Was ist geplant in Hybris Commerce 6.0?

Roadmap Highlights & CX Einblick

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Wien, 5. April 2016

hybris Commerce Suite Roadmap

	Q2 2016	Q3 2016 AND BEYOND	
Commerce	Customer Service Cockpit on Cockpit NG	Seller Organization & Quotes	
	Hierarchical Product Bundles	Bundles & Guided Selling	
	Rule Engine & New Promotions Service	New Promotions Service & Vouchers	
	Cloud Channels: Buy Now in Apps & Social; Cloud Sites	Cloud Channels: Buy Now in Apps & Social	
Cx	CMS SmartEdit	Workflow & SmartEdit for Commerce	
	Personalization of Content	Optimization	Searchandizing
OM	Inventory and Availability Management	Orchestrate Multiple Back-Ends	
	OCC & API Self-Service Support	Store Fulfillment Enhancements	
MDM	Data Hub Professional Edition	Data Hub – Elastic Scale	Data Hub – Cloud and Data Quality
	Backoffice Validation	Backoffice Collaboration Center	Backoffice Mass Data Editing
	yProfile – Initial Release	yProfile – CEC Integrations	yProfile – Analytics
SAP Int	Commerce/Customer Service with CRM	Continuation of SAP CRM Integrations (Bundles, Self-Service)	
	OMS with SAP Fulfillment Capabilities	Orchestrate Multiple ERPs with OMS	OMS – Extended Scenarios
Platform	Service Layer Direct	Service Layer Direct Rollout	Cloud Deployment
	Cluster of Clusters + Cluster Improvements	Cluster of Clusters	Audit & Archive
	YaaS Connect	YaaS Connect	

Roadmap is subject to change!

HYBRIS COMMERCE 6.0 ROADMAP HIGHLIGHTS

Q2 2016

Commerce

New Promotion Service & Rule Engine

Cx

CMS SmartEdit

SAP Int

SAP CRM Integration

6.0 HIGHLIGHTS

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Promotionen & Rule Engine Modul

Rule Engine Module & New Promotions Service

High Level Capabilities

Dynamic and extensible engine with a large set of OOTB promotion templates

Full control over layers of promotions and their combinations

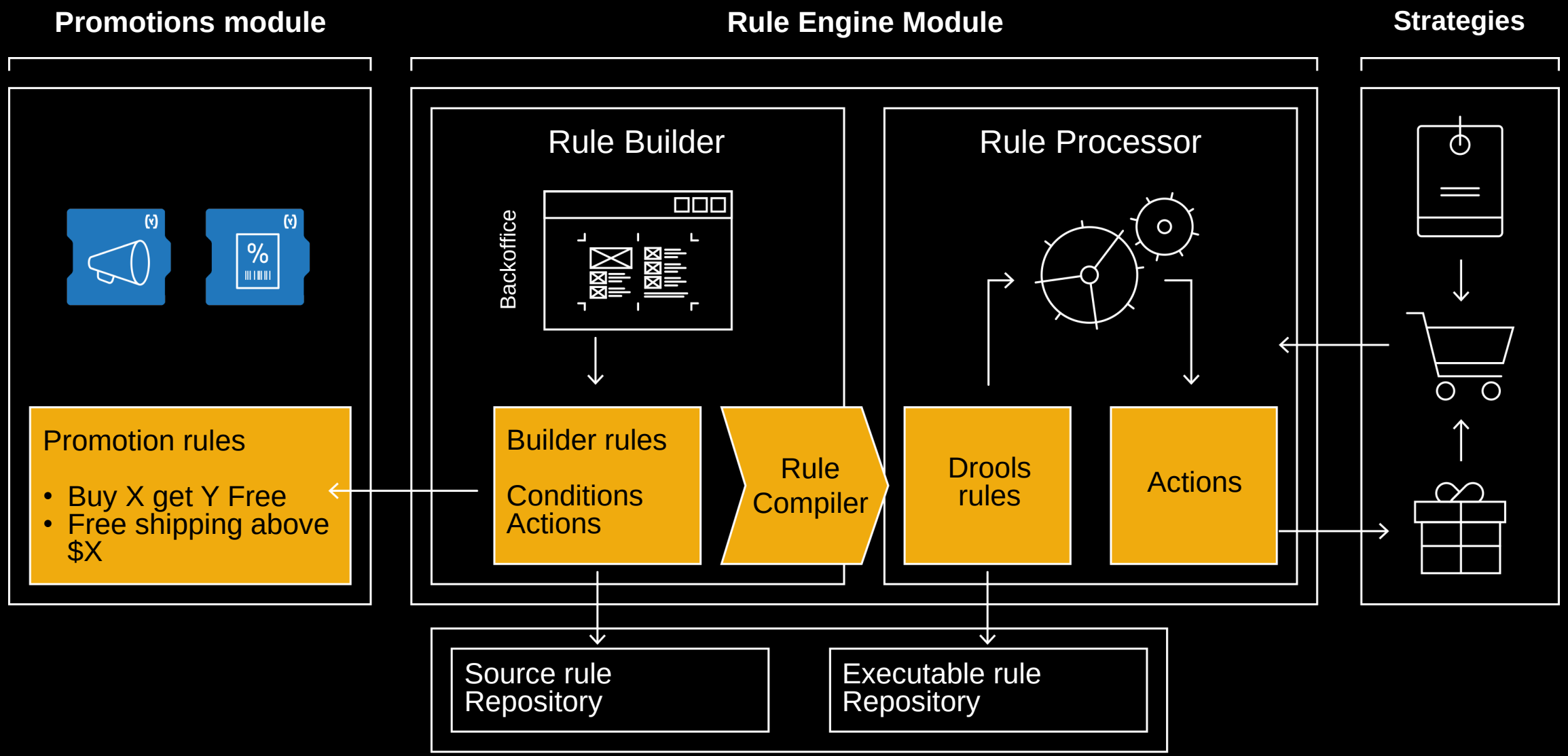
Effectively manage conditions involving voucher codes, promotions, discounts and their results

