

SAP® Hybris® Solution Overview: SAP Hybris Cloud for Customer

ACHIEVE DIGITAL TRANSFORMATION WITH SALES AND SERVICE SOLUTIONS

The Digital customer requires companies to be one step ahead of them, be better informed than they are, and be present in the channels that they prefer.

With SAP Hybris Cloud for Customer increase productivity and customer acquisition and amplify customer satisfaction by having relevant and personalized interactions across any channel. Engage your customers in more meaningful ways by understanding what matters to them in the moment. SAP Hybris Cloud for Customer delivers rich predictive insight, flawless execution and contextual customer experience relevant to your industry.



Why SAP Hybris Cloud for Customer

Businesses need to deliver a seamless customer experience across all communication channels - in-person, on the phone, online, on social media, and via mobile devices. With SAP Hybris Cloud for Sales and SAP Hybris Cloud for Service, empower your sales and service teams to:



Sell and Service Anytime, Anywhere

Make every interaction count anywhere and anytime with seamless mobile support for iPhone, iPad, Android devices, Windows tablets, and Apple Watch. Engage in real time with your customers, manage your activities, and track your performance, even when you're offline.



Gain a 360 Degree View of the Customer

Integrate multiple sources of data-internal and external-to build a 360 degree account view, rich customer profiles, customer influencers, partners and much more. Get back-office information pushed to you in real-time, with native integration to the SAP ERP application and the SAP CRM application.



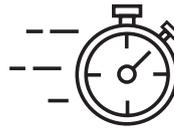
Increase Collaboration

By adding collaboration to sales, and customer service you'll shorten sales cycles, increase customer and employee engagement, and reduce training costs. Avoid disconnected silos of collaboration; instead, deliver a single, secure social foundation across your entire business.



Receive Insights in Real-Time

Track real-time sales and service performance with dashboards prebuilt into SAP Hybris Cloud for Customer. Take advantage of advanced analytic features such as ad hoc query analysis, real-time analysis, predictive modeling, simulations, statistical analysis, and advanced data visualization.



Accelerate Productivity

Cloud for Customer solution's ease of use is boosted by such innovative features as tagging, flagging, and inline editing. Custom fields, reports, and tiles let agents personalize their experience and access the information they need quickly.



Personalize to Your Industry

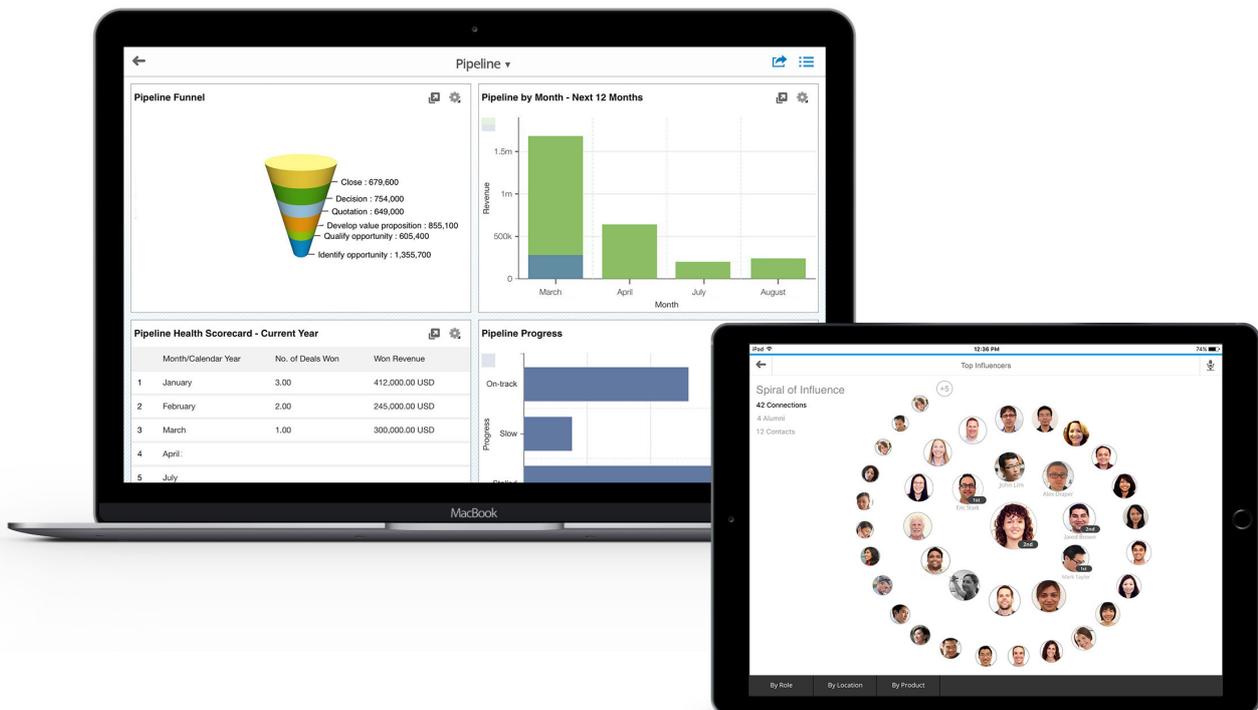
SAP Hybris Cloud for Customer provides features specifically designed to help you meet the unique needs of customers. Support companies active in a wide range of industries, including consumer retail products, travel and leisure, utilities, manufacturing, professional services, chemical, high tech, financial, industrial machinery and components, automotive, and others.

