



SAP Hybris 

Datasheet

# SAP Hybris Commerce Cloud



Run Simple

# Business Challenges

Today, organizations are looking to go to market quickly with a solution that enables them to create highly targeted, relevant and exciting customer experiences across all touchpoints.

They are looking for fully functional omni-channel commerce solutions that they can deploy in the cloud in order to lower costs - not having to set up an extensive IT infrastructure and maintenance or train an operational team to support it - and be able to focus on their core business.

Also, organizations are looking for a flexible, but at the same time highly scalable, solution that can grow with them and is able to support the highest traffic peaks without any challenge. They want subscription and licensing options that are highly flexible and tailored towards the organizations' specific needs and growth requirements, with flexible pricing options such as pay-as-you-grow becoming more and more common in the industry.

Last but not least, they're looking for omni-channel commerce cloud solutions that are able to support their organizations' ambitions to expand globally, and across multiple business units in a seamless, secure, and scalable way.

# Solution

SAP Hybris Commerce Cloud drives digital transformation and enables you to become an omni-channel business, delivering contextual customer experiences and unifying customer processes. We help you integrate all digital and physical customer touchpoints onto a single, robust platform – including online, mobile, point-of-sale, call center, social media and print – empowering you to deliver exceptional, seamless customer experiences, in any industry, anywhere in the world.

Our single-stack architecture ensures a fast time to innovation, drives the best total cost of ownership and offers maximum flexibility for extension and customization.

Built for B2B, B2C and B2B2C, SAP Hybris Commerce Cloud enables organizations to thrive in today's digital economy. Our customer-centric approach to channel integration empowers you to deliver customer experiences that boost loyalty and increase sales.



# Focus on Your **Core Business**

SAP Hybris Commerce Cloud lets you focus on your core business, while we take care of the hardware, software, IT Staff and all operations. We help you improve operational efficiency and scalability, to lower costs and maintain high availability and security. Our entire operations staff has domain expertise in SAP Hybris, and will work to ensure that your commerce site is up and running, optimized for the best customer experience, and functioning properly 24x7.

You benefit from the lower entry costs of the subscription model, and the flexibility of having payment models tailored to your specific requirements, while we maintain high availability and security of your systems.

You even have the flexibility to choose among three different editions of SAP Hybris Commerce Cloud – designed to meet your unique business needs. You can start with the SAP Hybris Commerce Cloud, Standard Edition, and then as you grow (or as requirements change), you can scale to a more feature rich edition like SAP Hybris Commerce Cloud, Professional Edition or SAP Hybris Commerce Cloud, Enterprise Edition.

With SAP Hybris Commerce Cloud, SAP Hybris gives you the most simple, scalable and flexible omni-channel commerce cloud solution in the market.



# SAP Hybris Commerce Cloud Editions

## GO ONLINE

**SAP Hybris Commerce Cloud, Standard Edition** provides you with best-in-class e-commerce functionality to build a successful online business. Make your digital transformation easy, fast and cost-effective by leveraging industry specific solutions for B2C, B2B and B2B2C. And as you grow we provide avenues to convert to a Professional or Enterprise Edition. This commerce solution includes SAP Hybris Customer Experience as well as key capabilities for customer service, mobile commerce, promotions and coupons, personalization, search and navigation and more!

## OMNI-CHANNEL COMMERCE

**SAP Hybris Commerce Cloud, Professional Edition** empowers you to go fully omni-channel to provide consistent, contextual and relevant customer experiences anywhere, at any time and on any device. With data driven merchandising optimization this commerce solution enables you to go beyond and create unique and meaningful connections with your customers while fostering brand loyalty. This commerce solution includes all the capabilities from the Standard Edition plus SAP Hybris Merchandising and other key capabilities such as assisted service, bundling and subscription and order orchestration.

## CONTEXTUAL COMMERCE

**SAP Hybris Commerce Cloud, Enterprise Edition** gives you all the tools for fully extensible and contextual commerce. Reach your enterprise goals by driving state-of-the art commerce – engaging and understanding your customers throughout their customer journey, from content creation to merchandising to fulfillment. This commerce solution includes all the capabilities from the Professional Edition plus conversion capabilities, integration (Data Hub), communities and an exclusive platinum upgrade package.

