

# Feature List

## hybris Commerce Accelerator for B2B 5.5<sup>1</sup>

Commerce Accelerator Features		
<b>1</b>	<b>Storefront</b>	<ul style="list-style-type: none"> <li>→ Multiple Storefronts can reside on one server</li> <li>→ Split storefronts by country or brand</li> <li>→ Share product catalogs or have separate catalogs per site</li> <li>→ Content catalogs can be shared for multiple languages or kept separate</li> <li>→ Regional delivery rules are supported Net/Gross prices can be shown</li> <li>→ <b>Homepage</b> - A well designed homepage is generally considered to be the most valuable page on the storefront. The Homepage in the hybris Commerce Accelerator for B2B Commerce is tailored to the best practice principles of the B2B market sector. The layout and design of a Homepage can vary between regions to suit different market territories, such as Europe, U.S., Asia. Use the homepage to prominently display your:               <ul style="list-style-type: none"> <li>• Promotional content</li> <li>• Newly released products, ranges, seasons</li> <li>• Brand news and social media activity tickers</li> </ul> </li> <li>→ <b>Catalog Pages</b> - There are a number of types of Product Catalog pages in the storefront:               <ul style="list-style-type: none"> <li>• <b>Category Page</b> - the category page shows the results of a category selection such as „screwdrivers“ in which the user will be presented with a list or grid page of screwdrivers present in that category.</li> <li>• <b>Product Results Page</b> - once a product has been selected from the category page, the product results page is presented containing product details, alternative images, delivery information, ratings, and other product content.</li> </ul> </li> <li>→ <b>Content Pages</b> - The storefront contains multiple Content Pages including Contact Details, Accessibility, Privacy Policy, FAQs, T&amp;Cs, Jobs, Working with us, Store, Events, Order, Tracking, Delivery Information, Returns, Site Map, Blog, Facebook Page, Twitter and Page Not Found.</li> <li>→ Each site includes the standard <b>core components</b>:               <ul style="list-style-type: none"> <li>• Page Header</li> <li>• Pop-up Cart</li> <li>• Top Navigation</li> <li>• Breadcrumb Bar</li> <li>• Page Footer</li> </ul> </li> </ul>
<b>2</b>	<b>Website Themes</b>	<ul style="list-style-type: none"> <li>→ hybris Commerce Accelerator for B2B uses Grid Based CSS Framework to establish presentation semantics (look and formatting) for websites written in HTML. CSS separates content from presentation, so users can easily switch from one to the other to designate elements such as colors, fonts and layouts. CSS works consistently across all web browsers, and offers a common library that enables developers to quickly get started. The Accelerator provides quick skinning of a site, with independent themes per storefront.</li> </ul>

