



SAP Hybris Commerce **A truly omni-channel solution** **for digital transformation**

Differentiate, adapt and meet the ever-changing behaviours of your customers. Control and flexibility while taking 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.

WHY OMNI-CHANNEL?

Organisations looking to deliver customer experiences need to adopt multichannel sales strategy, customer-centric marketing and content delivery, unified multi-channel shopping experience and truly world-class service desk – all in one place, through one window.

HOW HYBRIS CAN HELP?

Hybris is built upon single-stack architecture, which drives faster time to market, ensures lower cost of ownership due to its flexibility for extensions and customisations.

WHAT ARE MY BUSINESS BENEFITS?

- True multi-channel, multi-device, cross-platform implementation
- Advanced product and web content management and personalisation
- Integration with the customer service and support applications
- Ability to build experience driven commerce strategies for marketing
- Unified approach to content and more specifically, master data
- Advanced search and merchandising features
- Comprehensive support for order management life-cycle



Times are changing. As customers are becoming more empowered with choices, their expectations are rising. There is only one choice for the merchant – adapt or perish.



WHAT ARE MY INTEGRATION OPTIONS?

Over and above omni-channel commerce, hybris supports integration with leading ecosystem of operational systems for marketing, sales, service desk, billing, inventory and fulfilment systems.

This is not limited to the SAP world and its flexibility and extensibility can be leveraged for a range of non-SAP and point solutions today.

SAP SOLUTIONS AND HYBRIS INTEGRATION FRAMEWORK

The hybris/SAP Solution Integra on provides a standardised, ready-to-use integration framework that connects the hybris Commerce Suite's omni-commerce capabilities with SAP products, including their ERP, CPQ and SAP hybris marketing applications.

This means that implementation partners no longer need to build integrations from scratch.

With fewer custom configurations, the integrations can be implemented faster and at lower costs.



Customers no longer appreciate service delivery silos. Their expectation is to get all answers from one place, no matter which channel they connect with the merchant.



SAP hybris Solution Mix

Marketing	Sales	Pricing
Commerce	Integrated Commerce Platform	Service
Fulfilment	Inventory	Billing

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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