



SAP Hybris 

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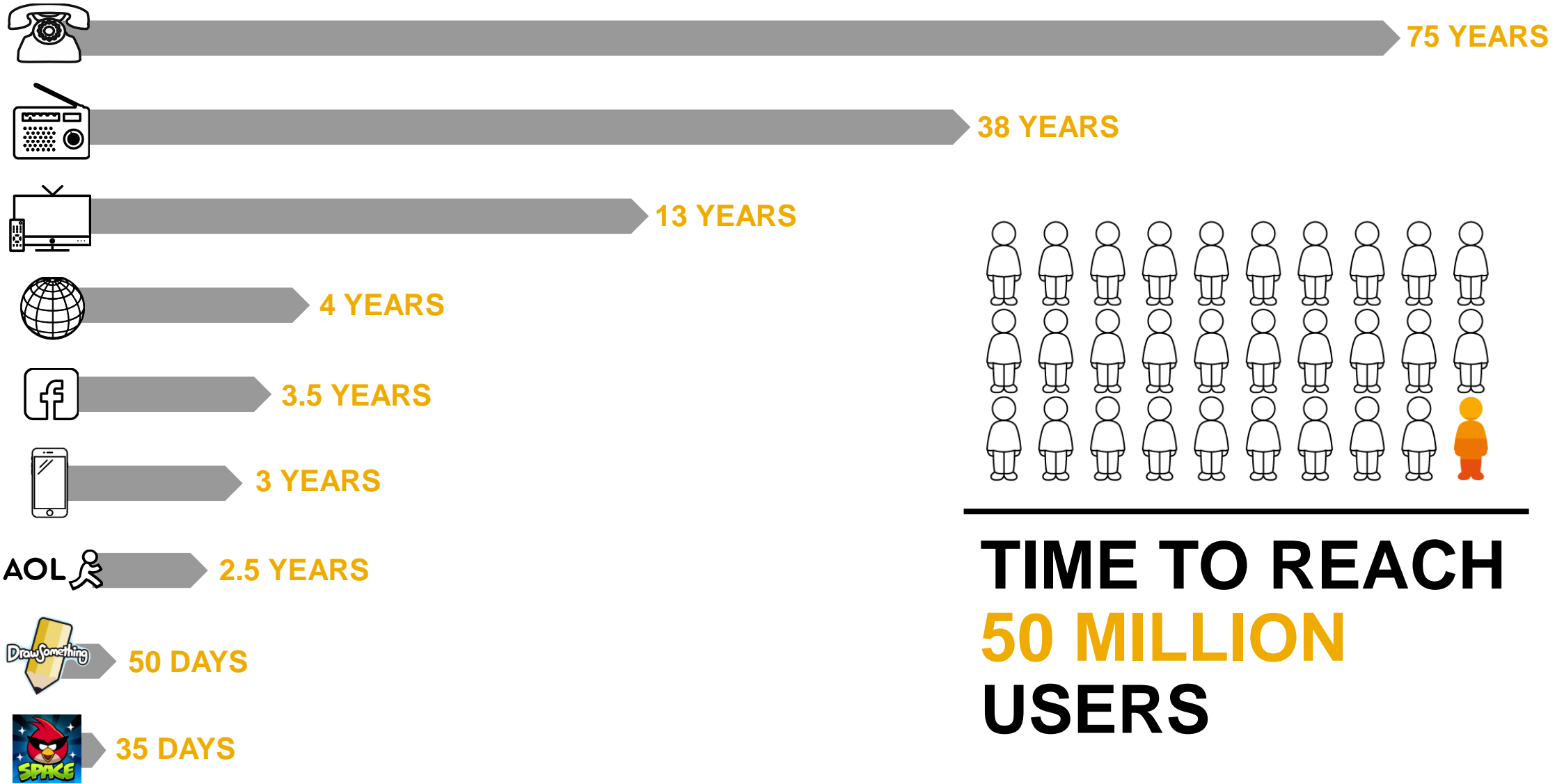
Enabling Digital Transformation in Your Business

Adam Goljan, SAP

October, 5th 2017

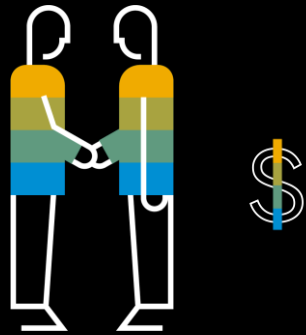


CHANGE IS HAPPENING FASTER THAN EVER ...



**TIME TO REACH
50 MILLION
USERS**

Customers want better experience

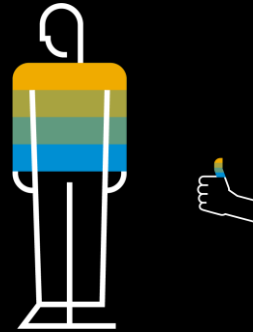


63%

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.

