

KEY CAPABILITIES: A CLOSER LOOK

Product Content Management (PCM)

Integrate with existing backend systems and consolidate multiple data domains onto a single platform with our scalable and user-friendly PCM solution. Create a single source of truth that ensures content consistency across all sales and service channels, and supports collaboration between different departments to manage product content across channels.

Web Content Management

[requires SAP Hybris Customer Experience]

Manage site content and layout and create highly personalized experiences across all channels from this intuitive user interface that is fully integrated with PCM and omni-channel commerce solutions.

Order Management for Commerce

Manage customer engagement all the way down the order line, from checkout to final delivery and returns management, with a single view of inventory across your entire organization, configurable ATS (availability to sell) rules, and omni-channel fulfillment options such as Buy Online Pick Up In-Store.

Search and Merchandising

Make it easy for customers to find what they want and adjust your merchandising mix based on conversion attributes with modern, intuitive search and merchandising capabilities, including faceted search and navigation.

Advanced Personalization

Drive revenue by providing your customers with individually tailored content, using behavioral targeting to determine shoppers' online history and behavior.

Mobile

Make the mobile platform a strategic weapon for driving commerce using our mobile-specific tools and capabilities and responsive page templates.

Customer Service

Empower customer service agents with easier and faster access to the information they need to understand and quickly resolve customers' problems.

Data Integration

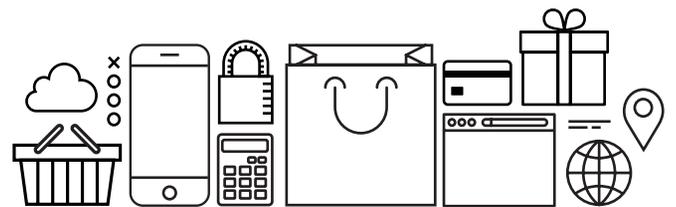
SAP Hybris Commerce provides tools that speed data integration and validation so you can create experience-driven commerce strategies with accurate and consistent master data at the core.

Bundling

Combine products and services to create unique and personalized offerings. Bundling provides the business tools needed to configure, manage and sell complex digital product and/or service bundles.

Key Features

- A truly omni-channel solution that integrates all digital and physical touchpoints for a seamless customer experience
- Superior data management to ensure consistent, high-quality information across all channels
- Flexible, modular platform built on a modern, standards-based architecture
- Easy to extend, customize, integrate and maintain
- Pre-integrated with a vast ecosystem of partner solutions, via SAP Hybris Extend
- Pre-integrated with all of SAP Hybris solutions, as well as SAP S/4 HANA and other SAP solution suites
- Intuitive, easy-to-use business tools
- Commerce Accelerators offer quick implementations of industry-tailored omni-channel experiences
- Flexible deployment models, including on-premise, private cloud, and SaaS



Business Benefits

- Interact, engage and transact with your customers when and where they want to – across all channels and touchpoints, any time
- Drive revenue and growth through your digital channels
- Diversify your business by easily entering and testing new markets
- Win and retain valuable loyal customers by engaging them personally, with the help of relevant, contextual customer insights
- Grow and expand your business with a platform that scales with you



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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