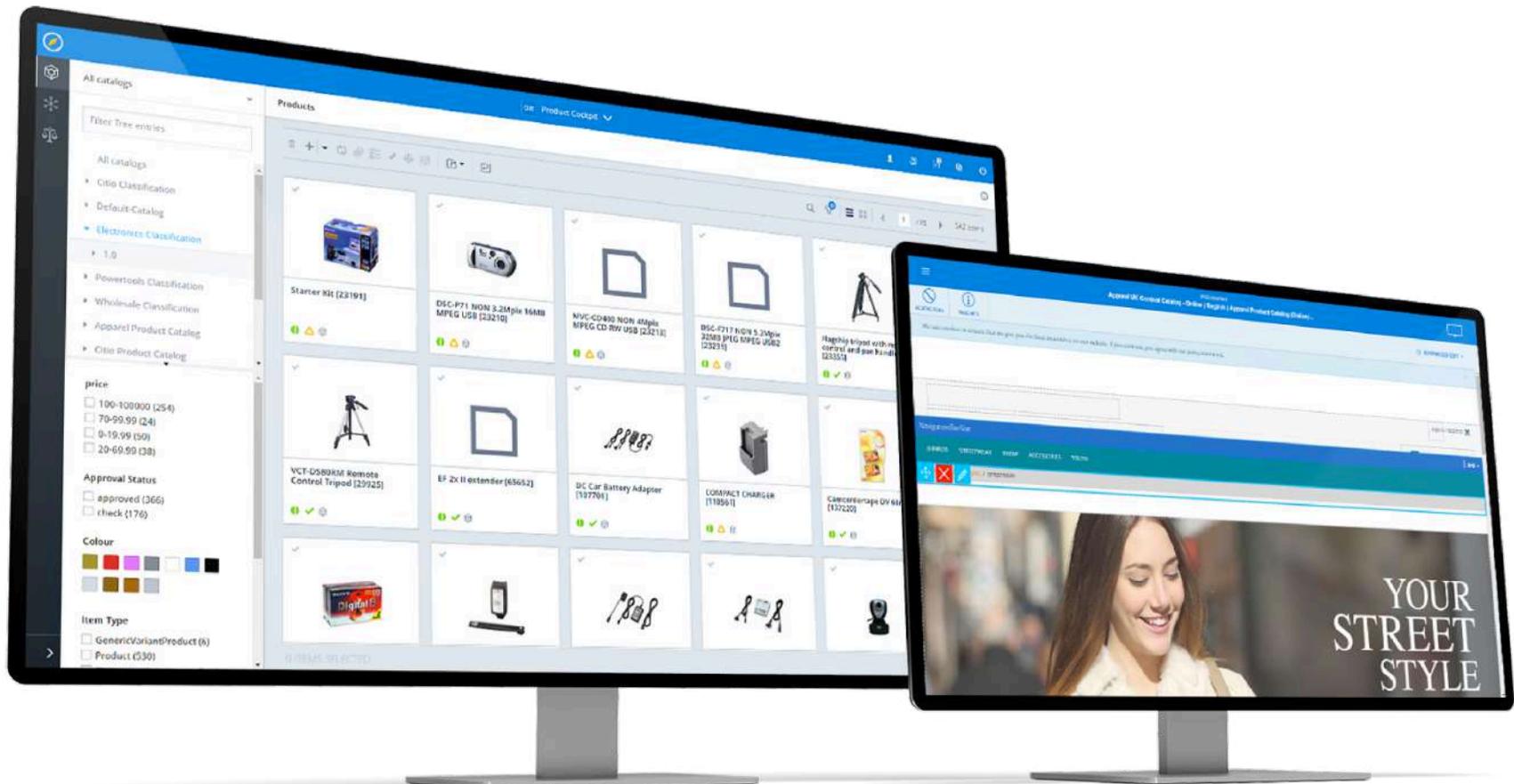


SAP Hybris

All You Need To Know



SAP Hybris technology

SAP Hybris is an eCommerce platform that enables its consumers to effectively merchandise in both B2B and B2C markets.

SAP Hybris E-commerce solution enables you to target and engage customers across multiple channels with ease. Its modular design ensures that you can make it work with the rest of your enterprise architecture to foster efficiency and productivity.

