

SAP Hybris 🚺

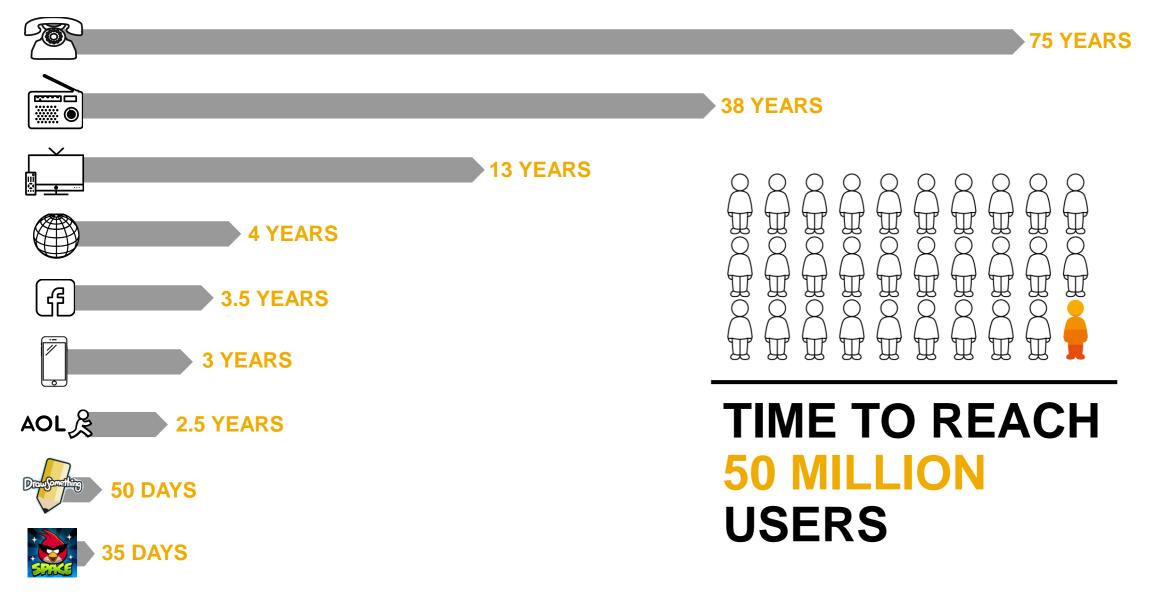
SAP Hybris Enabling Digital Transformation in Your Business

Adam Goljan, SAP October, 5th 2017





CHANGE IS HAPPENING FASTER THAN EVER ...

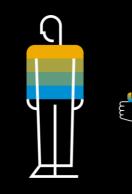


Customers want better experience

Only experience matters

Customers have high expectations





63%

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

By 2020

Customer experience will overtake price and product as key brand differentiator. **91%**

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

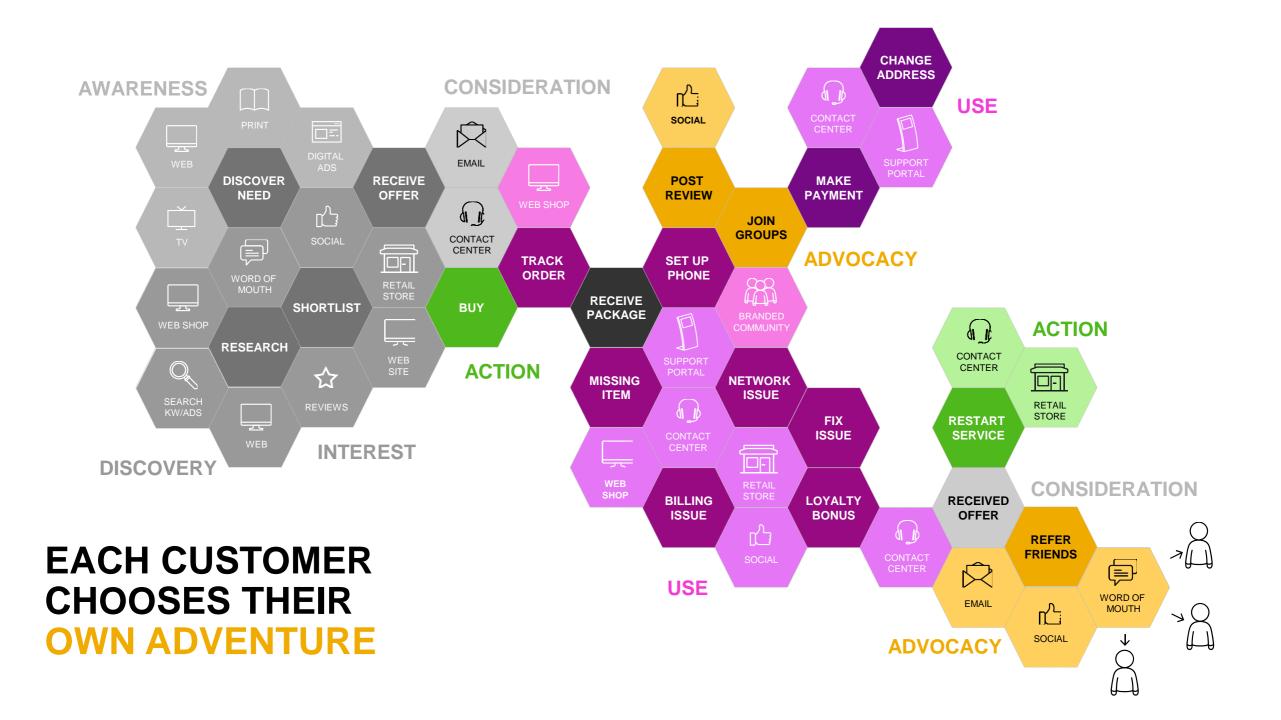
Source: Forrester Consulting, 2017.

