



SAP Hybris 

# SAP Hybris Solution Overview & Roadmap

## Embracing the Digital Economy

Sven Feurer, Director SAP Hybris Strategy & Solution Management, SAP SE

September 2017

CUSTOMER

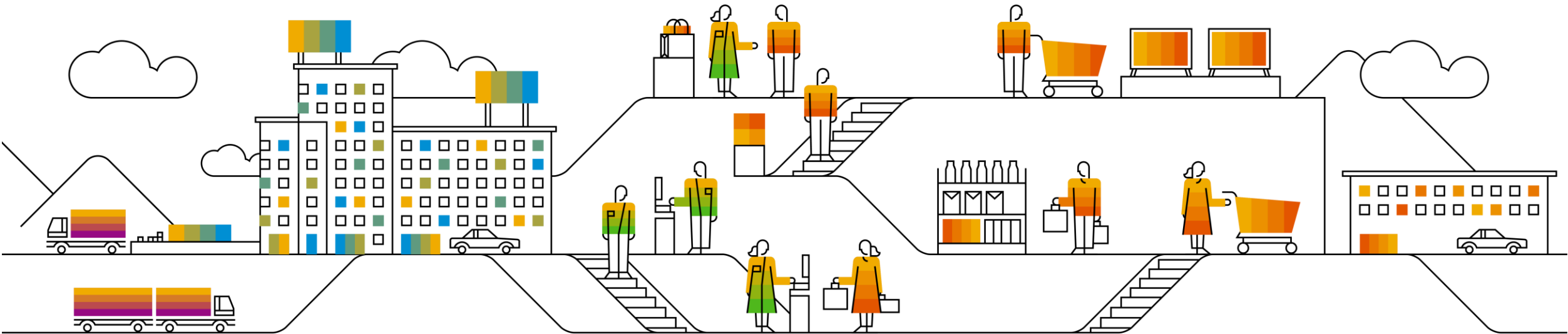
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# Agenda

1. SAP Hybris Solution Strategy
2. SAP Hybris Solution Overview
3. SAP Hybris Solution Roadmap
4. Summary & Further Information



# 1. SAP HYBRIS SOLUTION STRATEGY



A man in a dark jacket and blue gloves is looking at his smartphone on a city street. In the background, there are yellow taxis and buildings. The text is overlaid on a semi-transparent white box.

**“By 2018, one third of the top 20 in every industry will be disrupted by digitally transformed competitors.”**

Frank Gens, Chief Analyst, IDC

**72% of CEOs see the next 3 years more critical than the past 50 for their industry.** - Forbes Insights, Source: 2016 Global CEO Outlook

**At the epicenter of change is the customer experience, which will redefine every company's business model and how they deliver value.”** – Bill McDermott, SAP CEO, Source: SAP Business Innovation Through Digital Technologies 2017



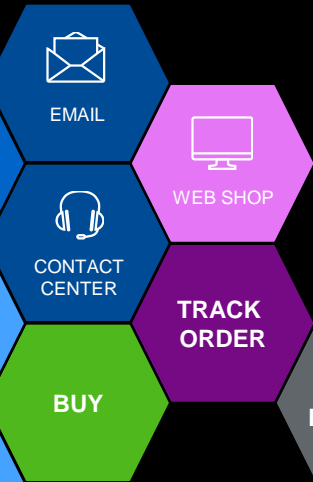
**Almost every product will turn into a service in the future. This transformation happens at any time and affects all customer touchpoints of your company.”**

– Carsten Thoma, President SAP Hybris, Source: SAP Hybris Digital Summit 2017

## AWARENESS



## CONSIDERATION



## ACTION



## USE

## CHANGE ADDRESS



## ADVOCACY

## USE



## ACTION

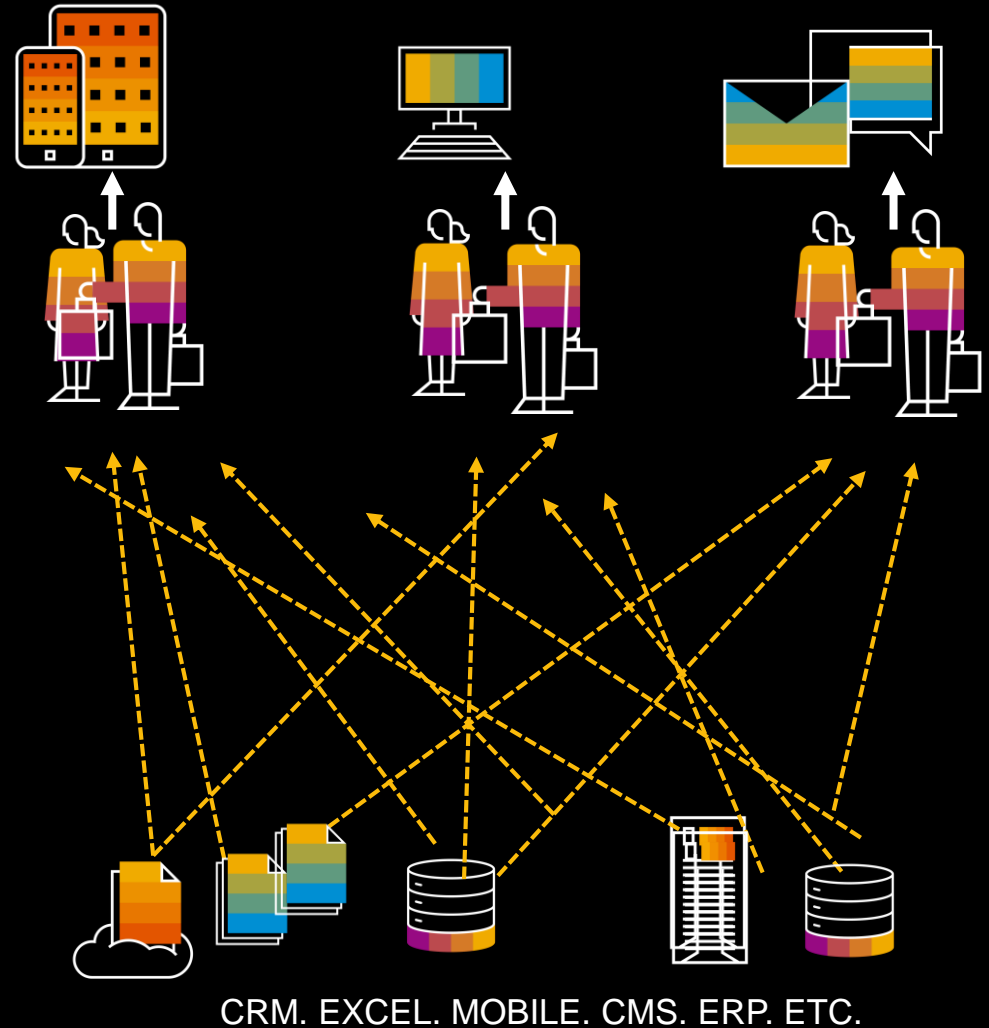


## CONSIDERATION

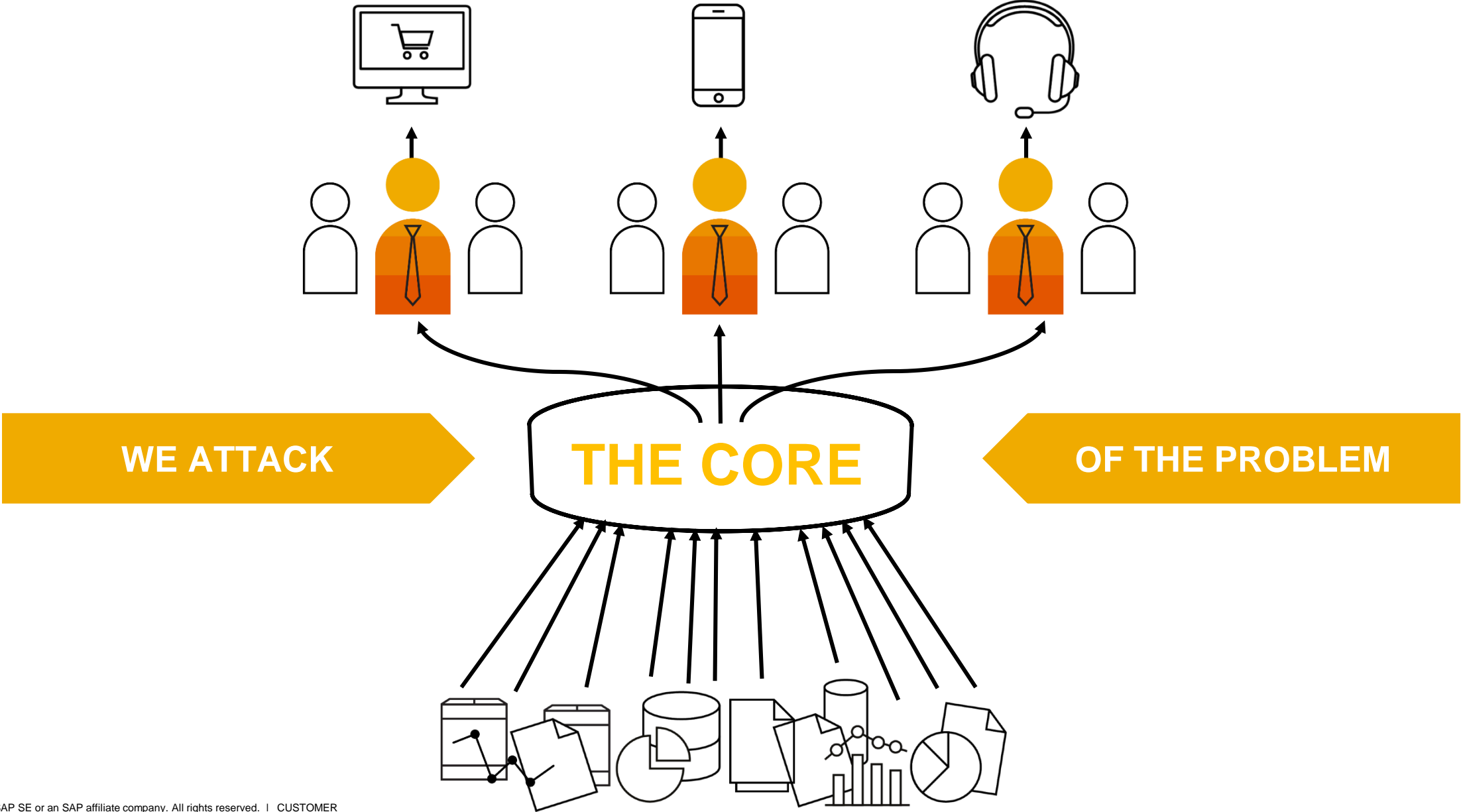


**EACH CUSTOMER  
CHOOSES THEIR  
OWN ADVENTURE**

**LEGACY APPLICATIONS,  
INTEGRATION CHALLENGES,  
AND DATA SILOS MAKE  
PUTTING THE CUSTOMER AT  
THE CENTER IMPOSSIBLE  
TODAY.**