<sup>1</sup> Requires the hybris Web Content Management Module

3	<b>Internationalization</b>	<p>→ Language selector on the storefront can provide the customer with the ability to change the language of the storefront, based on a configurable list. On the best practice B2B Powertools storefront, customers may choose to view the site in English, German, Simplified Chinese or Japanese. Currency selector on the storefront provides the customer with the ability to change the currency of the storefront, based on a configurable list. Back-end business tooling is available in: English, German, French, Italian, Brazilian Portuguese, Japanese and Simplified Chinese.</p>
4	<b>Data Management</b>	<p>→ hybris enables customers to manage multiple data domains such as product data, customer data, order data and stock on a single platform. Product data:</p> <ul style="list-style-type: none"> <li>• <b>Classification</b> - Products are managed as a hierarchy of categories. Products can be assigned to multiple categories for easy customer navigation. Users can define products that include multiple variants.</li> <li>• <b>Variants</b> - One product may have many variations, e.g., length, shape or color; although each of these variations may have similarities, such as all the cordless screwdrivers being offered in a certain set of battery voltage, idle speed and weight. Commerce Accelerator enables each product variation to have a specific product SKU, price and other specifications that can be displayed on the product page.</li> <li>• <b>Pricing</b> is shown on category and product pages, and can include volume pricing where applicable. Customer data is managed within the My Account area. It contains the customer's personal details, delivery addresses, payment information and more. Order data is shown as part of the order history information displayed in the My Account -Order History area. Stock data shows the number of items in stock. It is displayed as part of product details, both on the category and product page.</li> </ul>
5	<b>Search and Navigation</b>	<p>→ The Commerce Accelerator for B2B provides customers with the ability to search for products within the Product Catalog, either through Facet Navigation or Free Text Search.</p> <ul style="list-style-type: none"> <li>• <b>FreeText Search</b> - customers can locate a specific product by using keywords.</li> <li>• <b>Facet Navigation</b> - provides the ability to refine the set of products being displayed by selecting a particular attributes of the products.</li> <li>• <b>Precise results</b> with enhanced natural language capabilities such as Stemming, Stopwords and Spell-Checking.</li> <li>• The customer will be able to <b>sort results</b> via several sorting options and paginate through large result sets.</li> </ul> <p>→ Based on SOLR Search and Navigation technology, hybris provides a powerful and <b>highly scalable enterprise search</b>. It was built to handle multiple sites, catalogs, currencies and languages effectively.</p> <p>→ Search and Navigation is configurable through the UI-driven back end business tooling.</p> <p>→ <b>Breadcrumb Bar</b> provides the customer with the ability to see their position within the Product Catalog and navigate back to a previous point in the catalog structure.</p> <p>→ <b>Keyword redirects</b>: Merchant can define keywords that redirect shoppers to a specific landing page – product page, basket, micro-site, etc. – when they search for that term.</p> <p>→ <b>Keyword Autocomplete</b>: Give customers suggestions for their search terms while typing keywords, so they need less time to enter a search query and are guided towards searches that return relevant results.</p> <p>→ <b>Spelling suggestions</b>: Customers are given spelling suggestions so they can find relevant products when the correct spelling is unknown or a keyword is accidentally misspelled</p>

6	<b>Commerce Search</b>	<ul style="list-style-type: none"> <li>→ <b>Visual search editing</b> - A cockpit tool that enables you to simulate storefront- like searches on the product catalogs using full text keywords and facet refinements. It also enables you to tweak the search results which will later on be presented to your customers.</li> <li>→ <b>Hero products</b> - Users can manually choose “hero” products for the top result spots of any category lister page or for specific search keywords.</li> <li>→ <b>Boosting and burying</b> - Users can assign a certain number of points for each product in a search result across various categories, thus moving products with higher point totals to the top of the search results.</li> <li>→ <b>Facet visibility</b> - With Commerce Search cockpit tool you can also define per category which facets are displayed, as well as in which order.</li> </ul>
7	<b>Product Details</b>	<ul style="list-style-type: none"> <li>→ The Product Details Page is the key page which brings together all details of the product and contains components of the storefront which allow the customer to explore details of the product including product reviews and delivery information.</li> <li>→ Product Quickview Lightbox provides a minimalist view of the Product Page without taking the customer away from their current page.</li> <li>→ There are two possible layouts of the Product Results Page - Product List and Product Grid layout: <ul style="list-style-type: none"> <li>• <b>Product List</b> layout -displays product results as a vertical list.</li> <li>• <b>Product Grid</b> layout - displays product results as a grid.</li> <li>• The layout differs between market sectors since the attributes of the product which are important to the customer vary depending on the product type. It also depends on the amount of space required to display a product and the content of the attributes.</li> </ul> </li> </ul>
8	<b>Web Content Management</b>	<ul style="list-style-type: none"> <li>→ The Web Content Management System (WCMS) enables organizations to quickly create new websites using site wizards.</li> <li>→ The WCMS Cockpit helps users configure multiple components of the website including: <ul style="list-style-type: none"> <li>• HTML Tab</li> <li>• Mini Cart</li> <li>• Featured Products or Catalog</li> <li>• Top Navigation</li> <li>• Facet Navigation</li> <li>• Section Header Banner</li> <li>• Image Banner</li> <li>• Link List</li> <li>• Image Carousel Banner</li> <li>• Horizontal or Vertical Product Carousel Banner</li> <li>• Information Component</li> <li>• Small Detail or Thumbnail</li> <li>• Cross-/Up-Sell, Product Recommendation</li> <li>• Customer Segmentation management</li> </ul> </li> </ul>
9	<b>Merchandising<sup>2</sup></b>	<ul style="list-style-type: none"> <li>→ Users can manually define cross-selling or up-selling rules to give customers product recommendations (e.g., accessories, spare parts).</li> <li>→ Personalization can be used to offer promotions which can be restricted to specific customer groups.</li> <li>→ Users can create special customer groups, e.g., regular customers or volume spenders.</li> <li>→ Customers can view products tied to different promotions, and qualify for offers via rules set up by the organization.</li> <li>→ The following promotion templates are included: bundle, buy “X” get “Y” free, fixed price, product percentage discount, multi-buy, order threshold discount, order threshold free gift, product perfect partner.</li> <li>→ hybris Commerce Accelerator for B2B is fully integrated with hybris Promotion Module</li> </ul>

