SAP Hybris Marketing
SAP Summit 2016

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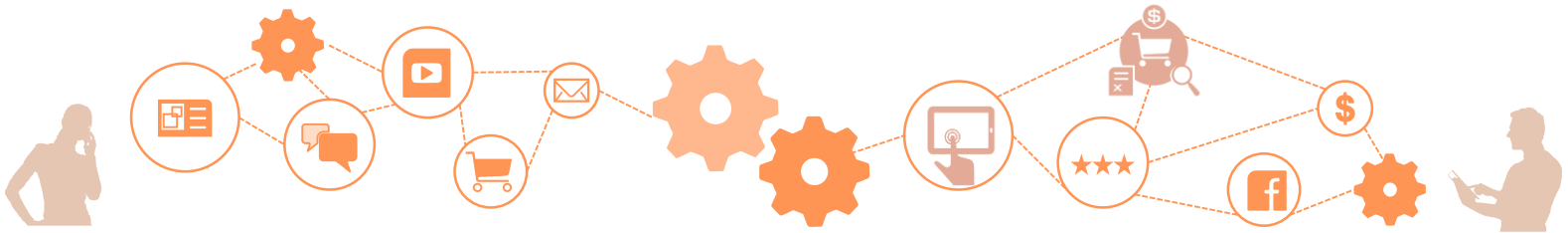
April 2016



Agenda

Solution Introduction - Why SAP Hybris Marketing?

Project Examples

Typical Architecture

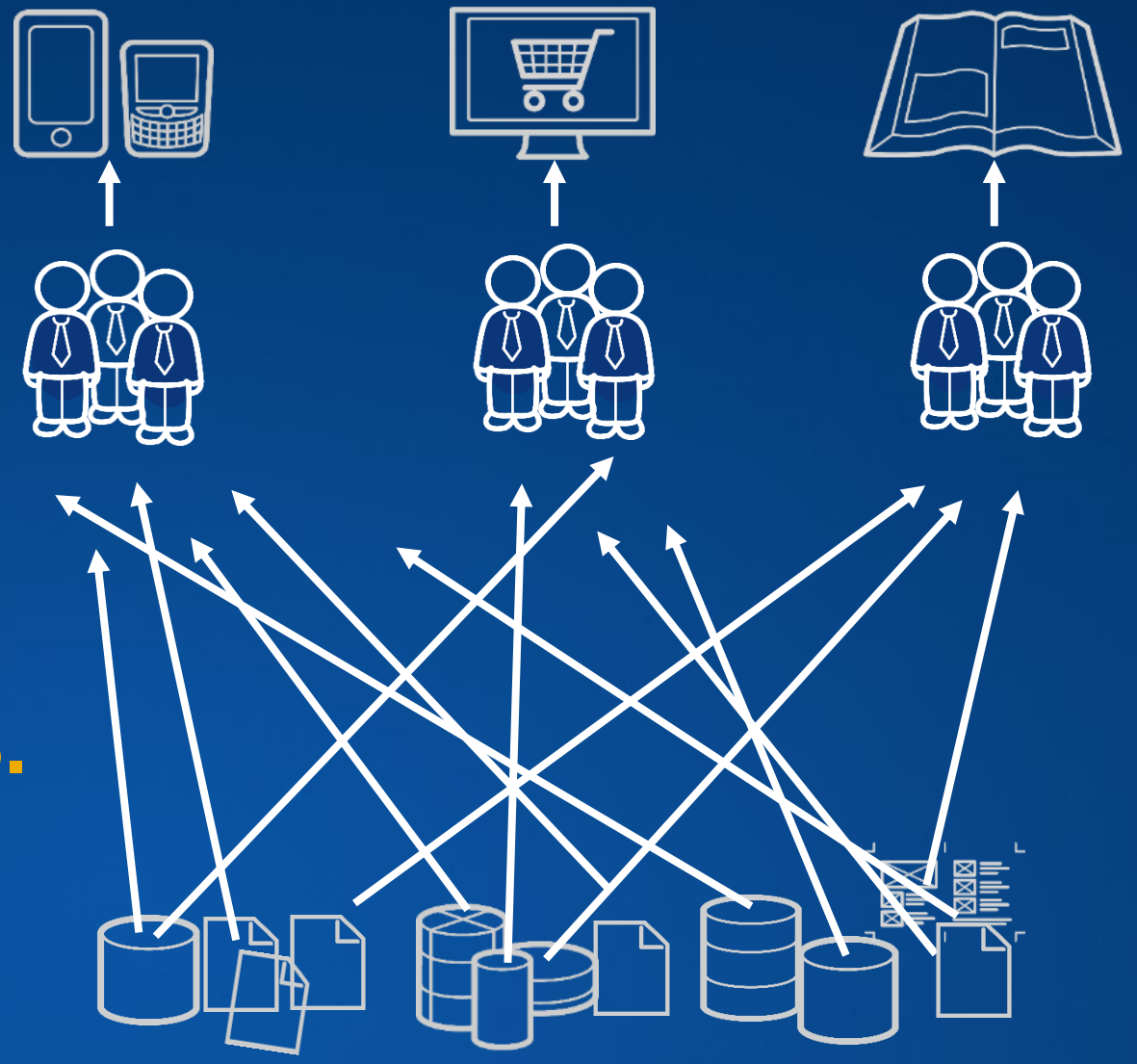
MARKETING IS BROKEN.

