

**SAP Hybris (x)**

# SAP Hybris 6.x

Noel Pinat

Presales SAP Hybris for Latin America

Slideshow by

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## KEY FEATURES

- Lightweight application to manage CMS content
- Intuitive, visual UI for managing site content across all channels
- In-context editing of components
- Drag & Drop of components
- Advanced preview capabilities



## KEY FEATURES

- Create personalized content and experiences from within SmartEdit
- Create customizations and define target groups
- Access customizations and personalize components
- Visual marker of personalized components





CUSTOMIZATIONS ON THIS PAGE

Select a customization and target group and customize a component on this page

+ ADD MORE

Test

SpringSale

SpringSaleVipBronzeMen

SpringSaleVipGoldWomen

SpringSaleVipSilverWomen

CategoryLover

VIP

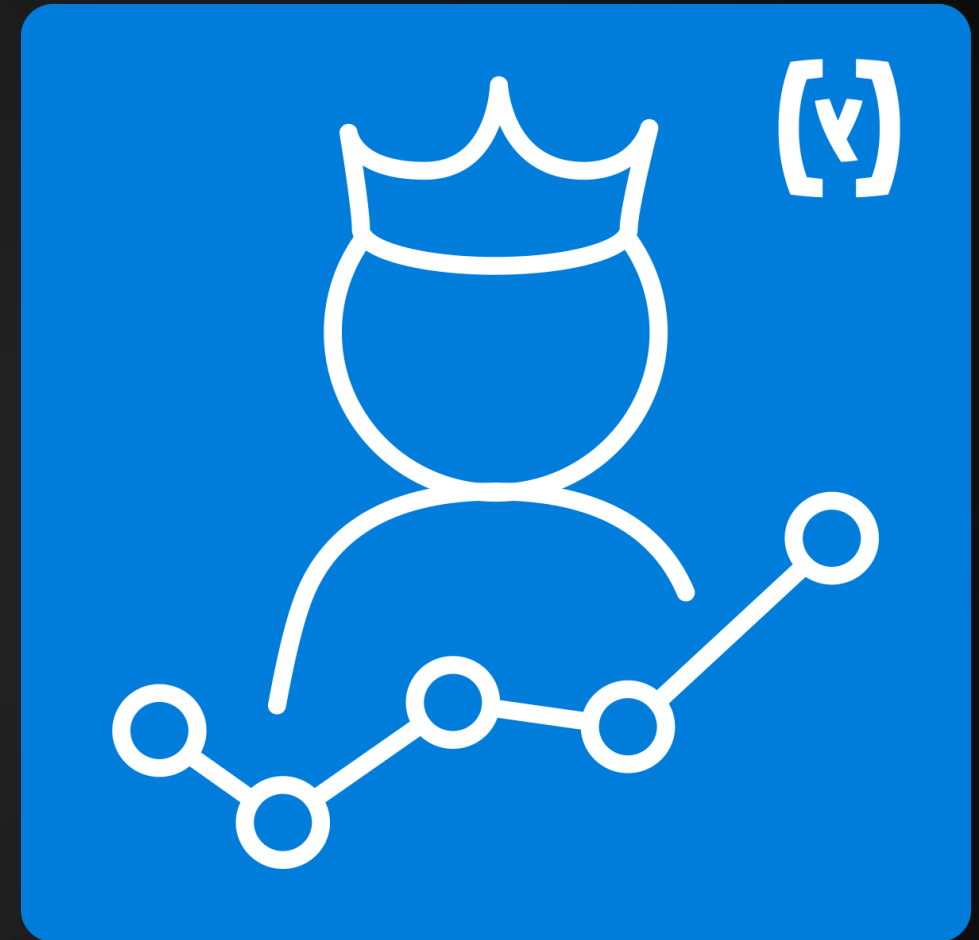
The main content area features a large image of a man in a grey sweater with a 'SHOP MEN' button. To the right is a promotional banner with an orange background that says 'SHOW US YOUR Fashion Statement' and 'FREE SHIPPING ON ORDERS OVER £50'. Further right is a black banner with the Oakley logo and a 'SHOP BRANDS' button.