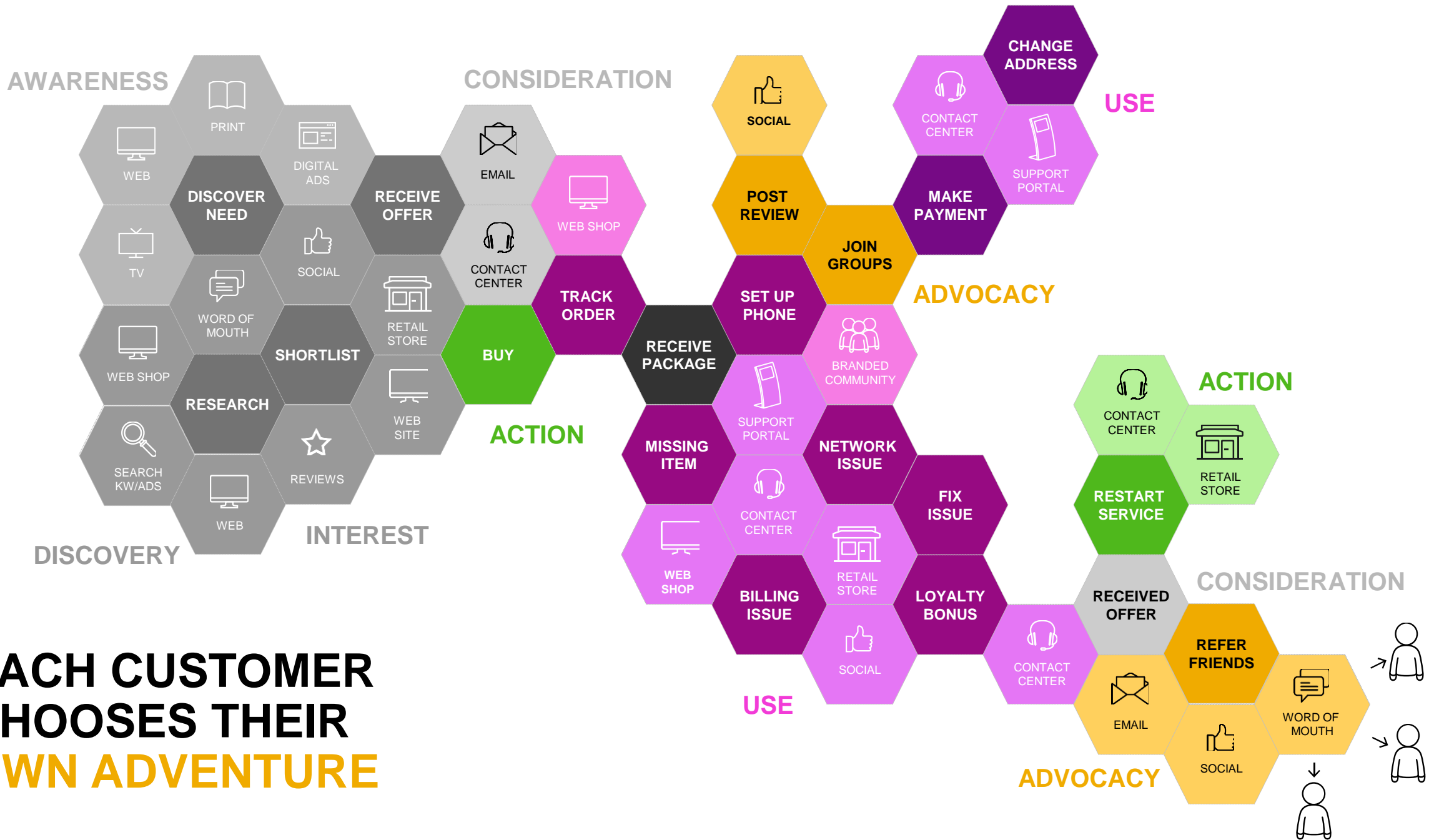
Great customer experience means

More Revenue for Brands

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

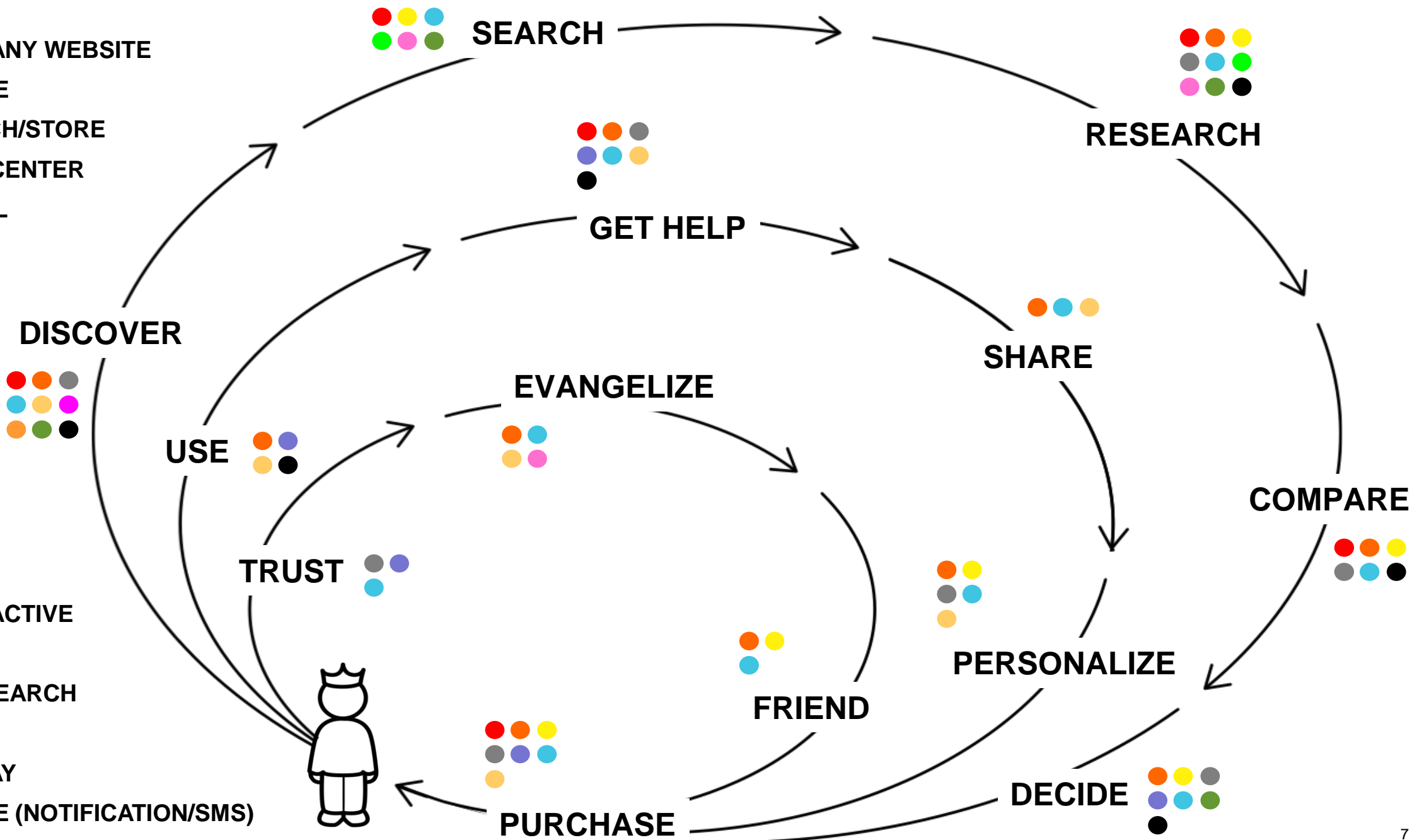
*SOURCE: TEMKIN GROUP 2016