Ability to trigger promotion calculation outside the shopping cart i.e. before and after the sale

Ability to integrate with external systems and use their data in rule based promotions

Business UI to create and manage complex promotion rules

Rule Engine Module & New Promotions Service



The Future beyond 6.0:
Rules everywhere..

Bundling rules

- **Price rules –** If product A is purchased together with product B, its price is reduced by $X
- **Disable rules –** Product B is not available in the bundle when purchased together with product A

More rules

- **Guided selling –** Guided customer journey on the storefront based on rules
- **Pricing –** Select base price of a product based on multiple conditions involving customer, stock, store, scale, location etc.

PCM rules

- **Classification rules –** All cameras with resolution above 12.0MP should be classified as ‚High resolution cameras‘
- **Validation rules –** When product code begins with ‚X001‘ the supplier name should not be empty

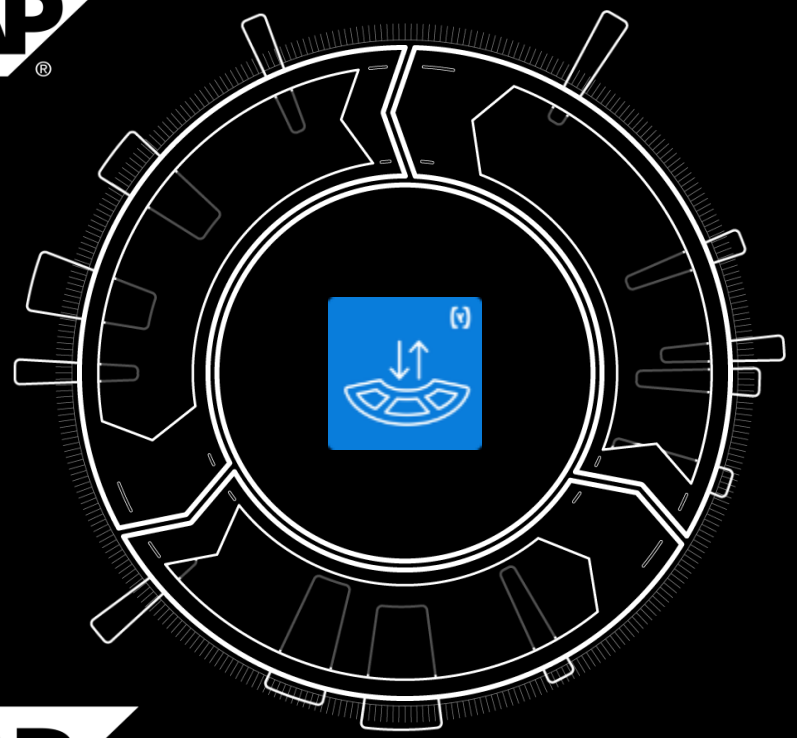
Warehouse sourcing rules

- **Stock –** Select warehouse that has the highest stock for all shipment items
- **Distance and shipping cost –** Select warehouse that has the best combination value of distance and cost of shipping

6.0 HIGHLIGHTS

SAP CRM Integration

Integrations are at the Heart of SAP Hybris Commerce



SAP CLOUD FOR CUSTOMER

YAAS CONNECT/ HYBRIS TO HYBRIS

SAP CRM

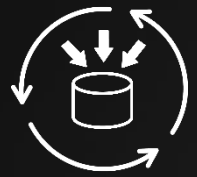
SAP S4/HANA

SAP ERP

SAP HYBRIS BILLING

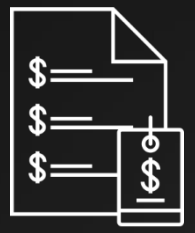
SAP HYBRIS MARKETING

SAP CRM – Integration Points



BASIC COMMERCE PROCESSES

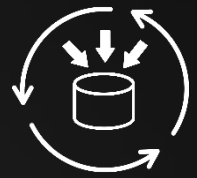
- Master Data
- SAP Hybris Order Management



Sales Order Management

CRM

Service Management



SELF SERVICE

- Service Contracts

CUSTOMER SERVICE

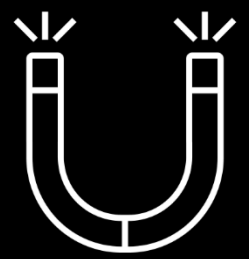
- Tickets
- Interaction Center

6.0 HIGHLIGHTS

Customer Experience (CX)

Customer Experience

Enable you to deliver:
consistent, contextual, and relevant experiences regardless of channel or device throughout the customer journey to:



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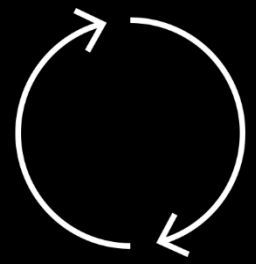