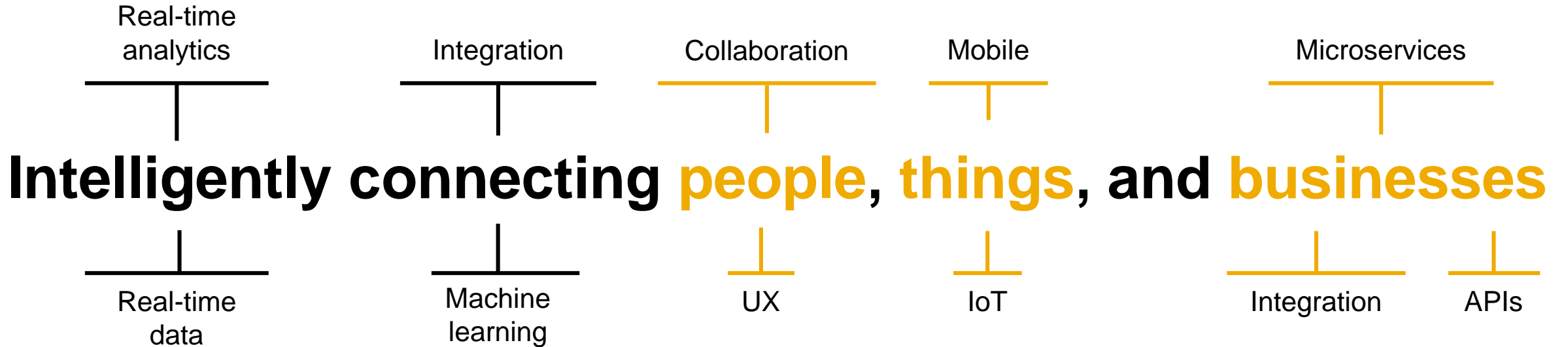




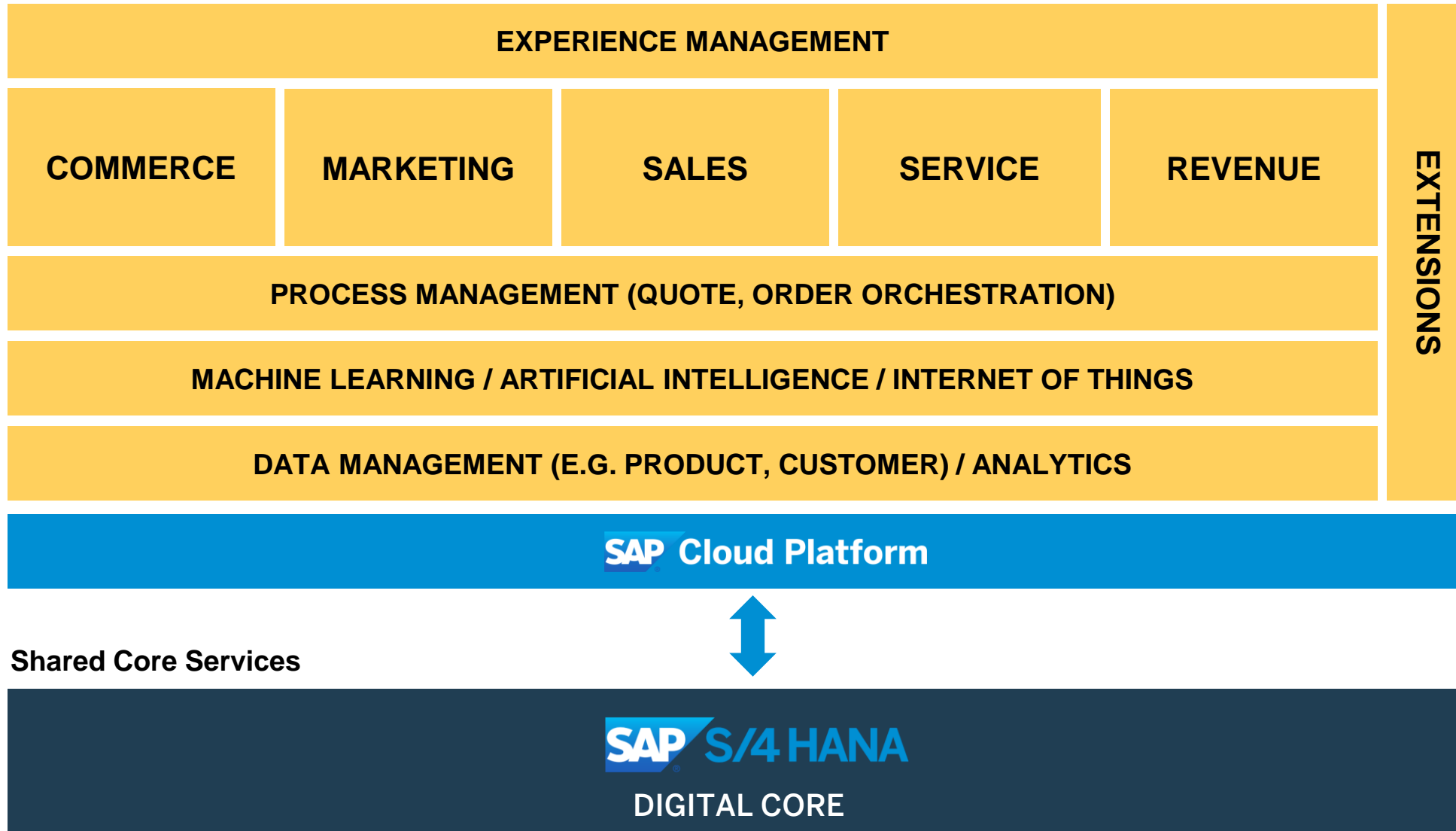


# Digitalization

Every company to become a software-driven company by



# The Simplified Front Office with SAP Hybris (v)



## SAP Hybris Front Office

Simplifies & differentiates customer processes

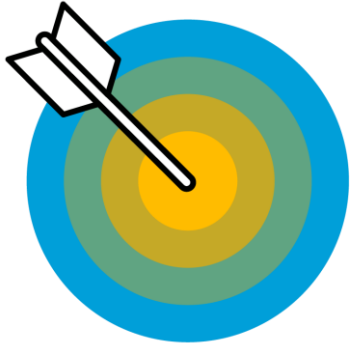
## Hybris as a Service

Enabling innovation and extension

## S/4 HANA Back Office

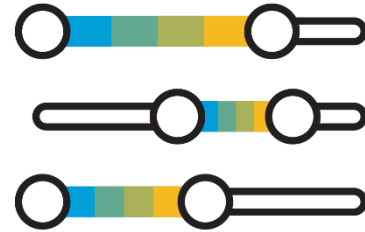
Simplifies & optimizes core processes

# SAP Hybris helps you



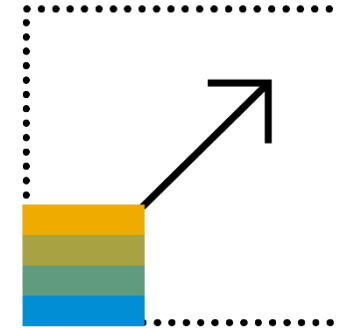
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**DELIVER  
PERSONALIZED  
EXPERIENCES  
IN CONTEXT**



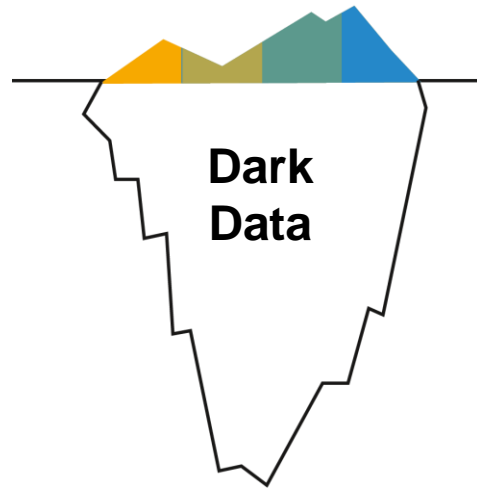
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**ORCHESTRATE  
PROCESSES AND DATA  
TO SIMPLIFY YOUR  
FRONT OFFICE**



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**TRANSFORM AGAIN  
AND AGAIN AND BE  
AS AGILE AS YOUR  
CUSTOMERS**



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**Take streams of unused data....**



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**...create meaning...**

**Actionable events and data**



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**...and empower the customer experience.**



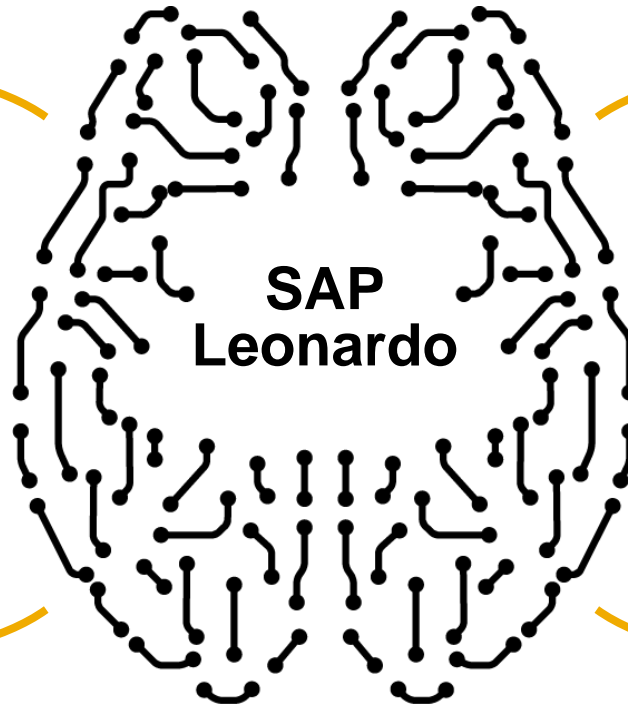
# Machine Learning - leveraging the power of SAP Leonardo

## Sales

- Lead & Opportunity Scoring
- Predictive Sales Forecasting
- Retail Shelf Imaging Intelligence
- Deal Influencer & Sales Activity Recommender
- Sales Conversational Interface - Chatbot

## Commerce

- Data file and data model mapping
- Product Dynamic Pricing
- Product Classification Suggestion
- Commerce Conversational Interface - Chatbot



## Service

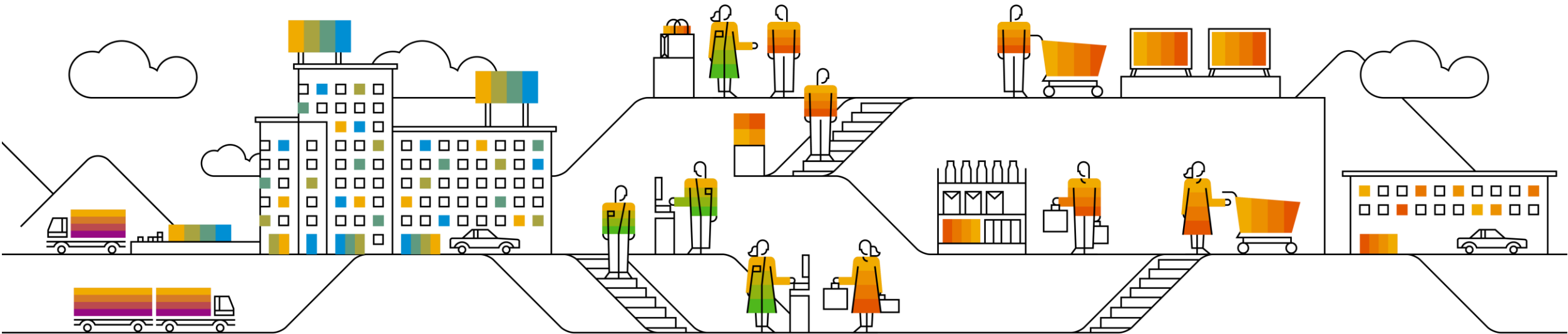
- Ticket Intelligence
- Ticket Template and Solution Recommender
- Product/Offer Recommender for Service Agents
- Self-service Conversational Interface
- Field-service Conversational Interface

## Marketing

- Buyer Purchase Likelihood Scoring
- Customer Engagement and Loyalty Scoring
- Customer Retention Insight
- Product/Offer Recommender
- Marketing Channel and Best Contact Time Recommender

**The technology decisions you make today will affect the way you do business in the next 5 years.**





## 2. SAP HYBRIS SOLUTION OVERVIEW

# Become an omni-channel business



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## Conduct commerce on all touchpoints

Be where your customers want to be, seamlessly



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## Speak your customer language

Different industries, customers, locations have different requirements and context



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## Innovate and differentiate