## **BUSINESS BENEFITS**

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- Create exceptional, contextual experiences from a single business tool
- Increase productivity
- Extend and customize to meet your specific requirements
- Use available customer data to measure and improve experiences
- Provide relevant customer engagement to drive loyalty





## **BUSINESS BENEFITS**

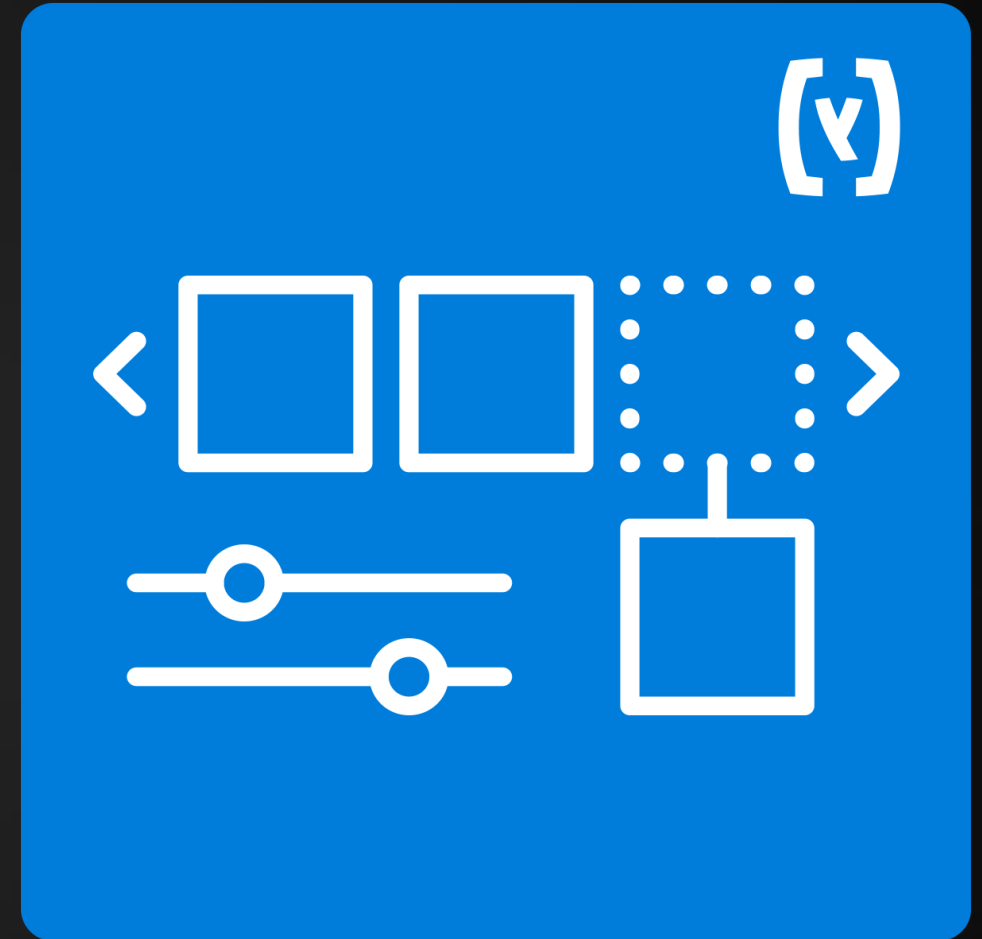
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- Create contextual experiences from a single business tool to drive revenue and conversions
- Enable business users to intuitively set up and manage personalized content and components
- Observe changes in the correct context as you work



## KEY FEATURES

- Highly visual drag & drop UI for creating and adjusting merchandising mix
- Manage attributes and analysis of customer, business and product context
- Test variations with real-time optimization
- Real-time, continuous event-driven calculations for an optimized product mix