CONVERT

RETAIN

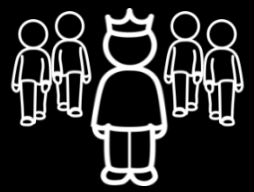
Content

Products

Commerce

CMS
Streamlined and intuitive management of content

MERCHANDISING
Auto-optimized product mix based on business goals and context



PERSONALIZATION
Tailor to match customers and their intent

OPTIMIZATION
Measure, learn, improve

EXCEPTIONAL CUSTOMER EXPERIENCE
Relevant engagement to drive loyalty

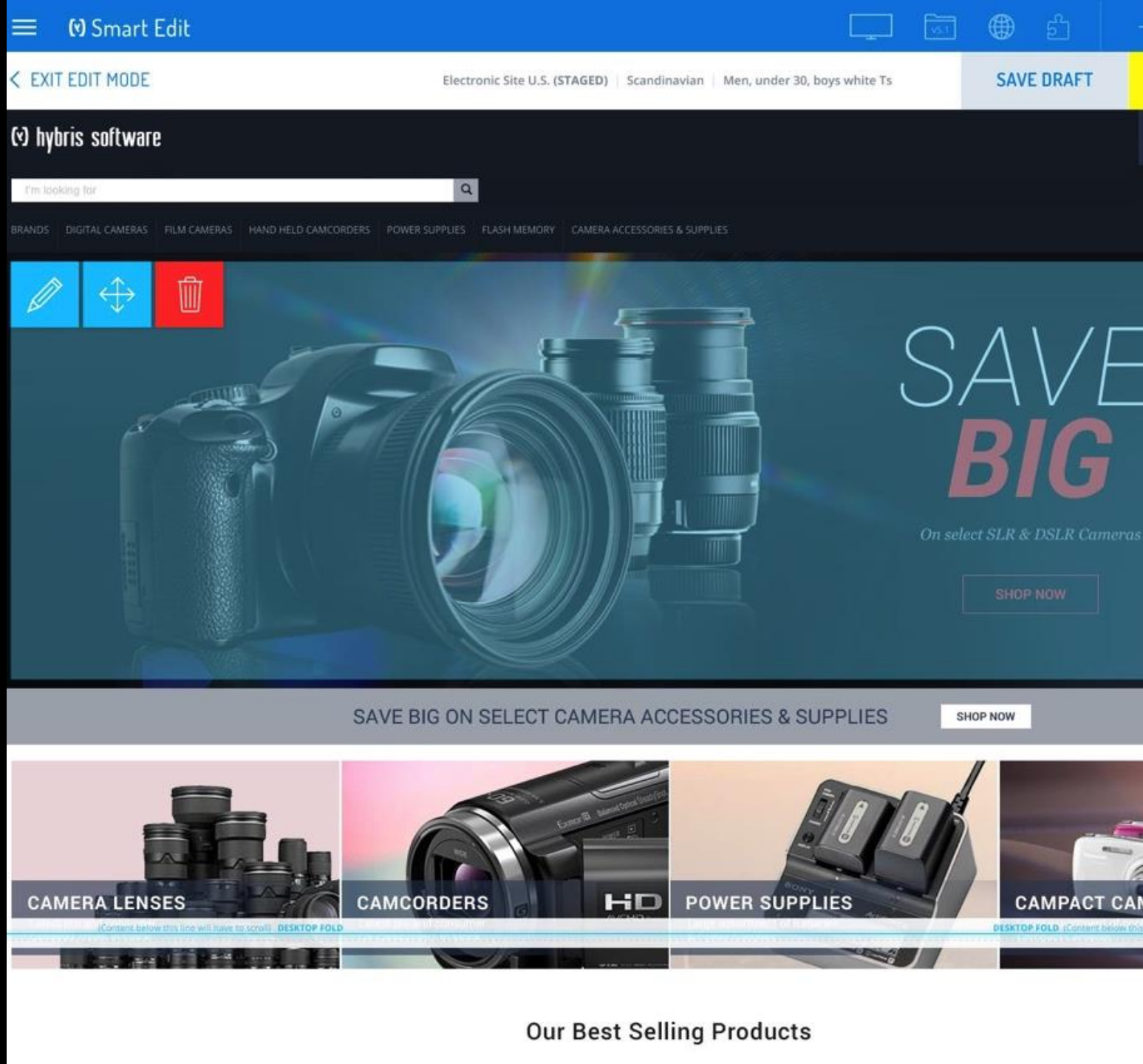
Customer Experience

Business Overview

CMS Smart Edit

Intuitive WCMS

- Edit in context
- Visual tooling
- Drag and drop components
- Preview inflection points