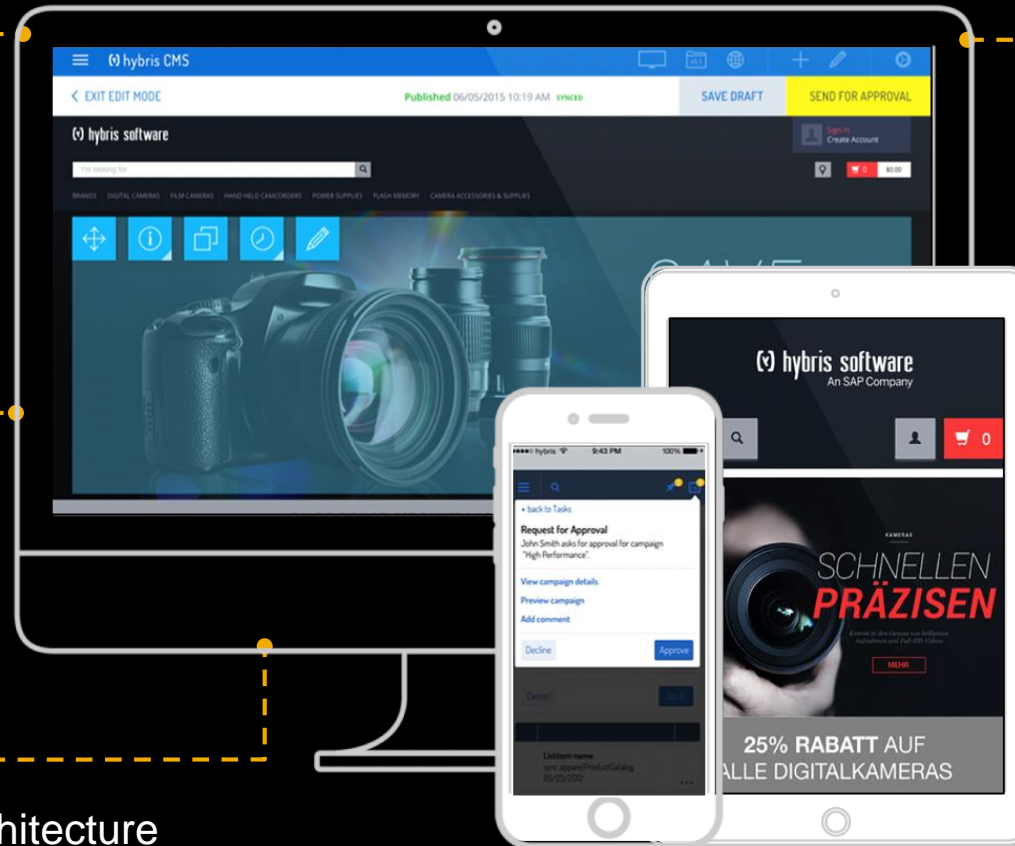
Address customers' changing needs as well as capturing emerging opportunities

# 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



# SAP Hybris Commerce Cloud – solution overview

## Product content management

- Content and catalog management
- Workflow & collaboration tools
- Product classification & categorization
- Intuitive, multilingual product cockpit

## Customer experience / Web content management

- Page templates for all channels
- SmartEdit UI
- Preview mode including device context preview
- Drag & drop editing of components and slots

## Mobility

- Responsive design templates
- iOS and Android mobile app SDK
- Mobile optimized websites

## Integration

- Built-in integration to SAP S/4 HANA and others
- Data hub for data aggregation and validation
- Open omni-commerce connect (OCC) API

## Standard commerce capabilities

- Cart, checkout, payment
- Product recommendations & promotions
- Wish list
- Organization/account management (B2B)
- Bulk orders and re-orders (B2B/B2C)
- Storefront templates for various industries

## Platform

- Java based
- Agile, flexible, extensible
- Flexible cloud deployment
- Microservices architecture

## Customer service

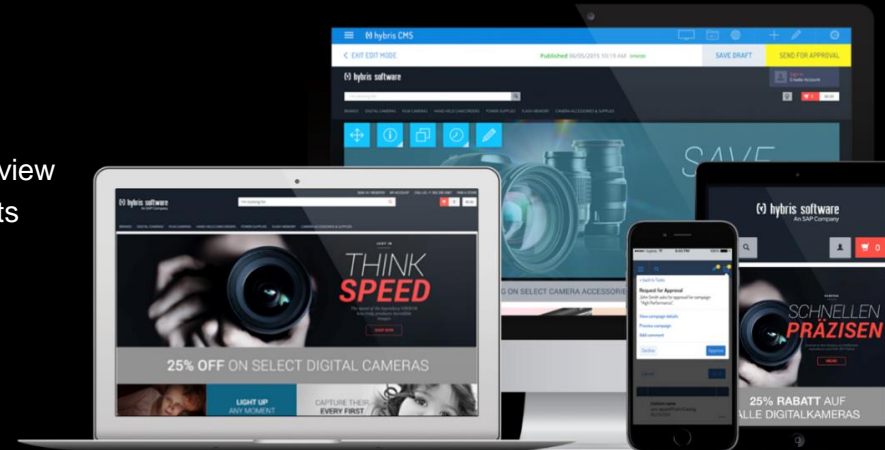
- SAP Hybris Service Cloud integration including ticketing system
- Assisted service module
- Native customer support cockpit for standard customer service capabilities

## Order management

- Real-time inventory management across entire organization
- Replenishment & quotation (B2B)
- Sourcing and allocation
- Order versioning, order routing, order replenishment
- Pick, pack and dispatch
- Omni-Channel fulfillment (buy online pick up in store & buy online return in store)
- Shipping carrier integration

## Search & merchandising

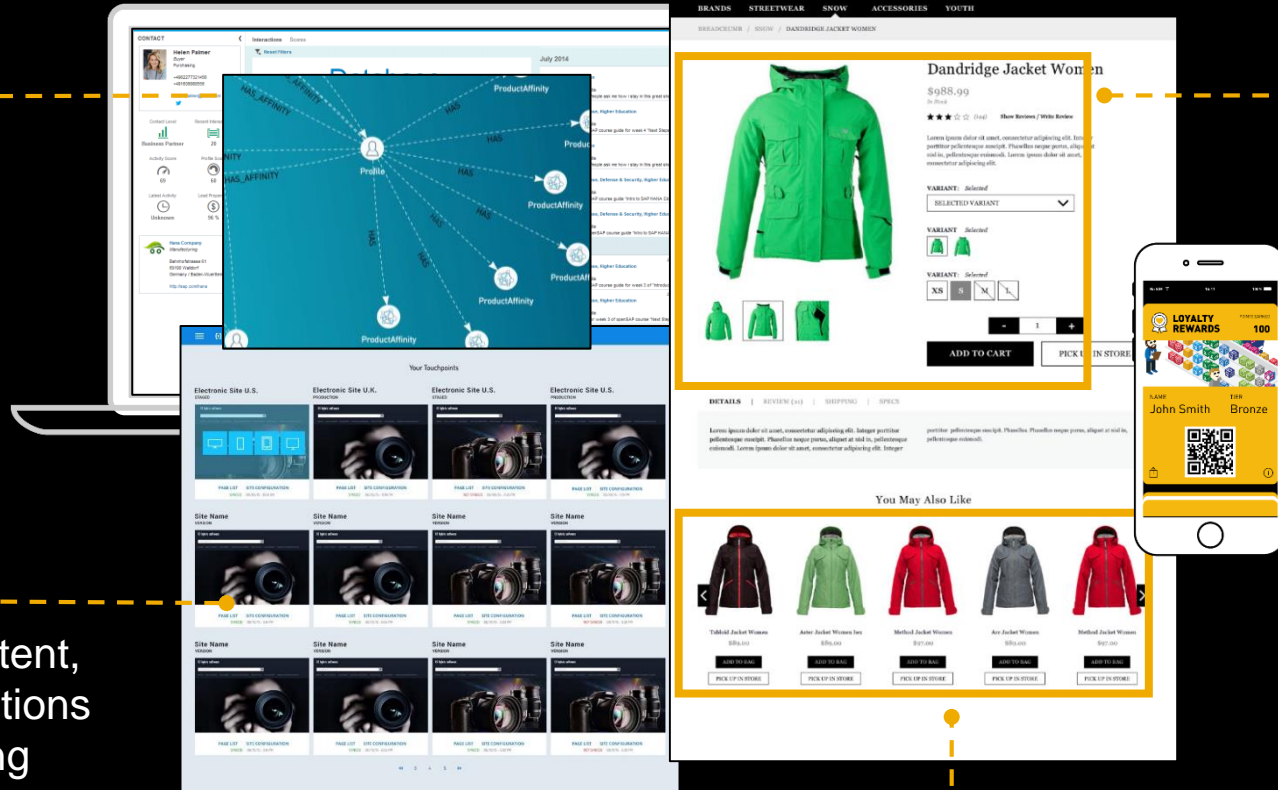
- Solr based search & navigation
- Faceted browsing, keyword & product suggestions
- Boost & bury and visual search editing
- Merchandising Mix based on customers, business (margin, inventory) and product context



# 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

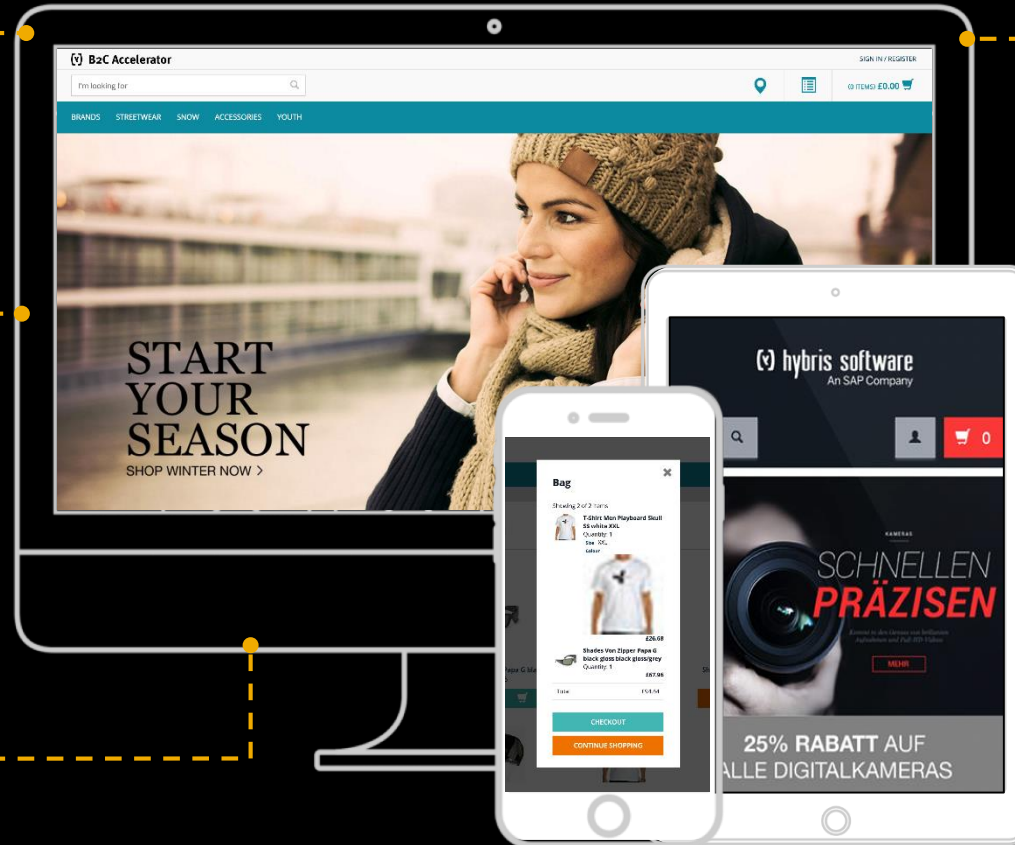
Effective and impactful remarketing to increase conversion

# 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

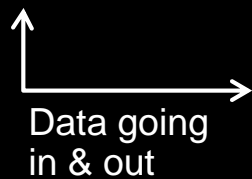


Comprehensive capabilities to support all your commerce requirements

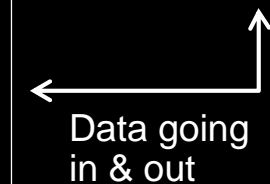
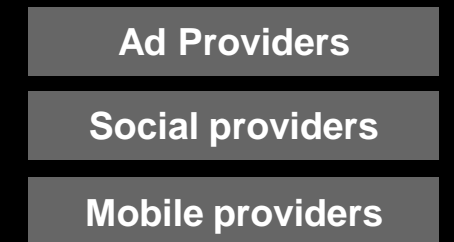
Built to scale as your business grows

