



## hybris - Breaking the barriers in the B2B commerce world

*“Future belongs to those businesses that can truly provide a unified customer experience across all channels. For hybris customers, the future is today.”*

B2B Commerce is a complex world. Accommodating a wide variety of suppliers, distributors and stores on a single platform, while automating sales administration processes can be a mind-numbing affair. Maintaining the operational efficiencies across channels, in addition to a multitude of business models and markets is the most important challenge to drive customer satisfaction and profits.

Traditional e-commerce platforms have failed to create synergies within the B2B community as their implementation is based on limited understanding of the B2B world. Limited by their architecture, fragmented business process automation, lack of integration with operational systems and inability to apply a tailored commerce engine as a backbone, which is a must for every stakeholder in a B2B relationship - has resulted in a huge gap in a customer's journey; ultimately affecting customer satisfaction and profits.

hybris is here to help redefine your B2B relationships and leap beyond what traditional e-commerce systems provide. hybris makes it incredibly easy for customers to find, learn about and purchase products. hybris helps you to unify customer interactions and transactions across brands, geographies, products and communication channels.





## SAP hybris B2B - transforming challenges into opportunities

60%

Improved conversion due to enhanced site search function

80%

Improved reach due to hybris omni-channel features

50%

Improvement in customer experience and satisfaction

- **Managing complexity of B2B processes and transactions**  
Intuitive, rights-based tools for account managers to manage accounts and related cost centres, contracts and budgets. Self-service capabilities to decrease administrative overhead and enhance customer service.
- **True omni-channel solution integrating multiple business models and markets**  
Solve complexity across business models (i.e. B2B2C), channels and markets. Manage a supplier, distributor and partner ecosystem on a single platform.
- **Unified data domains**  
Integration of supplier product catalogues, inventory, contracts, customer information, content and orders onto a single solution.
- **Comprehensive and fine-grained management of the product content**  
Consolidate product content on a single platform to ensure unified messaging across all channels and proactively address individual customer requirements.
- **Fluid, user-friendly, retail-like shopping experience**  
Simply outstanding e-commerce experience in terms of presentation, functionality and user experience. Support for multi-device interfaces.
- **Buyer-centric B2B merchandising**  
Understand B2B purchasers' triggers [i.e. page views, abandoned shopping carts etc.] to enable you to help them to complete their purchase before it is too late. Enable policy-based merchandising support for your B2B buyers.
- **Streamlined order processing and fulfillment**  
Control operational costs based on automating individual buyer's preferences on order processing and fulfillment. Enable policy-based B2B relationships on pricing and target management.
- **Be there where your buyers are.**  
Now you can reach enterprise customers that were previously hidden behind enterprise purchasing organizations.

### Watch yourself!

From Order to Customer Service - Watch our sample demonstration on how hybris and SAP Solutions work together.



### How Gauri can help

Gauri's expertise lies in leveraging value-based process improvement with technology enhancement, implementing client specific requirements with personalisation, customisation and development. Our specific experience is in sales, marketing, service and social communications, and their real-time integration to the ERP back office. We deliver real-time business insight through intuitive use of business analytics.

Digital enablement for our clients is achieved through our understanding of the customer domain across both B2B and B2C relationships, and the development of end-to-end integrated applications across SAP and non-SAP landscapes. Our industry experience lies within Wholesale and Distribution, Manufacturing, Consumer Goods, Public Sector and Retail.

Gauri is an accredited SAP VAR partner with recognised expertise in CRM, and is a Partner Centre of Expertise for VAR-delivered support.

### Experience the difference, contact us at:

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