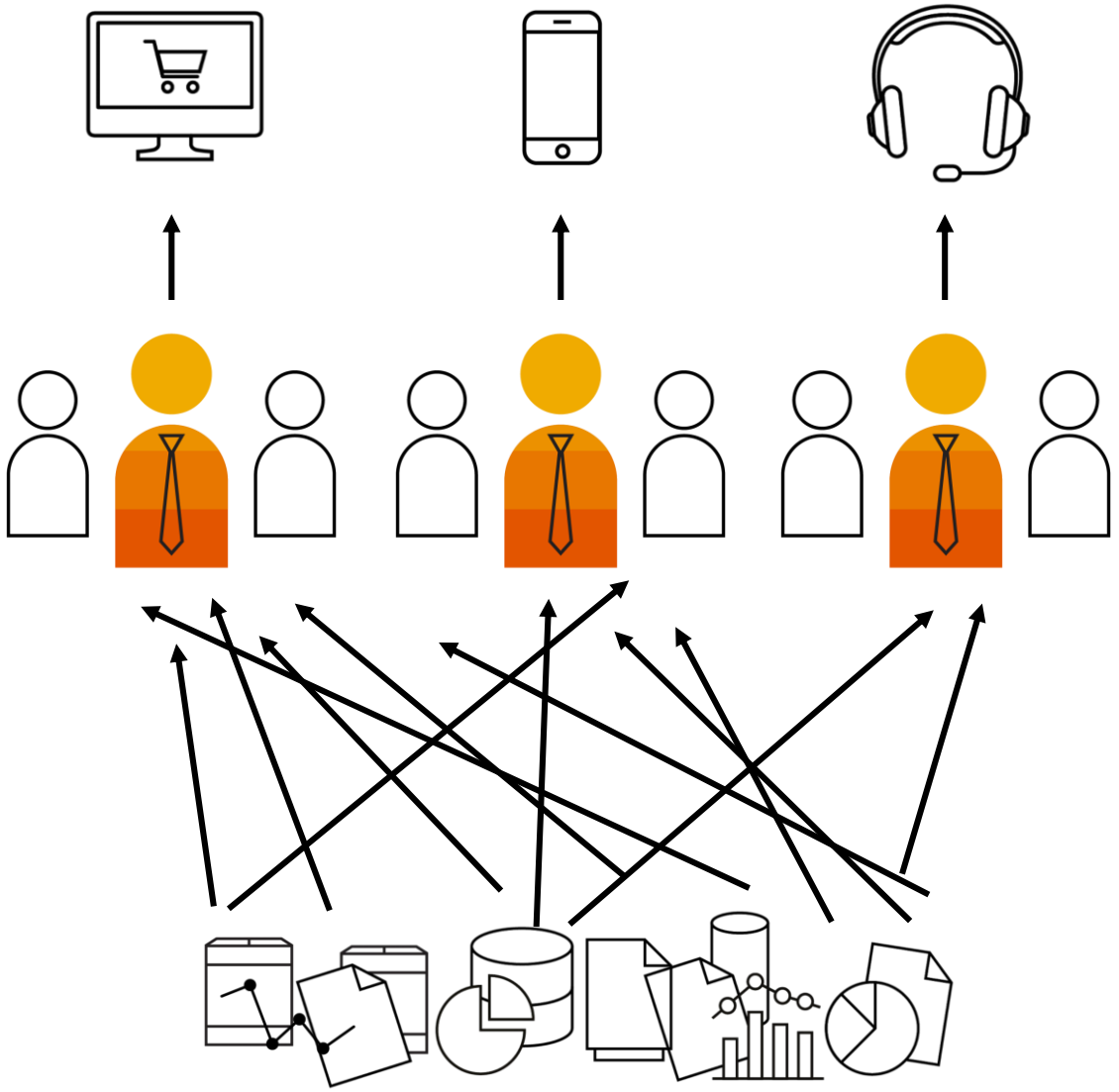
chiefmartec.com Marketing Technology Landscape



BUT THE CHOICES ARE OVERWHELMING, AND ASSEMBLING DISPARATE SOLUTIONS CAN MAKE THINGS WORSE.

