

hybris - Reinventing B2B Ordering and Fulfilment

“Control and flexibility while making orders, quick delivery and fulfilment options with a centralised view of ‘everything’ so that you can sell when you want, and where your customers want.”

B2B order management and fulfilment is an extremely complex process for any distribution business. Automation is a critical element to achieve operational efficiencies, especially when dealing with low-margin, high-volume transactions. Your order processing system must cater to the dynamics of your channels such as the reseller network and provide assurance to your end customers through outstanding customer support services.

B2B relationships are highly tiered and often based on the number of parameters such as order volume, turnover, channel choices and cascaded levels of service delegation. In an ever-expanding network of distributors, importance of win-win relationship between a distributor and a reseller cannot be taken for granted as limited platform extensibility and wrong pricing are two of the major contributing factors resellers choose to switch distributors.

In a business condition where margins need to be aggressively protected, pricing and fulfilment abilities take centre stage.

hybris brings you control through its ability to customise B2B commercial relationships such as contract-based policy definition, enrichment, target-driven pricing and discounting levels, along with a unique one-window for all the relevant information on product availability, delivery and service.



hybris - integrated omni-channel order management and fulfilment tools



- **Real-time stock availability across channels**

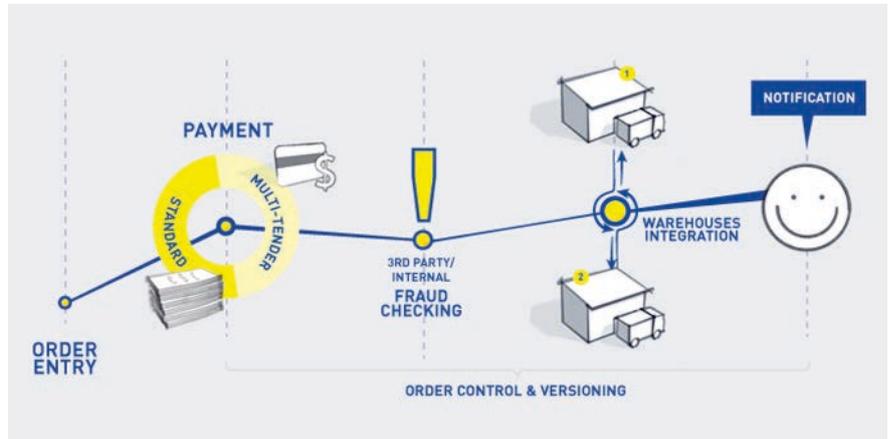
hybris Order Management System (OMS) provides accurate visibility of stock across stores, channels, distribution centres and even third-party logistics providers.

- **Provide a flexible and end-to-end integrated customer experience**

hybris Order Management enables your customers to buy from anywhere, pick up from anywhere and if needed, return anywhere.

- **Policy-based pricing and loyalty management**

Provide your B2B relationships an advantage to get tiered pricing or reward-based pricing without any manual intervention via pricing policies or even a third party pricing engine. You can monitor the relationship progress such as targets vs actuals, volume-based discounts earned and channel-wise sales development via one OMS Cockpit.



- **Intelligent fulfilment tools and integration options**

Manage order-related workflow with ease. Whether it is about printing picking slips or shipping labels, OMS allows you to integrate every post-ordering process with your fulfilment processes or even third party logistics facilities.

- **Rewarding your business customers via Gamification**

Now you can increase sales by implementing flexible, target driven loyalty points or rewards. No manual submission of claims and credits - everything is managed via hybris OMS engine.

- **Never experience stock-outs or high inventory costs**

Integrate hybris OMS and hybris Commerce with your operational inventory management systems; enable model-based inventory management to optimise your inventory and logistical costs.

- **One view for all business users**

Achieve one dashboard for all business stakeholders and even your business customers (i.e. B2B) with everything in the Order Management life cycle such as management KPIs and live dashboards.

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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