Sell Smarter, Anytime, Anywhere, with SAP Hybris Cloud for Sales

Go beyond traditional, selling and empower your sales teams to engage with customers in a more meaningful and relevant way. Leverage advanced customer relationship management (CRM) capabilities that give your salespeople the edge they need to be more productive, accelerate sales performance, gain the insights they need to make quick business decisions, and have 360 degree view of their customer.

With SAP Hybris Cloud for Sales:

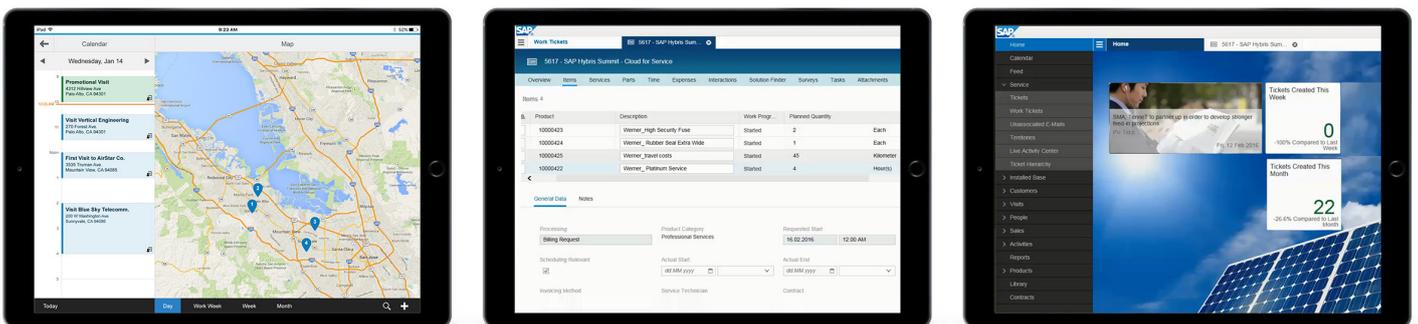
- **Sell Anywhere** – With a mobile first approach, empower sales reps to sell with insight, anytime, anywhere, on any device. Engage with your customers, manage your activities and continuously track your performance. Changes made on your mobile device will update in the system over the internet in real-time so you will always be up to date when you are on the go!
- **More Time Selling And Less Admin** – Accelerate productivity by automating complex business processes making it fast and simple to manage accounts, opportunities, and other activities so sales spend less time on administrative tasks and more time engaging with customers. Tap into the collective intelligence of your extended sales team and internal experts to plan more effectively and share best practices.
- **Turn Insight Into Action** – Giving sales reps access to realtime customer analytics and sales data in the context of their accounts and opportunities help them engage and connect with customers in a personal, relevant way. With out of the box interactive dashboards, embedded reports with real-time content and advanced analysis tools, you will gain the visibility needed to exceed your sales targets and avoid end of quarter surprises.
- **Know Your Customer** – Providing sales with easy, instant access to back-office information to provide a complete customer view and flexibility to create orders, quotes and service tickets on-site. With native SAP ERP and SAP CRM integration and business application mash-ups, you're always effortlessly up-to-speed on your customers and accounts. Discuss needs, have product information, negotiate contracts and more to accelerate the sales cycle.