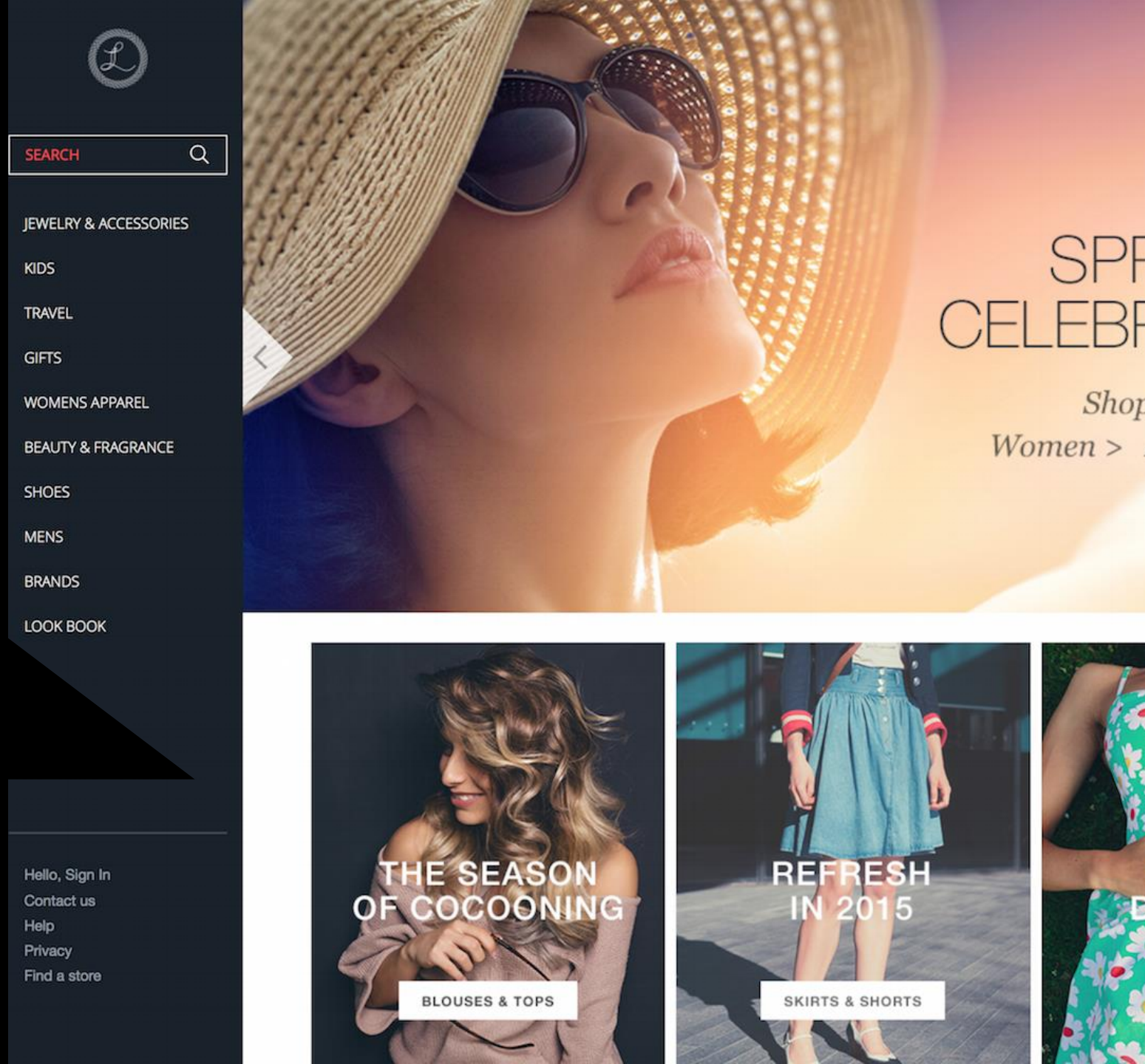
Customer Experience

Business Overview

Personalization

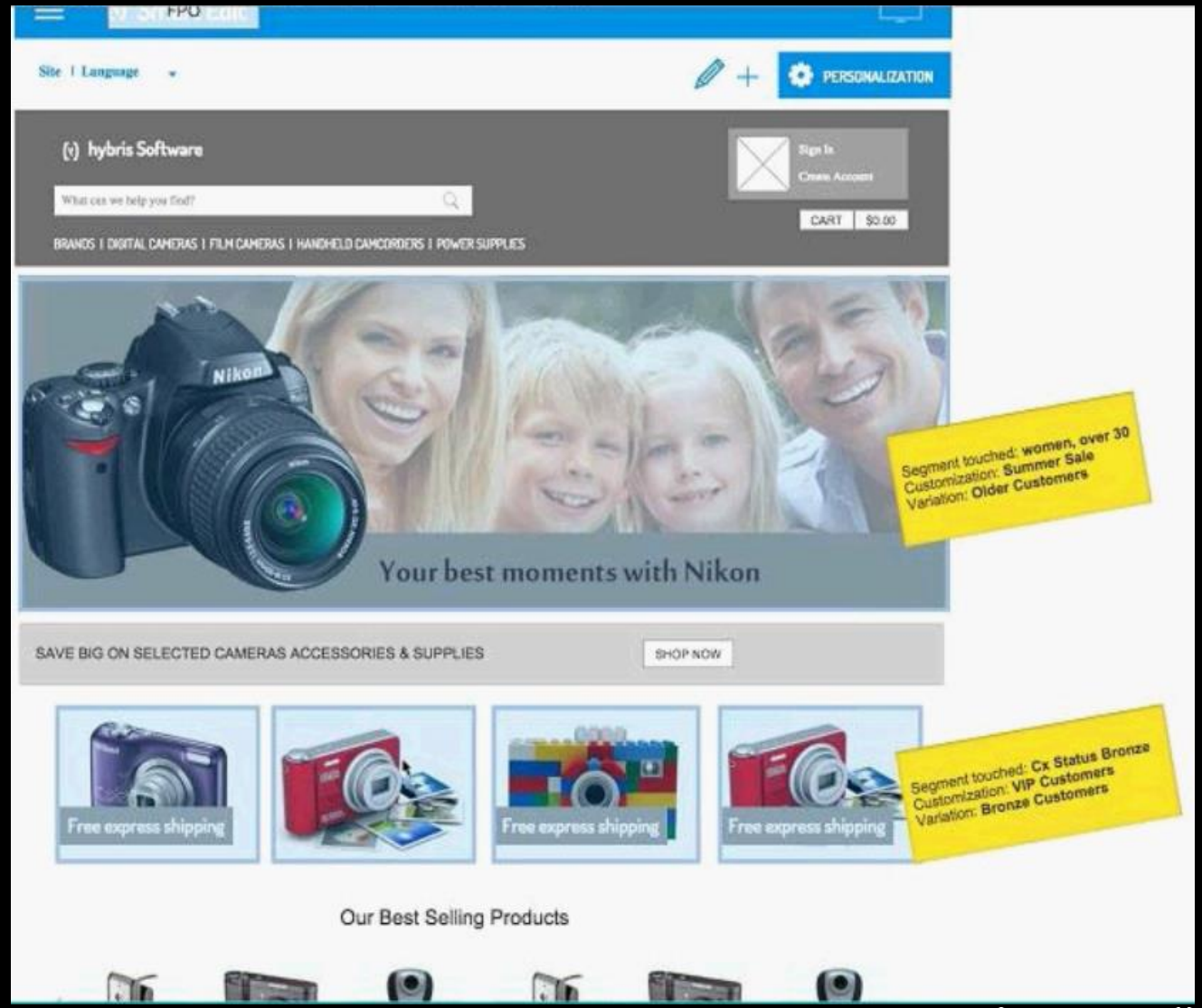
- Create **customizations** across content and commerce functionality
- **Mix and overlap** multiple customizations
- **Preview** how the customer will see the result as you work on it