<sup>2</sup> Recommended Advanced Personalization Module

10	<b>Personalization<sup>3</sup></b>	<p>hybris Commerce Accelerator for B2B is fully integrated with hybris Advanced Personalization Module. Key functions include:</p> <ul style="list-style-type: none"> <li>→ <b>Segmentation</b> - Customers can be grouped into customer segments based on defined criteria such as customer behavior or characteristics. These segments can be used for refined marketing activities. New customer segments can be created in the hybris WCMS Cockpit where you can assign new segments to the catalog version and determine in which sites the segments should be available. In the modeling area of the WCMS Cockpit, business users can edit segments and create rules for orders, carts, and users. Each rule type may have multiple conditions; for example, if a user selects the cart rule type, he can add conditions such as “products in cart” or “total sum of cart contents.”</li> <li>→ <b>Targeting</b> - Merchants can create personalized pages to display customized promotions, banners, or coupons as well as personalized prices, rebates, product offerings, layouts, navigation, and search results. Specific landing pages can be displayed for different user groups.</li> <li>→ <b>Testing rule settings and content preview</b> - Business users can test rule settings with Live Edit in the hybris WCMS Cockpit. For example, if he has setup a rule to change the home page promotion based on purchase behavior, he can walk through the checkout process in Live Edit. He then can change the view perspective and return to the store home page where he will be able to validate the segment setting is performing as expected when the new targeted promotion is displayed. A user can also preview a personalized version of a page or a component so it can be seen exactly how customers will.</li> </ul>
11	<b>SEO</b>	<ul style="list-style-type: none"> <li>→ SEO-friendly URL structure - URLs are optimized to improve search engine rankings for pages.</li> <li>→ SEO-friendly page metadata (title, description and keywords) - page contents are optimized with meta data to improve search engine rankings for pages.</li> </ul>
12	<b>Store Locator</b>	<ul style="list-style-type: none"> <li>→ The Store Locator functionality provides customers with the ability to search for stores which stock the products of the website.</li> </ul>
13	<b>Shopping Cart</b>	<ul style="list-style-type: none"> <li>→ The cart section of the storefront allows the customer to easily manage the products and quantities in their cart before they check out.</li> <li>→ A summarized total value of the customer’s cart is available on every page in the page header cart summary.</li> <li>→ A summarized list of cart contents is available on every page in the pop-up cart which includes a merchandising banner.</li> <li>→ Display promotions - If a product which is part of a promotion is added to the cart, a message can be displayed to make the customer aware the item is part of a promotion, prompting them to add other items from the promotion to the cart.</li> <li>→ Savings - Received promotions are displayed in another area of the cart showing all promotions that have been received. The full amount of all promotions received are summed in the Total area of the cart.</li> </ul>
14	<b>Inventory Visibility</b>	<p>hybris Commerce Accelerator enables you to manage visibility of your inventory to the customers through:</p> <ul style="list-style-type: none"> <li>→ Inventory Thresholds, that allow you to the display of a threshold value instead of the real amount of stock available for a product.</li> <li>→ Future Availability which is available in the product model with sample data, including a default service.</li> </ul>
15	<b>Payment</b>	<ul style="list-style-type: none"> <li>→ An administrator can select payment methods which should be made available to customers.</li> <li>→ In the storefront, customers can select a payment method during the order checkout process.</li> <li>→ Customers can store preferred payment methods and related billing information in their profile. Payment methods (Credit and Debit) are supported by out-of-the-box functionality.</li> <li>→ For credit and debit card payments, validation of payment data is part of the capturing process. Card numbers are validated before they are accepted by the system.</li> <li>→ All credit card information is handled according to PCI standards. Users can store card details, which is physically done at the Payment Service Provider (PSP).</li> <li>→ Out-of-the-box integration with Cybersource is available.</li> <li>→ Multi-step checkout is available: This flow is used as standard in the mobile storefront, and is an optional checkout flow for the desktop storefronts. It allows the customer to be guided step-by-step through the checkout.</li> </ul>