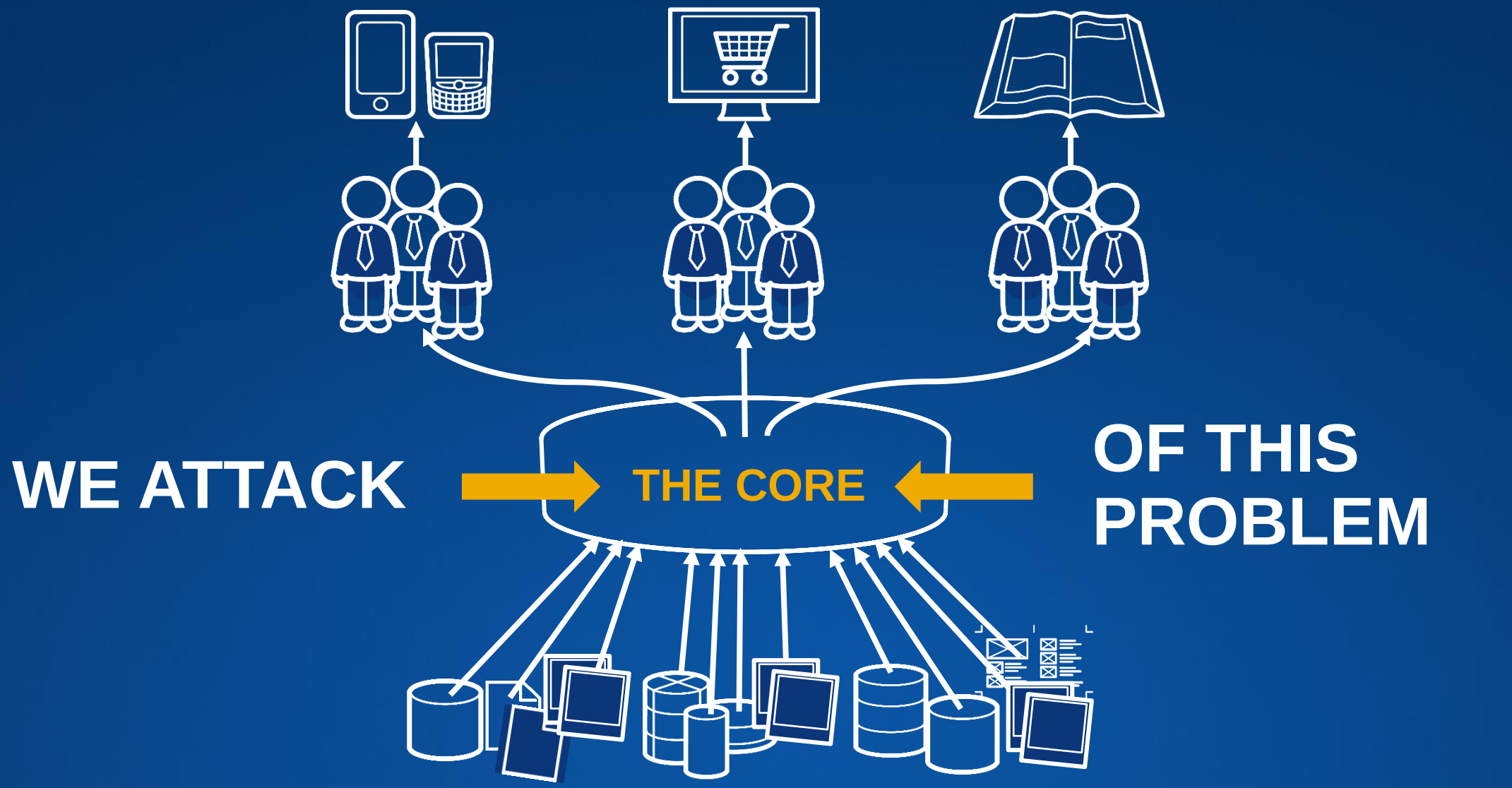
CONTEXT MAKES THE DIFFERENCE.

DATA IS THE FUEL TO OPTIMIZE CUSTOMER EXPERIENCE AND BUSINESS RESULTS.

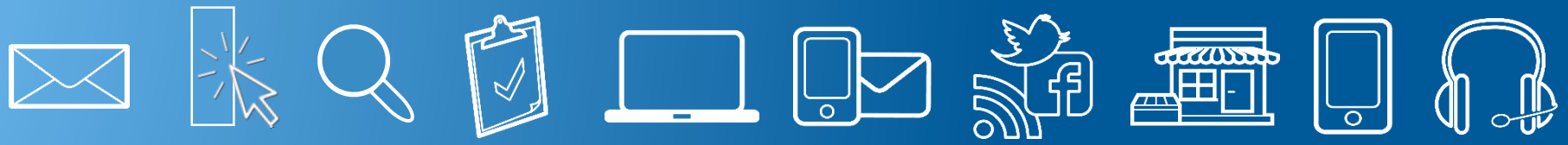
LEGACY APPLICATIONS, INTEGRATION, AND DATA SILOS MAKE THIS IMPOSSIBLE TODAY.