Voraussichtlich ab Release 6.1



Smart Edit | Content Targeting & Personalization

Every part of the experience can be personalized – even with different segments



Voraussichtlich ab Release 6.1

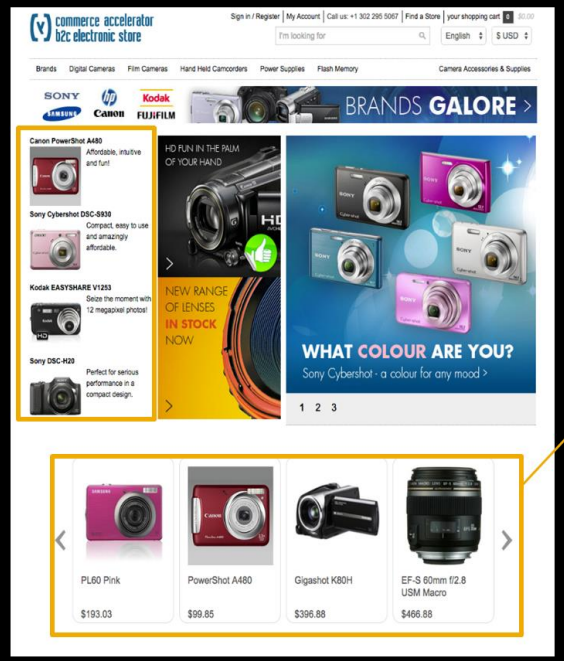
Customer Experience

Business Overview

Merchandizing

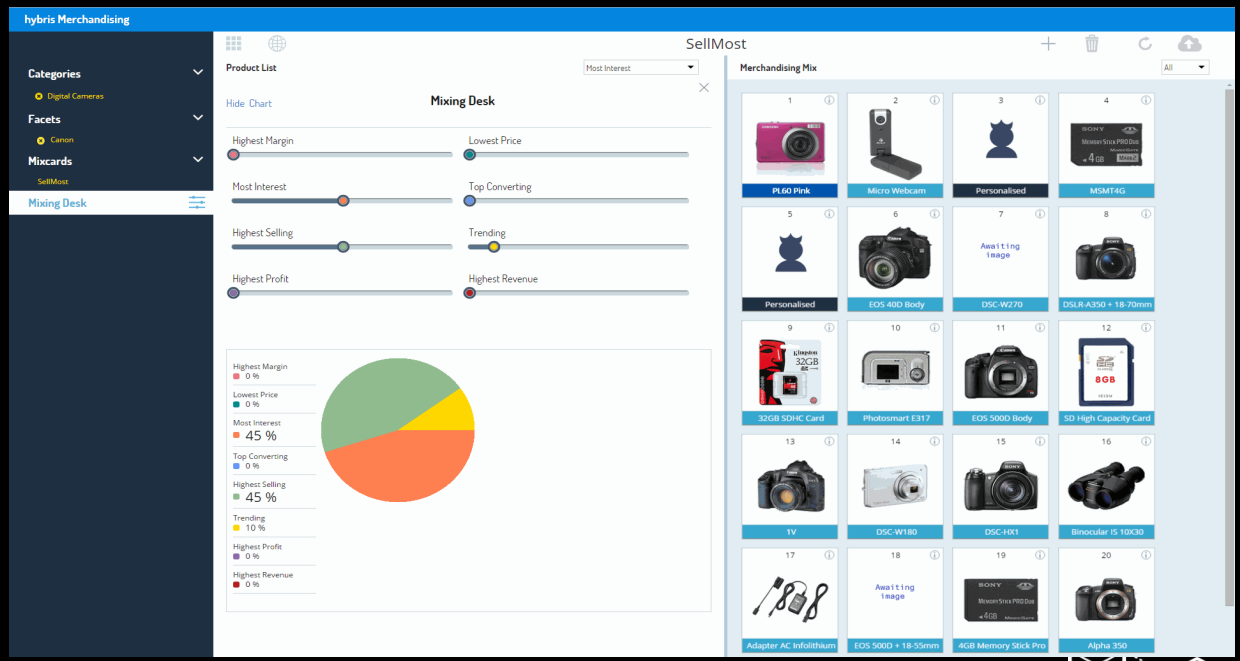
Great results, fast

- Real-time metrics
- Driven by YOUR goals
- Adapts to user context
- Business User Tooling