**EACH CUSTOMER
CHOOSES THEIR
OWN ADVENTURE**

- WEB
- COMPANY WEBSITE
- MOBILE
- BRANCH/STORE
- CALL CENTER
- SOCIAL



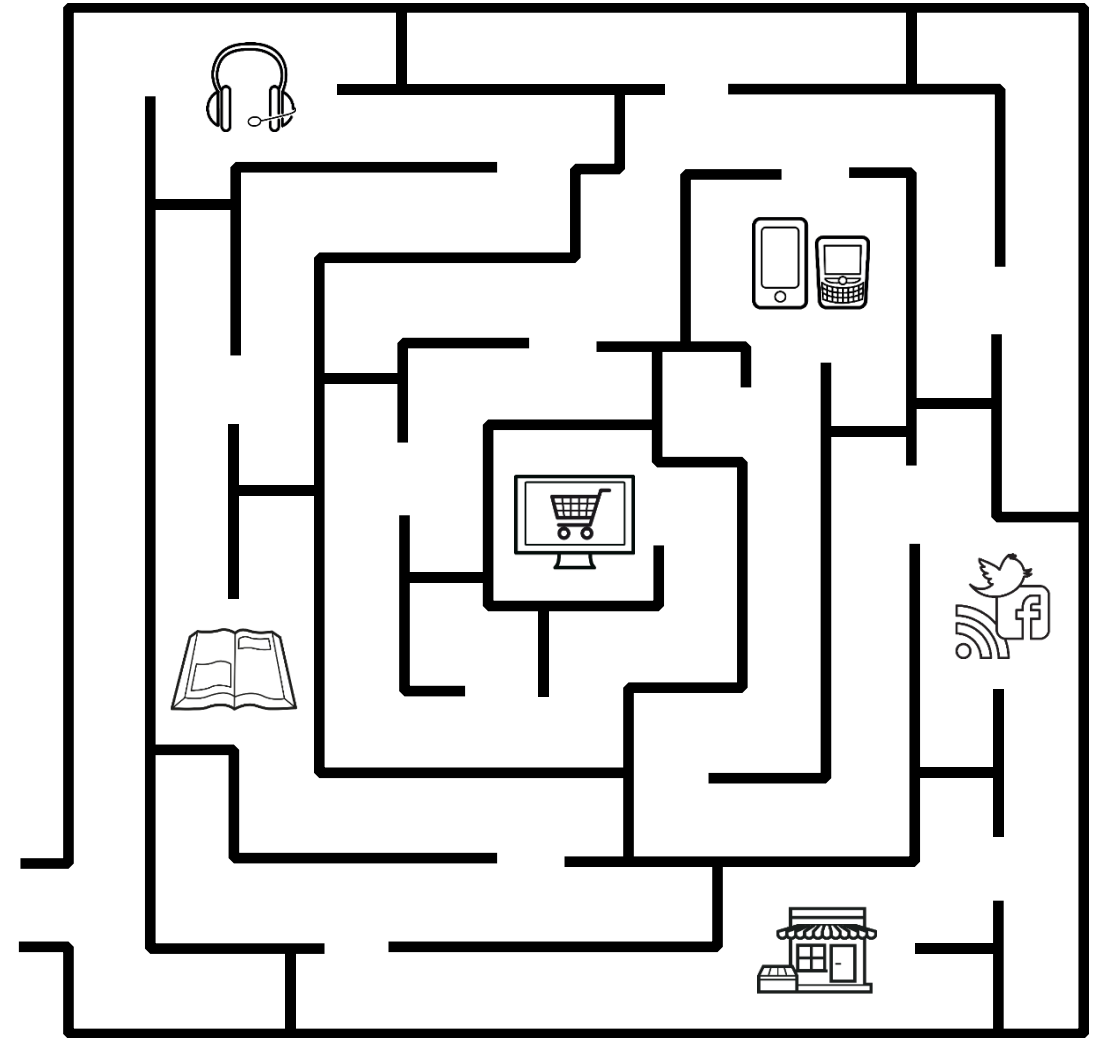
- INTERACTIVE
- E-MAIL
- PAID SEARCH
- SEO
- DISPLAY
- MOBILE (NOTIFICATION/SMS)
- PRINT