Deliver End to End Service Excellence with SAP Hybris Cloud for Service

Meet the needs of today's empowered customer, by delivering a consistent, omni-channel experience across the entire customer journey. SAP Hybris Cloud for Service enables the end-to-end service process; supporting seamless transitions between communication channels, while leveraging the on-premise systems of record to resolve customer issues or execute service orders either through an engagement center agent or an on-site technician with native mobile access and built-in robust analytical capabilities.

Social capabilities combine intelligent routing of Tweets, Facebook posts and YouTube comments with response templates and rich social profile information to give your fans (and detractors) the best possible experience. Best of all, you can measure your performance with powerful integrated analytics that show you everything from team efficiency to sentiment trends.



With SAP Hybris Cloud for Service:

- **The Right Insight at the Right Time** – Provide your customer service agents with the customer and solution details they need for a successful service interaction, at their fingertips. Know which field service resources are available at any given time to address a customer need and increase utilization. With collaboration tools and knowledge bases, service agents will be able to tap into the combined company knowledge instantly and increase the speed it takes to solve a customer issue.
- **Personalized Interactions Every time** – Value customers through very relevant and timely offers, rewards, discounts, and highly personalized treatment. Empower employees at the point of interaction by giving them access to customer profiles, order history, service history, feedback and preferences to deliver personalized interactions every time.
- **The Channels Your Customers Want** – Meet your customers in the channel of their choice. Your customers expect to be served at their terms, and through their preferred communication channels. Whether they have a question on a promotion they see on their phone or on a “How To” video they viewed on YouTube, meet your customers in their preferred communication channels and answer their inquiries seamlessly.
- **Be Mobile** – Service managers and field service technicians need complete mobile access. Field service agents should be equipped with the tools they need to address customer issues quickly and efficiently. Equip your field agents to look up inventory information and order spare parts right from their smart device on the job. Drive productivity and resolve service requests with the intuitive user interface on mobile devices.
- **Integrated to Your Enterprise** – Your service teams must be closely connected to your entire enterprise. Today, potential customers are already seeking information from companies through service platforms before they make their first purchase decision. Operate as a single brand across channels, orchestrating customer experiences – both pre- and post-sale – across all touch points.





Stay Socially Engaged

Use powerful social media monitoring tools to identify messages with the right sentiment, product mention, and importance to break through the social media noise. Prioritize, route, and view messages from multiple social channels – and craft quick and appropriate responses using an integrated knowledgebase and brand-approved templates.



