# Gauri

Great Value. Delivered with Passion.



## hybris B2C Commerce

*Online shopping is no longer a price-driven proposition. Consumers are seeking value and they expect responsive and productive interaction at every touch-point.*

*Discover how hybris is helping B2C organisations to deliver a truly integrated online commerce experience to its customers.*

SAP Partner

## B2C Commerce
## KEY BUSINESS CHALLENGES

Gauri
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- **TO BE WHERE YOUR CUSTOMERS ARE**
  Shopping is no longer limited to the comforts of your customers. With always present connectivity and access to internet, today's consumers shop in the strangest of places and in most-unassuming circumstances. It's vital that you do not ignore any channel to reach out to your customers. For hybris, there is no channel where commerce cannot be delivered.

- **TO BE DIFFERENT**
  Consumers expect much more from e-commerce and one such expectation is to get engaging, informative and relevant content. hybris supports a broad and versatile range of content and marketing capabilities to provide an attractive platform for consumers; thereby increasing revisit and conversion.

- **TO KNOW YOUR CUSTOMERS' NEEDS AND WANTS**
  Associative commerce is the way forward; but most B2C commerce platforms miss this fundamental dimension in a customer's buying journey. hybris enables its merchants to create a boutique shopping experience by acquiring and assimilating customer preferences and provide a targeted commerce experience.

- **TO RAPIDLY ENABLE NEW MARKETS**
  *hybris allows its merchants to open up to new markets without implying high costs and investment risks. By being able to quickly adopt a new channel across geographies, customer segments and brands on a single platform, hybris opens up your growth potential.*

- **TO IMPROVE CONVERSION**
  Improving customer experience is key to improving conversion rates. hybris presents a centralised management of the catalogue along with structured and unstructured content on a single platform; providing consistent content across channels - optimising every dimension of customers' buying experience.

**"**
The key to effective B2C commerce is to make it extremely easy for consumers to find you, engage with you, and purchase products and services from you – and keep coming back expecting more.
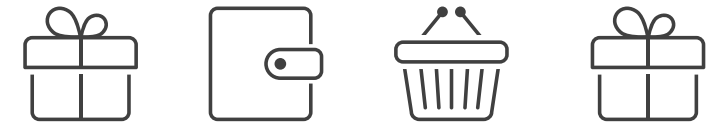
# hybris B2C Commerce
## KEY FEATURES

### eCommerce Management

o Increased responsiveness with multi-device, multi-channel and multi-site launch capabilities that enable rapid entry into new markets and customer segments

o Synchronised order processing across channels thereby increasing conversion rates

o Extremely flexible and adaptable catalogue management and associative content management improving customer engagement

o Support for global fulfilment with fully integrated view of the customer's journey and one view of orders and buying preferences.

### Marketing and Sales Integration

o Increased order value with engaging content, product selection, recommendations and promotions

o Driving social commerce by outstanding social media integration with abilities to improve customer engagement

o Personalised and tailor-made commerce experience based on buyers preferences and buying behaviours

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There is no other platform which leverages the power of integrated contextual marketing, sales and service capabilities to provide a streamlined eCommerce experience to the end-user.

# hybris B2C Commerce
## KEY FEATURES

**Merchandising**

- o Implement visuals around your products and services by creating a virtual world – enabling your customers to sense and feel your products using innovative visualisation and virtualisation techniques

- o Enrich product descriptors using advanced digital asset management techniques

- o Improve usability and conversion rates through smart search, natural navigational elements and dynamic product landing pages

- o Advanced presentation technologies and user-friendly content management options

**Integrated IT and Operational Systems**

- o hybris is built upon standards-based service-oriented architecture and provides open standards for integration with back-end systems

- o Improve time-to-market by leveraging flexible deployment options – virtualised, cloud computing or on-premise

- o No slowdowns – scalability and performance like no other

- o Designed for extensibility and flexibility

- o **22%**
  of CEOs believe that business model change dictates "the next big thing"

- o **$15.3 trillion**
  of global GDP growth will be due to shifting channels

- o **1 million**
  direct sales jobs will be impacted by these shifting channels

Source: SAP

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## About hybris Software

hybris software, an SAP Company, helps businesses around the globe sell more goods, services and digital content through every touchpoint, channel and device.

hybris delivers OmniCommerce™: 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' omni-channel software is built on a single platform, based on open standards, that is agile to support limitless innovation, efficient to drive the best TCO, and scalable and extensible to be the last commerce platform companies will ever need. Both principal industry analyst firms rank hybris as a "leader" and list its commerce platform among the top two or three in the market.

The same software is available on-premise, on-demand and managed hosted, giving merchants of all sizes maximum flexibility.

Over 500 companies have chosen hybris, including global B2B sites W. W. Grainger, Rexel, General Electric, Thomson Reuters and 3M as well as consumer brands Toys "R" Us, Metro, Bridgestone, Levi's, Nikon, Galleries Lafayette, Migros, Nespresso and Lufthansa.

hybris is the future of commerce™.

## ABOUT GAURI

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.

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