SOURCE: chiefmartech.com

Sources: CabinetM (http://cabinetm.com), Capterra, G2 Crowd, Google, Growthverse, LUMA Partners, Siftery, TrustRadius, VBProfiles — see http://chiefmartec.com/2016/03/marketing-technology-supergraphic-2016/ for details.



CRM. WEB CMS. MOBILE. MARKETING. OMS.
STORES. CONTACT CENTERS. ETC.

COMPLEXITY MAKES AGILITY IMPOSSIBLE.

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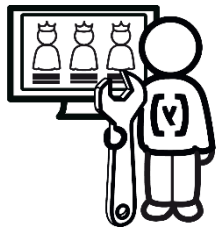
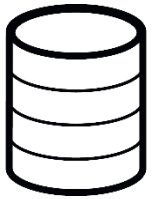


TOO MANY TOOLS

Different tools for different tasks, complex integration limits possibilities

INCONSISTENT TOUCHPOINTS

Inconsistent behavior on systems with different logic



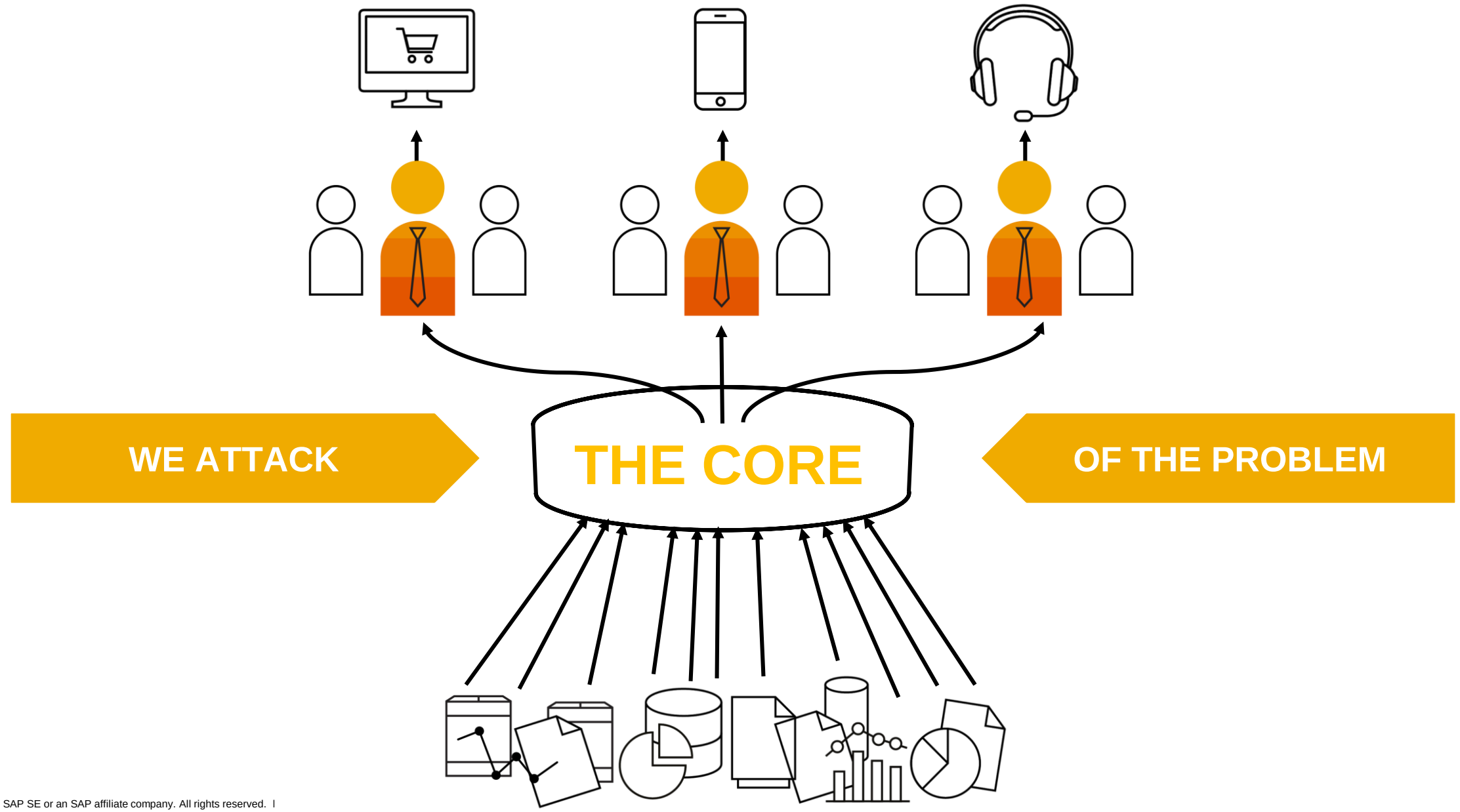
SILOED DATA

Data is often out of date, siloed, or ignored/unutilized

OVEREXTENDED STAFF

Businesses have more and more tasks across different systems

= **COMPLEXITY**



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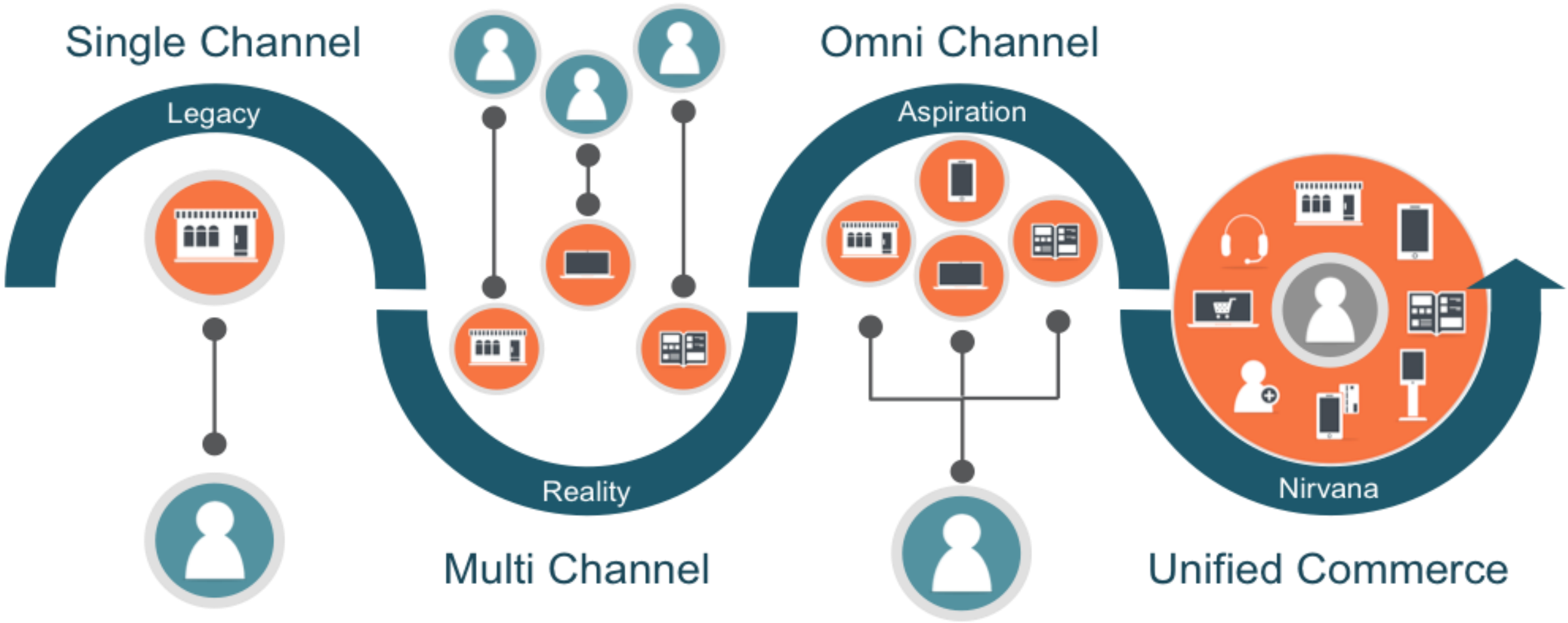

