Digitales Geschäft auf- & ausbauen mit Hybris Commerce für den Mittelstand

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Solution Management Hybris Commerce

05/04/2016
What are the imperatives for SMB companies today?

**Time to Market**
Speed to market is an imperative in a dynamic and ever evolving market; hours, not weeks or days.

**GROW**
Grow revenue through geographic expansion, acquisition, improved offerings that exceed market expectations.

**Innovate**
Shift core IT from maintaining to developing innovation.
Transforming your Business requires more than a Commerce Management solution

- Experience Management
- Product Information Management
- Order Management

**hybris Commerce** brings it all together on one agile & modern stack.

Source: The Forrester Wave™: B2C Commerce Suites, Q1 2015
SAP Hybris Commerce
A PLATFORM DESIGNED FOR MODERN BUSINESS

- Web
- Mobile
- POS
- Call Center
- Social
- Print
- TV

MOVE AT SPEED OF BUSINESS
Product Content Management. Customer Experience (WCMS)

ONE CUSTOMER EXPERIENCE

CONFIGURED FOR SUCCESS

Built to complement not replace existing investments
SAP HYBRIS IS THE MARKET LEADING COMMERCE SOLUTION AFFORDABLE FOR SMB COMPANIES

The Forrester Wave

Gartner Magic Quadrant

Forrester Wave – B2B Commerce Suites Q2 2015;
Forrester Wave – B2C Commerce Suites Q1 2015

Gartner Magic Quadrant for Digital Commerce, Q1 2016
Hybris Commerce Suite

Hybris Commerce, Edge edition

Hybris Commerce, cloud edition
## SAP Hybris Commerce Suite

### Functional scope

#### SAP HYBRIS COMMERCE SUITE

<table>
<thead>
<tr>
<th>CHANNELS</th>
<th>WEB (incl. unlimited Web Presences &amp; Languages)</th>
<th>MOBILE CHANNEL</th>
<th>CUSTOMER SERVICE CHANNEL</th>
<th>POS INTEGRATION</th>
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<tbody>
<tr>
<td></td>
<td>B2C COMMERCE ACCELERATOR*</td>
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<td>CUSTOMER SERVICE MODULE</td>
<td>ADVANCED PERSONALIZATION</td>
</tr>
<tr>
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<td>PROMOTIONS</td>
<td>B2B PUNCH OUT</td>
<td>ASSISTED SERVICE MODULE</td>
<td>ORDER MANAGEMENT SERVICES</td>
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<tr>
<td></td>
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<td>PCM for ONLINE</td>
<td>yFORMS (requires purchase of Orbeon)</td>
<td>SUBSCRIPTIONS MODULE</td>
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<tr>
<td></td>
<td>SOCIAL COMMERCE</td>
<td>MOBILE MODULE</td>
<td>IN STORE MODULE</td>
<td>ENTITLEMENTS &amp; METERING</td>
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<tr>
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<td>ORDER MANAGEMENT MODULE</td>
<td>PAYMENT</td>
<td>BUNDLING MODULE</td>
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<td>PERSONALIZATION</td>
<td>SEARCH &amp; NAVIGATION</td>
<td>CLASSIFICATION</td>
<td>WEB CONTENT MANAGEMENT MODULE</td>
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<td>PAYMENT</td>
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<th>DATA HUB</th>
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<td>WEB SERVICES API</td>
<td>IMPORT &amp; EXPORT</td>
<td>REPORTING</td>
<td>CLUSTER</td>
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</tr>
</tbody>
</table>

*Require license of Web Content Management Module

Status: March 2016, subject to change please see pricing JAM or wiki for latest information
HYBRIS COMMERCE, EDGE & CLOUD EDITION

INGREDIENTS:
LEADING ENTERPRISE COMMERCE PLATFORM

PREPARATION:
SMALL – MEDIUM BUSINESS NEEDS

RESULT:
COMMERCE, EDGE EDITION BAKED FOR B2B OR B2C OR COMMERCE, CLOUD EDITION
SAP Hybris B2C Commerce Suite, Edge edition

Functional scope

Reduced scoped compared to SAP Hybris Commerce Suite

Status: March 2016, subject to change please see pricing JAM or wiki for latest information
SAP Hybris B2B Commerce Suite, Edge edition

**Functional scope**

**SAP HYBRIS B2B COMMERCE SUITE, Edge edition**

**CHANNELS**
- WEB (incl. 1 Web Presence & Unlimited Languages)
- MOBILE CHANNEL
- CUSTOMER SERVICE CHANNEL
- POS INTEGRATION

