

hybris Commerce Accelerator Multi-Channel – From Day One.



For the first time ever, you can deploy a fully integrated, true multi-channel solution – including Web, mobile, call center, and order management – straight from the box. No more long development timelines. No more delaying your mobile store until a later phase. Build a solid infrastructure fast and evolve quickly from there.

Multi-channel? No problem! Your customers want to shop seamlessly across all your channels. We've made it easier for you to be everywhere your customers want you to be – especially on their mobile devices. And we enable you to deliver a consistent brand experience across all those channels – anytime, anywhere they connect with you.

The latest version of the hybris Commerce Accelerator includes:

- Two ready-to-use mobile storefronts with device detection
- Integrated hosted payment
- A choice of single-, multi-step or guest checkout for your desktop storefront
- Standard integration to Google Analytics complete with ready-tagged pages to easily connect your stores
- Jirafe Customer Intelligence, with real-time Web and commerce analytics reporting to support marketing and merchandising activities

Business Challenges

- **Ensure a superior customer experience**
Consumers expect to easily find items and quickly complete their transactions. They expect to interact with retailers whenever and wherever they want, with a consistent brand experience. Retailers must respond quickly and consistently across multiple channels, or risk losing customers to the competition.
- **Customer expectations drive business requirements**
Consumer behavior and expectations change fast. Shoppers are demanding the ability to shop across all your channels – especially via mobile devices. To remain competitive, organizations must adapt quickly to changing trends. Inflexible systems and processes can't keep up in a customer-driven environment.
- **Challenging and costly projects**
Organizations often delay multi-channel commerce implementations due to time and resource concerns, with mobile getting pushed to "later." These projects require a broad range of relevant knowledge and expertise, a large team, business requirements and technology planning, and the definition and re-engineering of processes. As a result, the time-to-value is viewed to be too long.



The hybris Commerce Accelerator, a ready-to-use, product content management (PCM) based solution, enables organizations to efficiently deliver a superior online experience to their customers. It delivers the functionality and business tools organizations need for fast, effective implementation and provides full scalability and flexibility for growth.

→ Investing in a future-proof solution

Multi-channel is more than e-commerce. A true multi-channel strategy doesn't just add individual channels, but adapts to and transforms business models as the organization expands.

Solution

The hybris Commerce Accelerator allows you to deploy a fully integrated, truly multi-channel commerce solution on day one so you can deliver the shopping experience your customers are demanding. Out of the box, you get fully integrated, working storefronts and a set of business tools. That means your project starts with everything already working – and you can go live fast because you only need to rebrand and perform the essential integrations with your order fulfillment system and payment service provider.

The hybris Commerce Accelerator supports complete out-of-the-box mobile, B2C desktop, and B2B desktop implementations and includes more features and options than any other solution available today. Like out-of-the box hosted payment integrations to save you development time and resources. We've also added integrations to the Jirafe Customer Intelligence dashboard, Google Analytics to further support your changing business needs and give you the flexibility you need.

Key Benefits

- Provides the ability – for the first time ever – to deploy a fully integrated, truly multi-channel solution on day one
- Delivers a solid multi-channel infrastructure on which you can rapidly evolve
- Delivers mobile capabilities as part of phase one – no need for delays
- Provides a simplified process for building and maintaining a feature-rich shopping experience to drive sales
- Includes user-friendly business tools and analytics reporting to drive strategic growth across channels and regions

Get your store to market fast – don't compromise on features

The hybris Commerce Accelerator enables organizations to easily build a future-proof multi-channel commerce solution. It has all the functionality and business tools necessary to create an engaging customer experience, improve customer conversion, and simplify management. Built on the hybris Commerce platform, it allows retailers to extend functionality as and when they need to.

Superior Customer Experience

- Get a working, fully tested, best-practice storefront out of the box
- Increase conversion rates and average order value with integrated promotions and cross-sell opportunities
- Enable customers to quickly find items with high-quality search and navigation capabilities
- Provide rich product information, including product reviews and image zoom
- Offer customers convenient ordering with user-friendly, modern single-, multi-step or guest checkout
- Benefit from integrated secure hosted payment
- Offer customers flexible fulfillment options like Buy Online Pick Up In Store (BOPIS)

Multi-channel

- Achieve a solid foundation for multi-channel commerce fast with fully integrated Web, mobile, order management, and call center functionality from day one
- Support a cross-channel shopping experience via the integrated store locator, which includes mobile “find stores near me” and navigation functionality
- Integrate order management to support cross-channel stock visibility, purchasing, and fulfillment
- Integrate with external systems to simplify upload of product, stock, and price data

About hybris

hybris helps businesses on every continent sell more goods, services and digital content through every touchpoint, channel and device. hybris delivers OmniCommerce™: state-of-the-art master data management 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, P&G, Levi's, Nikon, Galeries Lafayette, Migros, Nespresso and Lufthansa. hybris has operations in 15 countries around the globe. hybris is the future of commerce™. For more information, visit www.hybris.com

- Gain instant insight into valuable Web and commerce analytics to optimize your channel marketing and merchandising activities with Jirafe Customer Intelligence built into the hybris Reports Cockpit
- Leverage out-of-the-box integration with Google Analytics making it easier to connect your stores with ready-tagged pages
- Empower business users with easy-to-use tools

Fast Implementation

- Reduce your time to market by more than half using a best-practice storefront design, straightforward coding, a good set of sample data, and precise technical documentation
- Enable rapid entry into global markets with multiple currency and language localization capabilities, including character-based Asian languages
- Easily customize included source code with little coding required
- Simplify implementation and maintenance with clear documentation, as well as how-to and best-practice guidelines
- See how the storefront behaves from day one with a full set of sample data, making it easier for you to quickly view your branding and changes
- Deliver superior accessibility, security, performance, and browser compatibility

But don't just take our word for it

The hybris Commerce Accelerator is being used by more than 40 customers across the globe to jumpstart their projects, enabling them to evolve to meet their customers' demands. Companies like Quality Bike Parts, the largest US bicycle parts distributor, Mophie, manufacturer of mobile intelligent devices and accessories, and Waterstone's, the UK bookseller, are using the hybris Commerce Accelerator to quickly build B2B and B2C commerce sites. In fact, the hybris Commerce Accelerator enables organizations to meet a wide range of commerce requirements:

- **Go to market fast:** 21 Diamonds launched a custom jewelry store in less than three months with the hybris Commerce Accelerator
- **Deliver a high-quality shopping experience:** Freitag's e-commerce site, built on the hybris Commerce Accelerator, won the Best of Swiss award for 2012
- **Expand into new markets:** Li-Ning, the Chinese athletic shoe and sporting goods manufacturer, used the hybris Commerce Accelerator to execute its US expansion strategy
- **Support a wide range business models:** Collins Booksellers used the hybris Commerce Accelerator to support its franchise model
- **Go global:** Dr. Martens, the UK-based footwear brand, used the hybris Commerce Accelerator to support global commerce

How can the hybris Commerce Accelerator help you achieve your multi-channel strategies from day one?

Contact us at www.hybris.com.