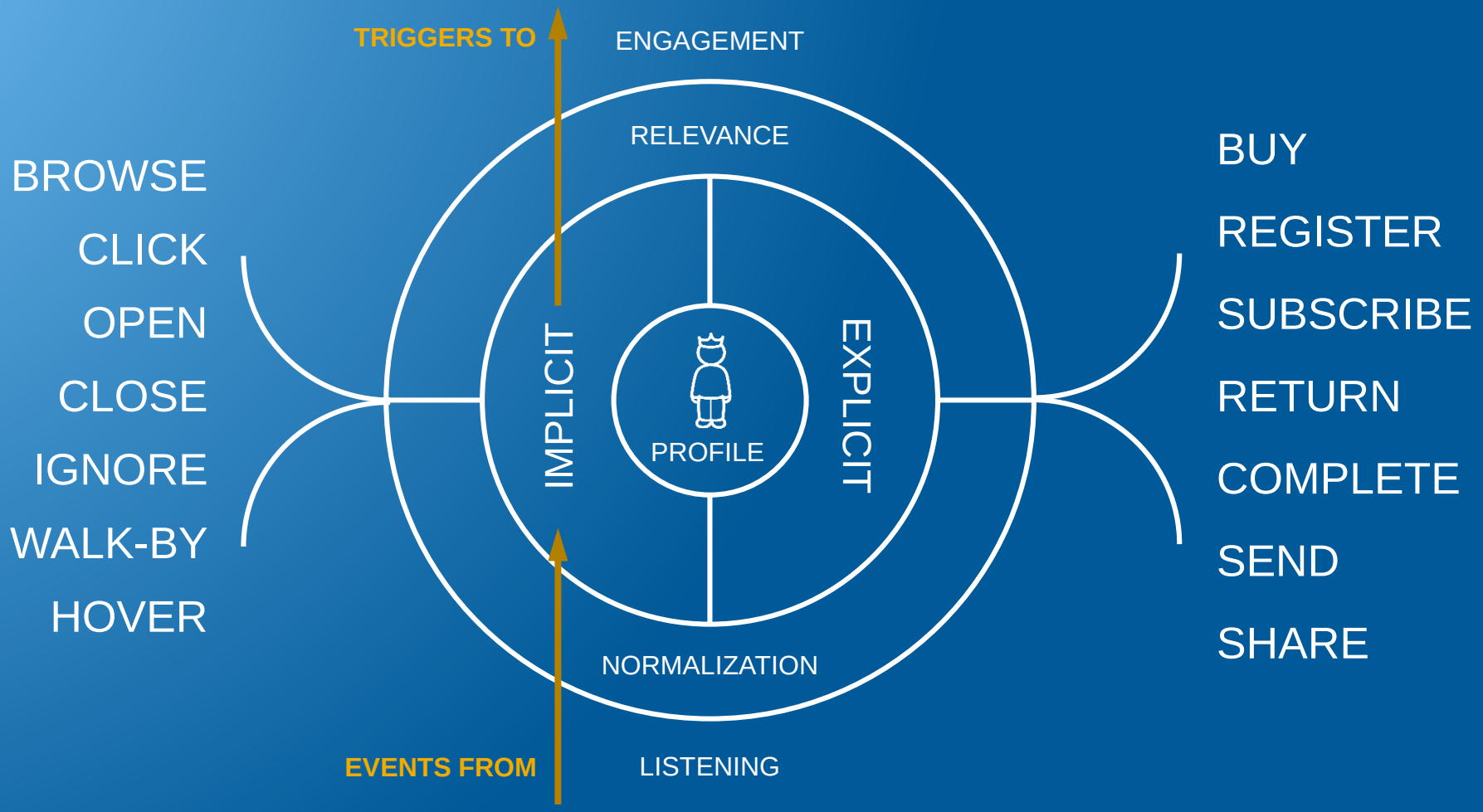
CRM. WEB CMS. MOBILE. MARKETING. OMS. STORES. CONTACT CENTERS. ETC.

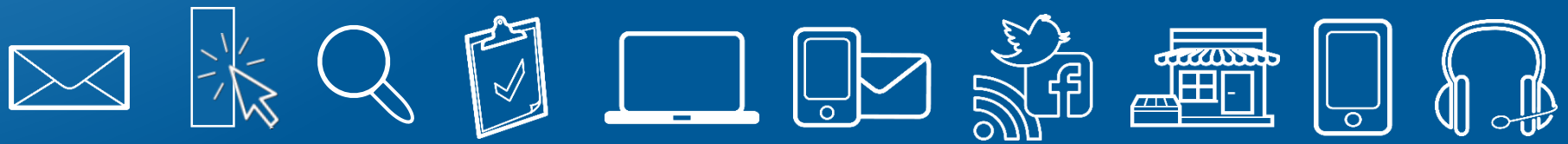



WE ATTACK
THE CORE
OF THIS PROBLEM

CONTEXT MAKES
THE DIFFERENCE.
Context is
DEEP UNDERSTANDING




TRIGGERS TO
ENGAGEMENT
RELEVANCE
BROWSE
CLICK
OPEN
CLOSE
IGNORE
WALK-BY
HOVER
IMPLICIT
PROFILE
EXPLICIT
BUY
REGISTER
SUBSCRIBE
RETURN
COMPLETE
SEND
SHARE
NORMALIZATION
EVENTS FROM
LISTENING



HYBRIS MARKETING

Agenda

Solution Introduction - Why SAP Hybris Marketing?

Project Examples

Typical Architecture

The Customer I

Number of employees <10.000

Multiple Brands

hybris Commerce customer

Sports Fashion Industry

Headquarter in APJ

Subsidiaries on all continents

Using a variety of consumer facing applications

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Key Objectives:

Marketing Execution Platform:

Given the market position a overall marketing platform is essential.

One Database for Consumer Centric Information:

