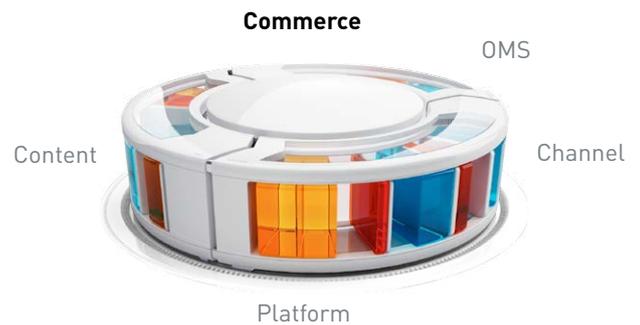


hybris B2C Commerce



Consumers interact with retailers in many ways: online, phone, mobile device and in the store. And, they expect to have a highly relevant and productive interaction at every touch-point: from shopping, to orders, to returns. hybris helps B2C organizations to succeed in this challenging world by adopting additional channels and delivering a consistent experience across all channels, while having the tools required to drive revenue and efficiency.



Key Business Challenges

- **Understanding Customer Preferences**
Understanding preferences at every contact point is critical to maximizing customer lifetime value. hybris B2C Commerce enables creation of targeted “boutique” eCommerce sites.
- **Adopting New Channels**
Improving response to changing commerce environments and gaining a competitive edge over single-channel retailers requires the ability to adopt new channels to give offer more choice and convenience. hybris enables retailers to easily integrate additional channels such as mobile, print and call center.
- **Driving Growth through International Expansion**
Entering new markets and opening new stores implies high costs and investment risks. New channels provide a lower-cost way for retailers to penetrate international markets. hybris allows retailers to run multiple online stores, mobile sites or customer service for different countries, segments and brands on a single platform.
- **Increasing Conversion Rates**
Improving user experience is the key to driving conversion rates. hybris consolidates and centralizes the management of catalog data and unstructured content such as user-generated content, images, digital assets, etc. on a single platform. Using consistent content across channels optimizes every element of the customer experience.
- **Standing Out in a Crowd**
Generating website traffic is an ongoing challenge. hybris B2C Commerce provides a broad range of content and merchandising capabilities to attract customers and keep them coming back.
- **Streamlining Order Fulfillment**
Processing orders placed across multiple channels can be labor intensive and create expensive service issues. hybris B2C Commerce consolidates and automates processing to streamline fulfillment and enable guaranteed on-time global delivery.

The key to effective B2C commerce is to make it incredibly easy for consumers to find, learn about, and purchase products. The key to profitable B2C 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. hybris B2C Commerce delivers the best of both worlds.

Key Benefits

- Enables adoption of additional channels – such as mobile, print, call center, etc. – on a single platform.
- Centralized product content management ensures content consistency across channels.
- Supports operation of multiple shops on a single platform for multitenant or multibrand strategies.
- Real-time personalization, merchandising, and search and navigation drive conversion rates.
- Integrated customer service improves customer satisfaction and increases sales.
- Centralized order management enables multi-channel fulfillment efficiency.
- Best-in-class scalability, flexibility and performance for high-volume, high-transaction environments.

hybris ranked as a leader in the recent Forrester Wave™

hybris B2C Commerce: The Single Solution for a Complex World

hybris B2C Commerce delivers the capabilities organizations need to drive revenue and profitability in a complex and hypercompetitive world.

eCommerce Management

- Increase business agility with internationalization and multi-site capabilities that enable rapid entry into new segments, markets and geographies.
- Increase revenue and efficiency by synchronizing order processing across channels.
- Enable efficient global fulfillment through “click-and-collect,” partial delivery, multi-warehouse shipping and returns management.
- Improve call-center effectiveness by providing agents with a fully integrated cross-channel view of customers, orders and content.

Marketing and Sales

- Increase average order value with customized product selections, recommendations and promotions.
- Use social commerce functionality to develop a dialog with customers, drive traffic and create up-sell opportunities.
- Deliver personalized and targeted content based on customer behavior and characteristics and advanced customer segmentation.
- Accelerate product introductions and reduce operating costs with centralized content management.
- Drive traffic with integrated search engine optimization.

Merchandising

- Execute visual and product merchandising, support marketing campaigns and manage multiple websites efficiently with integrated Web content management.
- Enrich product descriptions and create engaging user interaction with advanced digital asset management.
- Improve usability and increase conversion rates through faceted search and navigation, transparent product comparisons and dynamic landing pages.

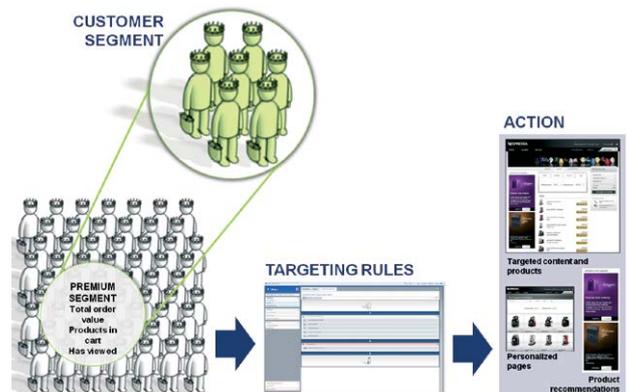
IT Management

- Ensure seamless integration and expansion with standards-based service-oriented architecture.
- Well-suited to virtualized and cloud-computing environments for flexible deployment.
- Deliver robust solution with best-in-class scalability and performance.
- Ensure “future proof” adaptability through flexibility and extensibility.



Intuitive and user-friendly Web Content Management

hybris B2C Commerce provides business users with an intuitive marketing and publishing tool to enable efficient management of content slots for multiple channels — including online, mobile, and rich Internet applications — from a single user interface. It enables merchants to easily place and re-use content in marketing campaigns and merchandising activities across multiple online stores, websites, mobile sites, social networks, print catalogs and physical stores.



Comprehensive and Advanced Personalization

In today's retail environment, displaying the same products and content to all customers can create a poor user experience and affect order volumes, customer satisfaction, and even in-store foot traffic. hybris' Advanced Personalization enables organizations to segment their customers, then create rules and define output actions for individual segments to deliver targeted and more relevant content. This lets retailers effectively promote top sellers and niche products based on customer preferences and attributes. In addition to historic customer data – which is useful but doesn't present a complete picture – hybris evaluates customer behavior to address intent, for example understanding when a visitor is shopping for gift for someone else.

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