# Key Features

- Rapid deployment of a truly omni-channel solution that integrates all digital and physical touchpoints for a seamless customer experience
- Superior data management to ensure consistent, high-quality information across all channels
- Flexible, modular platform built on a modern, standards-based architecture
- Easy to extend, customize, integrate and maintain
- Pre-integrated with all of SAP Hybris solutions, as well as SAP S/4 HANA and other SAP solution suites
- Intuitive, easy-to-use business tools
- Commerce Accelerators offer quick implementations of industry-tailored omni-channel experiences
- Self-service portal for set-up, management and monitoring of cloud instance

## HOSTING INFRASTRUCTURE COMPONENTS

- 99,9% availability SLA
- Development, staging and production environments
- Network routers, switching / network infrastructure and management
- Load balancing
- High performance storage

- Highly available database with database monitoring and management
- Offsite backup services
- Multi-home Internet backbone connectivity
- Multiple monitoring dashboards

## SUPPORT SERVICES

- 24x7 support contact centers
- Follow the sun support model
- Support for hosted infrastructure related issues
- Integrated application support with support partners
- Dedicated Project Manager (PM) for onboarding and implementation phase
- Dedicated Technical Account Manager (TAM) past go-live

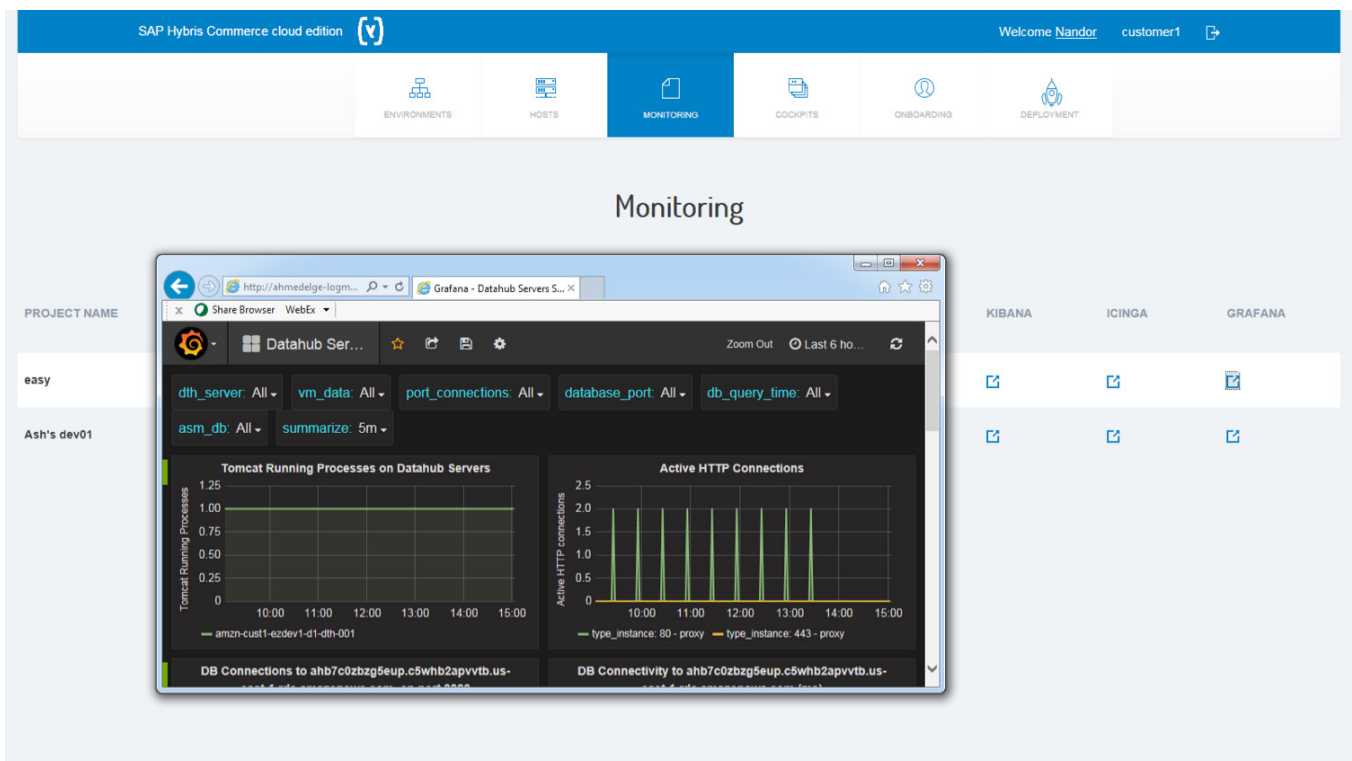
## PREMIUM SERVICES

- Cloud Readiness Check (included in all Commerce Cloud editions)
- Platinum Upgrade Service (included in Commerce Cloud, Enterprise Edition): Annual upgrades to the latest SAP Hybris Commerce release (not including custom code), incl. technical upgrade analysis and functional assessment; comprehensive report of refactoring required for custom built extensions

# Key Features

## SECURITY

- Secure cloud application network architecture
- Firewall security
- IDS/IPS - Intrusion detection and prevention
- Log management
- File integrity management
- Two-factor authentication
- VPN connectivity
- SIEM (Security Information and Event Management)
- DDOS-Monitoring
- ITIL - Security and change management policies



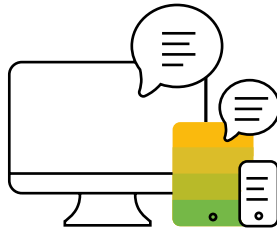