Hybris includes product portfolio for the following capabilities –

- Products for Commerce
- Products for Marketing
- Products for Sales
- Products for Service
- Products for Billing
- Cross-Functional Solution

SAP Commerce Cloud

SAP Hybris is also known as SAP Commerce Cloud and it's essentially the same e-commerce platform.

SAP Commerce Cloud is the most effective and proven tool to engage customers online in the world of the internet. It supports businesses with customer engagement and personalization through its excellent e-commerce experience.

SAP Commerce addresses the business requirements of a flexible e-commerce system with powerful B2B and B2C capabilities.

Hybris comes with pre-integrated system features like Master Data, marketing, analytics and cloud integrations which are not present out of the box in its rival products. Hence the actual time to go live with Hybris is less than the competitors.

Who Uses SAP Hybris?

The companies using SAP Hybris are most often found in United States and in the Retail industry. SAP Hybris is most often used by companies with 50-200 employees and 1M-10M dollars in revenue.

SAP Hybris's customer list is impressive and includes the likes of Adobe, 3M, AO Smith, General Electric, Epson US, Bridgestone, Levi Strauss, Taco Bell, and Nike.



Benefits Of SAP Hybris

Ease of development

Hybris is developed on SOA architecture which makes it easy to extend the existing services and enhancing the application features with very less development efforts.

SAP Hybris Commerce installation is a ~2.0GB file and a typical startup of the preconfigured SAP Hybris Tomcat server takes less than 30 seconds.

Customization

The SAP Hybris solutions are flexible and adaptable, which can be easily customized to meet the demands of the specific business processes.

The business model, for example, is very flexible and can be tailored to your exact needs using an MDA approach. Each service that is exposed to the service layer can be customized or even completely replaced.

Integration

SAP Hybris supports seamless integration with SAP products and the latest editions, as well as with other third-party systems for data import or export. The integration framework offers support effortless data exchange between the two systems using Hybris Data Hub and web services.

The Data Hub for SAP Hybris Commerce provides a flexible, scalable, and service-oriented solution to simplify data integration efforts (import and export) between a SAP Hybris system and external data storage solutions and systems, such as ERP, PLM, CRM, and so on.

Scalability and Security

The SAP Hybris platform is designed to support business-to-business (B2B) and business-to-consumer (B2C) workloads for scalability, and high order volumes.

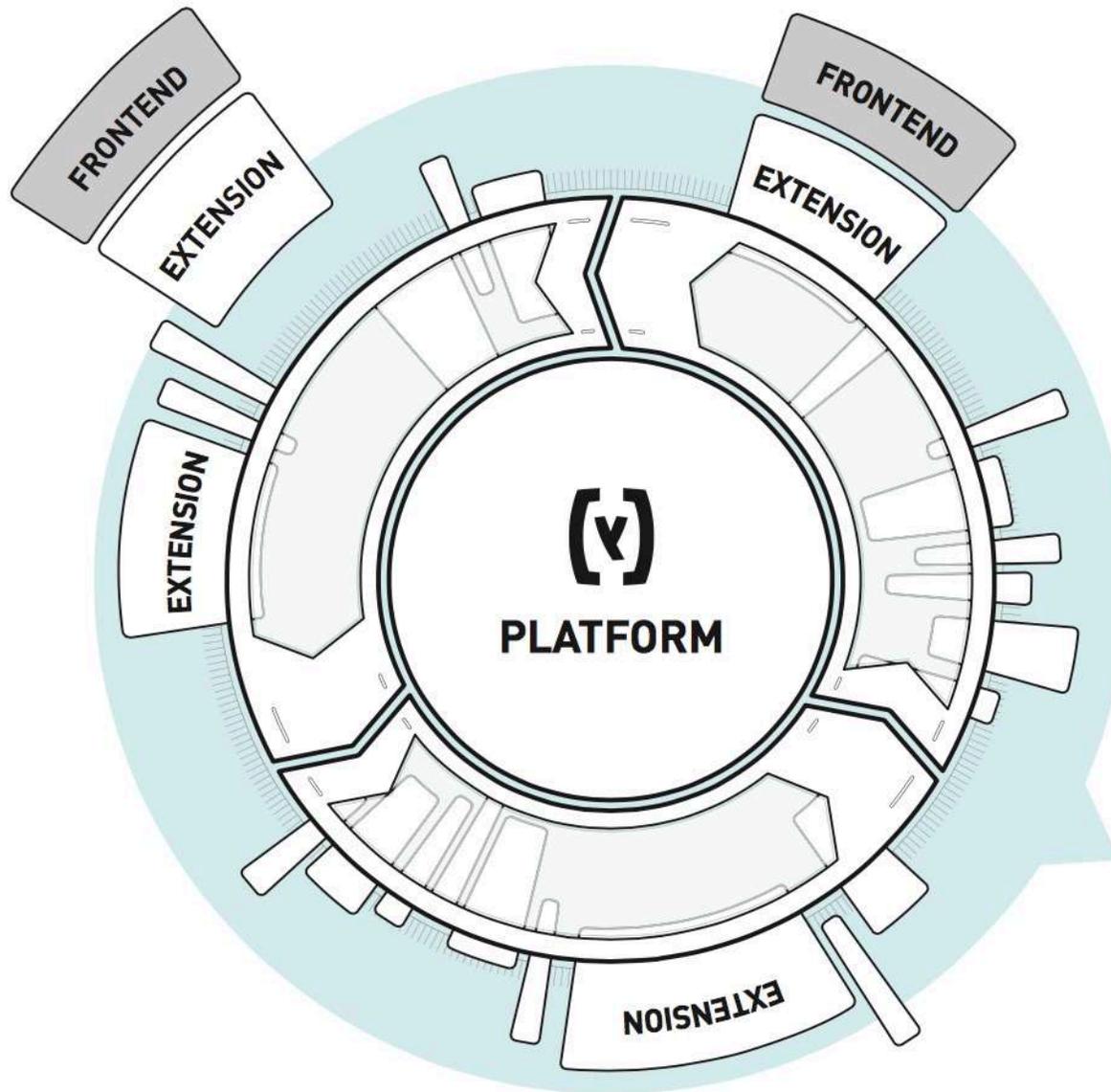
The highly customizable authentication and access-control framework make SAP Hybris very powerful in terms of security.