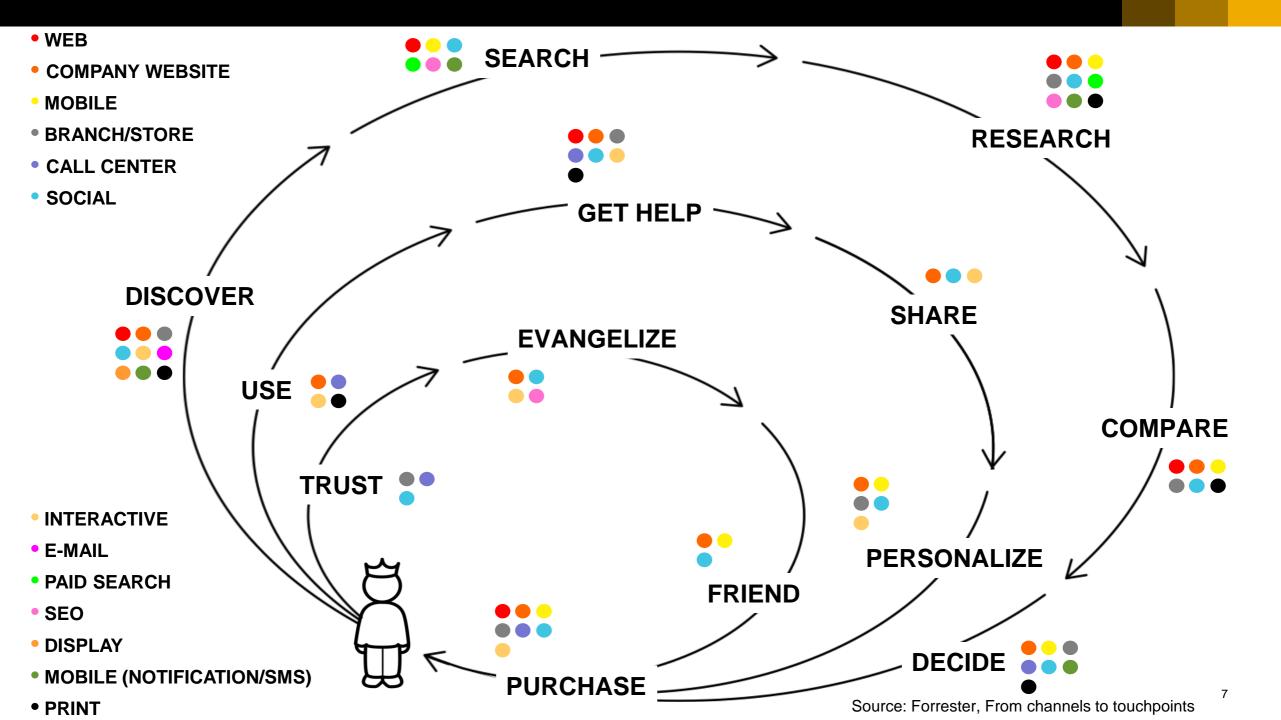
Great customer experience means More Revenue for Brands