SellMost

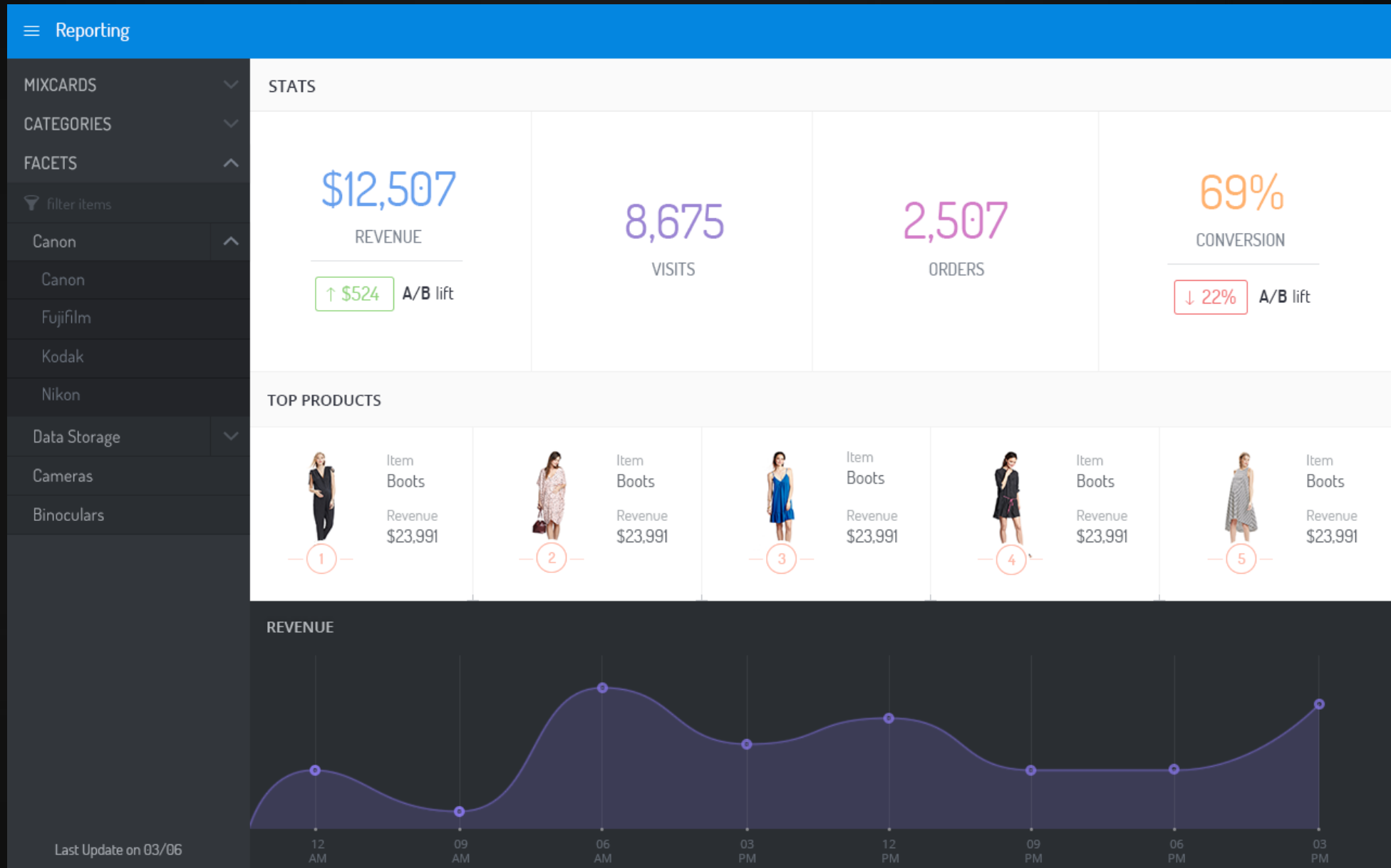
Product List A-Z

Cyber-Shot W80, Black	Cyber-Shot W80, Pink	Cyber-Shot W80,	Cyber-Shot W80,
DIGITAL CAMERA	DSC-H20	DSC-H20 Blue	DSC-H20 Green
DSC-H20 Red	DSC-HX1	DSC-N1	DSC-S930
DSC-S930	DSC-S930	DSC-T20 Cyber-Shot	DSC-T90
DSC-W180	DSC-W180	DSC-W180	DSC-W270