# SAP Hybris Marketing Cloud – Supporting the End-to-End Marketing Process

## SAP and other 1st Party Applications



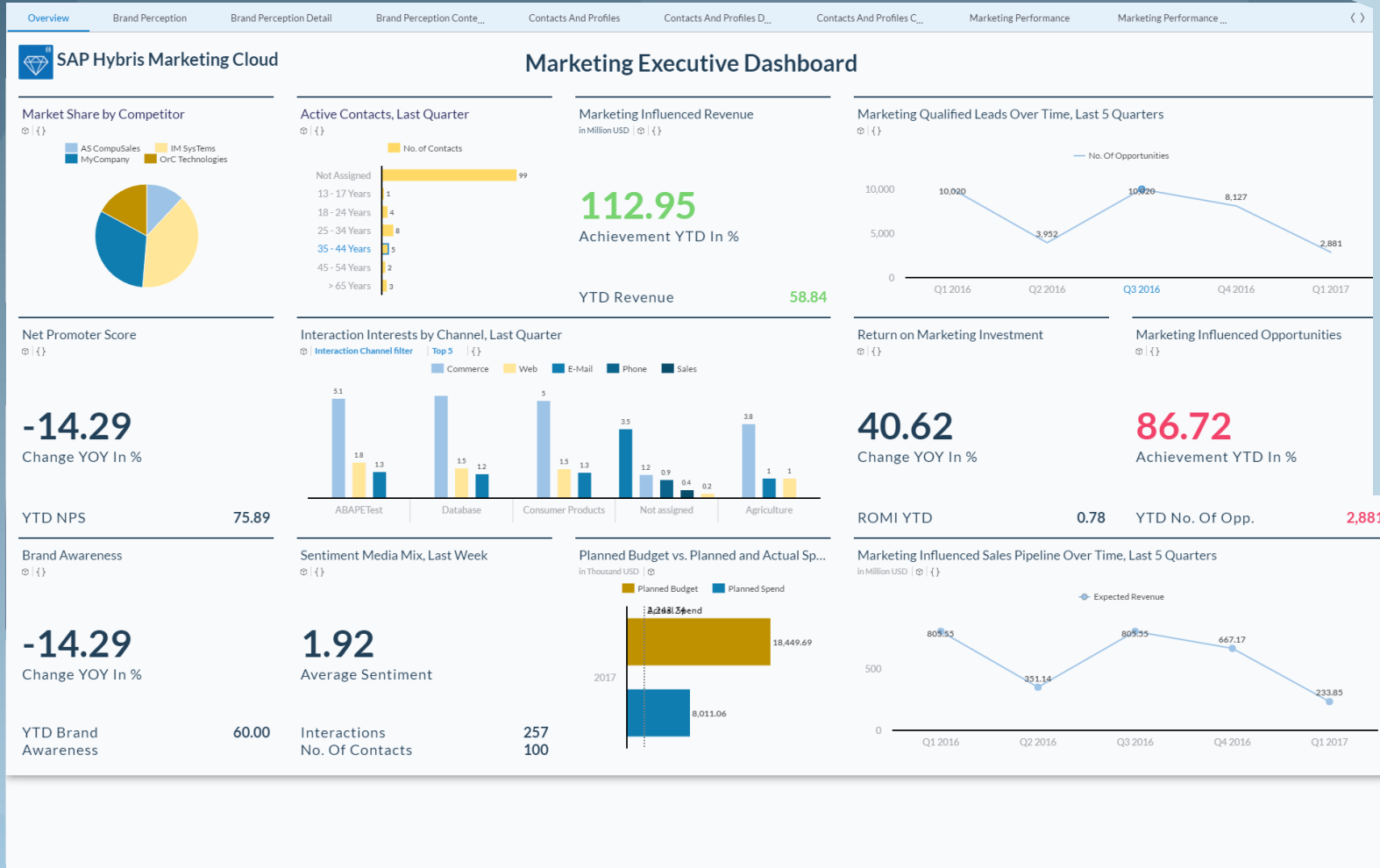
## 3rd Party Applications (for data & execution)





# Understand what's driving your business

- Eliminate manual, time consuming data aggregation and analysis
- Gain a complete picture of key measures, in real-time
- Monitor resource utilization
- Demonstrate return on marketing investment







# Develop customer intimacy that pays

- Unify customer data into a single, dynamic view
- Analyze interests, behaviors and interactions to predict needs, wants and desires
- Activate data across applications and channels for personalization that cultivates conversion, revenue and lifetime value.
- Maintain a trust-based relationship

**CONTACT PROFILE**

**Fred Fox**  
 21 Rice St  
 Liverpool  
 L1 9BB  
 +441632394043  
 +441632394045  
 mr.fred.fox.194@hotmail.com

Age: 53  
 Marital Status: Married  
 Sentiment Score: Strong Positive  
 Loyalty Member Points: 0  
 Loyalty Member Reve...: 0

**Personal Data** Scores Interactions Account Team Commerce Leads

**Additional Data**

Gender: Male  
 Marital Status: Married  
 Date of Birth: 30.03.1964  
 LABEL\_LANGUAGE: English  
 Vegetarian:

**Mobile/Phone**  
 Phone: +441632394045

**Mobile/Text Message**  
 Text Message: +441632394045

**Email**  
 mr.fred.fox.194@hotmail.com

**Email/Google Ads**  
 Google Ads: mr.fred.fox.194@hotmail.com



## Target with efficiency and effectiveness.

- Target the right customer every time, aided by machine learning
- Intelligent scoring and profiling, in real time
- Dynamically manage audiences and criteria to drive relevant treatments
- Quickly synthesize large volumes of customer data

Segmentation Model: **Segmentation Model** Profile: All Consumers (B2C)

Search [ ] 100%

**Public Building Blocks**

- BB 1 - Inactive
- BB 2 - Inquiry
- BB 3 - Prospect
- BB 4 - Qualified Contact

**Consumer**

- Is Consumer/Prospect
- Target Group
- Country
- Region
- City
- Postal Code
- Date of Latest Change
- Age
- Gender
- Date of Birth
- Marital Status
- Geolocation
- ID Origin
- Next Birthday

**Interactions**

- Channel
- Communication Medium
- Interaction Type
- Item of Interest
- Interaction Date
- Campaign
- Campaign Content

All Consumers (B2C)  
113.257

↓

Interaction Date:  
Last 2 Months, Re...  
111.770

↓

Country =  
US  
40.180

**Preview for Segment: Country equal to US**

Keep

Target Product > - 7,2 effective megapixels - ISO 1000 hi

Top-Ranked Customers:  %

Selected Customers:

Coverage of Potential Buyers:  %

Predicted Potential Buyers:

Propensity:

Predictive Model ID: 73

**Gain Chart**

Y-axis: Coverage of Potential Buyers (0% to 100%)

X-axis: Share of Top-Ranked Customers (0% to 100%)

Key Point: 30% Share of Top-Ranked Customers results in 94% Coverage of Potential Buyers.



Campaign Details

**Audiences**

- TARGET GROUP

**Triggers**

**Actions**

- SEND EMAIL
- SEND TEXT MESSAGE
- A/B TESTING
- CREATE C4C APPOINT...
- CREATE C4C LEAD
- CREATE C4C PHONE C...
- CREATE C4C TASK
- TRIGGER C4C CALL Q...

**CAMPAIGN**

SmartFit Marathon Shoe Campaign

Description: Email Campaign

\*Start Date: 21.05.2017

\*End Date: 28.05.2017

**Execution Details**

Frequency:  One-time  Recurring

Execution Starts:  Immediately  On

23.05.2017, 05:31

**Marketing Information**

Media Type: Email

Program Name: Select Program

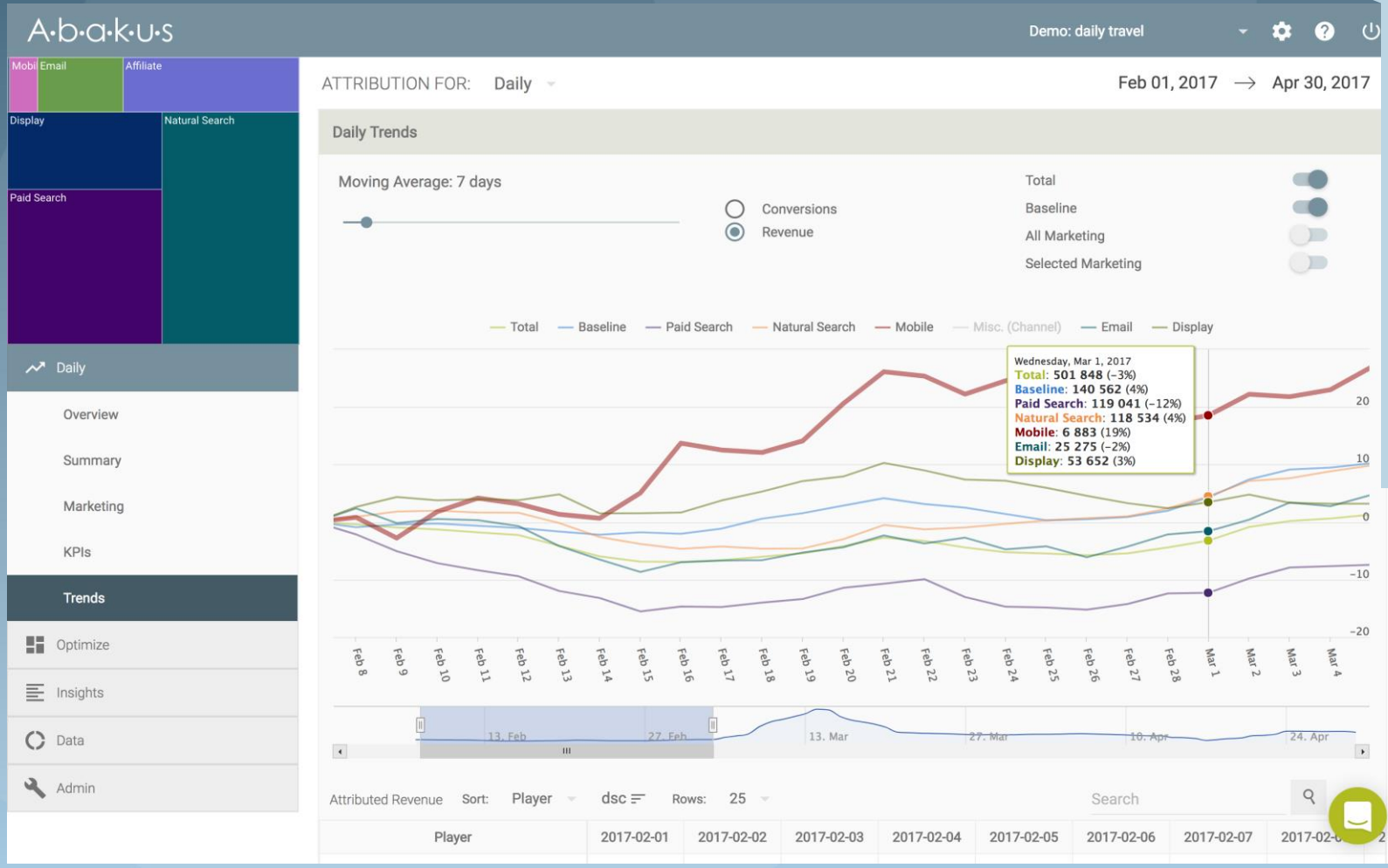
# Delight them, every time

- Intelligently automate and tailor experiences based on flexible criteria and predictive
- Easily build integrated journeys across touchpoints
- Learn and adapt on the fly with machine learning



# Optimize performance from a single view

- Understand the incremental value of marketing
- Pin point changes in performance as they occur
- Intelligently optimize resources across the marketing portfolio
- Model and explore new strategies



# SAP Hybris Sales Cloud - Go beyond traditional selling

## Productivity & Personalization

- Flags
- Tags
- Shelf
- Quick Creates
- Field Extensions
- Workflow
- Map Views
- Graphical Views

## Groupware Integration

- Full-Featured support for MS Outlook, Google Gmail and Lotus Notes, Server side via partner (e.g. Office 365)

## Integration with Back-office/Collaboration

- Pre-built integration to SAP ERP & CRM, SAP JAM
- Partners like InsideView, LinkedIn, Xactly & more
- Mashups with most other apps

## Collaboration & Social

- Feeds, Followers and @mentions
- Internal, Customers, Partners
- Deal Sites, Social Selling

## Real-Time & Predictive Analytics

- Embedded & Custom Dashboards, Forecasting
- Mash-ups with SAP BW & Business Objects
- KPIs, embedded & ad hoc reporting
- Broadcasting
- Local & Global Administration