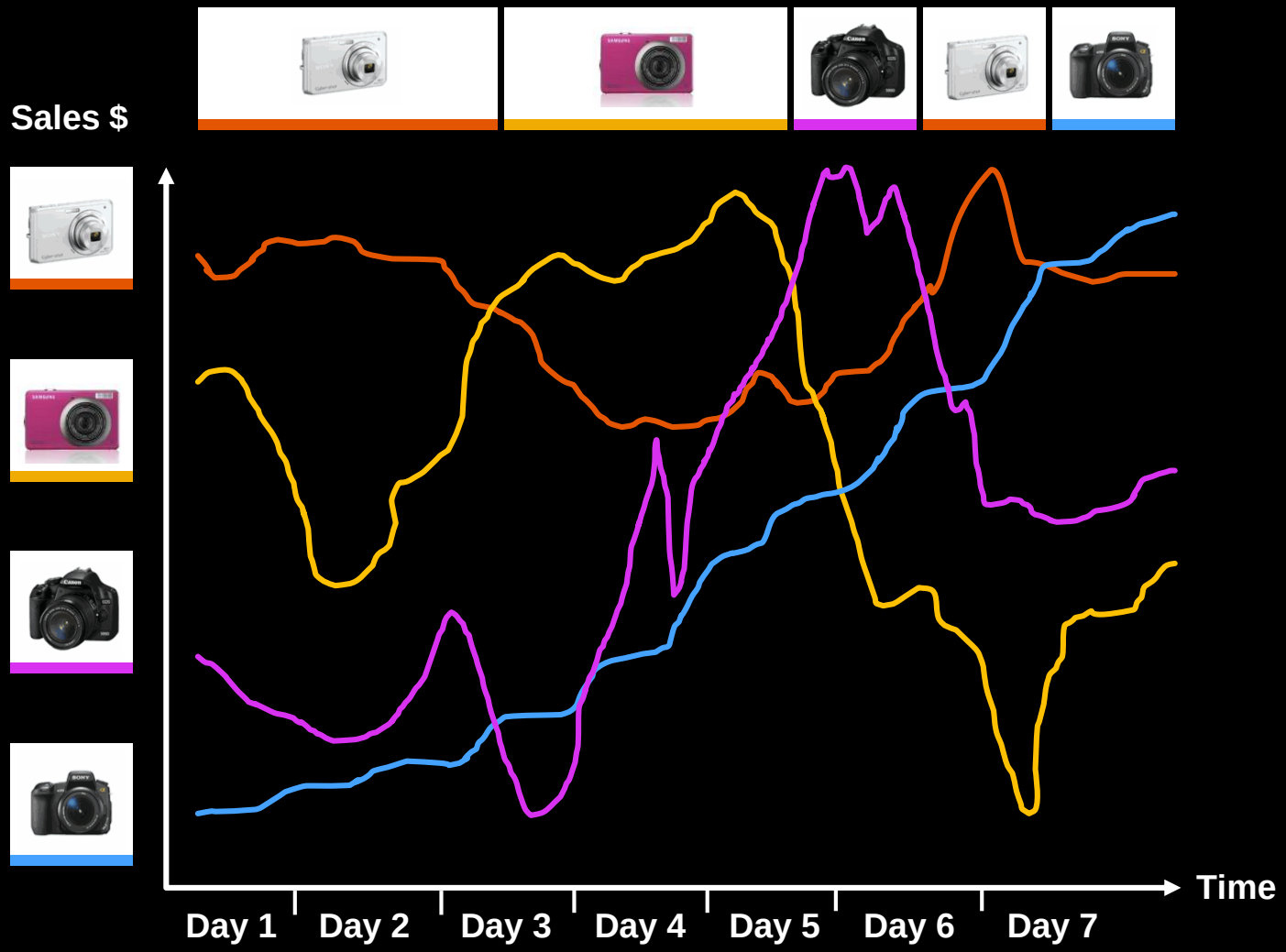


1 2 3 4

Which product should be shown in each slot?



Which is the best selling product?



Conversion is highly volatile, driven by a wide array of factors

- Time of day
- Weather
- Availability
- Your promotions
- Your competitors promotions
- Press reviews
- Social trends
- Etc.

Merchandising rules do not work well with this volatility

Customer Experience

High Level Capabilities

CMS Smart Edit

Best-in-class SmartEdit tooling for intuitive management and navigation:

- Manage websites & versions
- Contextual edit & preview
- Catalog synchronization

Consumer-grade interactions to expedite management:

- On-website editing
- Drag & drop of components

CMS web services to facilitate content re-use and integrations

Personalization

Create customizations across content and commerce functionality

Mix and overlap multiple customizations to reflect real life blend of customer's interests to truly personalize experience

Easy to manage consistent behavior across content, search, merchandising & commerce functionality

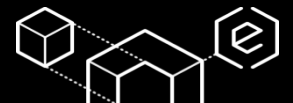
Preview how the customer will see the result as you work on it

Merchandizing

Storefront AddOn that sends real time information to merchandising service

Merchandising service that calculates real time metrics

Merchandiser focused UI to build and tune mixes and customize recommendations

CMS reference components that pull context relevant recommendations

THANK YOU