Merchandising Mix All

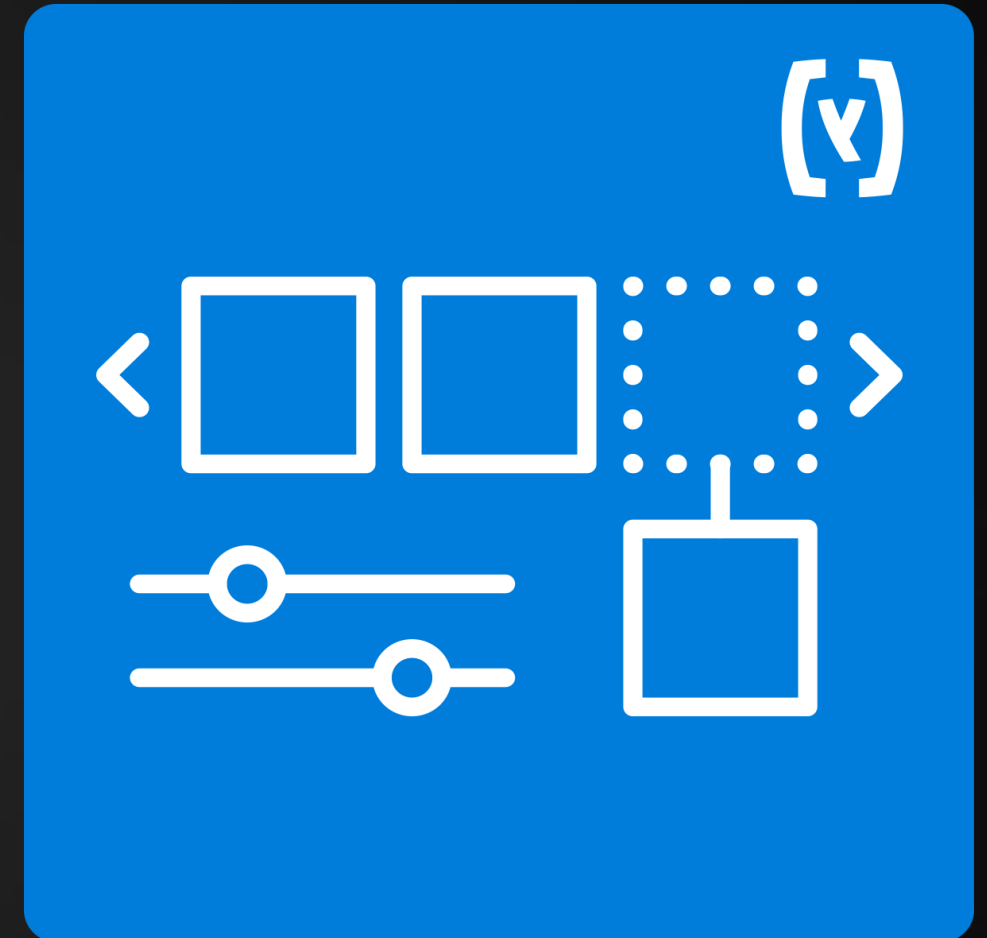
1	2	3	4
DSC-T90	Metrics	MSHX16A	SD High Capacity
5	6	7	8
DSC-HX1	Personalised	Adapter AC	EOS450D + 18-55
9	10	11	12
EF 2x II Extender	4GB Memory Stick	DSC-H20 Blue	ACK-E2
13	14	15	16
DSC-W180	DT 16-80mm F3.5-	NV10	C503

# SAP Hybris Merchandising



## BUSINESS BENEFITS

- Increased conversion through continuously adjusting merchandising mix
- Higher customer satisfaction through personalized experiences
- Ability to respond immediately to trends
- Improved control over dynamic commerce experience



## KEY FEATURES

- **New Backoffice UI to manage rules and promotions**
- **Large set of rules and templates**
- **Full control over layers of promotions and their combinations**
- **Rules builder**
- **Standard or custom discount strategies for cart items**



## KEY FEATURES

- Create and manage coupons for online and offline use
- Unique and secure voucher identification numbers
- Ready-to-use coupon-based promotion templates
- Accelerator and Assisted Service Module integration
- Tracking of changes via snapshot and versioning





5% discount on all Camera accessories and supplies - Minimum order value \$150 [order\_threshold\_percentage\_discount\_products]

Explorer: Filter Tree entries

- Home
- Inbox
- System
- Catalog
- Multimedia
- User
- Order
- Price Settings
- Internationalization
- Marketing
  - Order Statistics
  - Product References
  - Product reviews
  - BTG Config
  - Vouchers
  - Promotion Rules**
  - Promotion Templates
  - Promotion Website Groups
- Cockpit
- WCMS
- B2B Commerce
- B2B Approval Process
- Rule Engine
- Ticket System
- Base Commerce
- Deeplink Urls