## Integration with Hybris Marketing

- Create leads and activities from marketing campaigns
- Display success measures for campaigns based on related leads, opportunities or activities

## Account & Territory Management

- Account & Contact Update, Merging, Relationship management
- 360 Customer Intelligence, Change history
- Territory management & Alignment

## Opportunity Management & Insight

- Easy Lead, Opportunity, Activity Management & timeline
- Tailored sales methodology, Guided Selling
- Competitor insight, Partner Management
- Notes History

## Visit Management & Execution

- Complete Activity and Task Management
- Visit and Route Planning and Execution, Map Views
- Survey Design and Execution

## Quote & Order Management

- Integrated pricing and transactional document creation with SAP ERP or CRM
- Mobile online & offline order capture
- CPQ through partners
- Signature Capture

## Mobility

- Complete mobile apps, no extra cost
- Support for iPad, iPhone, Android, MS Windows, Watch
- Responsive UI with Off-line support
- Business Card Scanner

## Platform

- Real-time, scalable, powered by SAP HANA
- Simplified enhancement tools for power users
- Easily extended for tailored UX and business processes



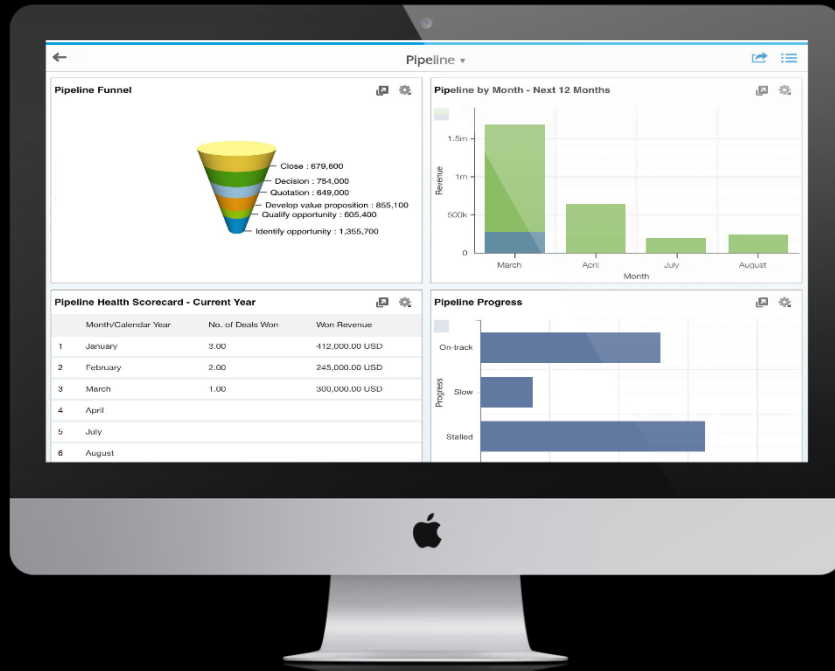


# Sell anywhere, anytime with a mobile first approach



- Full-featured, seamless experience from on-line to mobile
- Engage in real time with your customers, manage your activities, and track your performance, even when you're offline

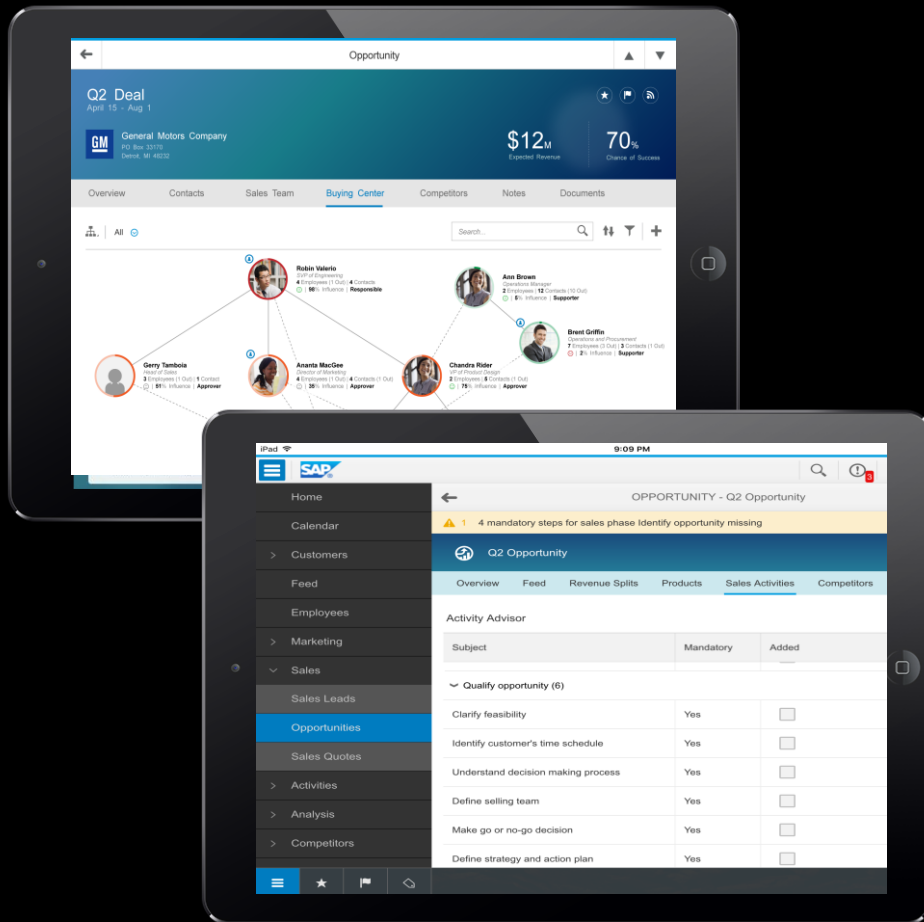
# Turn insight into action



**Access to real-time customer analytics and sales data in the context of accounts and opportunities to engage and connect with customers in a personal, relevant way**

- Comprehensive customizable KPI tiles, reports, and dashboards
- Sophisticated analytics infrastructure
- Simplified ad-hoc and custom reports
- Deliver intelligence and drive automation where needed using machine learning to predict and guide sales

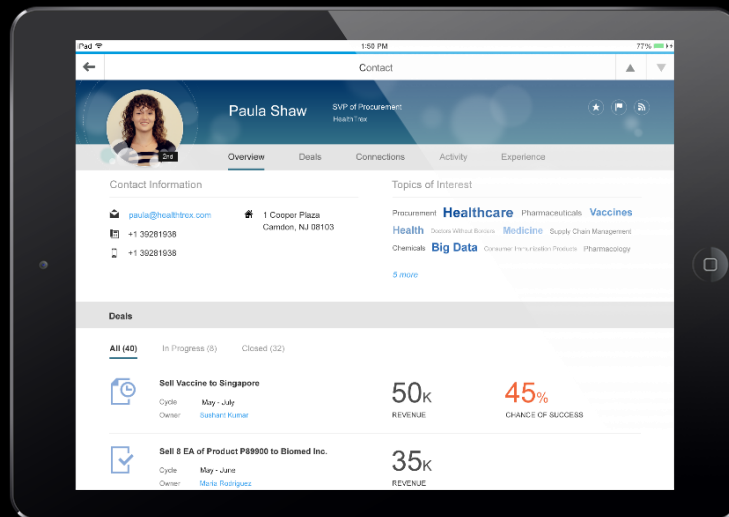
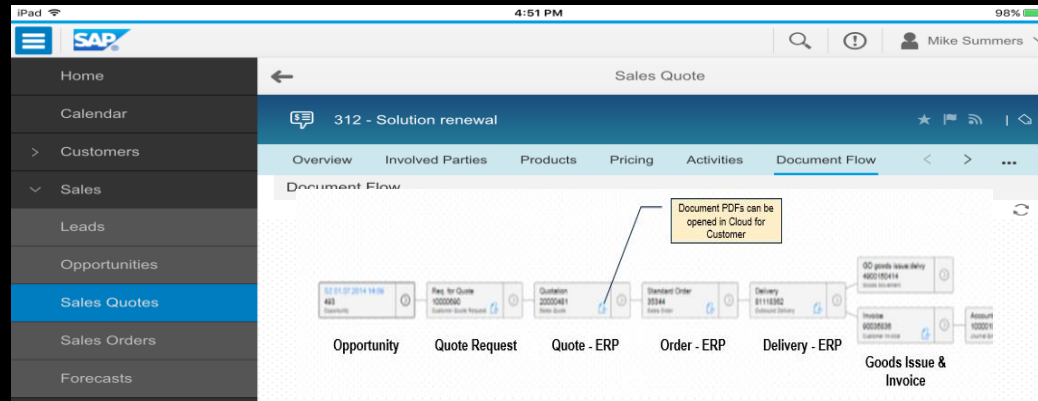
# More time selling – less admin



Get the information you need,  
when you need it

- Manage and automate complex business processes and accelerate productivity ensuring all customer interactions
- See how your customer is organized and know your key influencers based on historical data
- Built-in social collaboration and productivity applications keeps all conversations in one place and no double data entry
- Activity Advisor to help nurture leads to close

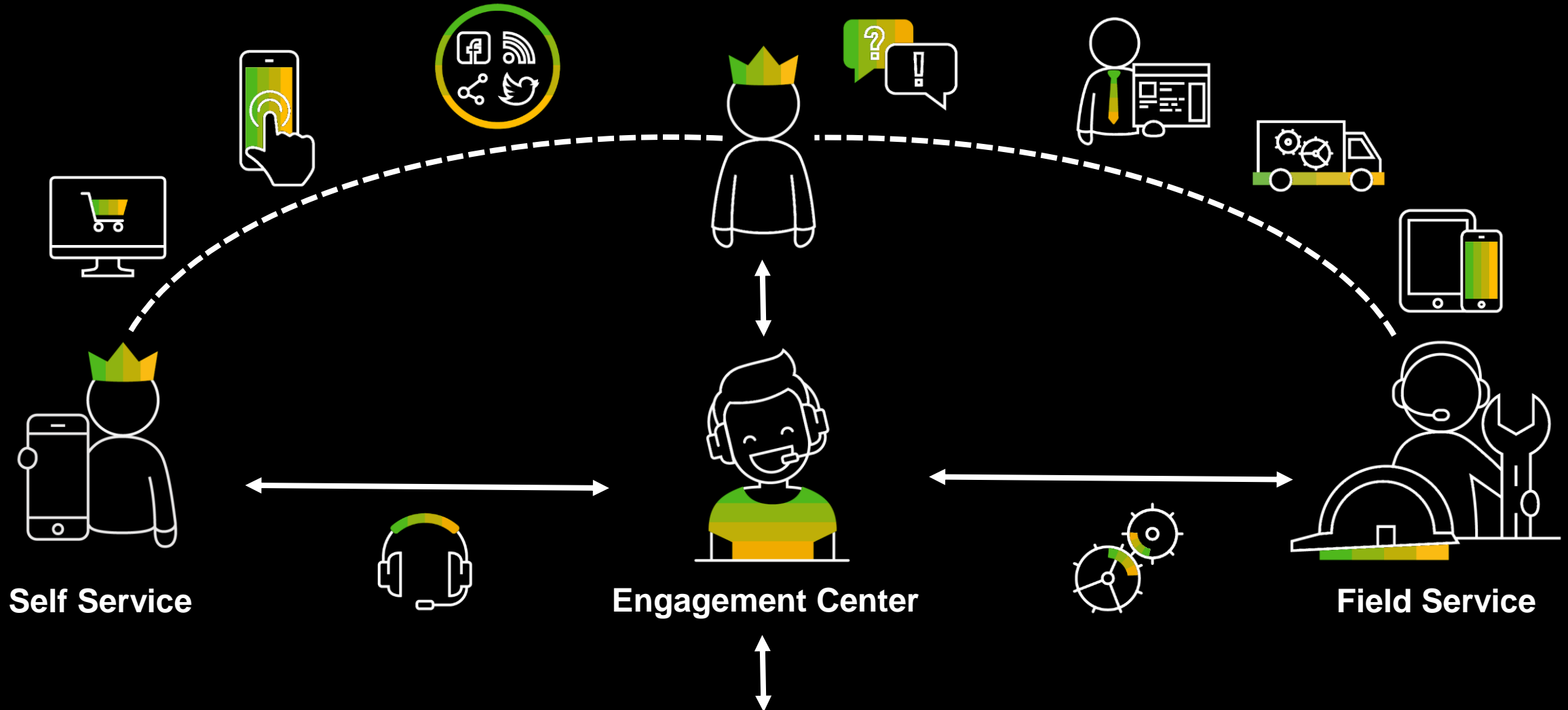
# Know your customer



## Bring back-office to the front office.

- Get back-office information pushed to you in real-time so that you no longer need to hunt for pricing, quotes or other order-to-cash information.
- With native SAP ERP and SAP CRM integration and business application mash-ups, you're always effortlessly up-to-speed on your customers and accounts.