Boston Retail Partners, https://bostonretailpartners.com/unified-commerce-is-the-goal/, March 23, 2016

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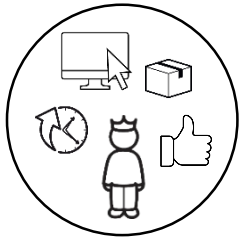
EXPERIENCE MANAGEMENT

COMMERCE	BILLING	MARKETING	SERVICE	SALES

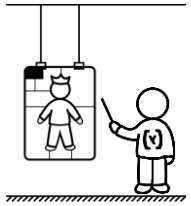
SAP Hybris Commerce Cloud

Omnichannel commerce for B2B and B2C industries



Deliver Exceptional Experiences

Be Consistent Across Channels



Serve Relevant Content in Real-Time

Empower Buyers

React to Market Change with Agility

DATA & PROCESS MANAGEMENT

PLATFORM, INFRASTRUCTURE, INTEGRATION

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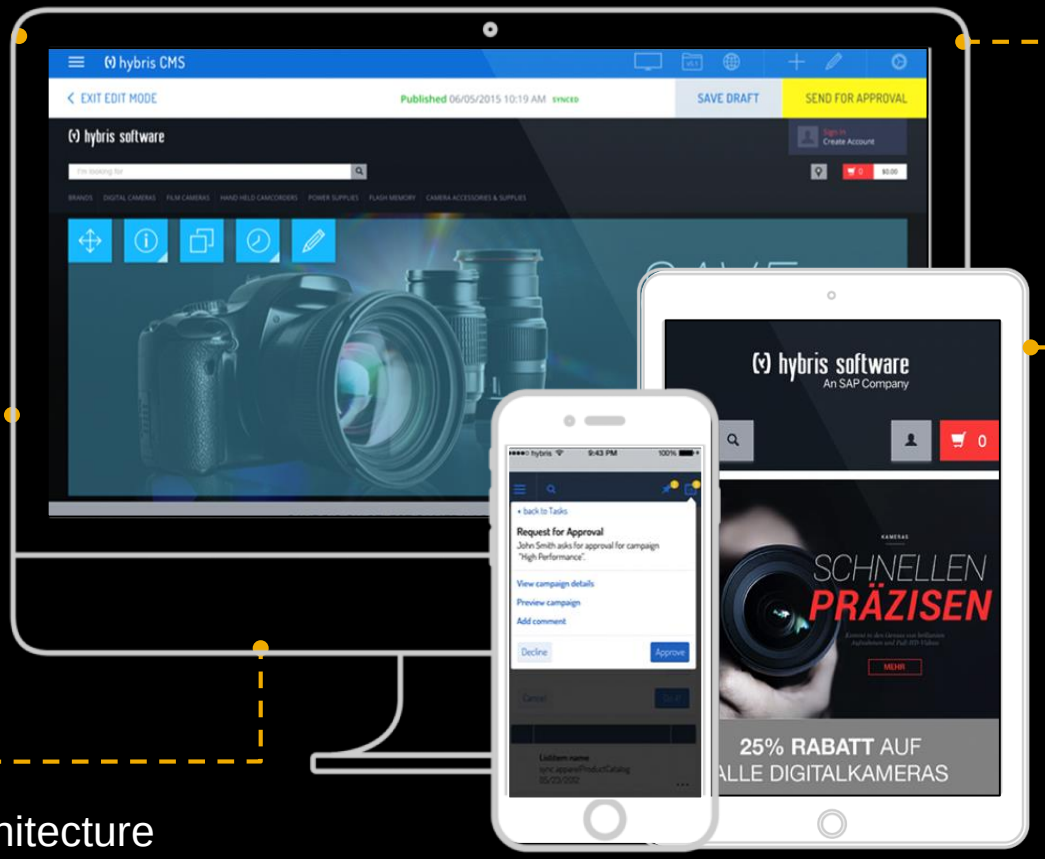
Become an omni-channel business