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



Advertising & Promotion

Mobile Marketing

OXYGEN VERVE TAMPON ROVER Tapjoy Mobivity Truista
 GARDAL VERTIGO BUDGET BUSTLE
 URBAN AIRSHIP BUSTLE BUSTLE PROTECTATHON
 NETOGESKYHOOK
 YAHOO! LEADBOX
 KARGO AARKO
 VOXEL AARKO
 SIMPARTS Ad spotz AOL FLYER shopkick
 Google Analytics @PUSHING THE STREET
 REMERGE
 FOURSQUARE
 MOXIVA
 branch ORO APPLIN
 Perion
 @digitartube Yieldmo QUAY YOOSE MobFox Button @Hyd

Display & Programmatic Advertising

scotoda
 VIANT
 HOOKS
 PERFECT ADVERTISING
 Adapty
 Max Zeta
 @adgear
 @advertiser
 @Adbeat
 @Advertor
 @BONIC
 @ROK
 @SAV
 @DOORBOOST
 @ADSTAGE
 @glow
 @SMARTLY
 @AdEspresso
 @social
 @upcast
 @facebook
 @Pinterest
 @mylikes

Search & Social Advertising

ADSTAGE
 glow
 SMARTLY
 AdEspresso
 social
 upcast
 facebook
 Pinterest
 mylikes

Native/Content Advertising

billboard
 @NATTVIO
 @ZUMOR
 @diggy

Video Advertising

@GIVELY
 @APTEAM
 @bystie
 @Spectate

Print

PFL
 @VISION
 @VISION
 @VISION
 @VISION
 @VISION

Content & Experience

Mobile Apps

appokker
 @PROSCAPE
 @PROSCAPE
 @PROSCAPE
 @PROSCAPE
 @PROSCAPE

Interactive Content

ion
 @ION
 @ION
 @ION
 @ION

Content Marketing

Percolate
 NewsCred
 @SCORILLA
 @SCORILLA
 @SCORILLA
 @SCORILLA

Optimization, Personalization & Testing

Optimizely
 @Optimizely
 @Optimizely
 @Optimizely
 @Optimizely

DAM & MRM

IBM
 @IBM
 @IBM
 @IBM
 @IBM

Marketing Automation & Campaign/Lead Management

Marketo
 @Marketo
 @Marketo
 @Marketo
 @Marketo

CMS & Web Experience Management

Acquia
 @Acquia
 @Acquia
 @Acquia
 @Acquia

Social & Relationships

Call Analytics & Management

CallSource
 @CallSource
 @CallSource
 @CallSource
 @CallSource

Events, Meetings & Webinars

Eventbrite
 @Eventbrite
 @Eventbrite
 @Eventbrite
 @Eventbrite

Social Media Marketing & Monitoring

Hootsuite
 @Hootsuite
 @Hootsuite
 @Hootsuite
 @Hootsuite

Advocacy, Loyalty & Referrals

ReferralCandy
 @ReferralCandy
 @ReferralCandy
 @ReferralCandy
 @ReferralCandy

Community & Reviews

Yelp
 @Yelp
 @Yelp
 @Yelp
 @Yelp

Customer Experience, Service & Success

Zendesk
 @Zendesk
 @Zendesk
 @Zendesk
 @Zendesk

CRM

Microsoft
 @Microsoft
 @Microsoft
 @Microsoft
 @Microsoft

Commerce & Sales

Retail & Proximity Marketing

SWIRL
 @SWIRL
 @SWIRL
 @SWIRL
 @SWIRL

Channel, Partner & Local Marketing

Blackhawk
 @Blackhawk
 @Blackhawk
 @Blackhawk
 @Blackhawk

Sales Automation, Enablement & Intelligence

LeadLander
 @LeadLander
 @LeadLander
 @LeadLander
 @LeadLander

Affiliate Marketing & Management

Impact
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 @Impact
 @Impact
 @Impact