# SAP Hybris Service Cloud - Don't just support after sale



# SAP Hybris Service Cloud for **Call Center Needs (I)**

Collaboration & Feeds

Interaction Management

Service Ticket Management

Analytics

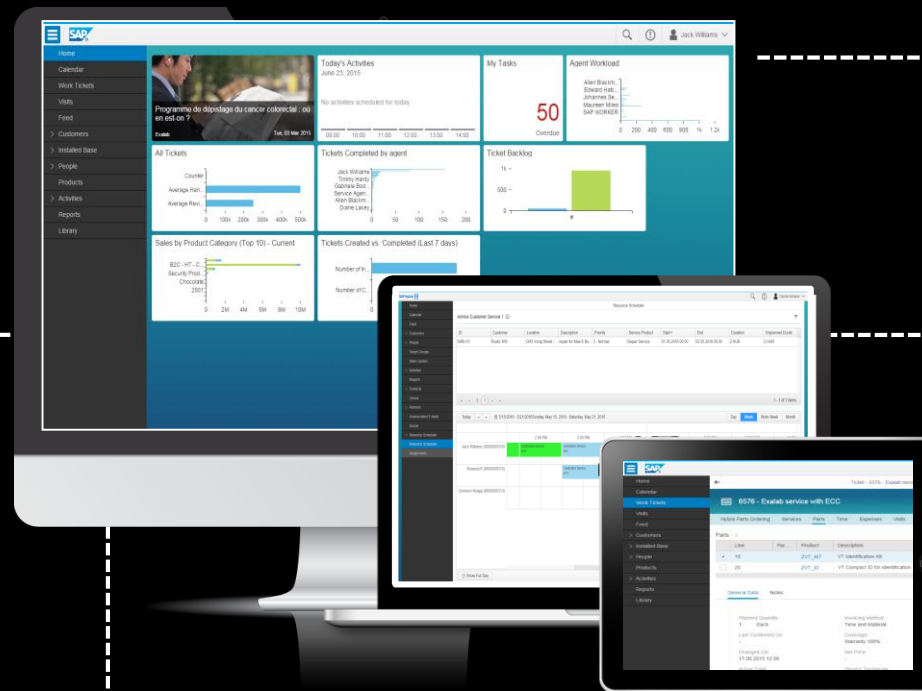
Routing and Queue Management

Integration APIs

Account Management

Mobility

Service Level Agreements



# SAP Hybris Service Cloud for **Omni-Channel Engagements (II)**

**(I) + plus...**





# SAP Hybris Service Cloud for **Intelligent Field Service Management (III)**

(II) plus...

Maintenance Planning

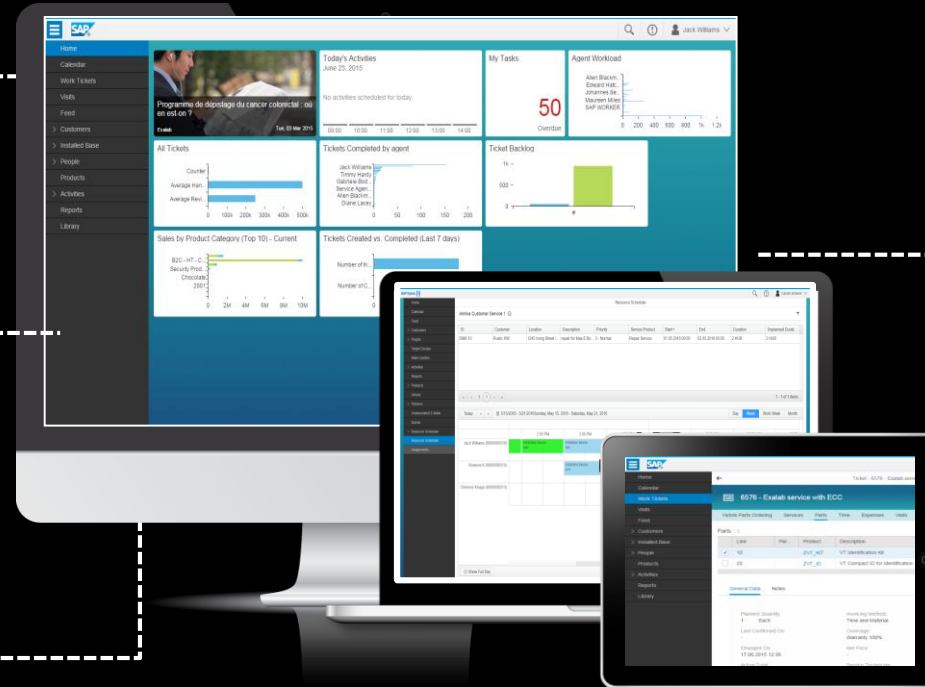
Time Recording

Service Contracts

IoT Servicing

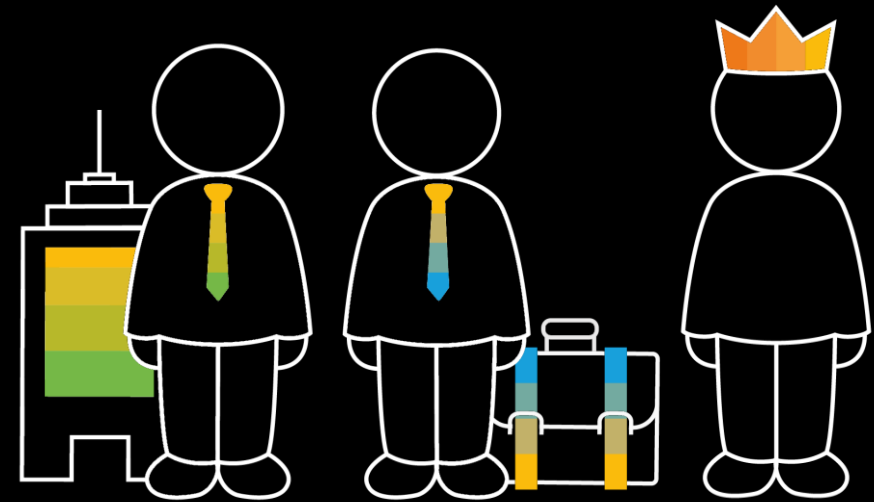
Work Ticket Management

Resource Scheduling



# SAP Hybris Revenue Cloud for the **Digital Business Opportunity**

## RE-INVENT YOUR QUOTE-TO-CASH PROCESS FOR TODAY'S DIGITAL ECONOMY IN THE CLOUD



Leverage the power of SAP Cloud Platform to rapidly deploy innovative quote-to-cash capabilities while complementing your on-premise investments.

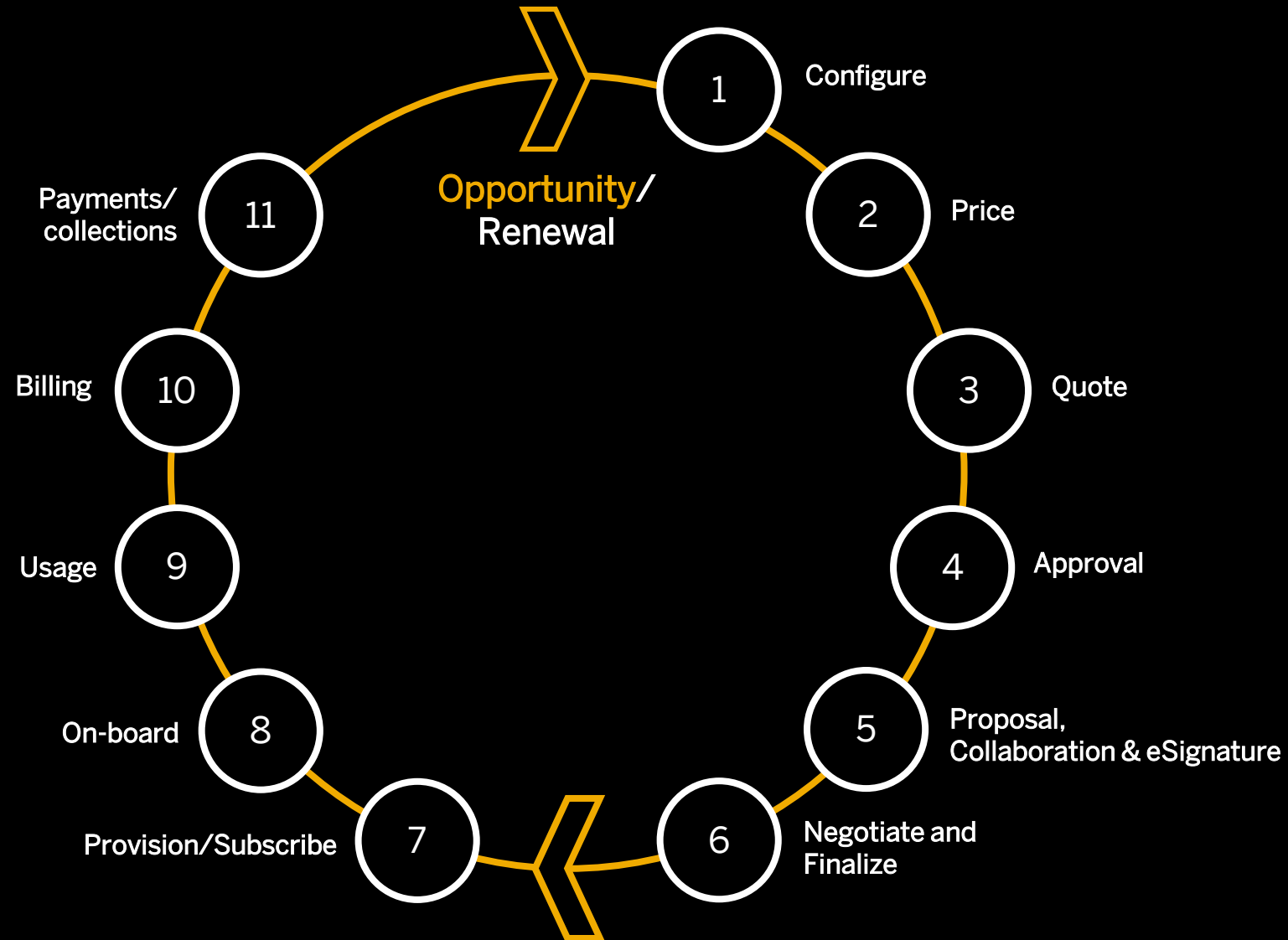
Accelerate deal cycles and sell more with **CPQ (Configure Price Quote)** by dynamically bundling products and services to quickly manage quotes across any channels and devices.

Automate contract lifecycle management and order fulfillment processes across multiple systems with **Order Orchestration** to create long-lasting customer-centric contracts and subscriptions.