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

*SOURCE: TEMKIN GROUP 2016



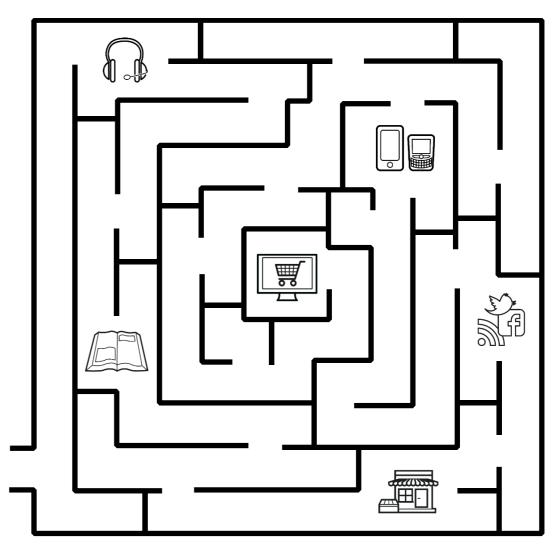




THE MAJORITY OF BUSINESSES CAN'T SUPPORT AN OMNI-CHANNEL CUSTOMER JOURNEY.

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

SOURCE: Forrester Wave Customer Service Solutions 2014







Advertising & Promotion

Mobile Marketing

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Display & Programmatic Advertising

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Commerce & Sales



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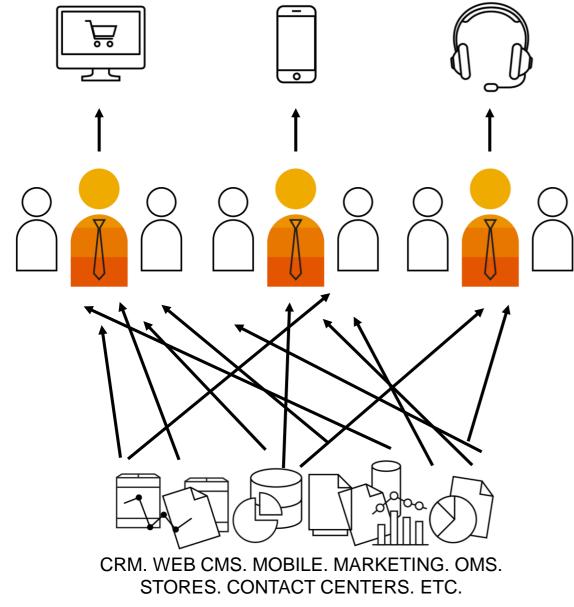
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BUT THE CHOICES ARE OVERWHELMING, AND ASSEMBLING DISPARATE **SOLUTIONS CAN MAKE THINGS** WORSE.