Omni-channel commerce platform that supports all digital and physical touchpoints like web, mobile, chat, in-store, etc.

Easy-to-use tools and cockpits to manage and promote your products

Agile, flexible, and extensible architecture



B2C, B2B, B2B2C, or global marketplace

Comprehensive capabilities for order management and fulfillment

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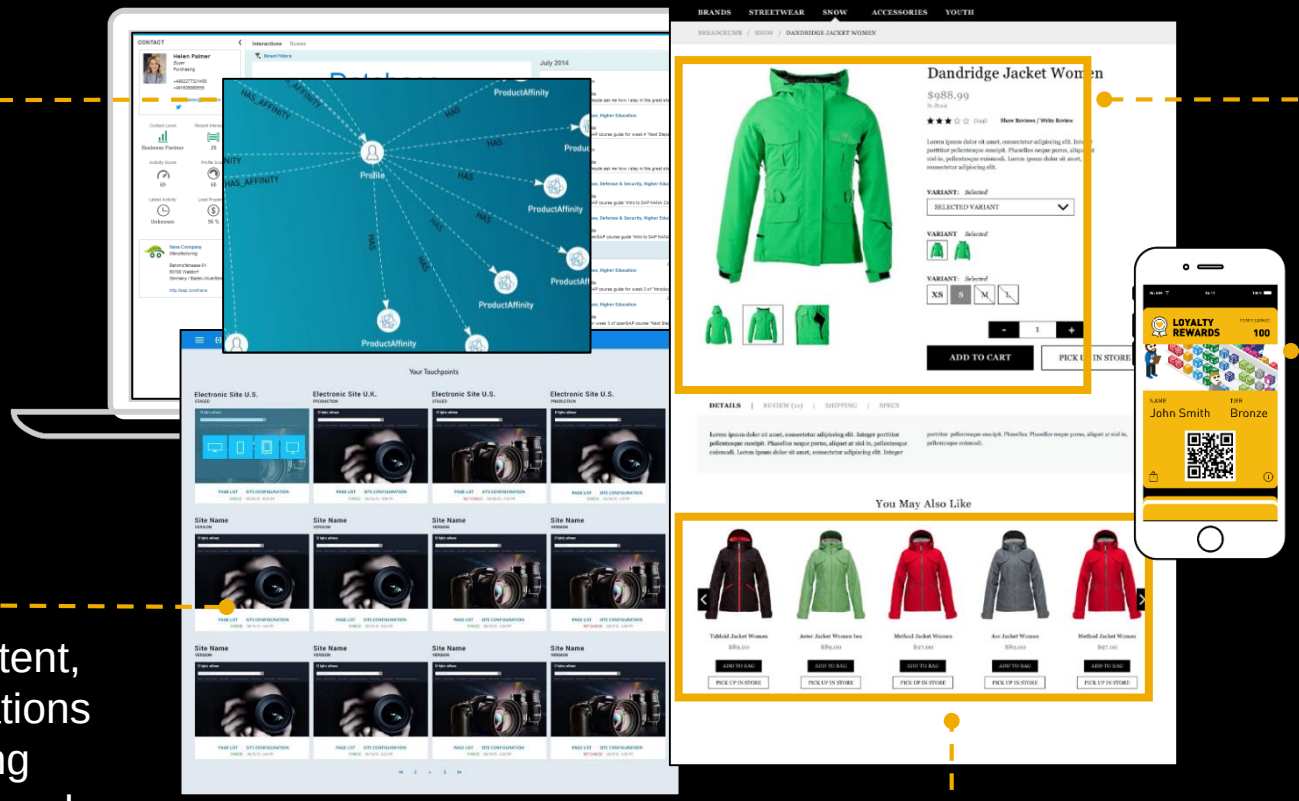
Deliver contextual customer experiences