<sup>3</sup> Recommended Advanced Personalization Module

16	<b>Hosted Payment</b>	<ul style="list-style-type: none"> <li>→ The Commerce Accelerator for B2B has included a standard integration to Cybersource as a hosted Payment Service Provider. They take responsibility for taking the payment details of the Customer so the merchant is relieved of the security risk of handling payment details. By doing this the Customer must be redirected to the Payment Service Provider's website in order to provide their payment details.</li> <li>→ The experience for the customer is seamlessly handled as part of the multi-step checkout flow.</li> <li>→ Hosted payment is only available as part of the multi-step checkout flow.</li> </ul>
17	<b>Fraud Engine</b>	<p>Basic fraud check functionality is included in the Commerce Accelerator for B2B, such as:</p> <ul style="list-style-type: none"> <li>→ Black List - a list of banned email addresses and/or user IDs</li> <li>→ Different Address - determines if the shipping address and billing address match</li> <li>→ First Time - is triggered when a user submits their first order. First Time is also a flag on other fraud checks to indicate they should only run on a First Time order.</li> <li>→ OrderEntries - ensures the customer is not ordering too many of a single product. This threshold is easily configured at the product level via standard business tools.</li> <li>→ Order Threshold - ensures the total order amount is within your configured thresholdlimit, which is managed in the business tools.</li> <li>→ White List - increases the fraud score if a user is not on a list of favored users.</li> </ul>
18	<b>Google Shopping and Local</b>	<p>Data can be exported to Google Shopping and, if available, associated with physical store(s) in Google Local:</p> <ul style="list-style-type: none"> <li>→ The export is configured and performed per web store and can thus include multiple product catalogs. Configuration and triggering of export tasks is done by the business user via the standard business tools.</li> <li>→ The exported product data is complete (in that it matches Google's requirements) and classified in accordance to the Google Product Taxonomy, and carries a valid link to the storefront. Product images are also exported (as URLs).</li> </ul> <p>Potential customers will be able to access storefronts from the Google Shopping site giving businesses more visibility:</p> <ul style="list-style-type: none"> <li>→ Retail store locations (PoS) are exported to Google local, so that they show up as „nearby stores“ in the Google shopping product search.</li> <li>→ Exported PoS data contains full address including phone number and web site URL, as well as a store category and a unique identifier for the store (which is used by product export in the price-quantity data feed, too). If available, opening hours and a description can also be exported, as well as varying prices for PoS locations, if desired.</li> </ul>
19	<b>Device Detection<sup>4</sup></b>	<p>The Commerce Accelerator for B2B uses device detection so there is a single URL which is valid across lots of different devices. When a user accesses the storefront he is served the most appropriate UI experience for his device. hyCACC demonstrates how touch phones can be directed to a touch UI for their device; meanwhile all other devices (computers, tablets, etc.) will be automatically directed to the desktop storefront. This is, conveniently, based on a fully extendable framework. By segmenting devices using Spring Mobile it is possible to add a separate UI experience, such as for tablet users.</p>
20	<b>Jirafe Customer Intelligence</b>	<ul style="list-style-type: none"> <li>→ The Jirafe Customer Intelligence dashboard is a SaaS-based analytics reporting tool which is fully integrated into the Reports Cockpit. The key reports include: <ul style="list-style-type: none"> <li>• <b>Sales funnel:</b> visits interested/engaged/ready to buy/completed purchase</li> <li>• <b>Abandoned cart:</b> total # of shopping carts created, #/% of carts abandoned, cart revenue, abandoned average order value</li> <li>• <b>Visit origin:</b> direct,search, website, email, social, and mobile</li> <li>• <b>Search keyword:</b> # visits, orders, revenue, conversion rate, average order value, revenue/visit</li> <li>• <b>Product &amp; Category:</b> # visits, orders, revenue, conversion rate, average order value, revenue/visit</li> <li>• <b>Referring website:</b> # visits, orders, revenue, conversion rate, average order value, revenue/visit</li> <li>• <b>Pages viewed</b></li> <li>• <b>Exit page analysis</b></li> </ul> </li> </ul>