Ecommerce Marketing

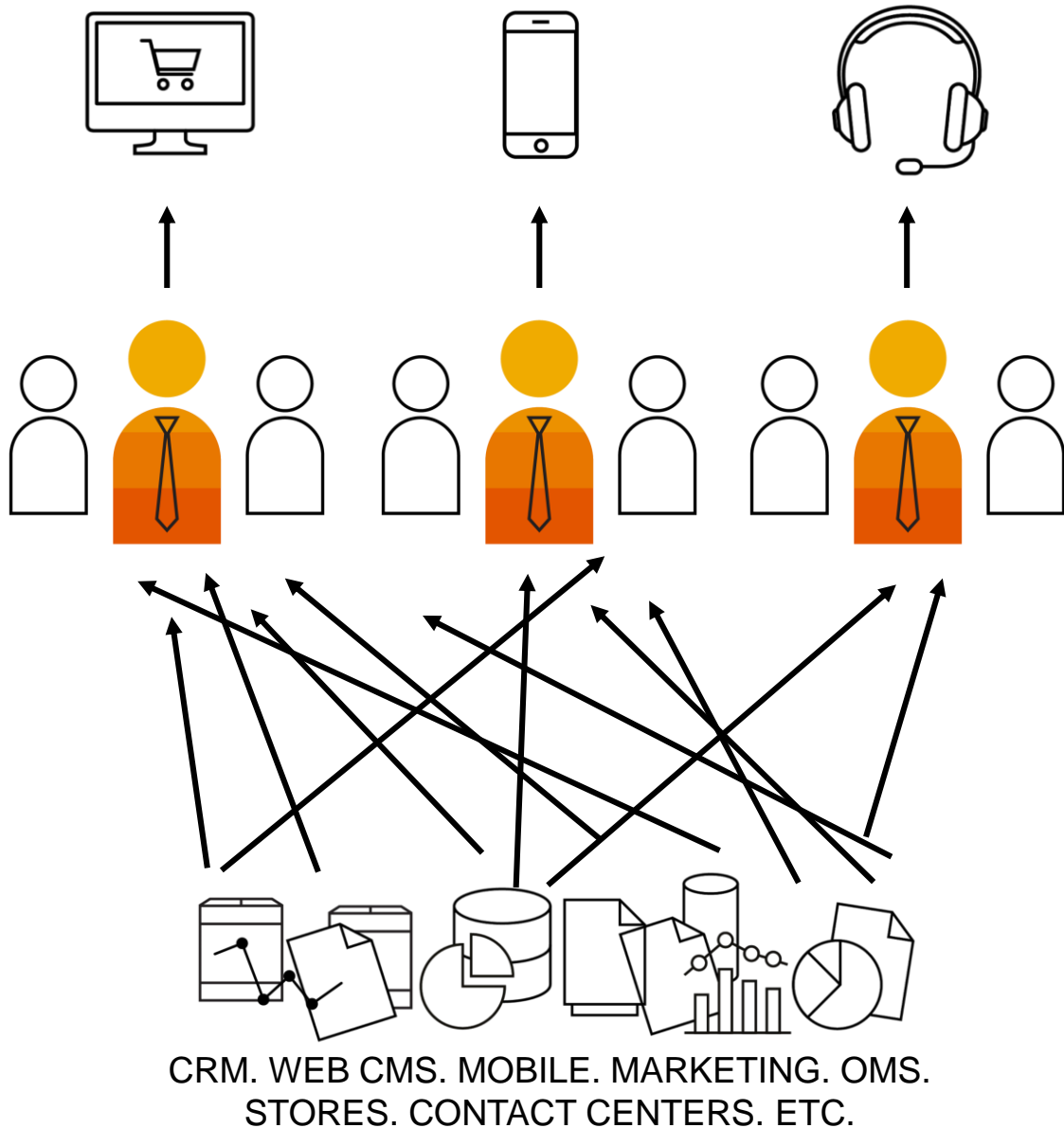
Magento
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Ecommerce Platforms & Carts

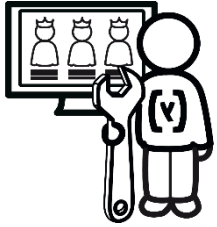
Shopify
 @Shopify
 @Shopify
 @Shopify
 @Shopify