Gain customer intelligence by combining multiple data sources and using machine learning

Deliver relevant content, offers, recommendations at the right time using digital platform powered by machine learning



Design the customer experience with easy-to-use tools

Use loyalty program to power customer advocacy

Effective and impactful remarketing to increase conversion

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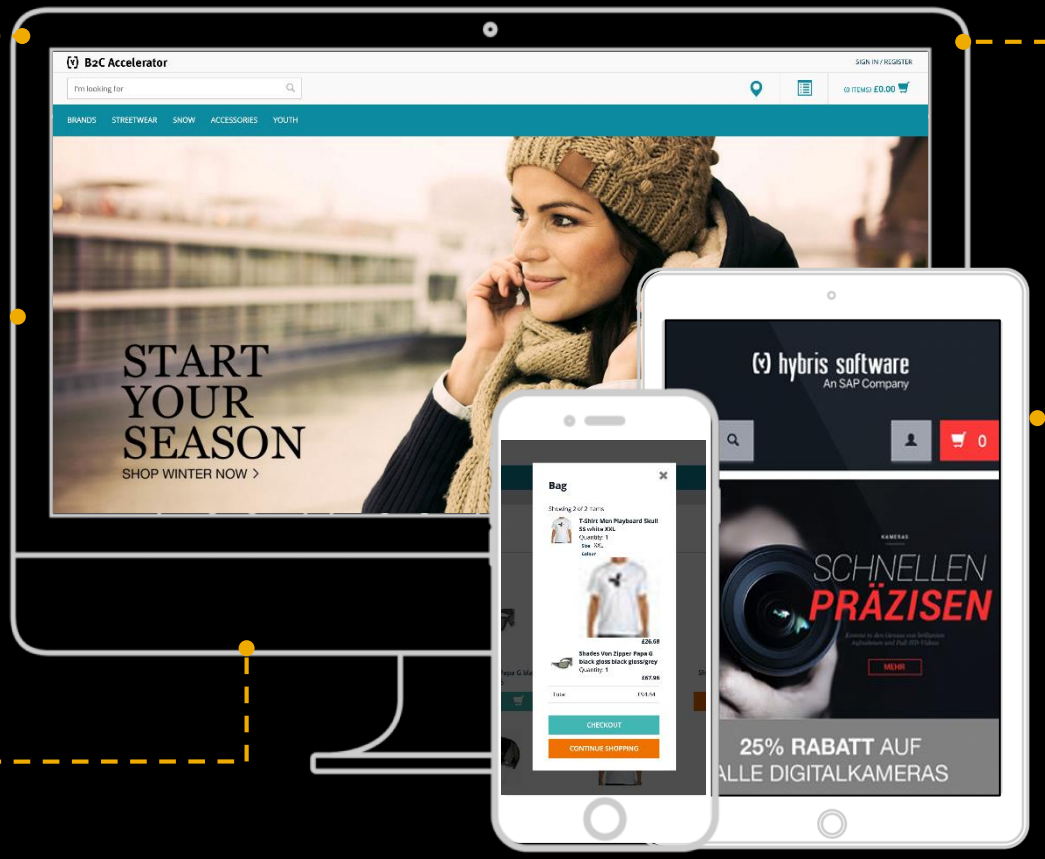
Attain go-to-market agility

Easy-to-use tools to manage and promote your products

Pre-packaged and configured core capabilities for easy deployment and quick start

Flexible cloud platform



Comprehensive capabilities to support all your commerce requirements

Built to scale as your business grows

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