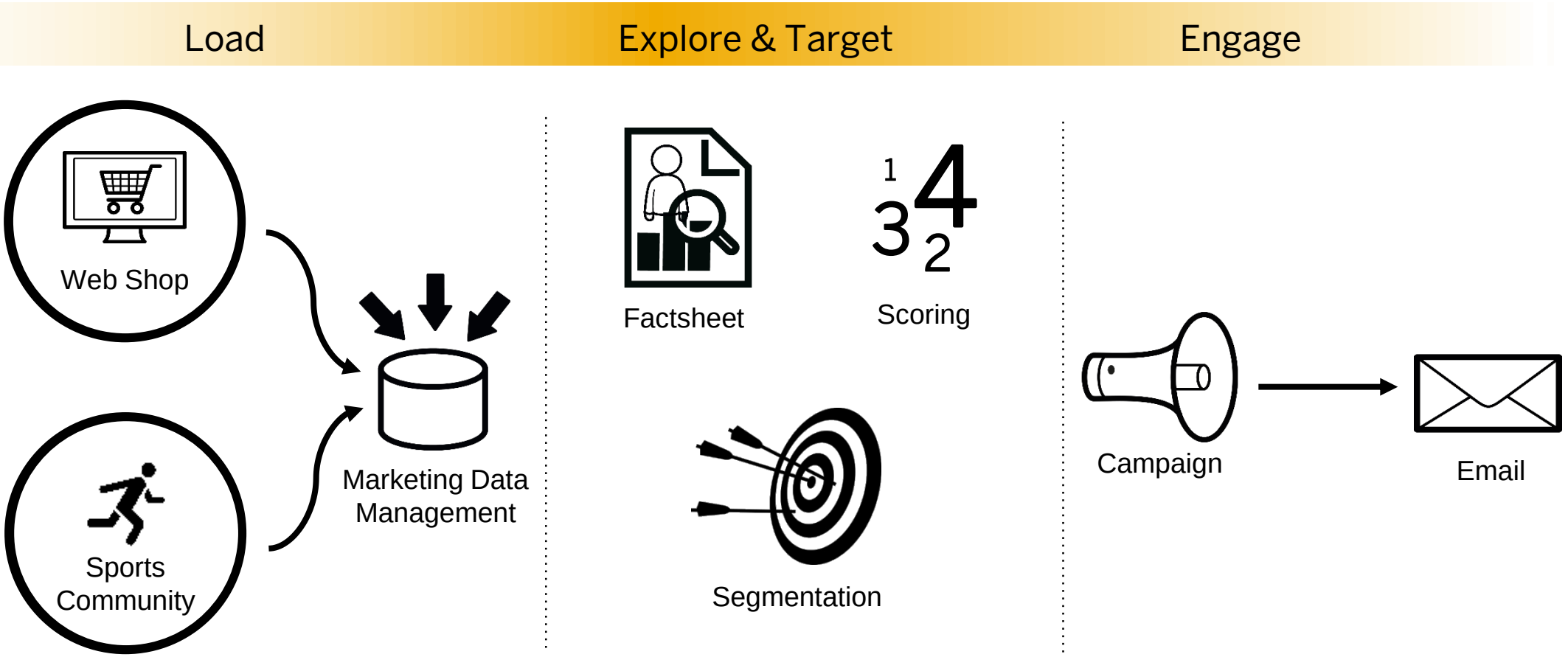
All of the relevant consumer centric information should be captured in a database to be a basis for any analytics and insight.

Reusability and Extensibility:

The implemented solution should be reusable and extensible, ie. integration of foot ID, POS etc..

The Consumer Engagement Process

Scope



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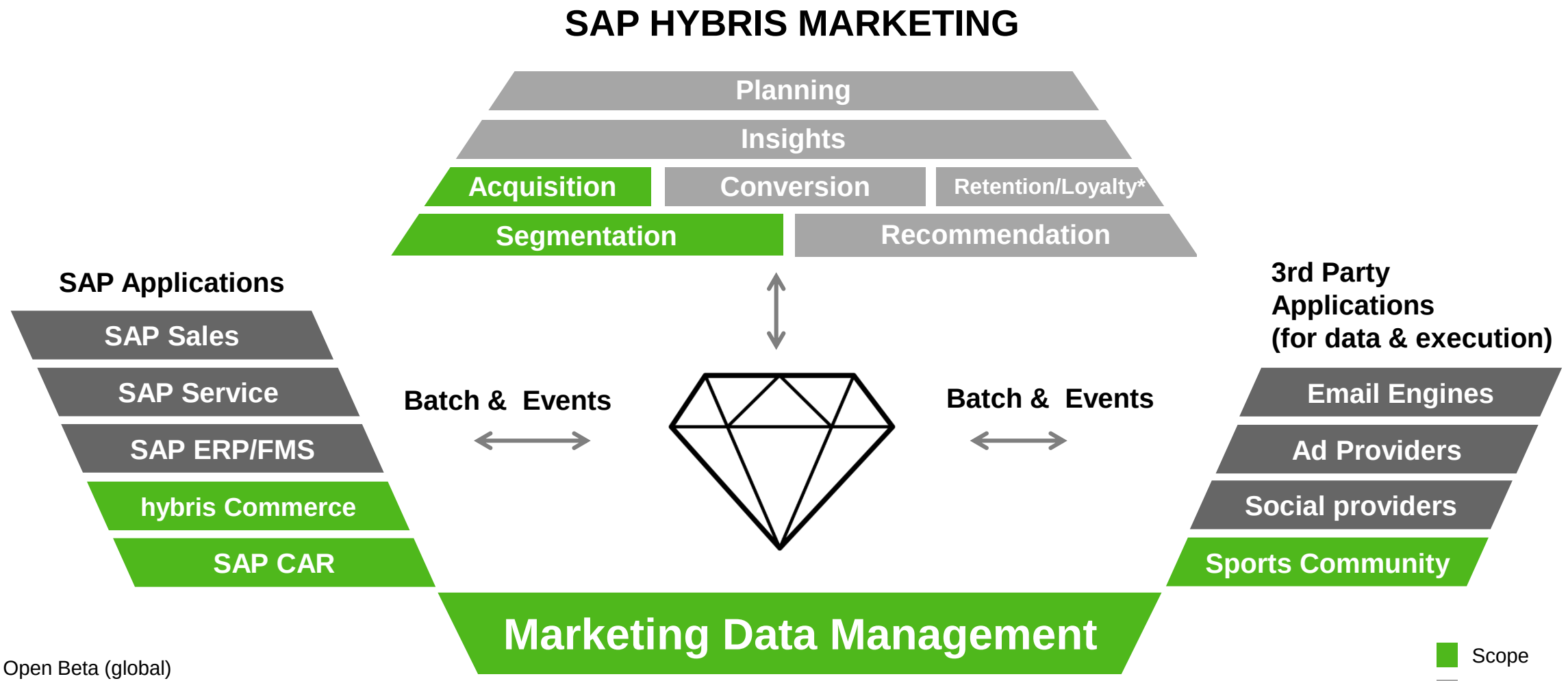
The Portfolio
Scope



* Open Beta (global)

