

hybris B2B Commerce



hybris B2B Commerce tames complexity by consolidating management of multiple business models, channels and markets. It enables B2B organizations to accommodate a wide variety of suppliers, distributors and stores on a single platform, while automating sales administration and maintaining the operational efficiency required to drive customer satisfaction and, ultimately, profits.

Business Challenges

- **Managing complexity of B2B processes and transactions.**
Give account managers intuitive, rights-based tools to manage accounts and related cost centers, contracts and budgets. Provide customers with self-service capabilities to decrease administrative overhead and enhance customer service.
- **Integrating multiple channels, business models and markets.**
Reduce the complexity of supporting multiple business models (including B2B2C), channels and markets. Manage the extended ecosystem of suppliers, distributors, and partners on a single platform.
- **Unifying multiple data domains.**
Integrate products, multiple supplier catalogs, inventory, contracts, customer information, content and orders onto a single solution.
- **Managing and using complete, fine-grained product content.**
Consolidate product content on a single platform to ensure uniform messaging across all channels, and to proactively address individual customer product requests.
- **Delivering a retail-like shopping experience.**
Exceed customer expectations with B2C-caliber usability, personalization and functionality.
- **Applying buyer-centric B2B merchandising.**
Understand B2B purchasers' "triggers" (page views, abandoned shopping cart, etc.) so you can help them find and purchase the exact products they need with promotional offers, customized landing pages, SMS messages, etc.
- **Streamlining order processing and fulfillment.**
Control operations costs and ensure customer satisfaction by consolidating and automating order processing.
- **Being where your digital buyers are.**
Reach enterprise customers that were previously hidden behind enterprise purchasing organizations.

hybris ranked as a leader in the recent Forrester Wave™



The key to *effective* B2B commerce is to make it incredibly easy for customers to find, learn about, and purchase products. The key to *profitable* B2B commerce is to have systems in place that are easy to manage and that unify customer interactions and transactions across products, brands, geographies, and communications channels.

Key Benefits

- Support multiple business models and synchronize all channels and markets.
- Provide a centralized platform for all trading partners.
- Ensure content consistency across channels.
- Deliver personalized online experience, content and navigation.
- Provide customized catalogs, prices and offers.
- Boost sales with sophisticated merchandising.
- Decrease administrative overload with customer self-service.
- Streamline order management and fulfillment.
- Simplify data exchange with external systems.
- Support demanding transaction requirements with best-in-class scalability, flexibility and performance.
- Manage and sell even the most complex B2B products online
- Improve product margins through lower customer acquisition costs and increased revenue.
- Reduce efforts for systems integration and initial data migration through a fully integrated toolset and pre-built data mappings to the back-end SAP ERP systems.
- Increase customer's satisfaction through improved transparency and overall user experience.

hybris B2B Commerce Capabilities: The Single Solution for a Complex World

hybris B2B Commerce delivers the capabilities organizations need to drive revenue, gain competitive advantage and turn market shifts into business opportunities.

B2B Marketing and Sales

- Reduce sales administration costs by providing B2B customers with a self-service capability to manage their organization, financial obligations and place orders.
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- Support complex B2B pricing models and manage individually negotiated price lists.
- Increase average order value by packaging complementary products, proactively recommending accessories and advertising special promotions based on customer behavior and characteristics.
- Increase conversion rates through faceted search and navigation, advanced personalization and transparent product comparisons.
- Support complex, multidimensional products and bulk ordering
- Reach more enterprise buyers through the integrated PunchOut service to external procurement systems such as the Ariba Network.
- Extend your offering with complex products and services through the ready-to-use integration to the Configure Price Quote solution.

Order Management and Omni-Channel Fulfillment

- Synchronize order processing across all channels and support complex purchasing workflows.
- Empower end-users to buy within spend limits by using manual and/or automatic order approval.
- Enable efficient global fulfillment through “click-and-collect,” partial delivery, multi-warehouse shipping and returns management.
- Ensure just-in-time availability with automatic replenishment.