Search

Refresh Save

Publish Rule

Rule Properties Conditions & Actions Administration

Details

Code	Name	Description
order_threshold_percentage_discount_products	5% discount on all Camera accessories and supplies - Mli	A percentage discount is applied to the qualifying products when the order threshold value is reached

Rule Management

Website	Priority	Stackable	Rule Group
electronicsPromoGrp	90	<input type="radio"/> True <input checked="" type="radio"/> False	productPromotionRuleGroup

Start Date/Time (Timezone - UTC/GMT) End Date/Time (Timezone - UTC/GMT)

Dec 31, 1999 11:00:00 PM	Dec 31, 2098 11:00:00 PM
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Others

Message

Buy over {e12864b8-4070-4b4f-933b-3bc939b34b71} get {a98b895a-9742-4a60-86bd-f0d4cf55bea1}% off on products from categories {e816c6e1-cc68-48e4-a841-0e68aae9a210}

Status

Unpublished

- Filter Tree entries
- Home
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  - Promotion Rules**
  - Promotion Templates
  - Promotion Website Groups
  - Coupon Management
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- WCMS
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- Rule Engine
- Ticket System
- Base Commerce
- Deeplink Urls
- B2B Commerce

Free camera accessory for unhappy customers from customer support agent [csa\_percentage\_discount\_on\_products]

### Conditions

(Cart contains ANY products [ ] OR Cart contains products from ANY categories [585]) AND Assisted service session is active: true

Group operator: OR

- Qualifying products
- Qualifying categories
- Drop Conditions Here
- Customer Support
- Drop Conditions Here

- #### Available Conditions
- Cart
    - Cart total
    - Qualifying products
    - Qualifying categories
    - Product price threshold
    - Coupon code
  - Customer
    - Target customers
    - Customer Support
  - General
    - Group
    - Container

### Actions

Apply 100% discount on the qualifying products

- Percentage discount on products

- #### Available Actions
- Cart discounts

## **BUSINESS BENEFITS**

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- Create low-cost and highly effective marketing strategies
- Win new customers with attractive and customer-oriented promotions
- Boost sales with product bundles and combined offers





## **BUSINESS BENEFITS**

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- Drive loyalty with targeted coupon-based promotion campaigns
- Win new customers through attractive promotions
- Optimize inventory through special discounted sale initiatives (e.g. remaining stock)
- Shorten implementation time through native Accelerator integration



## KEY FEATURES

- Business tools for creation and management of ATP formulas
- Application of different formulas to different channels
- Intuitive adjustment of stock levels / return to stock rules
- Intuitive definition of sourcing & allocation rules
- Ready-to-use ERP integration incl. multi ERP scenarios



**EXPLORER**


Filter Tree entries

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- B2B Commerce

**SAVED QUERIES**

No queries

Search

+ Sourcing Configuration  1 items

Code	Base Stores
Hybris_OMS_Config	Electronics Store, Powertools Store, Apparel Store UK, Apparel...

1 items selected

**SourcingConfig[8796093061486]**

Refresh Save

Weight Factors

Distance Weight Factor	<input type="text" value="50"/>	Allocation Weight Factor	<input type="text" value="30"/>
Priority Weight Factor	<input type="text" value="20"/>	Base Stores	<input type="text" value="Electronics Store"/> <input type="text" value="Powertools Store"/> <input type="text" value="Apparel Store UK"/> <input type="text" value="Apparel Store DE"/> <input type="text"/> <input type="button" value="Q"/>