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

SOURCE: chiefmartech.com



**COMPLEXITY
MAKES AGILITY
IMPOSSIBLE.**



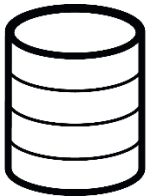
TOO MANY TOOLS

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

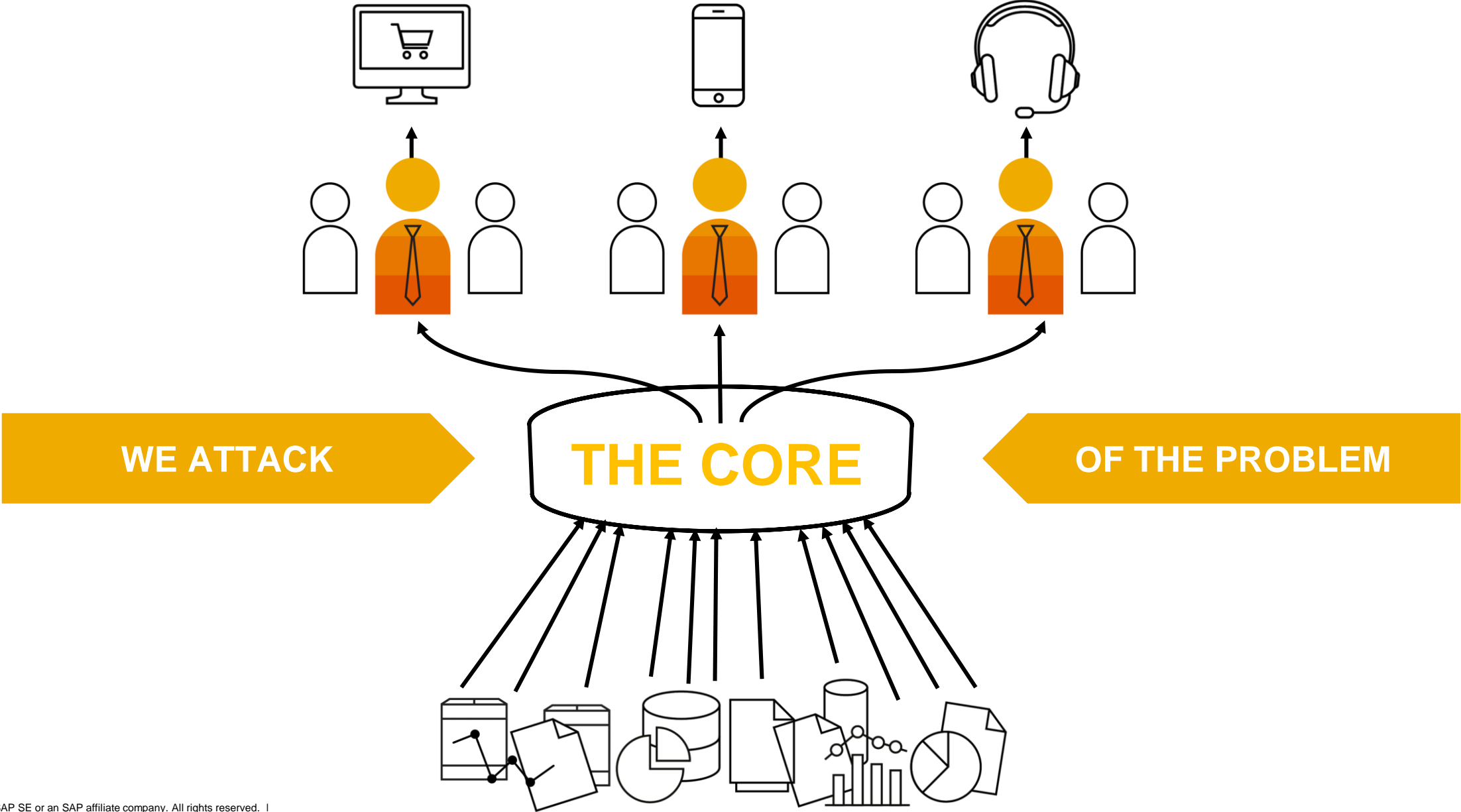


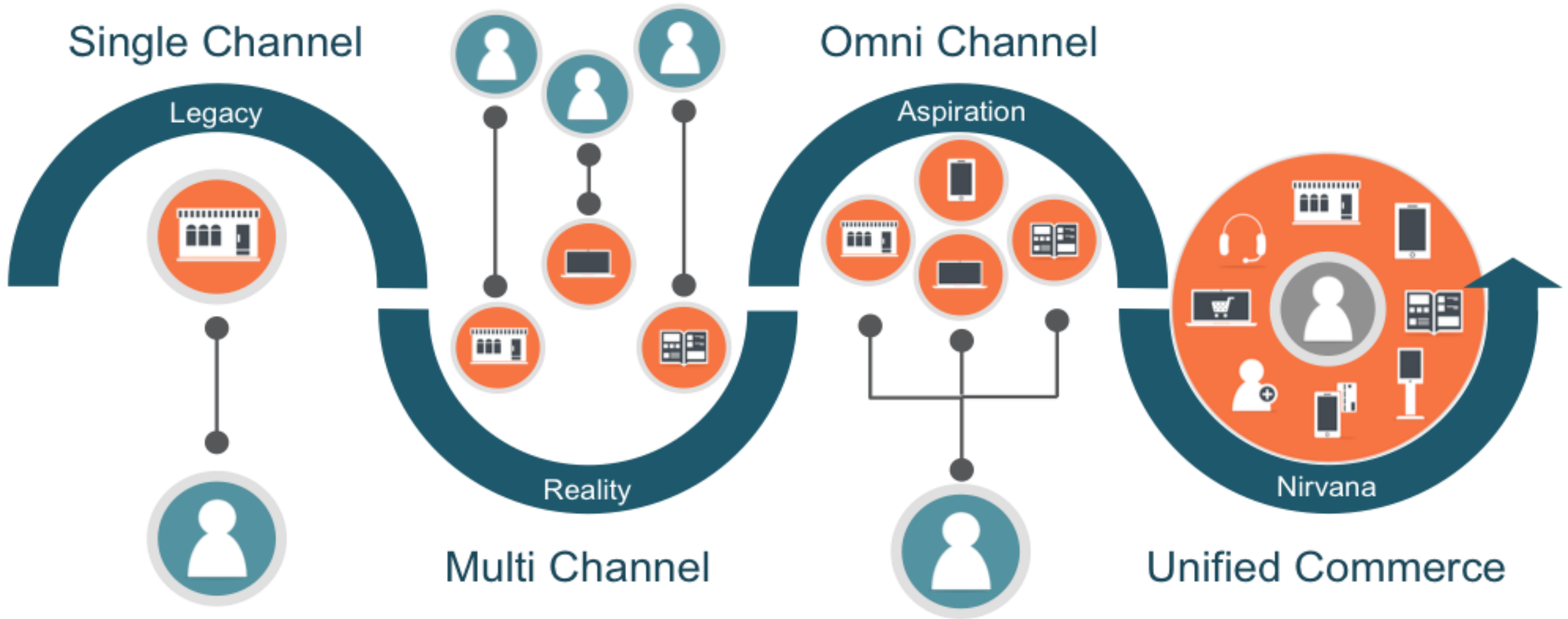
OVEREXTENDED STAFF

Businesses have more and more tasks
across different systems



COMPLEXITY





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

EXPERIENCE MANAGEMENT

COMMERCE

BILLING

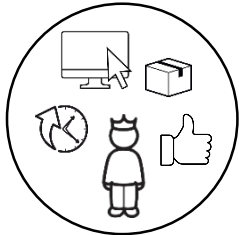
MARKETING

SERVICE

SALES

SAP Hybris Commerce Cloud

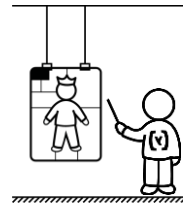
Omnichannel commerce for B2B and B2C industries