SAP Hybris Architecture

SAP Hybris architecture is based heavily on Spring, an open-source framework best known for its dependency injection (DI) and aspect-oriented programming (AOP) features.

The SAP Hybris Commerce extension architecture is based on this Spring foundation and enables the SAP Hybris Platform to be highly extensible and flexible. SAP Hybris architecture provides generic logic such as security, caching, clustering and persistence.

SAP Hybris Commerce module, like the Customer Support Module, can be one or more extensions to the SAP Hybris Platform adding additional services.



Frontend

If you choose to offer a web-based store, you will either adapt one of our templates provided by SAP Commerce or create a web application from scratch.

You are free to use whatever markup and combination of technologies you like, for example, Spring MVC, HTML5, CSS3, and the jQuery Javascript library.

SAP Hybris Platform is completely open to whatever frontend technology you prefer.

You may choose any Java-based web application framework which will allow you to directly interface with the business logic APIs (so-called ServiceLayer API), or you may choose to use non-Java web technology, run your web application on remote systems and integrate these web applications using web services.

Business and Persistence Layer

In order to interact with the SAP Hybris Platform and all services offered, an extension uses the ServiceLayer API. This API consists of a set of services, managed by the Spring environment and includes all business logic that the SAP Hybris Commerce offers.

The SAP Hybris Platform and each extension may add services to the service layer, in which case all other extensions can use these services. Each service has a clearly defined Java interface and custom extensions can easily add new services to the ServiceLayer or customize and replace existing ones.

The persistence layer offers a similar concept to Hibernate, in that the mapping between business objects and database tables is taken care of behind the scenes with an ORM (Object-Relational-Mapping) framework.

It is very flexible as it seamlessly and immediately supports all-new custom business models that are created by [SAP Hybris partners](#).

Database & Application Server

SAP Hybris Platform is shipped with a preconfigured Tomcat server so that you can quickly set up new. The SAP Hybris Commerce build process will create the required Enterprise Application Archive (EAR) for you.

These containers are able to run on any operating system, such as Microsoft Windows, Apple Mac OS X Server or various other Unix-based operating systems.

When it comes to the database management system (DBMS), SAP Hybris actively supports Oracle4, MySQL5, Percona XtraDB Cluster, SAP HANA DB or Microsoft SQL Server6.

The SAP Hybris persistence layer is designed in a way that it does not use vendor-specific features such as triggers or stored procedures. It is very beneficial in case you would like to switch to another supported database.