## **BUSINESS BENEFITS**

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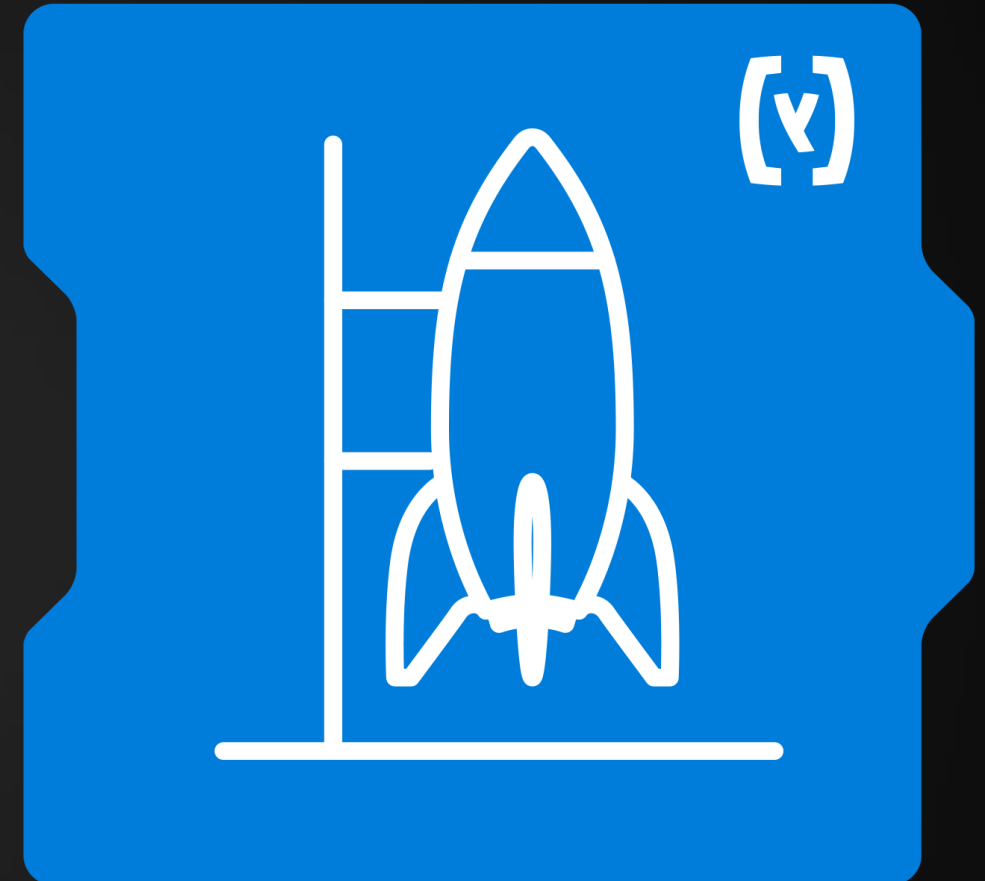
- Reduce overhead stock levels
- Improve delivery efficiencies and reduce shipping costs
- Intuitive tools enable business users to manage fulfillment processes efficiently



## KEY FEATURES

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- Set up and manage Sales organizations
- Saved carts
- CSV-based product export and import to saved carts incl. data validation
- Configurable Products interface to support configurable product models
- Quick Order capability



EXPLORER

Filter Tree entries

Organization Units

Sales

Search

UK

Disable Unit Enable Unit

Refresh Save

General Employees Customers

Employees

ID	Name	
james.davis@acme.com	James Davis	⋮
amelia.hill@acme.com	Amelia Hill	⋮
oliver.baker@acme.com	Oliver Baker	⋮
emily.bennett@acme.com	Emily Bennett	⋮
noah.jenkins@acme.com	Noah Jenkins	⋮





I'm looking for



(1 ITEMS) \$6.04

- BRANDS
- DIGITAL CAMERAS
- FILM CAMERAS
- HAND HELD CAMCORDERS
- POWER SUPPLIES
- FLASH MEMORY
- CAMERA ACCESSORIES & SUPPLIES

HOME / IMPORT SAVED CART

## Import Saved Cart

The imported file will be used to create a saved cart.

The text file should list the product SKUs and quantities in the following format:

- SKU, Quantity
- Maximum file size: 10.00 KB

Select a file to upload. The file must be a text file with extension CSV.

**CHOOSE FILE**

**IMPORT**



SORT BY

DATE MODIFIED



I'm looking for



(2 ITEMS) \$37.00

- POWER DRILLS
- ANGLE GRINDERS
- SCREWDRIVERS
- SANDERS
- MEASURING & LAYOUT TOOLS
- HAND TOOLS
- SAFETY




HOME / QUICK ORDER

### Quick Order

You can add up to 25 valid SKUs below and add to cart. Stock is reserved once products are added to cart.