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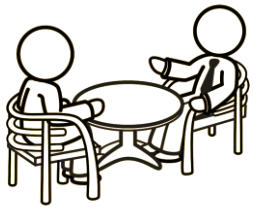
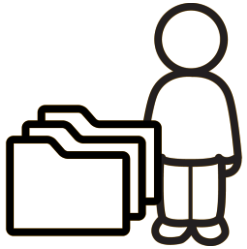
Project Team

Project Lead

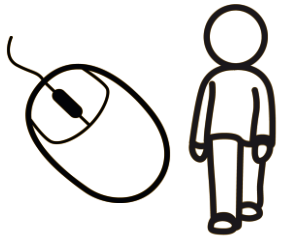


Business Lead

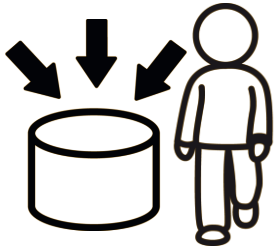
Technical Lead



Marketing Data Management

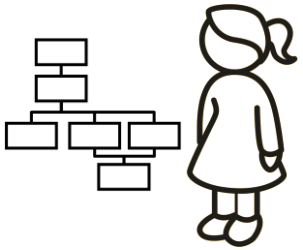


yMkt Developer

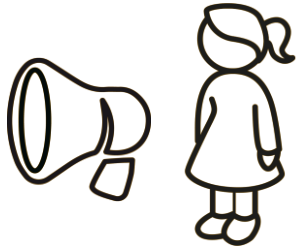


Integration

Technology

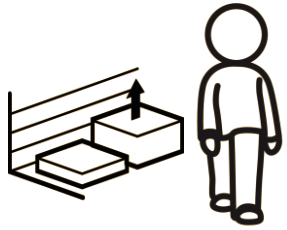


Segmentation



Campaign Management

HANA



Insights

5 Project Team Members

Roles & Skills

Role	**Description**	**Key Skills** (high level) Functional knowledge highly recommended for all roles
Project Lead	- Aligns the internal team as well as the Customer and SAP Development - Keeps track of the project activities and reports to stake holders	- Project Management - Communication
Business Lead	- Supports the customer to identify the business requirements - Guidance, Expectation Management, Strategic support	- “Speak Marketing”
Technical Lead	- Responsible for the overall technical concept - Makes sure that the customer objectives are met from technical point of view	- Know yMKT in detail and beyond, e.g. HANA, ERP, CRM, Web Techn., etc.
HANA Expert	- Delivers the most recent data modelling best practice into the team - Reviews the implemented data models and applies changes if necessary - Aligns eventual HANA restrictions with the overall concept	- HANA Modelling - HANA Administration - Focus on Performance for yMKT
Data Integration Expert	- Is responsible for the Data Integration components, e.g. SLT, Data Services, EIM, Web Technologies, etc.	- Implementation experience with standard data integration tools - Preferably experience with yMDM
yMKT Developer	- Is responsible for the ABAP developments in hybris Marketing - Is responsible for the Interface programming in hybris Marketing	- ABAP / ABAP OO - Debugging - Knows the internal yMKT Processing especially in MDM
yMDM Expert	- Responsible for the Marketing Data Management including the Contact Engagement as well as Consumer Factsheet - Aligns the requirements with the overall concept - Makes sure that the different integration scenarios use the API accordingly to the business requirements - Is responsible for the technical implementation of the legal requirements, including Marketing Permissions	- Inbound API - Basic knowledge of legal requirements - Strong functional skills, since this roles decisions affect all other func. areas
Technology	- Takes care of all basis related tasks, incl. certificates, notes, task lists, etc.	- One or more hybris Marketing Installations - At LEAST one HANA + NW Implementation

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Roles & Skills

Role	Description	**Key Skills** (high level) Functional knowledge mandatory for all roles
ySEG Expert	- Responsible for the Consumer Targeting / Segmentation, including frontend adaptions, attributes and scores	- HANA Modelling - HANA
yACQ Expert	- Setup of the Campaign Execution - Setup of Campaign Process	- yMKT Campaign Process
yInsights	- Setup of SBEE - Creates analytical content for the customer	- Marketing Background

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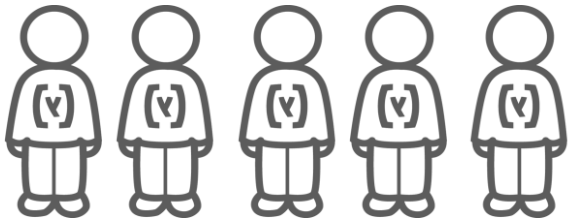
Project Stats