Deliver Exceptional Experiences



Be Consistent Across Channels



Serve Relevant Content in Real-Time



Empower Buyers



React to Market Change with Agility

DATA & PROCESS MANAGEMENT

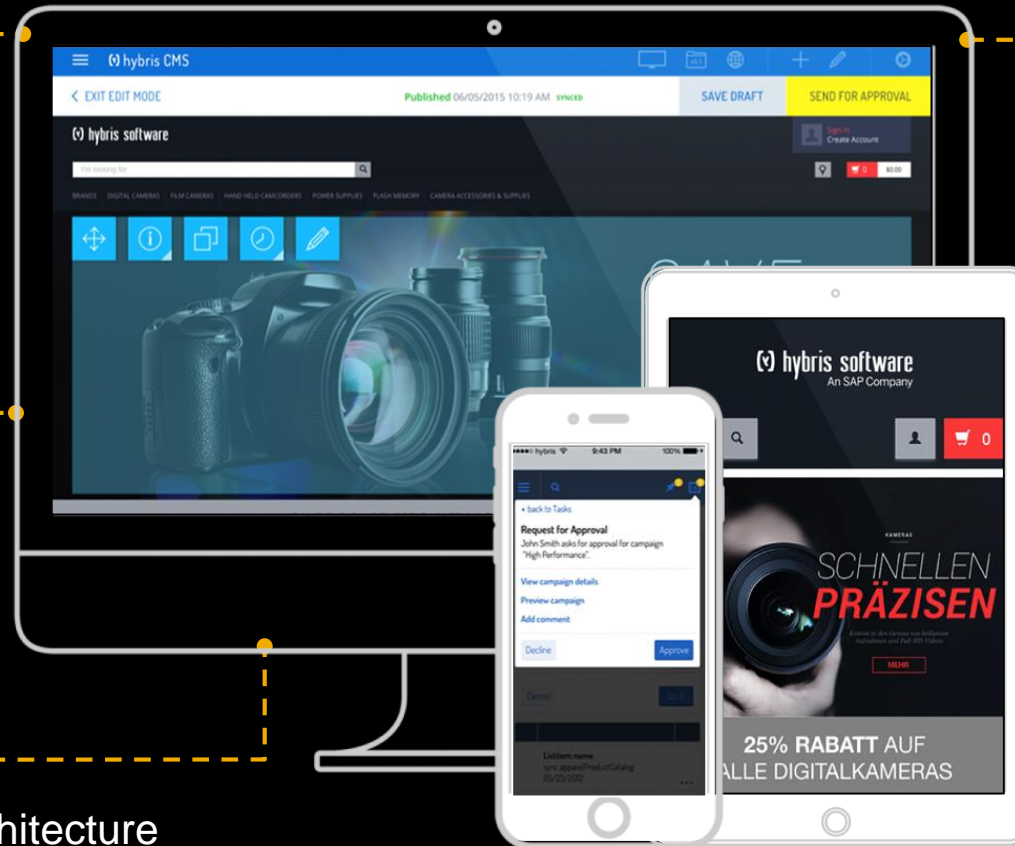
PLATFORM, INFRASTRUCTURE, INTEGRATION

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



