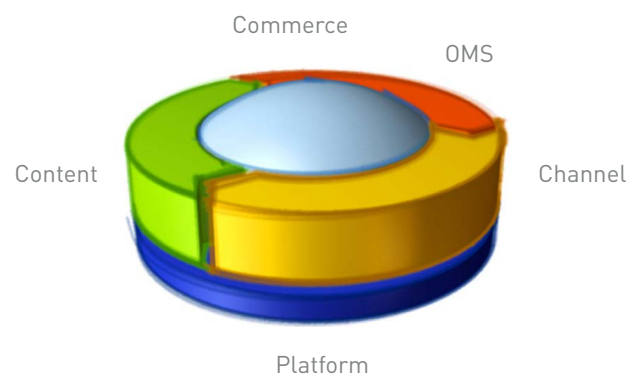


# hybris Commerce Suite



Customers today interact with organizations across multiple channels and expect to have a relevant interaction at every touch-point. However, most organizations are incapable of meeting that expectation because they have only loosely integrated commerce channels. Nor can they support today's many business models, brands, geographies and business processes. The hybris Commerce Suite enables organizations to seize the initiative in this new "multi-everything" world by consolidating content, commerce and channels on a single highly flexible platform.



## Key Business Challenges

### → Changing buying behavior

Customers use a blend of channels when interacting with organizations and often expect seamless integration between channels with capabilities such as "click and collect." The hybris Commerce Suite fully integrates channels to enable the multichannel experience customers expect.

### → Reducing complexity in a "multi-everything" world

Beyond multichannel, organizations also must manage a proliferation of business models, brands, geographies and supporting processes. hybris simplifies complexity in this "multi-everything" world by enabling organizations to manage all channels and business models on a single platform.

### → Reconciling scattered data domains

As organizations evolve, product, customer, inventory and other business information becomes scattered across different systems and channels. This makes it nearly impossible to synchronize activities for multichannel commerce. hybris provides a single platform on which organizations can centralize multiple data domains and content types so they can effectively execute their multichannel strategy.

### → Promoting cross-organizational collaboration

Creating and executing multichannel marketing campaigns requires the participation of people from different divisions, and lack-of-coordination can jeopardize the consistency of content and customer information. hybris centralizes content and coordinates collaboration to enable efficient and effective multichannel commerce.

### → Supporting internationalization and localization

Selling globally adds complexity to multichannel commerce, due to the need to localize product offerings, languages and payment methods. hybris simplifies global commerce by enabling organizations to manage multiple international sites on a single platform. They can deploy new sites quickly by using existing catalogs, content and infrastructure, and can create custom catalogs, country-specific content and branding, while sharing content across sites.

The hybris Commerce Suite enables organizations to thrive in a "multi-everything" world. Its customer-centric approach to channel integration turns multichannel challenges into competitive advantage by opening new opportunities to delight customers, drive revenue and optimize operations.

## Key Benefits

- Simplifies management of "multi-everything" commerce.
- Centralizes product content for easy re-use across channels.
- Reconciles data silos of customer, inventory and other business information for effective cross-channel merchandising, marketing and fulfillment.
- Integrated workflow enables collaboration and synchronization across departments and channels.
- Centralizes order management and streamlines inventory distribution across channels.
- Scalable and extensible infrastructure adapts to changing business requirements.
- Enter international markets easily by launching new sites quickly.
- Manage multiple country-specific sites on a single platform.

## hybris Commerce Suite: The Single Solution for a “Multi-everything” World

The hybris Commerce Suite enables organizations to synchronize commerce across multiple channels, brands, business models and geographies.

### Multichannel Commerce

- Rapidly enter new markets, launch new channels and manage multiple brands on a single platform.
- Fully integrated content, data and business logic enables cross-organization synchronization for multichannel commerce.
- Universal inventory visibility delivers unprecedented flexibility in order fulfillment.
- Full support for mobile commerce makes mobile a new, powerful channel in the multichannel mix.