Project Team Members



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Time to delivery

Effort

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The Customer II

Number of employees >100.000

Multiple Brands

Big SAP Footprint

Consumer Electronics Industry

Headquarter in APJ

Subsidiaries on all continents

Project limited to SEA

Using a variety of consumer facing applications

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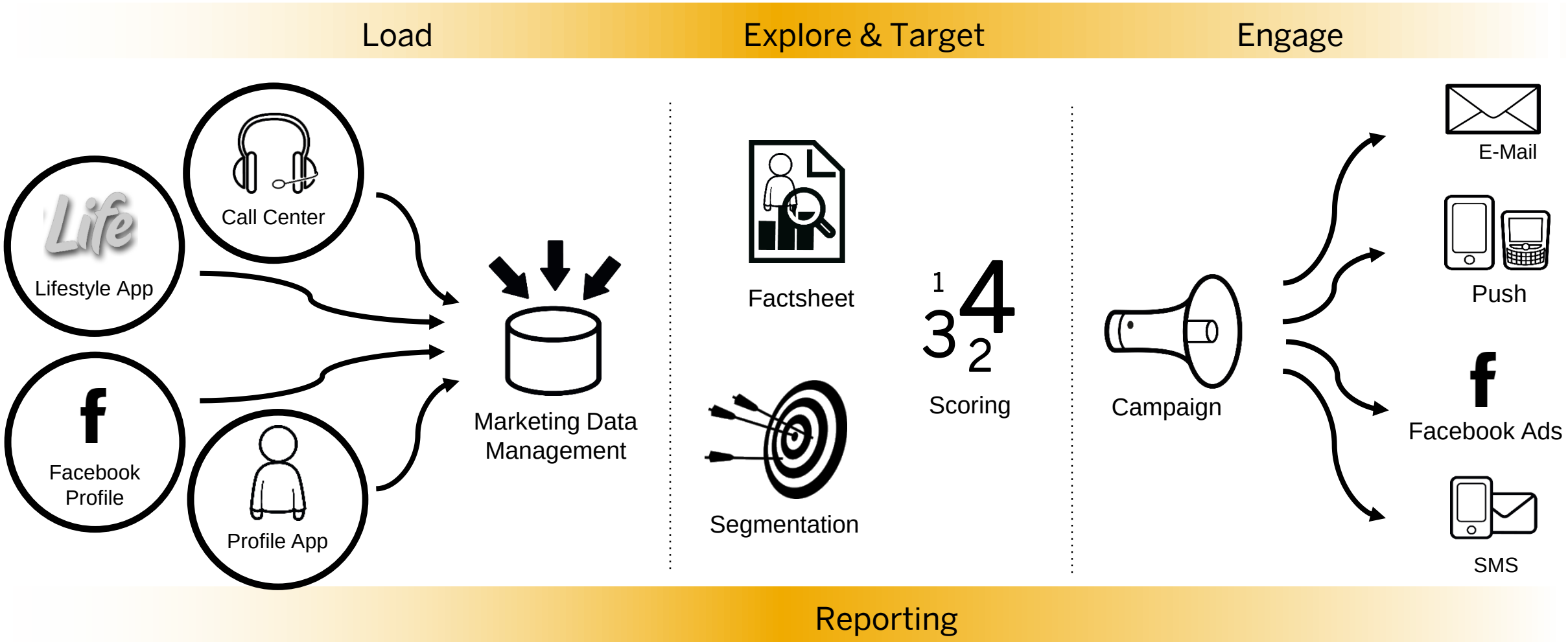
The Consumer Engagement Process

Scope



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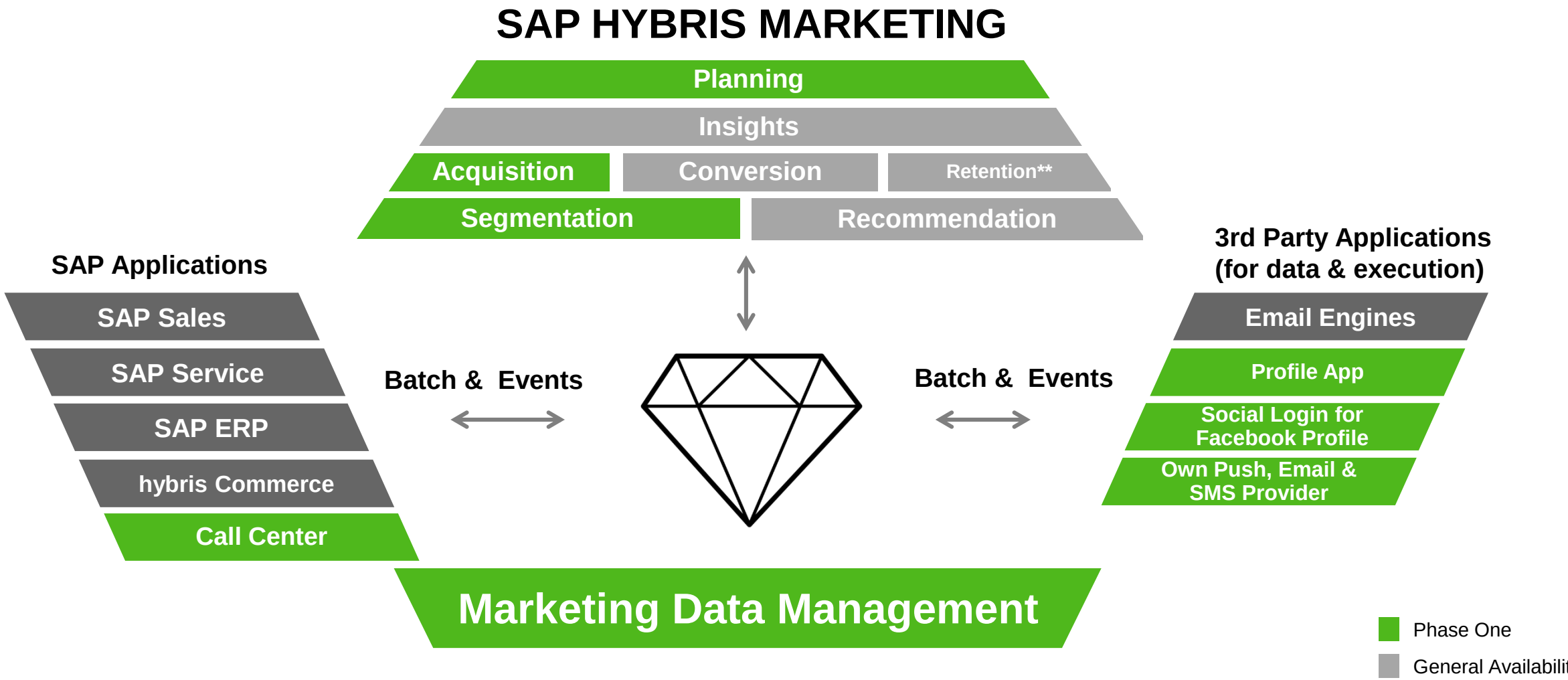
The Portfolio
Scope