RESET FORM

ADD TO CART

PRODUCT	PRICE	QTY	TOTAL
<input type="text" value="3592865"/>  <p><b>KA191EK</b> In Stock</p>	\$81.00	<input type="text" value="2"/>	<b>\$162.00</b>
<input type="text" value="1128763"/>  <p><b>6 Inch Nylon Cable Ties 100-Pack</b> In Stock</p>	\$16.00	<input type="text" value="1"/>	<b>\$16.00</b>
<input type="text" value="1234"/> <span style="color: red;">Product not found</span>			
<input type="text" value="2116274"/>  <p><b>KA310 240W 1/3 Sheet Sander</b> In Stock</p>	\$36.00	<input type="text" value="1"/>	<b>\$36.00</b>
<input type="text" value="Enter SKU"/>			

RESET FORM

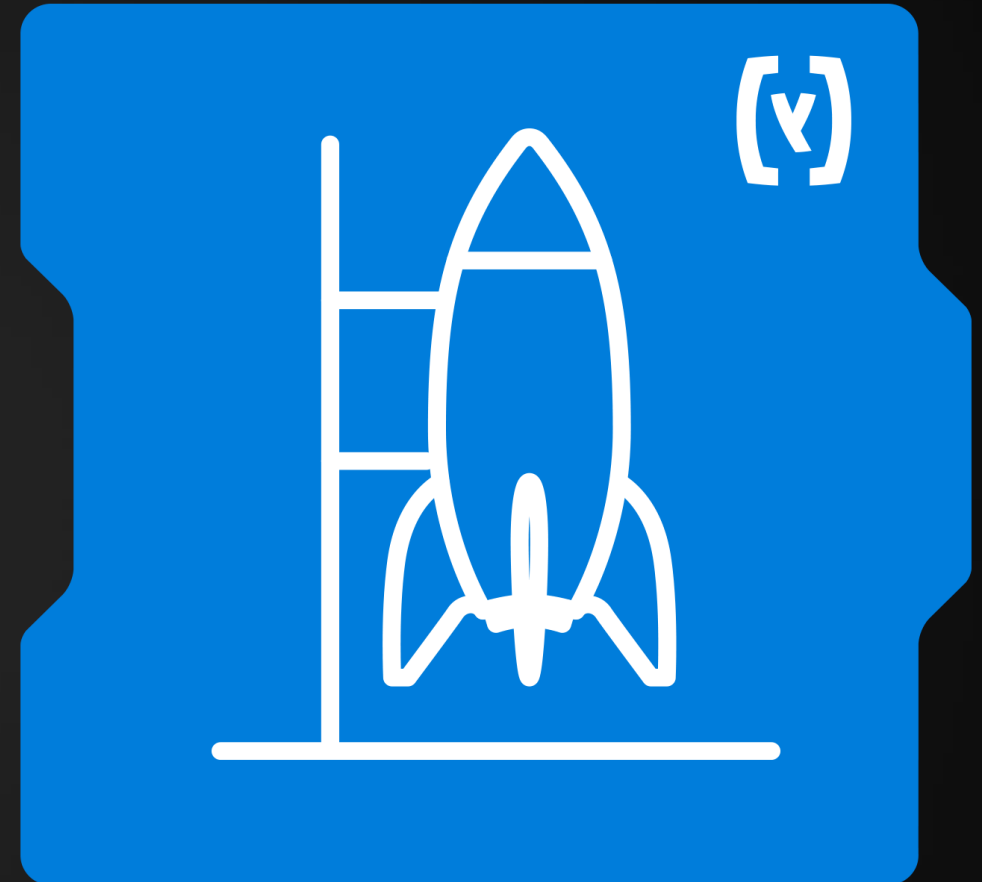
ADD TO CART



## **BUSINESS BENEFITS**

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- **Decrease administrative overload with intuitive customer self-service tools**
- **Map out complex Sales organizations from a single tool**
- **Manage and sell even the most complex products online**
- **Increase customer satisfaction through improved overall user experience**



## KEY FEATURES

- **New Backoffice Customer Support UI**
- **Quick access to relevant customer information and tickets**
- **Personalized customer service and sales support**
- **Integration with OMS, Assisted Service Module and SAP Cloud for Customer**





Customer Support interface showing a comparison between a Demo User and a Demo Customer profile. The Demo Customer profile includes fields for Name, ID, Customer ID, Original UID, Orders, Payment Methods, and Addresses.