### Multichannel Marketing

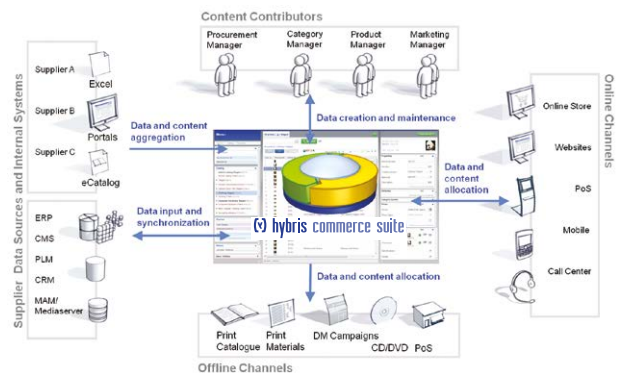
- Use comprehensive personalization to deliver targeted offers and content.
- Track customer history, session and shopping-cart behavior.
- Reuse content for cross-channel marketing campaigns.
- Ensure consistent brand identity across channels, giving customers a coherent, unified multichannel experience.
- User-friendly content management and integrated workflow enable people across departments to collaborate on content creation and updates, with support for approval processes.

### Multichannel Operations

- Implement cross-channel purchasing and fulfillment (i.e., customers can purchase online, pick up or return in the store).
- Universal view of item availability and item stock level per store or consolidated across stores enables greater efficiency in inventory utilization across stores and other operations.
- Enable customers to track orders and view history across channels.
- Integrated call-center functionality enables agents to see customer activity across all channels. They also can see exactly what customers are seeing online, facilitating cross- and up-selling.

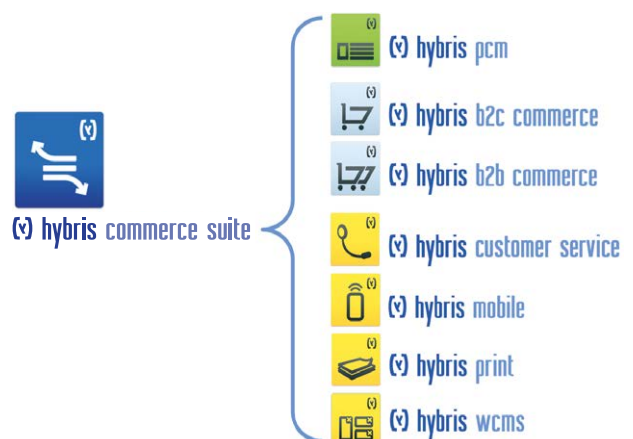
### Multichannel Technology Infrastructure

- Deploy multiple sites, brands and tenants on a single platform.
- Rapidly roll out new purpose-built sites for specific brands, markets, customers, segments, etc.
- Flexible architecture readily adapts to changing business requirements and provides “future proof” investment protection.



### Simplify Multichannel Commerce

The hybris Commerce Suite consolidates data, channels and operations to enable organizations to simplify multichannel complexity to gain competitive advantage. Users can import, integrate and ensure quality for multiple product data streams from any internal or external source. A single repository and toolset enables creation and management of a “virtual product” that includes all relevant information, including product attributes, marketing copy and digital media, as well as other data domains such as customer information, orders and locations. Full role-based workflow support allows multiple content contributors to collaborate on tasks such as product set up, and time-based or seasonal launch preparation, ensuring multi-channel control and consistency throughout product and launch lifecycles. Approved content can be distributed to multi-tier selling models or third-party procurement catalog systems, ensuring consistency across the extended value chain.



The hybris Commerce Suite includes multiple components that enable organizations to simplify and improve the effectiveness of multichannel commerce on a global scale.

### 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, Galleries Lafayette, Migros, Nespresso and Lufthansa. hybris is the future of commerce™. [www.hybris.com](http://www.hybris.com) | [sales@hybris.com](mailto:sales@hybris.com)