**MODULES & ACCELERATORS**
- B2C COMMERCE ACCELERATOR
- PROMOTIONS
- VOUCHER
- SOCIAL COMMERCE
- CROSS SELLING
- PERSONALIZATION
- COMMERCE SEARCH
- B2B COMMERCE ACCELERATOR
- B2B PUNCH OUT
- PCM for ONLINE
- MOBILE MODULE
- ORDER MANAGEMENT MODULE
- SEARCH & NAVIGATION
- CLASSIFICATION
- ADVANCED SERVICE MODULE
- yFORMS (requires purchase of Orbeon)
- IN STORE MODULE
- PAYMENT
- WEB CONTENT MANAGEMENT MODULE
- COMMERCE INFRASTRUCTURE SERVICES

**PLATFORM**
- USER & ACCESS MGT
- INTERNATIONALIZATION
- ADVANCED SECURITY
- WORKFLOW & COLLABORATION
- DATA HUB
- WEB SERVICES API
- IMPORT & EXPORT
- REPORTING
- CLUSTER (limited to max. 10B & 2 Application Server)

*Reduced scoped compared to SAP Hybris Commerce Suite*

Status: March 2016, subject to change please see pricing JAM or wiki for latest information.
### SAP Hybris Commerce Suite, Cloud Edition

#### Functional scope

**SAP HYBRIS COMMERCE SUITE, Cloud Edition**

#### Channels

<table>
<thead>
<tr>
<th>Channels</th>
<th>Web (incl. unlimited Web Presences &amp; Languages)</th>
<th>Mobile Channel</th>
<th>Customer Service Channel</th>
<th>POS Integration</th>
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<tr>
<td></td>
<td>Promotions</td>
<td>B2B Punch Out</td>
<td>Assisted Service Module</td>
<td>Subscriptions Module</td>
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<tr>
<td></td>
<td>Voucher</td>
<td>PCM for Online</td>
<td>yFOMRS (requires purchase of Orbeon)</td>
<td>Bundling Module</td>
</tr>
<tr>
<td></td>
<td>Social Commerce</td>
<td>Mobile Module</td>
<td>In Store Module</td>
<td>Subscription Billing Gateway</td>
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<tr>
<td></td>
<td>Cross Selling</td>
<td>Order Management Module</td>
<td>Payment</td>
<td>Web Content Management Module</td>
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<td>Personalization</td>
<td>Search &amp; Navigation</td>
<td>Classification</td>
<td></td>
</tr>
<tr>
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<td>Commerce Search</td>
<td>Search &amp; Navigation</td>
<td>Classification</td>
<td></td>
</tr>
</tbody>
</table>

#### Modules & Accelerators

- **Order Management Services**
- **Entitlements & Metering**
- **Telco Accelerator**
- **Financial Service Accelerator**
- **PCM Enterprise Edition**
- **Commerce Infrastructure Services**

#### Platform

<table>
<thead>
<tr>
<th>Platform</th>
<th>User &amp; Access Mgt</th>
<th>Internationalization</th>
<th>Advanced Security</th>
<th>Workflow &amp; Collaboration</th>
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<tr>
<td></td>
<td>Web Services API</td>
<td>Import &amp; Export</td>
<td>Reporting</td>
<td>Clustering</td>
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SO WHAT'S IN THERE IN DETAIL?
COMMERCE ACCELERATORS

• Production-Ready, best-practices reference commerce implementations with preconfigured templates and business processes

• Multiple storefronts out of the box
  Includes features such as internationalization, search & navigation, etc.

• All components delivered as source code

• Significantly reduces implementation time

• Significantly reduces implementation time
HYBRIS COMMERCE B2C ACCELERATOR

Go to market in as little as 50 days with a fully-featured omni-channel commerce solution including:

- B2C Storefront Templates
- Touchpoint Integrations
- PCM
- Order Management
- Business Tools
- Search & Navigation

- SAP Hybris B2C Commerce Suite, Edge edition
- SAP Hybris B2B Commerce Suite, Edge edition
- SAP Hybris Commerce Suite, Cloud Edition
HYBRIS B2C COMMERCE ACCELERATOR
B2B Commerce Edge
HYBRIS COMMERCE B2B ACCELERATOR

- B2B Storefront Templates
- PCM
- Business Tools
- Self Service Tools

- B2B Account Management
- Order Management
- Product Configuration
- PunchOut Services

SAP Hybris B2C Commerce Suite, Edge edition
SAP Hybris B2B Commerce Suite, Edge edition
SAP Hybris Commerce Suite, Cloud Edition
HYBRIS B2B COMMERCE ACCELERATOR
PunchOut templates make it easy to customize the integration

Landing page for user’s PunchOut interaction with simple header section and no footer section.