SAP Hybris Service cloud

SAP Hybris Service cloud, is an SAP solution that addresses the challenges of digitization to ensure the success of the customer service and high customer satisfaction. The service cloud is part of the SAP C/4HANA suite which consolidates all of its cloud-based marketing, sales, service and commerce applications.

These services are available as cloud and on-premise solutions. The SAP Commerce Cloud, Sales Cloud, and Marketing Cloud, together create a consistent customer experience in e-commerce and help connect your marketing, sales and service departments.

SAP Hybris Service Cloud is the Modern CRM solution for customer service processes and after-sales services with multi-channel ticketing, real-time service analytics, ERP integration and more. The service cloud enables efficient knowledge management as all customer data which helps deliver a smooth and consistent service experience.

SAP Hybris Marketing Cloud

SAP Hybris Marketing is one of the key modules of the SAP Hybris product suite, which helps you to understand your customers better and to target enrolling customers on your e-commerce websites by creating dynamic profiles and by providing real-time exceptional shopping experience through personalized and relevant responses to individual customers.

SAP Hybris Marketing with its engaging features like Real-Time Offer Management, Personalised Content, Lead nurturing/lead scoring, and Web tracking provides an individualized, contextual marketing experience to the customers.

Resulting in an increase in the conversion rate and optimized brand loyalty.

SAP Hybris Data Hub

SAP Hybris Data Hub is a simple, extensible, scalable data integration and mastering solution and serves as the key point of integration between numerous source and target systems in the SAP Hybris Commerce domain.

SAP Hybris Data Hub is a powerful Java-based data transmission system that helps transfer data from one format e.g. SAP IDoc to a Hybris compatible standard e.g. ImpEx.

SAP Hybris Data Hub is a standards-based data integration solution, designed to facilitate the import and manipulation of large amounts of data this is extremely extensible in a landscape with multiple source systems feeding into Hybris, and likewise for data flow from Hybris to other systems.

SAP Hybris Integrations

The Hybris–SAP integration solution provides a ready-to-use and standardized integration framework that links the multi-commerce capabilities of Hybris Commerce Suite with SAP products, such as SAP Hybris Marketing, CPQ, and ERP applications.

This ensures faster completion at a more reasonable price. Through the Hybris–SAP integration, businesses can have an all-in-one solution that integrates SAP back-end processes.

SAP Hybris Data Hub is a data orchestration solution that provides a flexible, scalable, and service-oriented solution to simplify data integration efforts between SAP Hybris and external data systems.

SAP Hybris Integration Partner

Intech has successfully implemented the SAP Hybris for its client Cheney Brothers Inc requirement of B2B and B2C based food distribution E-commerce solutions.

It has pioneered in providing custom solutions and integration with third-party systems like Payment Providers, PLM, and logistic partners.



SAP Hybris Implementation Services

Strategy and Consulting

- Requirement and Gap analysis
- Understanding business plans and creating launch model through Agile Methodologies
- Solution design and POCs
- Training and Induction Programs

Accelerator Implementation

- Multi Sites, Multi Region, Multi Currency based B2B, B2C or Customized
- Hybris Accelerators implementation
- Promotions, personalization and delightful contextual customer experience

Legacy System Conversion

Conversion of existing e commerce solution to SAP Hybris based customized solution

Implementing SAP Hybris based adapters and connectors

Integration and Data Management

Payment Gateways and Providers

- SAP commerce based Addons for seamless integration with any third party Payment Providers
- SAP Digital Payment services
- Secured, optimized and PCI compliant integrations

Master Data Management

- SAP Back-End Integration with ERP, SAP S/4HANA using Datahub
- Any Product Lifecycle Management system which supports product hierarchy and catalogs

Cloud Integrations

- SAP Cloud for Customer Integration service
- Context Driven Customer experience and Merchandising services
- Real Time Analytics through Google, Adobe analytics

Deployment and Support Services

Devops services

- On premise SAP Commerce deployment using Dockerized images
- Deployment in SAP Commerce cloud on SAP Infrastructure
- Integrated Deployment solutions along with Legacy Systems

Quality Assurance and Industry Specific Expertise

- Quality adherence and test plans
- Performance and Deliverables review plans
- Integrated automation test framework with deployment strategies

Maintenance & Support

- Hybris Platform migration and Version update
- Production support and Operations Management
- Project change requests and Customer Support

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