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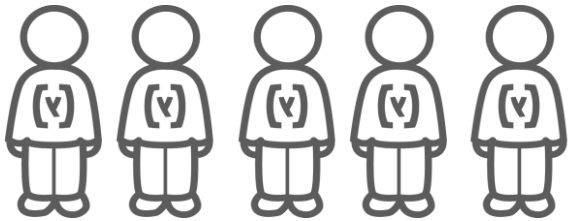
Project Stats

Project Team Members



12

Time to delivery

Effort

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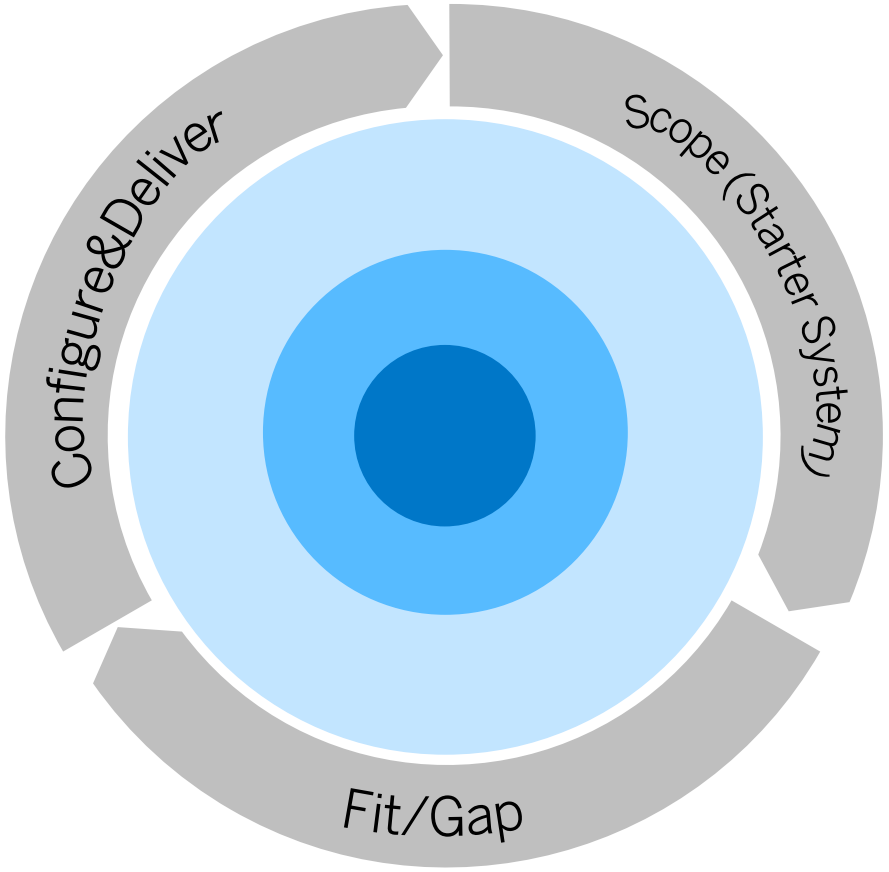
Implementation Approach

Phased approach



PHASE ONE – Fast delivery of the foundation

Pilot one region, country, division or brand

Installation & Security

Integrate max. 3 data sources

Key processes & functionality

Enable the region and key users

High level design for next phase

PHASE TWO – Rollout & Enhance

Rollout to other countries, regions, divisions, brands, …

Integrate further data sources

Enhance processes & functionality

Do a full hand over to operations

PHASE n

….

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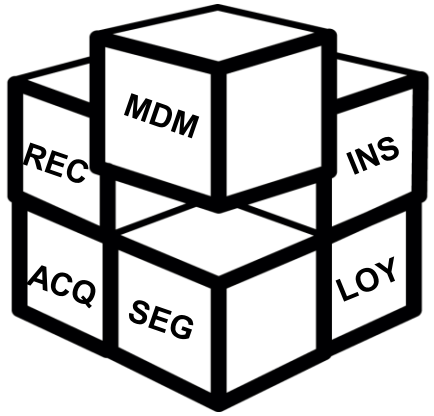
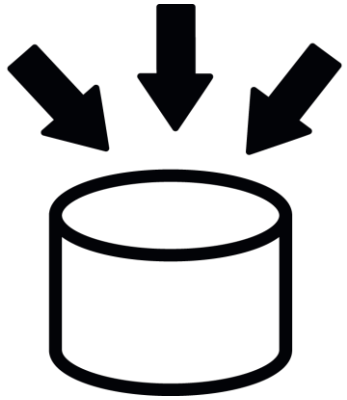
Rapid Deployment Solutions

Leverage existing SAP Best Practice

Two SAP Hybris Marketing Rapid Deployment Solutions offer a rich set of preconfigured content to decrease the risk and increase the value you get out of your project.



SAP Hybris Marketing rapid-deployment solution V7.12*



Rapid Data Load for SAP Hybris Marketing V4.12*

* A subset of both RDS is taken into account to maximize the value for you.

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Lessons Learned

- Align the data harvesting & usage with the customer legal department

  -> Make sure to include all subsidiaries

- Dedicated project management to orchestrate all involved parties is crucial
- Involve the security team as soon as all integration points are defined (inbound & outbound)
- Existing architecture policies need to be validated and aligned with the business scope
- Check the data completeness and quality to make sure that the scope is feasible
- Implementation approach should be step by step to evaluate & leverage new functionality
- Business involvement is key and should be done continuously

