

Hybris Customer Engagement & Commerce

Engage your customers, beyond CRM



Cloud is changing the world of IT, removing the restraints of technology and giving users the opportunity to become truly agile, efficient and innovative.

Accelerate your customers' engagement and the growth of your company with SAP Hybris suite.

How do you better engage your customers who interact across an ever-widening array of platforms and mediums?

Classic CRM and marketing tools are the first step to track efficiently, capitalise and optimise your information. Each customer journey is unique. With SAP Hybris Suite, it goes beyond CRM by integrating the management of new sales channels, suggesting personalised customer experiences and subsequently enhancing your sales performance.

Customer Engagement Commerce (CEC)

SAP Hybris CEC is the SAP global solution to manage customer engagement. It includes:

- **Hybris Cloud for Customer Sales** to manage your sales force
- **Hybris Cloud for Customer Service** to manage your omnichannel customer requests
- **Hybris Commerce** to manage your e-commerce channel
- **Hybris Marketing** to enable real-time contextual marketing
- **Hybris Billing** to monetize subscription and usage-based services in real-time

SAP Hybris Cloud for Customers (C4C)

SAP Cloud for Customers (C4C) is the Salesforce and Customer Service solution that helps you to go further, whilst being quick and simple to execute. You can follow your deals closely until conversion, and then manage the lifecycle of your customer with 360° vision. The integration of marketing, commerce and service functionalities ensures that each customer has a unique experience whatever the communication channel. SAP C4C includes mobile interfaces, offering an offline mode, social advanced functions and integration with well-known email editors (Outlook, Gmail, Lotus). It is the best solution for those who want to better engage with their customers.

C4C for sales force

- Management and tracking of sales activities
- 360° customer vision
- Easy to use
- Personalisation of workflows including sales or technical validations, depending on business practices
- Capability to execute real-time reporting

C4C for customer service

- Omnichannel customer management: social networks, extranet, phone, email...
- Track customer requests and after-sales service
- Knowledge database, catalog and service level management (SLA)
- Management of installed base, registered product & warranty for after-sales service

To find out more

Please contact us if you would like to arrange a personal demonstration.



Why SAP C4C?

- **No infrastructure is needed with cloud technology**
- **Standard integration and synchronization with SAP ERP V6, for a 360° customer view with CRM**
- **Friendly user experience**
- **Accessible in mobility on all devices, with a disconnected mode on IOS/Android smartphone and IOS tablet**
- **A modular solution that can evolve**
- **Analytics tools: dashboards and reporting**

And so...

Hybris Commerce: Create a digital commerce site to engage your customers. Improve targeting and first contact opportunity for your customers. Offer a coherent and rich experience on all channels, everywhere and every time.

Hybris Marketing: Interact with your customers in real time with the right omnichannel content, optimise satisfaction and cultivate brand relationship by multi step marketing automation to the right target with powerful segmentation tools. Your customers will become ambassadors.

Hybris Billing: Rationalize your workflow of high volumes of transactions revenues. Monetize in real-time your subscriptions and usage-paid services. Exploit fast-moving market opportunities.

SOA People and customer relationship management

One of the leaders in our field, SOA People has an innovative approach and an inherent understanding of the underlying processes and technology. Having invested in SAP CEC development since the beginning, SOA People has already been involved in a large number of implementations, with many customers successfully upgrading from CRM to C4C following our recommendation.

Our large pool of consultants are involved in all sizes of organisations, giving us a deep understanding of how C4C can be beneficially deployed. Our pre-sales, sales, consultants and delivery team are all certified at all levels and across all lines of business.

Innovation – SOA People will focus on your digital transformation journey. We are invested in innovation, and with a close understanding of your objectives, your business and your structure, and working closely (and sometimes exclusively) with SAP, we will challenge and improve process execution.

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SOA PEOPLE
Inspire Performance