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



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

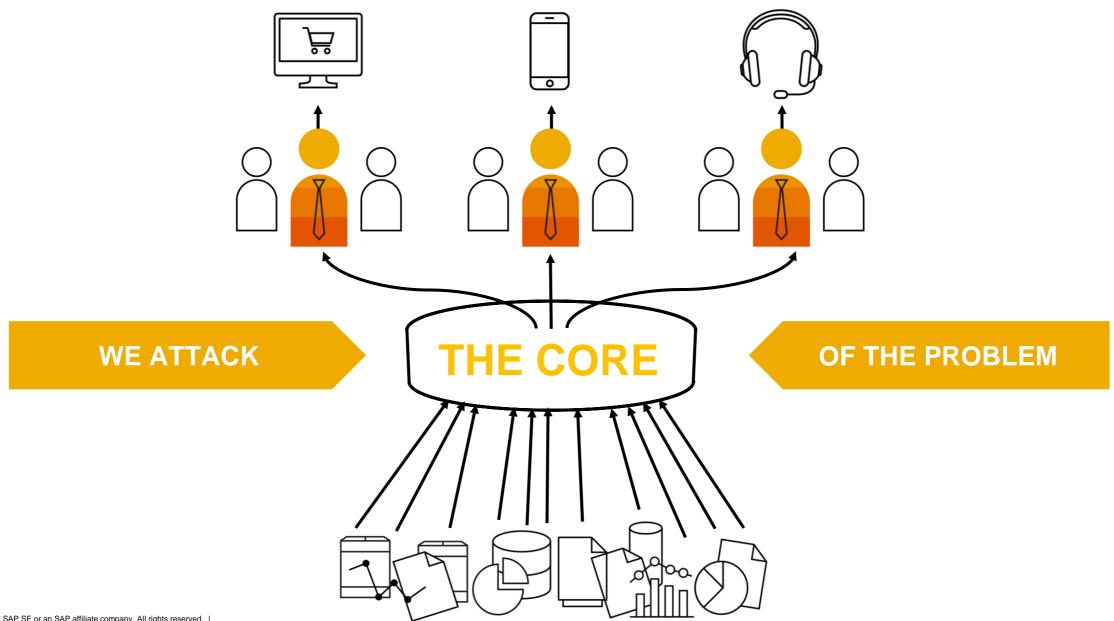


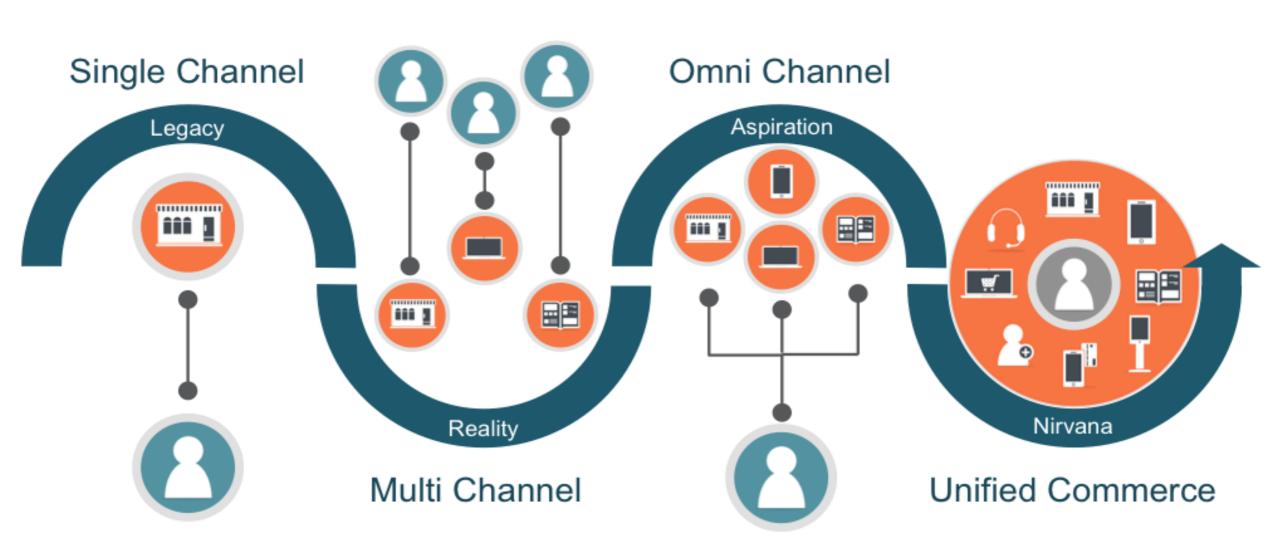
OVEREXTENDED STAFF

Businesses have more and more tasks across different systems

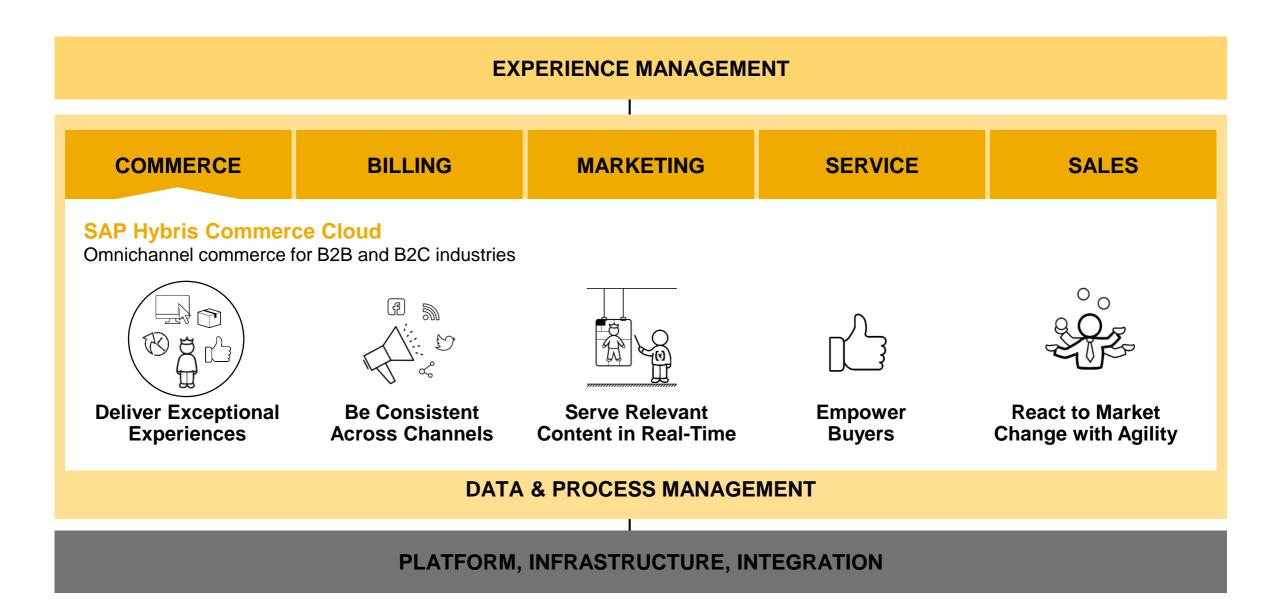
COMPLEXITY







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

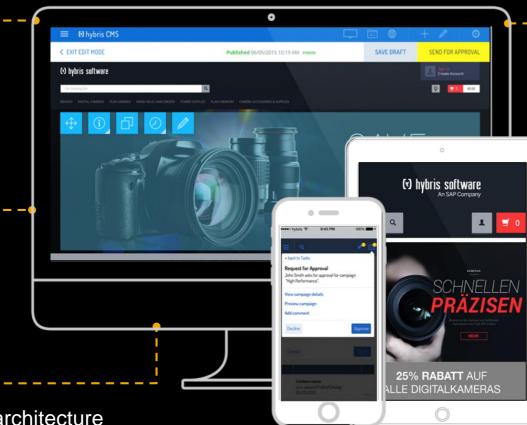


Become an omni-channel business

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