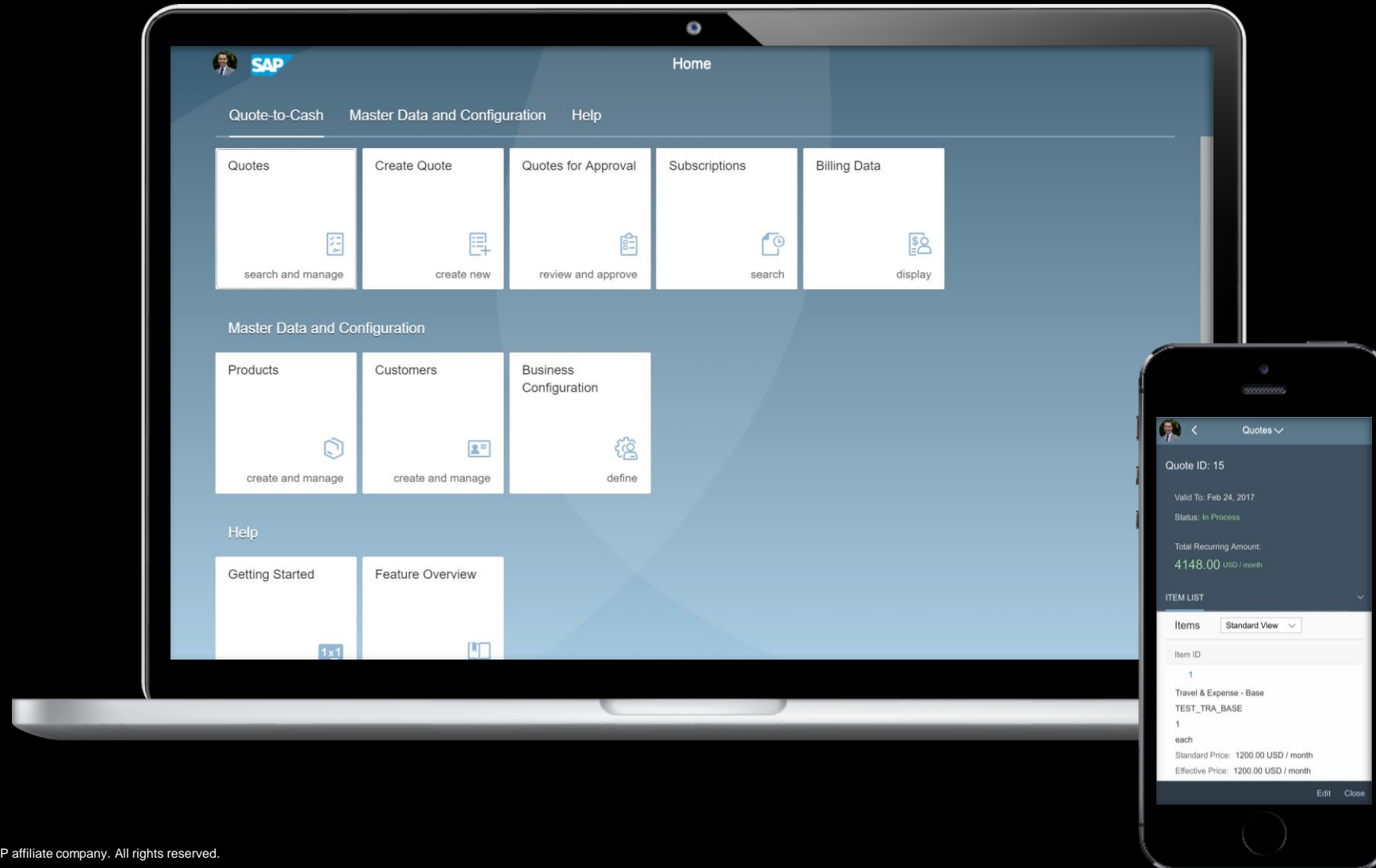
Manage revenue and billing for subscriptions, one-time billing, and usage-based billing scenarios with **Subscription Billing**.

Combine **Quote-to-Cash** with the SAP Hybris portfolio of Sales, Service, Commerce, and Marketing solutions to deliver great customer experiences, simplify your front office, and transform your business.

# Quote-to-Cash is NOW a circular process



# Configure your Business Opportunity in a Consumption-based Economy



# Enhanced subscription quoting and ordering capabilities

The screenshot displays the SAP Hybris Revenue Cloud interface for a quote. The quote is for a customer named John Miller, with a description of "Quote for John Miller". The quote is currently in the "In Process" status. The total recurring amount is 33.96 USD / month, and there is no one-time amount. The interface includes a "Select Alternative" dropdown menu with options "A-1 (Primary)" and "B-1". The quote is identified as "Quote: 14 B-1".

Customer Information:  
Name: John Miller  
Email: John.Miller@example.com  
Phone: 0+1 123 456 789

Description: Quote for John Miller  
Valid From: Aug 18, 2017  
Valid To: Sep 18, 2017  
Status: In Process

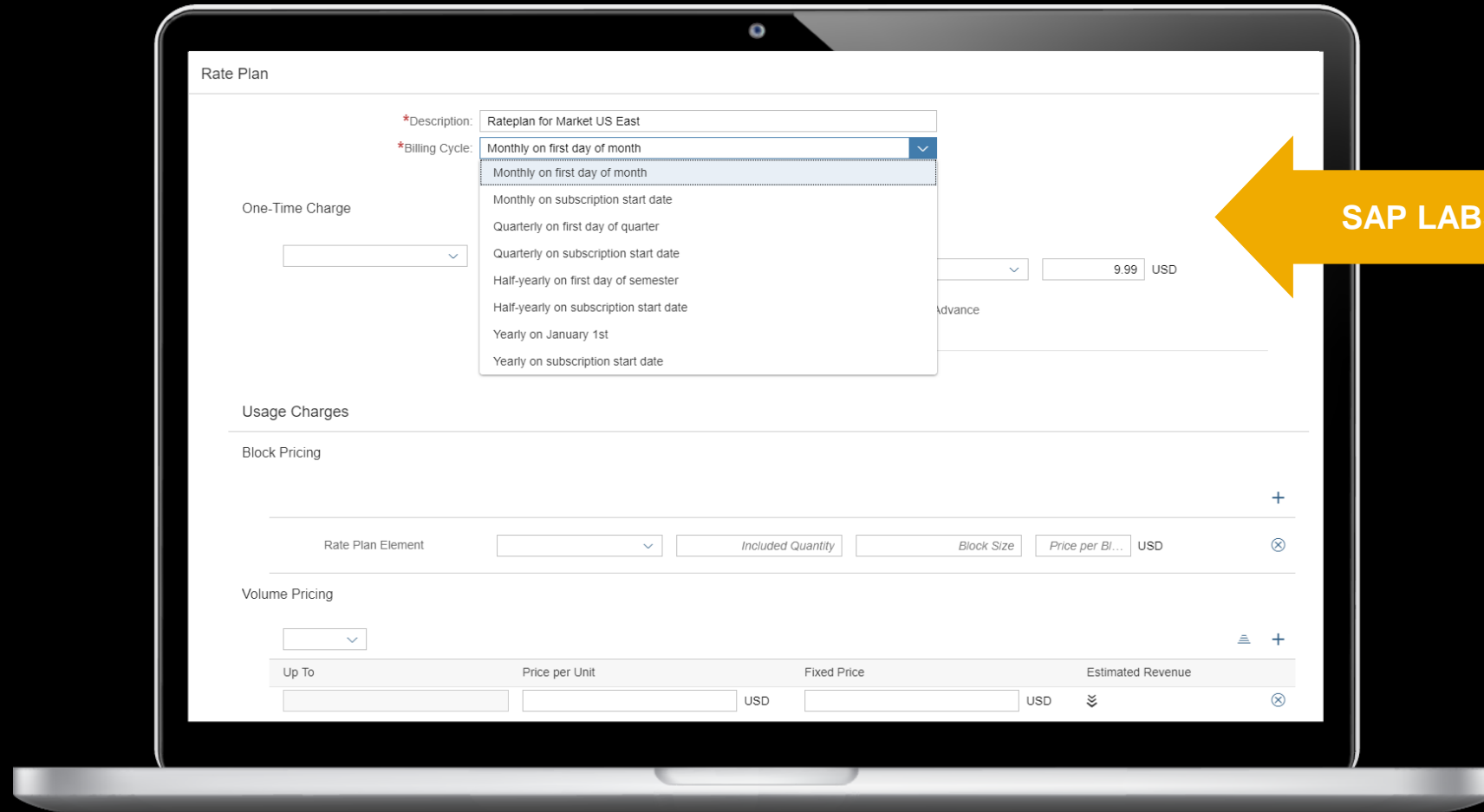
Financial Summary:  
Total Recurring Amount: 33.96 USD / month  
Total One-Time Amount: No price

Navigation: ITEM LIST | GENERAL INFO | STATUS HISTORY | ALTERNATIVES & REVISIONS

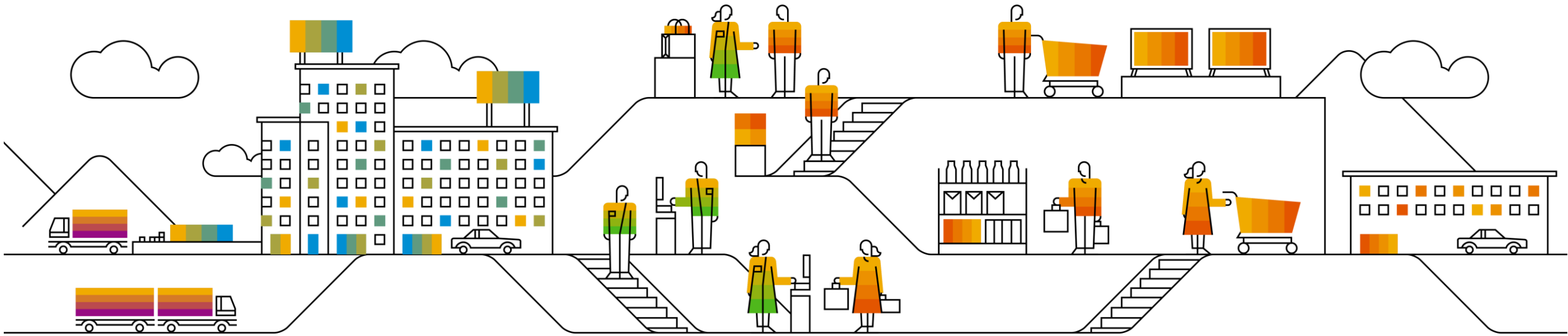
Item N...	Action	Product Name	Product ID	Quantity	Unit	Standard Price	Effective Price	Total Standard ...	Total Effective ...
		<input type="text" value="Enter a product"/>	<input type="text" value="Enter a product ID"/>			--	--	--	--
1		Music-on-Demand	MoD01	<input type="text" value="4"/>	each	9.99 USD / month	8.49 USD / month	39.96 USD / month	33.96 USD / month

Buttons: Save | Cancel | Change Status | Check Approval

# Enhanced Business Model Design And Billing Capabilities



SAP LABS PREVIEW



### 3. SAP HYBRIS SOLUTION ROADMAP

Recent Innovations: 1708 release

Planned Innovations: 1711 release

Future Direction: beyond 1711

[www.sap.com/roadmaps](http://www.sap.com/roadmaps)

# SAP HYBRIS COMMERCE | ROADMAP HIGHLIGHTS

## Key Innovations



### RECENT INNOVATIONS

- Simplified Business User Centric Product Cockpit (PCM)
- Extended CMS SmartEdit Capabilities
- Bundling Capabilities on Accelerators
- Optimized Container Packages
- SAP Hybris Digital Asset Management by OpenText on Cloud

### PLANNED INNOVATIONS

- Backoffice Workflow Center
- Enhanced Bundles Management
- Omnichannel Commerce Quotation Management with SAP Hybris Sales Cloud
- Data Hub – Business Process Monitoring
- Consent Management (GDPR Compliance)

### FUTURE DIRECTION

- SmartEdit with Versioning & Workflow
- Subscribe & Save Purchases
- Vendor Product Management via Supplier Portal
- Native Integration with SAP Hybris Revenue Cloud
- Decoupled API based Accelerators
- Extended Commerce APIs
- SAP Cloud Platform Integration based Data Hub Services



# SAP HYBRIS MARKETING | ROADMAP HIGHLIGHTS

## Key Innovations



### RECENT INNOVATIONS

- Enhanced Campaign Management
- Commerce Marketing Intelligence
- Google Analytics Integration
- Custom Analytics with SAP Analytics Cloud
- Expanded Customer Journey Manager

### PLANNED INNOVATIONS

- Recommendations based on face recognition leveraging SAP Leonardo Machine Learning
- Extended Google Adwords support for Video Marketing (YouTube)
- Multi-touch Measurement and Optimization with SAP Hybris Customer Attribution (ABAKUS)
- Live Profile for Customer Journey Optimization

### FUTURE DIRECTION

- Smart Campaigns leveraging SAP Leonardo
- Behavioral Segmentation leveraging SAP Leonardo
- Display Ads via Google DoubleClick
- Campaign Portfolio Optimization
- Online to Offline Customer Journey Attribution
- 3D visualizations of Profile Data