21	<b>Assisted selling</b>	<p>Enables employees to provide real-time customer sales support, using the same website storefront across the omni-channel framework their customer uses, both physically in-store, and virtually online. Customer sales and service representatives can:</p> <ul style="list-style-type: none"> <li>→ Find a customer's account and session cart, or anonymous cart.</li> <li>→ Assign a customer to an anonymous cart (and vice versa).</li> <li>→ Create a new customer account on the customer's behalf.</li> <li>→ Provide service support to a customer within their My Account area.</li> <li>→ Provide sales support within the product catalog, cart and checkout flow, adding products to the cart and checking them out for the customer.</li> </ul> <p>Customer sales and service representatives are capable of offering agent-restricted content, for example:</p> <ul style="list-style-type: none"> <li>→ Categories of restricted products, bundled products or product entitlements.</li> <li>→ Product search results.</li> <li>→ Restricted promotional prices.</li> <li>→ WCMS widget content information and action functionality.</li> </ul>
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<b>B2B Commerce Specific Features</b>		
22	<b>B2B Organization Management</b>	<p>The Organization Management feature provides B2B customers with a self-service area to set up and manage their company. The B2B customer builds an Organization Structure to group their users who will interact with the B2B merchant in terms of permissions, rights and their hierarchy within the organization. It is flexible enough to allow for a wide range of company set ups from small and simple up to large and complex. The self-service area includes the following functions:</p> <ul style="list-style-type: none"> <li>→ Business units</li> <li>→ Order permissions</li> <li>→ Users and user groups</li> <li>→ Cost centers Budgets</li> <li>→ Order approval workflow</li> <li>→ Early login to allow organizations to set up visibility of catalogs for general purpose or logged in users.</li> <li>→ Registration form available for customers logging in for the first time.</li> </ul>
23	<b>B2B Spend Control</b>	<ul style="list-style-type: none"> <li>→ <b>Cost Centers and Budgets</b> - are added to the organization to group and manage expenditure, and therefore reduce the B2B customer organization's exposure to the B2B merchant.</li> <li>→ <b>Credit Limit</b> - To protect their interests the merchants' Account Managers can define Credit Limits for or within their B2B Customer Organizations. They can assign multiple credit limits with a variety of currency and date-range options to their B2B accounts. After an order has been placed the Account Manager will receive a credit limit alert if an order has exceeded the assigned limit. Orders will be processed up the point the credit limit is reached, after which they will be directed to a holding area from which they can be released by the Account Manager.</li> <li>→ <b>Configurable Authorization and Workflows</b> -Highly configurable workflow rules and authorizations ensure complete control over budgets. Administrators can easily assign levels of access (or permission) to a specific person or role. They can create and modify rules that allow users to access customized catalogs, place orders within a given budget and/or approve orders. (See also Order Approval feature, below.)</li> </ul>