Checkout page from which the user is able to start the requisition approval workflow within the procurement system.

Easy to customize allowing for look and feel of the user’s ERP system.

ARIBA PUNCHOUT INTEGRATION
B2B ACCELERATOR PAGE TEMPLATES

SAP Hybris B2C Commerce Suite, Edge edition

SAP Hybris B2B Commerce Suite, Edge edition

SAP Hybris Commerce Suite, Cloud Edition
TODAY‘s EXPERIENCE IS DRIVEN BY MOBILE RESPONSIVE USER INTERFACES OUT OF THE BOX

SAP Hybris B2C Commerce Suite, Edge edition

SAP Hybris B2B Commerce Suite, Edge edition

SAP Hybris Commerce Suite, Cloud Edition
Great customer experiences are built when teams are freed to focus on the objective:

To create exceptional customer moments

Customers who bought Hybris WebContent Management Module are eligible for Hybris CX

- SAP Hybris B2C Commerce Suite, Edge edition
- SAP Hybris B2B Commerce Suite, Edge edition
- SAP Hybris Commerce Suite, Cloud Edition

Available in April 2016
HYBRIS PCM MODULE EXTENDS THE CLASSICAL PIM SCOPE AS IT IS TOO LIMITED FOR RICH PRODUCT CONTENT

PCM

Images (hi-res & low-res)

Rich product presentation

Search filters

Categories

User-generated content

Product description

Product features

Campaigns

Promotions

Sizes

Technical features

Article number

Product name

EasyTone Go Outside

PIM

Search filters

Categories

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EasyTone Go Outside

LEADER in Forrester Wave for Product Information Management

The Forrester Wave™: Product Information Management, Q4 2014
Published: 21 May 2014

SAP Hybris B2C Commerce Suite, Edge edition
SAP Hybris B2B Commerce Suite, Edge edition
SAP Hybris Commerce Suite, Cloud Edition
ASSISTED SERVICE MODULE
PROVIDE PERSONAL SHOPPING ASSISTANCE

PICK UP CUSTOMERS’ STOREFRONT SESSIONS AND PROVIDE REAL-TIME CUSTOMER SALES SUPPORT

SAP Hybris B2C Commerce Suite, Edge edition
SAP Hybris B2B Commerce Suite, Edge edition
SAP Hybris Commerce Suite, Cloud Edition
INTEGRATION IS A KEY ENABLER OF CUSTOMER EXPERIENCE
Integrations are at the Heart of SAP Hybris Commerce
SAP Hybris Data Hub

THE STRATEGIC INTEGRATION APPLICATION FOR ASYNCHRONOUS DATA INTEGRATION FROM/TO THE HYBRIS COMMERCE PLATFORM
SO HOW SHOULD I MAKE A DECISION NOW?
Compare Functional Requirements & Delivery Model

**Cloud**
- Fast time to market
- Tend to prefer OpEx
- Vendor manages hardware and software
- Greater level of customization
- Upgrades available at customer discretion
- Customer retains full business control of the solution
- TCO advantages – Support taken care of
- License subscription

**On Premise / Hosted**
- Customer is responsible for managing infrastructure and operations.
- Full flexibility for customization
- Upgrades available at customer discretion and managed by customer
- Customer retains full business control of the solution
- License ownership
- Customer has full control over privacy and security
SAP HYBRIS IS THE MARKET LEADING COMMERCE SOLUTION AFFORDABLE FOR SMB COMPANIES

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Forrester Wave – B2B Commerce Suites Q2 2015; Forrester Wave – B2C Commerce Suites Q1 2015

Gartner Magic Quadrant for Digital Commerce, Q1 2016
THANK YOU!
### hybris Product Comparison
**B2C Commerce vs Edge Version**

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<th>And the following Channels:</th>
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hybris B2C Commerce Suite, Edge edition is delivered with the B2C Accelerator.

### Not available for Edge:

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Legend: **RED**: specific B2C functionalities, **GREEN**: additional functionalities compared to Large Enterprise, **BLUE**: restricted functionalities
### hybris Product Comparison

**B2B Commerce vs Edge Version**

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