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Agenda

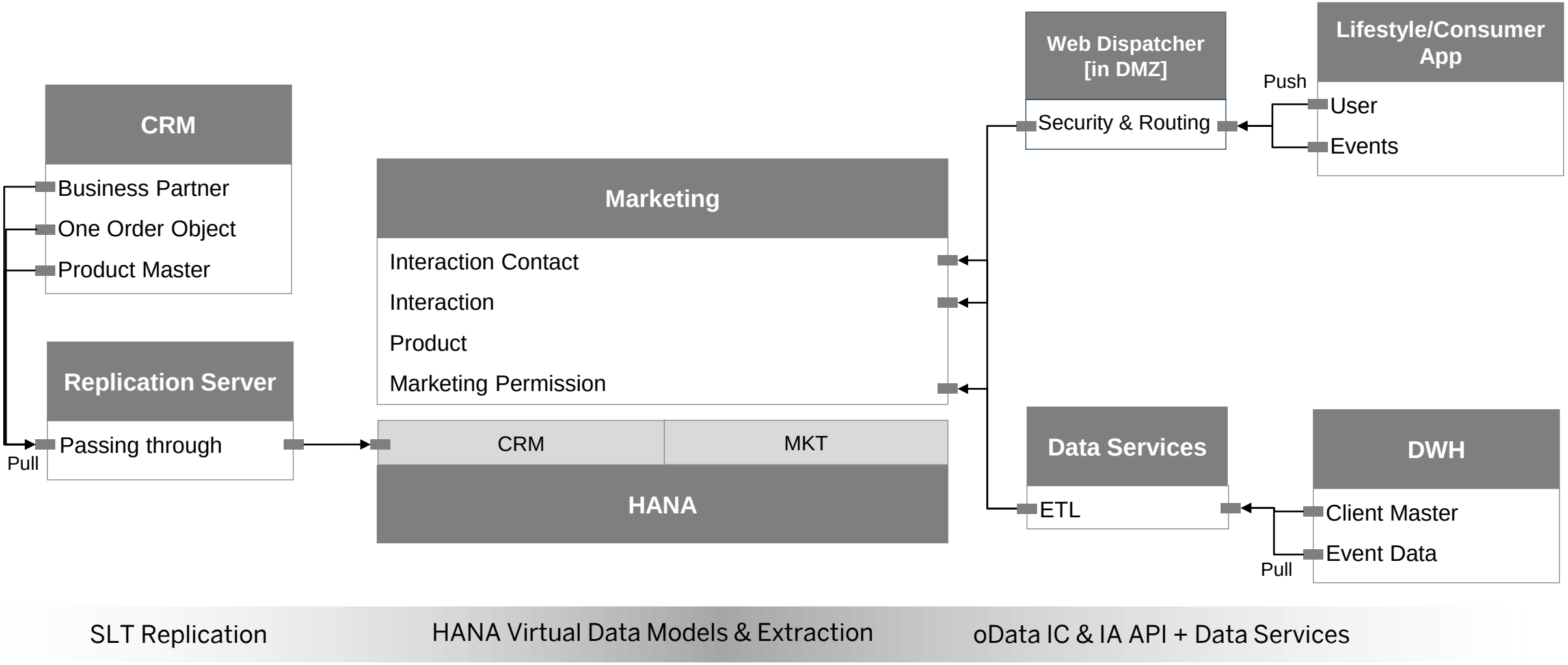
Solution Introduction - Why SAP Hybris Marketing?

Project Examples

Typical Architecture

Architecture

Example for On Premise and Private Cloud – Inbound Perspective



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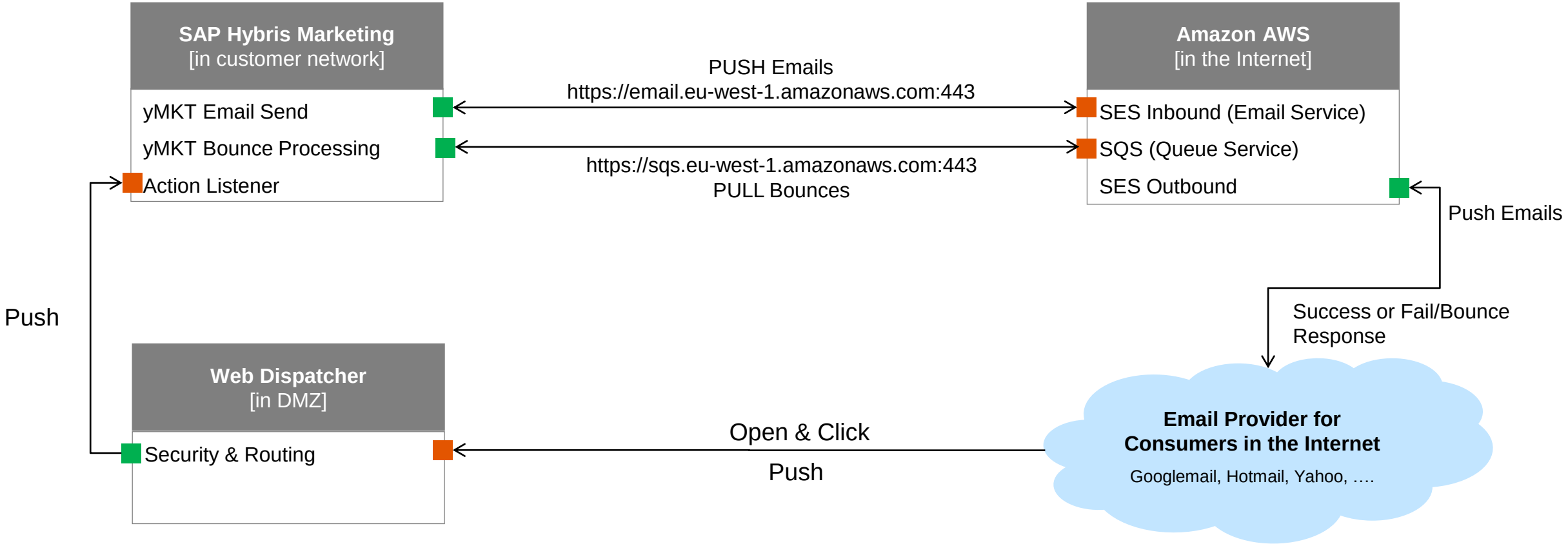
Architecture

Example for On Premise and Private Cloud – Outbound Email Perspective



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THANK YOU

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Back up

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