# SAP HYBRIS SALES CLOUD | ROADMAP HIGHLIGHTS

## Key Innovations



### RECENT INNOVATIONS

- Improved Lead and Opportunity Management
- Upgrade to Sales Quote & Order Management
- Enriched Activity Management Functionality
- Expanded Visit Management, Routes, & Surveys
- Groupware & Integration Enhancements
- Expanded Mobile & Offline Capabilities



### PLANNED INNOVATIONS

- Enriched Sales Capabilities with Machine Learning
- Sales Contracts and Offline Pricing
- Groupware & Integration Enhancements with SAP Hybris Marketing, SAP Hybris Commerce, and Cloud-to-Cloud Integration



### FUTURE DIRECTION

- Enhancements to Sales Contracts
- Perfect Store & Retail Activity Optimization
- Predictive Ordering
- Predictive Machine Learning for Sales
- Groupware and Integration - Expansion and Enhancements

# SAP HYBRIS SERVICE CLOUD | ROADMAP HIGHLIGHTS

## Key Innovations



### RECENT INNOVATIONS

- Omnichannel Service Engagement
- Planning and Execution of Operational Processes
- Mobile Enablement of Field Service Technicians

### PLANNED INNOVATIONS

- Omnichannel Engagement Extensions
- Service Agent Productivity Enhancements
- Contextual Service in Digital Commerce Scenarios
- Extended Field Service Management
- Intelligent Ticket Management and Classification

### FUTURE DIRECTION

- Intelligent Agent Guidance and Process Modeling
- Intelligent Solution Recommendations
- IoT for Condition-Based Maintenance
- Predictive Forecasting and Skill-Based Scheduling

# SAP HYBRIS REVENUE CLOUD | ROADMAP HIGHLIGHTS

## Key Innovations



### RECENT INNOVATIONS

- SAP Hybris Revenue Cloud for Digital Business incl. Basic Quoting, Order Orchestration, and Subscription Billing Capabilities

### PLANNED INNOVATIONS

- Enhanced Subscription Quoting and Ordering Capabilities
- Enhanced Business Model Design and Billing Capabilities
- Integrated Order-to-Cash with SAP S/4HANA Cloud
- Credit Card Payment Handling
- Integration to SAP Hybris Billing

### FUTURE DIRECTION

- Omnichannel CPQ with SAP Hybris Commerce Cloud and SAP Hybris Sales Cloud
- Integration to Entitlements Management
- Revenue Recognition
- Intelligent Capabilities based on SAP Leonardo Machine Learning

# SAP HYBRIS BILLING | ROADMAP HIGHLIGHTS

## Key Innovations



### RECENT INNOVATIONS

- End-to-End Digital Commerce and Billing for B2B
- Enhanced Solution Sales and Billing for B2B
- New Charging Administration App
- Additional Fiori apps for improved User Experience
- New Invoicing and Revenue Accruals Capabilities
- Billing Plans for Subscription Billing in SAP Hybris Billing, invoicing

### PLANNED INNOVATIONS

- End-to-End Digital Commerce and Billing for B2C
- New SAP Fiori Apps for Receivables Manager Specialists
- Integration with SAP Hybris Revenue Cloud and SAP S/4HANA OP
- Mediation Enhancements

### FUTURE DIRECTION

- Support for Enhanced Customer Self-Services related to Subscription, Usage, and Financial Inquiries
- Open-Item support for Invoicing & Customer Financials in SAP S/4HANA Cloud
- Machine Intelligence Scenarios Based on SAP Leonardo

# SAP HYBRIS INTEGRATION | ROADMAP HIGHLIGHTS

## Key Innovations

### Recent innovations

#### Integration of SAP Hybris Commerce with SAP S/4HANA

- Return Processing

#### Integration of SAP Hybris Commerce with SAP Hybris Marketing Cloud

- Product Recommendations with SmartEdit for Customer Experience
- Enriched Data Replication

#### Integration of SAP Hybris Sales Cloud with SAP Hybris Marketing Cloud

- Transfer of marketing permissions and marketing attributes from SAP Hybris Cloud for Customer to SAP Hybris Marketing Cloud

#### Integration of SAP Hybris Marketing Cloud with SAP CRM

- Lead and task/activity integration

### Planned Q3/2017\*

#### Integration of SAP Hybris Service Engagement Center

- Customer Service

#### Integration of SAP Hybris Commerce with SAP Hybris Marketing Cloud

- Offer Recommendations with SmartEdit for Customer Experience

#### Integration of SAP Hybris Commerce with SAP S/4HANA

- Payments using SAP digital payments add-on

#### Integration of SAP Hybris Sales Cloud with SAP Hybris Marketing Cloud

- Sales Insights to Marketing Campaigns

#### Integration of SAP Hybris Sales Cloud with SAP S/4HANA Cloud

- C4C Quote → S/4HANA Sales Order

#### Integration of SAP Hybris Marketing Cloud with SAP S/4HANA

- Customer master replication

### Planned Q4/2017\*

#### Integration of SAP Hybris Commerce with SAP S/4HANA

- Integration using SAP Cloud Platform Integration - Content Package

#### Integration of SAP Hybris Commerce with SAP Hybris Sales Cloud

- Omnichannel commerce quotation mgmt

#### Integration of SAP Hybris Commerce with SAP Hybris Marketing Cloud

- Integration using SAP Cloud Platform Integration - Content Package
- Personalization with SmartEdit for Customer Experience

#### Integration of SAP Hybris Sales Cloud with SAP S/4HANA Cloud

- Bidirectional replication of business partners

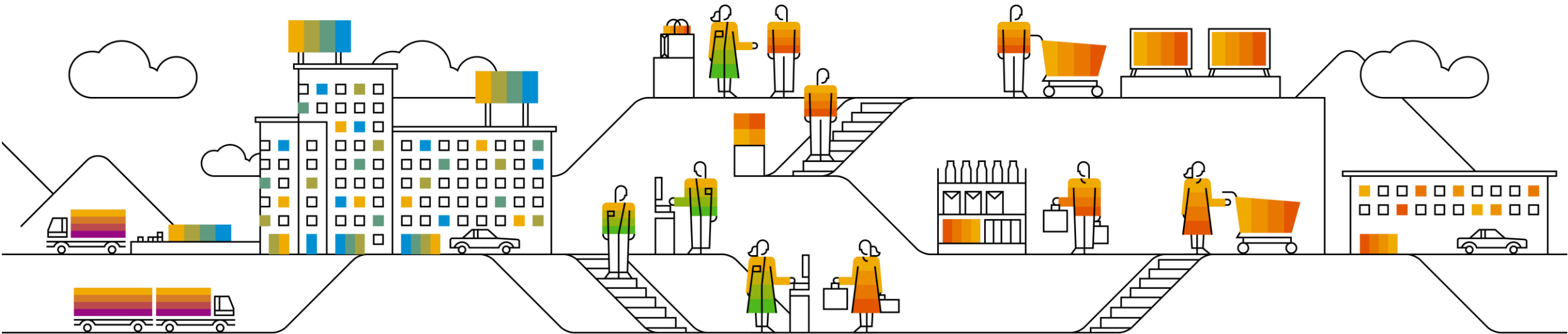
### Planned Q1/2018\*

#### Integration of SAP Hybris Sales Cloud with SAP Hybris Revenue Cloud

- Omnichannel commerce CPQ

#### Integration of SAP Hybris Marketing Cloud with SAP S/4HANA

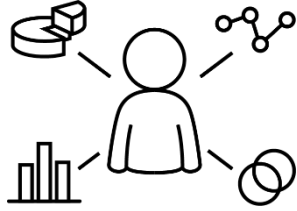
- Order data replication



## 4. SUMMARY



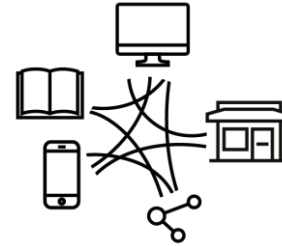
# BUSINESS VALUE DELIVERED WITH SAP HYBRIS PORTFOLIO



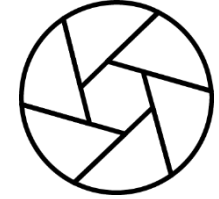
Transform your front office to become a data-driven, customer-centric business



Get a complete and robust view of your customer interactions



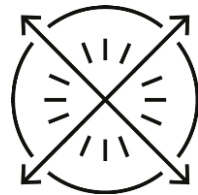
Create and deliver great omni-channel customer experiences



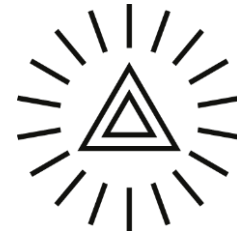
Focus resources to spend more time interacting with the customer



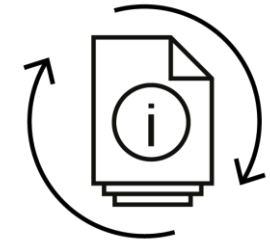
Lower IT costs and improve business processes by harmonizing your solution landscape across Commerce, Marketing, Billing, Sales and Service



Be agile with a flexible, scalable solution set that enables you to react to changing market requirements



Disrupt in your industry, rather than being disrupted by the competition



Foster deeper collaboration between various departments and share relevant customer information seamlessly

# BE PART OF THE **SAP HYBRIS LIVE: GLOBAL SUMMIT**



Connect with industry experts and learn how to make the most of your SAP Hybris investment.

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# GET TO KNOW OUR SOLUTIONS WITH THE **NEW SAP HYBRIS E-BOOK**



## Table of Content

- Chapter 1: SAP Hybris at a Glance
- Chapter 2: Sales
- Chapter 3: Service
- Chapter 4: Commerce
- Chapter 5: Marketing
- Chapter 6: Revenue
- Chapter 7: SAP Hybris as a Service
- Chapter 8: First Steps to SAP Hybris



**How can I get the e-book / print edition?**

The book has been released globally in July / August 2017.

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# Further Information

- SAP Hybris Website: <https://www.hybris.com/>
- SAP Hybris Website / SAP.com: <https://www.sap.com/products/crm-commerce.html>
- SAP Hybris Marketing Cloud: [https://help.sap.com/viewer/p/SAP\\_HYBRIS\\_MARKETING\\_CLOUD](https://help.sap.com/viewer/p/SAP_HYBRIS_MARKETING_CLOUD)
- SAP Hybris Marketing: [https://help.sap.com/viewer/p/SAP\\_HYBRIS\\_MARKETING](https://help.sap.com/viewer/p/SAP_HYBRIS_MARKETING)
- SAP Hybris Loyalty: [https://help.sap.com/viewer/p/SAP\\_HYBRIS\\_LOYALTY](https://help.sap.com/viewer/p/SAP_HYBRIS_LOYALTY)
- SAP Hybris Cloud for Customer: [https://help.sap.com/viewer/p/SAP\\_HYBRIS\\_CLOUD\\_FOR\\_CUSTOMER](https://help.sap.com/viewer/p/SAP_HYBRIS_CLOUD_FOR_CUSTOMER)
- SAP Hybris Service Eng. Center: [https://help.sap.com/viewer/p/SAP\\_HYBRIS\\_SERVICE\\_ENGAGEMENT\\_CENTER](https://help.sap.com/viewer/p/SAP_HYBRIS_SERVICE_ENGAGEMENT_CENTER)
- SAP Hybris Billing: [https://help.sap.com/viewer/p/SAP\\_CONVERGENT\\_PRICING\\_SIMULATION](https://help.sap.com/viewer/p/SAP_CONVERGENT_PRICING_SIMULATION)
- SAP Hybris Commerce: <https://wiki.hybris.com/display/ycommerce/SAP+Hybris+Commerce>
- SAP Hybris Commerce Integration: <https://help.sap.com/viewer/p/IPR>
- SAP Best Practices / RDS: <https://rapid.sap.com/bp/>
- API Business Hub: <https://api.sap.com/>
- SAP Hybris Wiki: <http://wiki.hybris.com/>
- Customer Webinars: <https://wiki.hybris.com/display/custwebinvideo>
- Partner Webinars: <https://wiki.hybris.com/display/presalevideo>
- YouTube: <https://www.youtube.com/channel/UCJ-J9ws028X7ASicv0-r8dQ>

# Thank you.

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