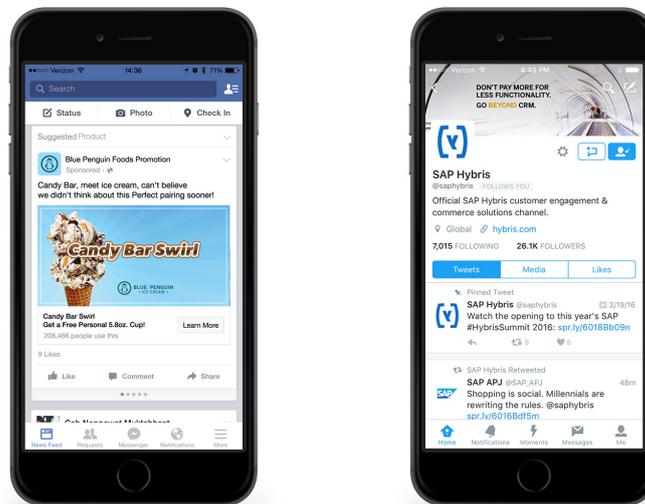
A Single View of the Customer

Gain a complete understanding of your customers by combining social and CRM data into a single view. Capture a complete history of your customers' social interactions, view customers' public profiles and a timeline of their messages on social media and determine how much influence customers' messages carry.



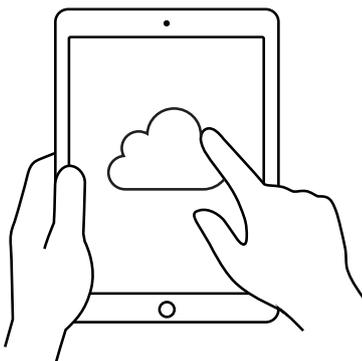
Gain Social Insights

Leverage social media analytics and dashboards to get real-time insight into key trends and topics being discussed by your customers. Use embedded charts and social media dashboards to uncover critical information. Measure your team's performance and impact with built-in KPIs.



Redefine Customer Engagement with SAP Hybris Cloud for Customer

Go beyond traditional selling and service and be a disrupter in your industry to provide great experiences for your customer. SAP Hybris Cloud for Customer helps your sales and customer service teams transform how you engage with customers, innovate how you do business, and simplify your technology landscape.

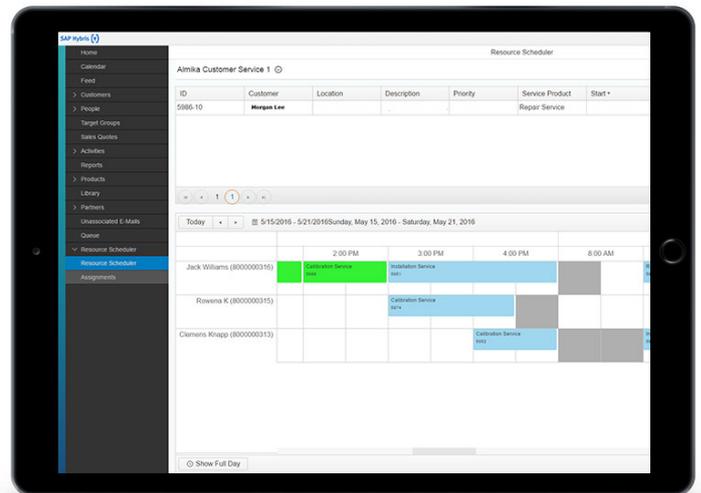


Try It Today

Start making every sales and service engagement a personal connection. Get up and running in minutes with a 30 day free trial

<http://crm.sapstore.com/crm-trial-registration/>

For a more in depth experience, contact your **SAP Account Executive** to learn about the SAP Hybris Cloud for Customer VIP Test Drive.



Sell Smarter and Deliver Service Excellence by managing your time and your resources through SAP Hybris Cloud for Customer.

About SAP Hybris

SAP Hybris enables businesses to transform how they engage with customers, innovate how they do business, and simplify their technology landscape. With a comprehensive approach to customer engagement and commerce, our solutions unlock opportunities to optimize your customers' experience and transform your business. We help you drive relevant, contextual experiences across all of your customer touch-points in real-time, so that you can create strong differentiation and build competitive advantage in the Digital Economy.

SAP Hybris has helped some of the world's leading organizations transform themselves in response to changing market conditions and customer expectations – delivering exceptional experiences, adding new channels, evolving their business models, and entering new markets. How can we help you?

Explore SAP Hybris solutions today. For more information, visit www.hybris.com.

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