24	<b>B2B Self-Service</b>	<ul style="list-style-type: none"> <li>→ In the online self-service area B2B customers can manage their quotes, track order history and use the order replenishment and scheduling capabilities.</li> <li>→ For B2B customers who are company approvers, there is also easy access to managing order approvals.</li> </ul>
25	<b>B2B Customer Account Management</b>	<ul style="list-style-type: none"> <li>→ Self-service control over customer information such as delivery addresses, payment methods, and personal details from within the My Account area. Customers can manage details such as:</li> <li>→ Updating personal details.</li> <li>→ Updating account password.</li> <li>→ Editing / removing delivery address.</li> <li>→ Setting a default delivery address.</li> <li>→ Setting a default payment method.</li> <li>→ Viewing order history.</li> </ul>
26	<b>B2B Account Summary</b>	<p>Financial obligation posting offers view to visibility on customers' accounts receivable standings along with other financial obligations:</p> <ul style="list-style-type: none"> <li>→ Integration with ERP back-end solution.</li> <li>→ Role driven security setting.</li> <li>→ Support for business unit hierarchies.</li> <li>→ Obligations can be displayed in list or grid format.</li> <li>→ Obligation searching and filtering capabilities.</li> <li>→ Ability to attach soft copies of posted obligations.</li> <li>→ Ability to attach soft copies of posted obligations.</li> </ul>
27	<b>B2B Quote Negotiation</b>	<ul style="list-style-type: none"> <li>→ The checkout page allows customers to request a quote for the order he is about to place along with a comment area to provide a reason for the request.</li> <li>→ A quote negotiation rights strategy in the back-end decides whether an order is eligible for quote negotiation. This strategy is customizable by partners and allows, for example, enabling B2B customers to request a quote if the total order value exceeds a certain amount. When quote negotiation is not available for the current order, the feature is not available on the checkout page.</li> <li>→ When placing the Quote Request, the order is shown to the Account Manager on the merchant's side, so he can decide whether to offer a discount to the customer.</li> </ul>
28	<b>B2B Special Pricing</b>	<ul style="list-style-type: none"> <li>→ The Commerce Accelerator for B2B examples special volume pricing with tool-tips appearing on products with volume pricing setup.</li> <li>→ hybris supports other forms of special pricing such as customer, customer group specific pricing and product (or product group) specific pricing which can be configured.</li> </ul>
29	<b>B2B Multidimensional Products</b>	<ul style="list-style-type: none"> <li>→ Multidimensional products are described using multiple attributes. For example, an apparel product might have attributes of size, color and fit. This enables merchants to provide detailed information on each of the products in their offering.</li> </ul>
30	<b>B2B Advanced Search</b>	<ul style="list-style-type: none"> <li>→ The advanced search option allows users to search for products using default string search or by their product IDs. After the search result is presented, user may select multiple products which will later on be available in the order form for mass purchases.</li> </ul>

31	<b>B2B Purchase order form generation</b>	<ul style="list-style-type: none"> <li>→ The advanced search functionality together with multidimensional products attributes enable customers to create mass orders in an easy and efficient way. For each of the products in the search lists that were added to the order form, system creates a grid list that displays all available dimensions of all products together with their stock availability.</li> <li>→ Quickly creating orders that contain multiple products. The feature is valid for both dimensional and non-dimensional items.</li> <li>→ Checking the future availability of a product you are interested in.</li> <li>→ Available in both Product Details and Checkout view.</li> </ul>
32	<b>B2B Order Replenishment</b>	<ul style="list-style-type: none"> <li>→ <b>Order Replenishment</b> - B2B customers can better manage routine ordering by using the automated stock replenishment capability.</li> <li>→ <b>Re-Order</b> - The same selection of products can be ordered based on a previous order.</li> </ul>
33	<b>B2B Order Approval</b>	<p>Order Approval enables the manual validation and approval of orders placed by a B2B customer both on the customer and on the merchant side. Key components of this process include:</p> <ul style="list-style-type: none"> <li>→ B2B Customers have specific ordering permissions such as a monetary threshold per order. There are currently three such permissions. When an order is placed, if the order is within the scope of permissions, e.g. the order is less than the threshold, the order is automatically approved. If the order exceeds the permission, the order is placed in a pending approval state. Eligible order approvers are notified and must manually approve or reject the order.</li> <li>→ Order Thresholds can be defined on a per-order basis, or cover a time span of weeks or months. An optional permission to exceed the assigned budget can be given to specific B2B customers.</li> <li>→ To provide customer approval for an order a user must have the B2B Approver role. In addition, he must also have rights which define the monetary limits to which he can approve. The position of the B2B Approver in the hierarchy is used by the Customer Approval Process when finding the least senior B2B Approver permitted to approve an order.</li> <li>→ If the order exceeds the B2B unit's credit limit on the merchant's side it requires additional approval by the assigned Account Manager in the hybris business tools.</li> <li>→ To view, approve and reject pending orders, the B2B Approver uses the Order Approval Dashboard via the storefront "My Account" section.</li> </ul>
34	<b>B2B Order Management</b>	<p>All order management functions are easily accessible from the the My Account area, from which B2B customers have the ability to view their:</p> <ul style="list-style-type: none"> <li>→ Order history details</li> <li>→ Order status details</li> <li>→ And to manage their replenishment schedules or set up a new replenishment schedule.</li> </ul>