SAP Hybris Commerce Cloud includes administration and self-service tools that enable organizations to explore details of their cloud environment, logs and traces, manage users, and check monitoring metrics.

# Key Benefits



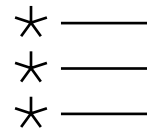
## HAVE COMPLETE DEPLOYMENT FLEXIBILITY

by bringing your system on-premise if you wish or remain worry-free in the cloud.



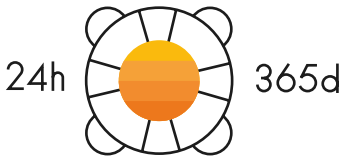
## INTERACT, ENGAGE AND TRANSACT

with your customers when and where they want to – across all channels and touchpoints, any time.



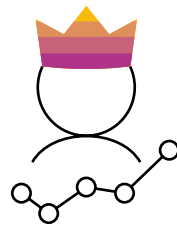
## GET ENTERPRISE-CLASS FEATURES

including processing power, networking, security and storage.



## RELY ON US

for ongoing maintenance and support, 24 hours a day, 365 days a year.



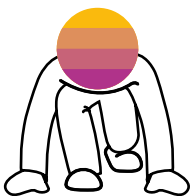
## WIN AND RETAIN

valuable loyal customers by engaging them personally, with the help of relevant, contextual customer insights.



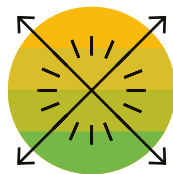
## GAIN VISIBILITY

control and confidence through streamlined processes.



## GO TO MARKET QUICKLY

with a fully-functional omni-channel commerce solution – in as little as three to four months.



## GROW AND EXPAND

your business with a solution that scales with you. Choose from Standard, Professional and Enterprise Editions to meet your unique business needs.

# About SAP Hybris

SAP Hybris enables businesses to transform how they engage with customers, innovate how they do business, and simplify their technology landscape. With a comprehensive approach to customer engagement and commerce, our solutions unlock opportunities to optimize your customers' experience and transform your business. We help you drive relevant, contextual experiences across all of your customer touch-points in real-time, so that you can create strong differentiation and build competitive advantage in the Digital Economy.

SAP Hybris has helped some of the world's leading organizations transform themselves in response to changing market conditions and customer expectations – delivering exceptional experiences, adding new channels, evolving their business models, and entering new markets. How can we help you?

**Explore SAP Hybris solutions today. For more information, visit [www.hybris.com](http://www.hybris.com)**



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