**Customer Support Interface**

**Left Panel (Customer Support):**

- Search: demo
- Customer: Demo User - demo.user@domain.com
- Summary | Profile | Orders | Payments
- SESSION CONTEXT:
  - Customer: Demo User
  - Ticket: 00000001
  - Order: 00000006
  - Start Call
  - 00 : 00 | End Session
  - Launch ASM: Electronics Site

**Center Panel (Demo Customer Profile):**

Search: [ ]

Customer: Demo Customer - demo.customer@domain.com

Refresh | Save

Summary | Profile | Orders | Payments | Addresses | Tickets | Reviews | Password

**Essential Information:**

- Name: Demo Customer
- ID: demo.customer@domain.com
- Customer ID: 67e5cdfd-34fe-4303-addf-b388c95a4f24
- Original UID: demo.customer@domain.com

**Orders:**

- 00000001 - Mon Mar 21 17:28:31 CET 2016 - 327.51 - COMPLETED
- 00000003 - Mon Mar 21 17:29:11 CET 2016 - 191.92 - COMPLETED

**Payment Methods:**

- Default Payment Method: VISA - \*\*\*\*\*1111 - 8 - 2020 - Demo Customer - Highline Road 68 - Beverly Hills - California - 90210 - United
- Payment Methods: VISA - \*\*\*\*\*1111 - 8 - 2020 - Demo Customer - Highline Road 68 - Beverly Hills - California - 90210 - United

**Addresses:**

- Default Shipment Address: Highline Road 68 - Beverly Hills - California - 90210 - United States
- Default Payment Address: Highline Road 68 - Beverly Hills - California - 90210 - United States

**Right Panel (Demo Customer Profile):**

- Original UID: demo.user@domain.com
- Carts
- Orders
- Payment Methods
- Addresses

URL: https://electronics.local:9002/yacceleratorstorefront/assisted-service/emulate?customerId=demo.user@dom

## **BUSINESS BENEFITS**

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- Increase customer satisfaction
- Lower response times and time-to-resolution
- Improve usability, speed and efficiency for CSAs
- Drive sales and revenue by enabling CSAs to run catalog search
- Gain a unified view of customers
- Save time on development and training costs



## KEY FEATURES

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- New validation framework
- hMC to Backoffice configuration migrator
- Single Sign On
- AngularJS support
- Saved queries list widget
- Generic dashboard widget
- Generic chart widget





EXPLORER

Filter Tree entries

- Inbox
- System
- Cockpit
- Catalog
  - Catalogs
  - Catalog Versions
  - Categories
  - Products**
    - Product Variant Types
    - Units
    - Keywords
    - Classification Systems
  - Multimedia
  - User
  - Order
  - Price Settings
  - Internationalization
  - Marketing

SAVED QUERIES

No queries

Search

Anon Figment Embelm White [30281] - Clothing : Online

Refresh Save

Properties Attributes Category System Prices Multimedia Variants Extended Attributes BMEcat Administration

Article Number Identifier Catalog version Approval

Online from Online to

Description Sales unit

Piece [pieces]

Chic, sleek, and sophisticated, the Majestic is the most comfortable womens goggle on Earth, specifically designed for the unique contours of a womans face.

You have 2 Validation Errors

- Article Number  
Article Number cannot be empty
- Online from  
Select Online Date

Close

## **BUSINESS BENEFITS**

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- **Create tailor-made applications and cockpits easily and quickly**
- **Easy data migration to Backoffice Admin Cockpit**
- **Ensure high data quality through validation framework**
- **Significantly improved Backoffice performance**



## **MORE HIGHLIGHTS**

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- **Responsive B2B and Commerce Organization**
- **Data Hub**
- **China Accelerator**
- **Order Management**
- **CPQ**
- **SAP CRM integration**
- **Platform**





**THANK YOU!**

# PROXIMOS EVENTOS

- ❖ **GDI HCM – 27 de Septiembre, “Successfactors”**
- ❖ **KICK OFF GDI HANA – 29 de Septiembre**
- ❖ **Conferencia Anual ASUG México – 26 Octubre,**  
**<http://asug.mx/26-de-octubre-conferencia-anual-asug-mexico-2016/>**
- ❖ **12 al 14 de Octubre, SAP Hybris Americas Summit 2016**  
**<https://www.hybris.com/en/sap-hybris-americas-summit-2016#registration>**



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Asociación de Usuarios de SAP en México A.C.

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**26 de Octubre, Cd. de México**





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