35	<b>B2B Checkout</b>	<p>The Checkout allows the customer to complete their purchase of the items in their cart:</p> <ul style="list-style-type: none"> <li>→ Due to the sensitive nature of the data provided by the customer to the storefront, the checkout section of the storefront should be accessed via a secure protocol (HTTPS).</li> <li>→ The B2B Checkout is simple and flexible, allowing for account or credit/debit card transactions, also allowing the optional entry of a Purchase Order number.</li> <li>→ Customers can also request a quote on their order or set up the order as a replenishment order - all very efficiently at the point of checkout.</li> <li>→ In the Manual Checkout Process existing customers are taken through a checkout process where they: <ul style="list-style-type: none"> <li>• have the choice of paying onto their account or by credit card.</li> <li>• choose a delivery location from those associated with the account or associated with the selected cost center.</li> <li>• choose the delivery service required.</li> <li>• enter a purchase order number.</li> <li>• can setup the order for auto-replenishment.</li> <li>• can request a quote on the order.</li> </ul> </li> <li>→ Automatic Replenishment during Checkout: <ul style="list-style-type: none"> <li>• The order can be scheduled to replenish, as follows: <ul style="list-style-type: none"> <li>→ After X number of days</li> <li>→ Weekly</li> <li>→ Monthly</li> </ul> </li> <li>• It can also be set up at a later date in the Manage My Orders area.</li> </ul> </li> </ul>
36	<b>PunchOut Integration</b>	<p>The hybris Commerce Accelerator offers a PunchOut service enabling suppliers to expose their product offerings and catalogs to enterprise buyers' preferred procurement systems. This reduces costs of acquiring new customers whilst increasing potential top line revenue, resulting in improved product margins.</p> <p>By default system comes preintegrated with Ariba PunchOut service, but it is vendor independent.</p>
37	<b>B2B RESTful API</b>	<p>A set of web services that support integration with our B2B Commerce application. This is the beginning of services where the established components and their connectors will initially offer basic integrations.</p> <p>This B2B RESTful API offers following functionality:</p> <ul style="list-style-type: none"> <li>→ User login authentication and role validation.</li> <li>→ Catalog categories and product list extractions.</li> <li>→ Acquisition of information on catalog product details.</li> <li>→ Shopping cart management, permitting users to create, update, delete and edit.</li> <li>→ Purchase order placements on accounts associated with cost centers.</li> <li>→ Access to a business unit's organizational management information.</li> </ul>