Content and Catalog Management

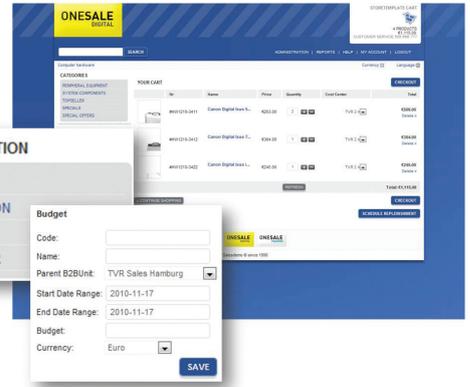
- Ensure data consistency with centralized content management.
- Restrict product categories and display customized product lists.
- Enrich product catalog information with pictures, technical descriptions, co-branding and customized promotions.
- Create individual shops for bigger B2B accounts, as well as multiple micro-sites with integrated Web content management.
- Manage the visibility of products using comprehensive user management capabilities including early login.

IT/Technology

- Standards-based service-oriented architecture simplifies integration with existing systems.
- Well-suited to virtualized and cloud-computing environments.
- Best-in-class scalability and performance ensures predictable eCommerce operations, even when business is unpredictable.
- Flexibility and extensibility enables “future proof” adaptability to changing business requirements and processes.
- Integrate your system with any RESTful-capable system through the set of extensible web services.

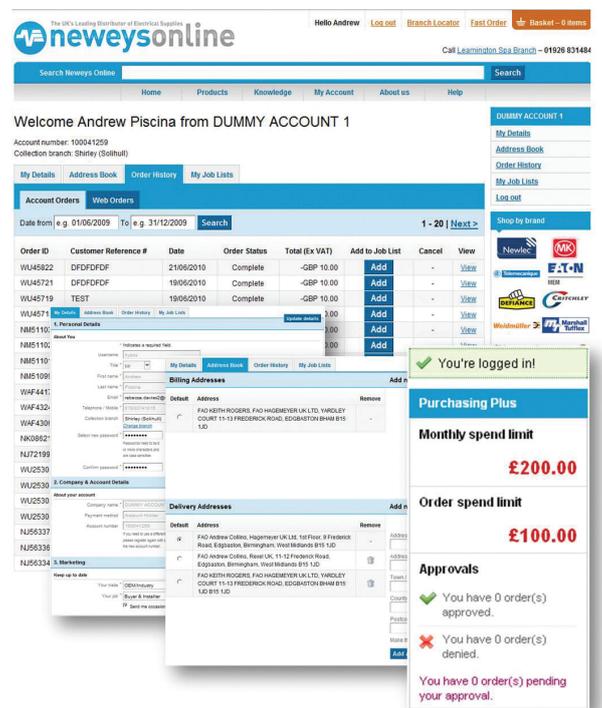
About hybris software

hybris software, an SAP Company, helps businesses around the globe sell more goods, services and digital content through every touchpoint, channel and device. hybris delivers OmniCommerce™: state-of-the-art master data management for commerce and unified commerce processes that give a business a single view of its customers, products and orders, and its customers a single view of the business. hybris' omni-channel software is built on a single platform, based on open standards, that is agile to support limitless innovation, efficient to drive the best TCO, and scalable and extensible to be the last commerce platform companies will ever need. Both principal industry analyst firms rank hybris as a “leader” and list its commerce platform among the top two or three in the market. The same software is available on-premise, on-demand and managed hosted, giving merchants of all sizes maximum flexibility. Over 500 companies have chosen hybris, including global B2B sites W.W.Grainger, Rexel, General Electric, Thomson Reuters and 3M as well as consumer brands Toys “R” Us, Metro, Bridgestone, Levi's, Nikon, Galeries Lafayette, Migros, Nespresso and Lufthansa. hybris is the future of commerce™. www.hybris.com | sales@hybris.com



B2B Customer Self-Service and Administration

B2B customers can manage their accounts and place orders in the self-service area of the B2B online store. They can assign rights to their employees, set up individual purchasing limits, approval rules and workflows, and maintain cost centers and budgets.



B2B Order Management and Omni-Channel Fulfillment

hybris improves operational efficiency and enables cross-channel order capture and processing. B2B customers can track their order history, schedule and return orders, split orders for partial delivery, ship to different addresses and route to a street branch for click and collect. Each B2B purchaser can have specific ordering permissions. If the order is within the scope of permissions, it will be automatically approved. If the order exceeds the permission, it will be placed in a pending state and the appropriate order approver will be notified.