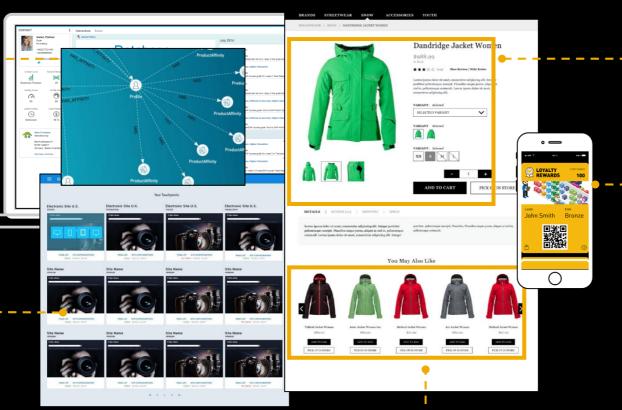
B2C, B2B, B2B2C, or global marketplace

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

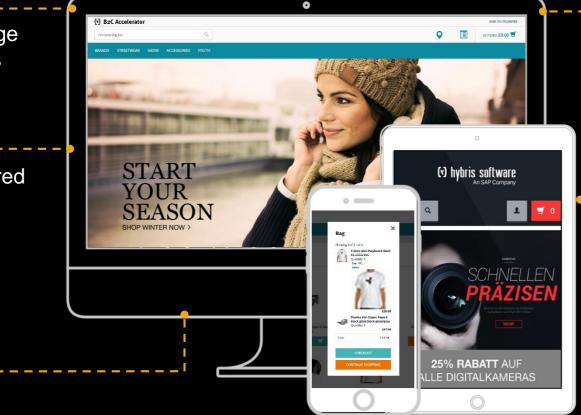
Use loyalty program to power customer advocacy

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



Comprehensive capabilities to support all your commerce requirements

Built to scale as your business grows

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Flexible cloud platform