### Technology Features

38	<b>Spring Framework</b>	<p>The hybris Commerce Accelerator for B2B makes heavy use of the Spring Framework to manage dependencies between components. We have a clear separation between a component's interface and its implementation. To replace an implementation with your own you just need to register your own implementation in a Spring XML configuration file. Doing so you can easily extend or modify existing behavior.</p>
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39	<b>Spring Integration</b>	The hybrid Commerce Accelerator for B2B may interface with many external systems. For example, warehouses for fulfillment, CRM systems for customer data, and product and order databases. To communicate with these systems, hybrid supports the required data transport protocol and converts information to and from the required data format. This data communication is carried out in a well-defined way using Enterprise Integration Patterns (EIPs). Rather than using a bespoke solution, hybrid implements EIPs with Spring Integration - a comprehensive, non-invasive framework that is adaptable for a wide variety of data transfer protocols and is based on a message-driven architecture that makes it easier to decouple components.
40	<b>Spring Security</b>	hybrid relies on standards such as Spring Security to protect organizations' IT environments and data. Spring security provides advanced authentication, authorization and other security features to define user identity and limit access to secured resources.
41	<b>Spring MVC 3</b>	Spring MVC 3 (Model View Controller) is the Web component of Spring's framework. It provides rich functionality and guidelines for building robust online stores. The Spring MVC framework is designed so that every piece of logic and functionality is highly configurable. The separation of logic and data view simplify maintenance.
42	<b>Facade Layer</b>	The facade layer provides a simplified interface to the hybrid Service Layer. A facade orchestrates service to reduce the complexity among subsystems. Communication is simplified because the code is easy to read, understand, and test. Also, facades can be easily mocked and therefore can help separate frontend from backend development.
43	<b>JSP based View Layer</b>	<p>The storefront uses JSP 2.1 as its view rendering technology. Basically, the View Layer is the conduit for getting data in and out of the application. It is the layer that concentrates on the interface and manages business logic and data access. The use of standard technologies such as JSP in the view layer simplifies the adoption of the Commerce Accelerator storefront. There are several different groups of JSPs - page, fragments and CMS JSPs.</p> <ul style="list-style-type: none"> <li>→ Page JSP contains JSPs that are used to render a complete HTML web page that can be returned to the client browser.</li> <li>→ Fragments JSP contains JSPs that are used to render parts of HTML web pages that are requested or updated asynchronously. This is used to handle functionality like the product quick view pop-up. The product quick view pop-up is requested by the client browser via an Ajax request. The view is rendered for a specific product and returned to the client browser. The client browser then inserts this HTML into the web page.</li> <li>→ CMS JSP contains JSPs that are used to render the view for specific CMS components such as cart, checkout, promotion, my account and many more.</li> </ul>
44	<b>AJAX</b>	hybrid uses the jQuery, a fast and concise JavaScript Library that simplifies HTML document traversing, event handling, animating, and Ajax interactions for rapid Web development. jQuery is designed to enable developers to more easily and quickly write JavaScript. The richness and responsiveness of AJAX improves the customer experience in online stores. Instead of loading a webpage at the start of a session, the browser loads an Ajax engine written in JavaScript. Processing occurs instantly, with no waiting for pages to reload—e.g., when a shopping cart is updated.
45	<b>Data model</b>	Each Storefront will have a counterpart CMS Site and Base Store. These are the central objects for configuring a new website. While setting up the CMS Site, you will link the Site to the appropriate Catalogs that hold the content for the Storefront. Catalogs are used to store Product and WCMS content. The Content Catalog stores all the WCMS pages, components and templates. The Product Catalog stores all product and category data.
46	<b>Sample store</b>	Functionally rich Sample Stores demonstrate available Commerce Accelerator functionality including Landing Pages, Product Pages, Faceted Search and Navigation, Shopping Cart, Full Checkout Process, My Account, Order History, Content Pages and the B2B My Organization area.

47	<b>Sample data</b>	hybris provides extensive sample data which enables customers and partners to test the usage of the existing functionality on the real data. Sample data include all complete examples of using ImpEx, CMS Content, two product catalogs with classification, product references, categorization, media, prices, promotions, BTG segments and rules, store locator, points of sale and example B2B organization structures.
48	<b>jQuery Mobile</b>	hybris uses the jQuery mobile UI toolkit for building the cross platform mobile storefront.

**Note: Module dependency**

Customers do not need to purchase all modules to be able to use the hybris Commerce Accelerator for B2B, although each module that will be removed means less value to the customer and possibly some work required to remove the code/function from the front-end. It is highly recommended to use all modules.

Module/Application	Required or Optional
Web Content Management System (WCMS)	Required
Order Management Services	Optional
Advanced Personalization Module	Optional
Subscriptions Module	Optional
Bundling Module	Optional
Subscription Billing Gateway	Optional

**About hybris software** hybris software, an SAP company, helps businesses around the globe sell more goods, services and digital content through every touch point, channel and device. hybris delivers omni-channel commerce solutions: 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 has helped some of the world's leading organizations including 3M, ASICS, Bridgestone, EE, Galeries Lafayette, Johnson & Johnson, Levi Strauss & Co, Nestlé, Nespresso, Nikon, Rexel, Samsung Electronics, Ted Baker, Tommy Bahama and W.W. Grainger, to attract, retain, and grow a profitable customer base. hybris sits at the heart of SAP's Customer Engagement and Commerce suite of solutions, alongside SAP® Cloud for Sales, SAP Cloud for Service, SAP Cloud for Marketing and SAP Cloud for Social Engagement, providing the foundation, framework and business tools to create a holistic customer view across channels, simplify customer engagement and solve complex business problems.

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