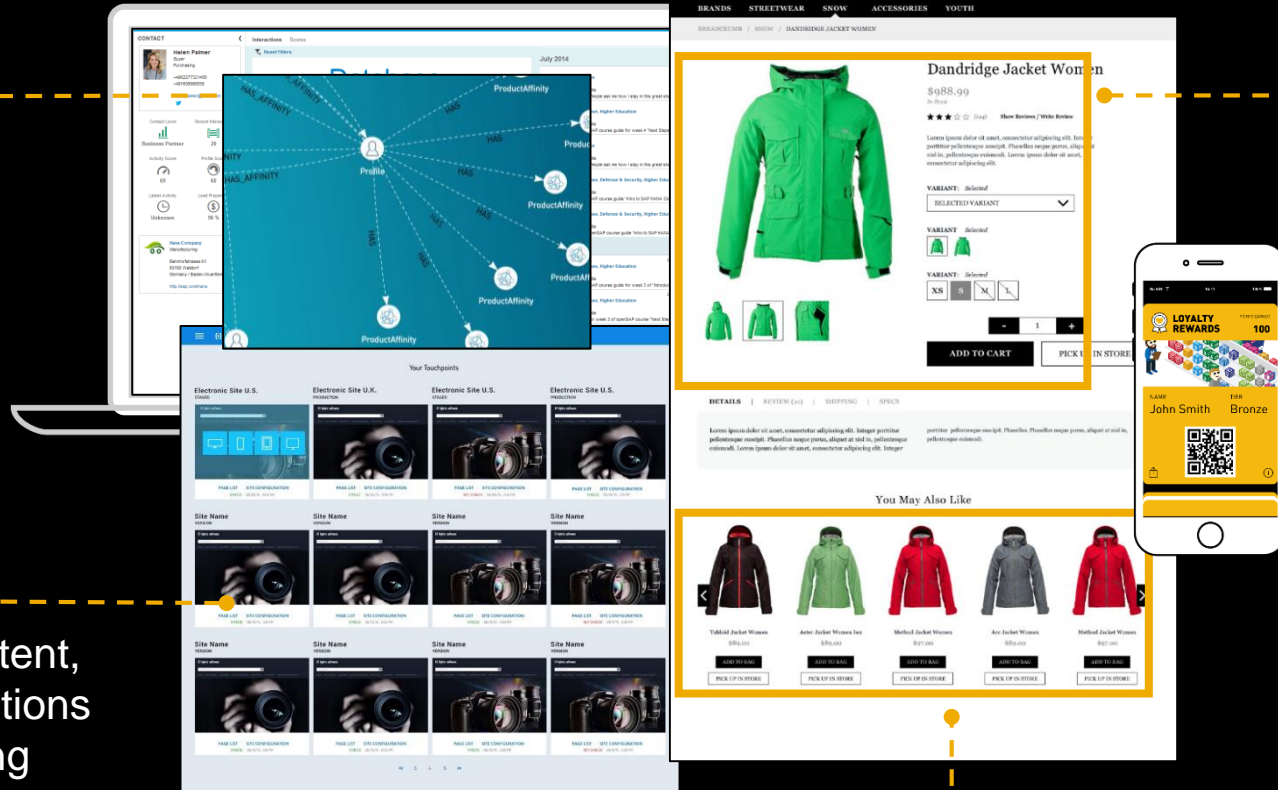
B2C, B2B, B2B2C, or global marketplace

Comprehensive capabilities for order management and fulfillment

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

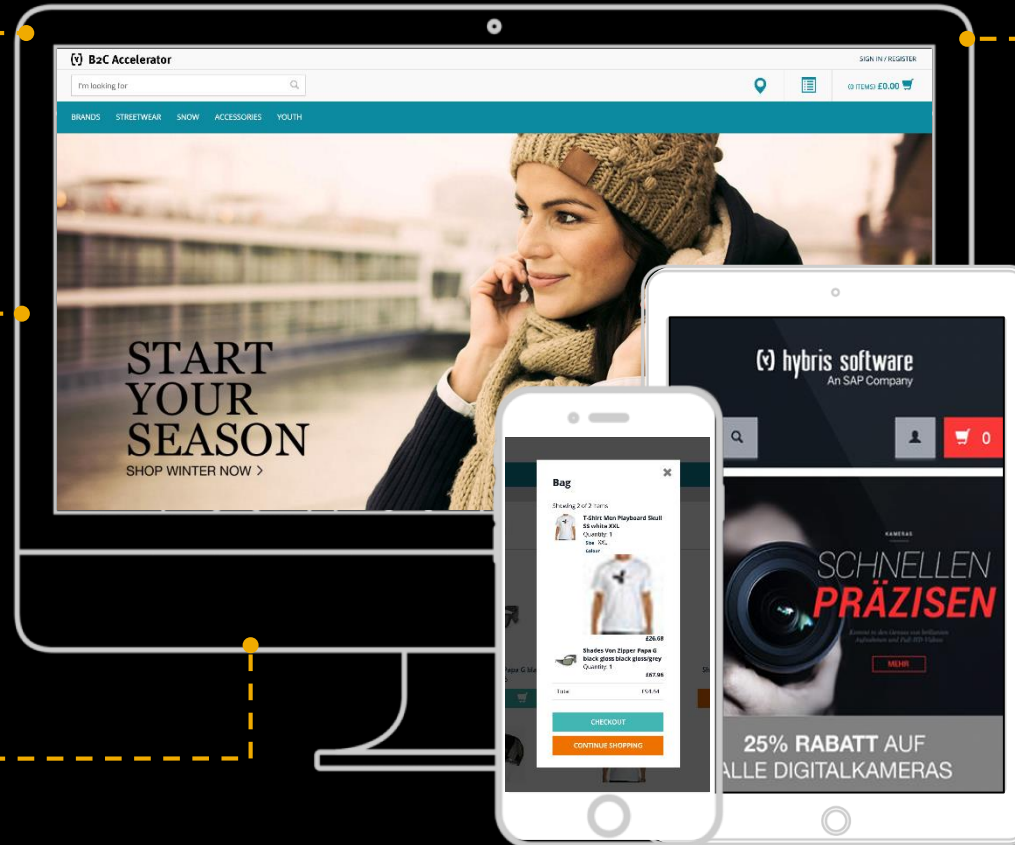
Effective and impactful remarketing to increase conversion

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

