



# SAP HYBRIS

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## About the Tutorial

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SAP Hybris was introduced in year 1997 in Switzerland. This company was acquired by SAP S.E on 1 August 2013. The main role of SAP Hybris is to provide solutions that benefits any organization in cutting costs, saving time and reducing complexity, which further helps in having lesser focus to achieve excellent customer experience.

This is a preparatory tutorial, which covers the basics of SAP Hybris and explains how to deal with its various components and sub-components.

## Audience

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This tutorial is prepared for those professionals, who wish to learn the essentials as well as the enhancements of SAP Hybris. It provides simple, easy to understand explanations with useful working examples. We will go through most of the SAP Hybris modules, so the professionals can also use this as a reference for their projects.

This tutorial is intended to make the professionals comfortable in getting started with SAP Hybris and its diverse functions.

## Prerequisites

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This is a simple tutorial and the concepts explained here can be easily understood. The professionals should have a good understanding of customer management skills, sales, marketing and services.

Additionally, it will be beneficial if the readers have some basic information of cloud, mobile and big data innovations. This will help the working professionals to learn the future of commerce through the SAP Hybris commerce-based platform.

## Copyright & Disclaimer

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# 1. SAP Hybris – Introduction

SAP Hybris is a family of product from a German company **Hybris**, which sells e-Commerce, Marketing, Sales, Service and Product Content Management Software. SAP Hybris provides solutions that helps any organization to cut cost, save time, reduce complexity and require lesser focus to achieve excellent customer experience.

Hybris was introduced in 1997 in Zug, Switzerland and later this company was acquired by SAP S.E on 1 August 2013. SAP has integrated its own premise backend system – **SAP CRM** and **SAP ERP** with the Hybris solution, so any company that has SAP ERP or SAP CRM implemented can easily move to the SAP Hybris solution. The **SAP Hybris Commerce Accelerator** is an Omni channel e-commerce solution with storefront templates and tools to provide an amazing customer engagement experience. Hybris Product focuses on the following main areas:

- Commerce
- Marketing
- Revenue (Billing)
- Sales
- Service
- Hybris as a Service (YaaS)

Let us now discuss each of these in detail.

## Commerce

This is used to provide a meaningful and consistent experience to every channel. It includes products for B2C Commerce, B2B Commerce, Product Content and Catalog Management, Omni-Channel fulfillment, and Merchandising to understand what customer wants and to turn visitors into buyers.

## Marketing

This is to understand the customer behavior in real-time and to provide them what they want and when they want.

## Revenue (Billing)

This solution provides a company with the capability to work in complex partner ecosystems, reselling products and sharing the revenue. It includes products for Subscription Order Management, Revenue in Cloud, Responsive Quality Control, Customer Financial Management, Consolidated Billing, Invoicing and many more.

## Sales

SAP Hybris cloud for Sales takes customer information from the backend system provides it to the front-end Sales team and enables them to understand target customers, and how to grab each opportunity of a new sale. This provides information to the sales executive out in the field and on the mobile device in the hands of the sales executive. It includes product for Retail Execution, Sales Performance Management and Sales Force Automation.

## Service

SAP Hybris for Service allows a company to provide an exceptional service experience to its customer and hence delightful customer engagement experience. Using Hybris Service, organizations can give its customer the right service on the right channel. It includes product for Omni Channel Call Center, Proactive Field Service and Comprehensive Self Service.

## Hybris as a Service (YaaS)

This is one of the most advanced micro services ecosystem, which allows a company to develop custom applications with the existing platform. YaaS allows companies to reassemble and adapt the existing services to build a custom experience without the need of developing them from scratch.

The URL for Hybris solution and its key features is given below.

<http://www.hybris.com/en/>

SAP Hybris (Y)

Products Industries Customers Partners Resources News and About

Customer stories. Expert sessions. Practical technology. New ideas.

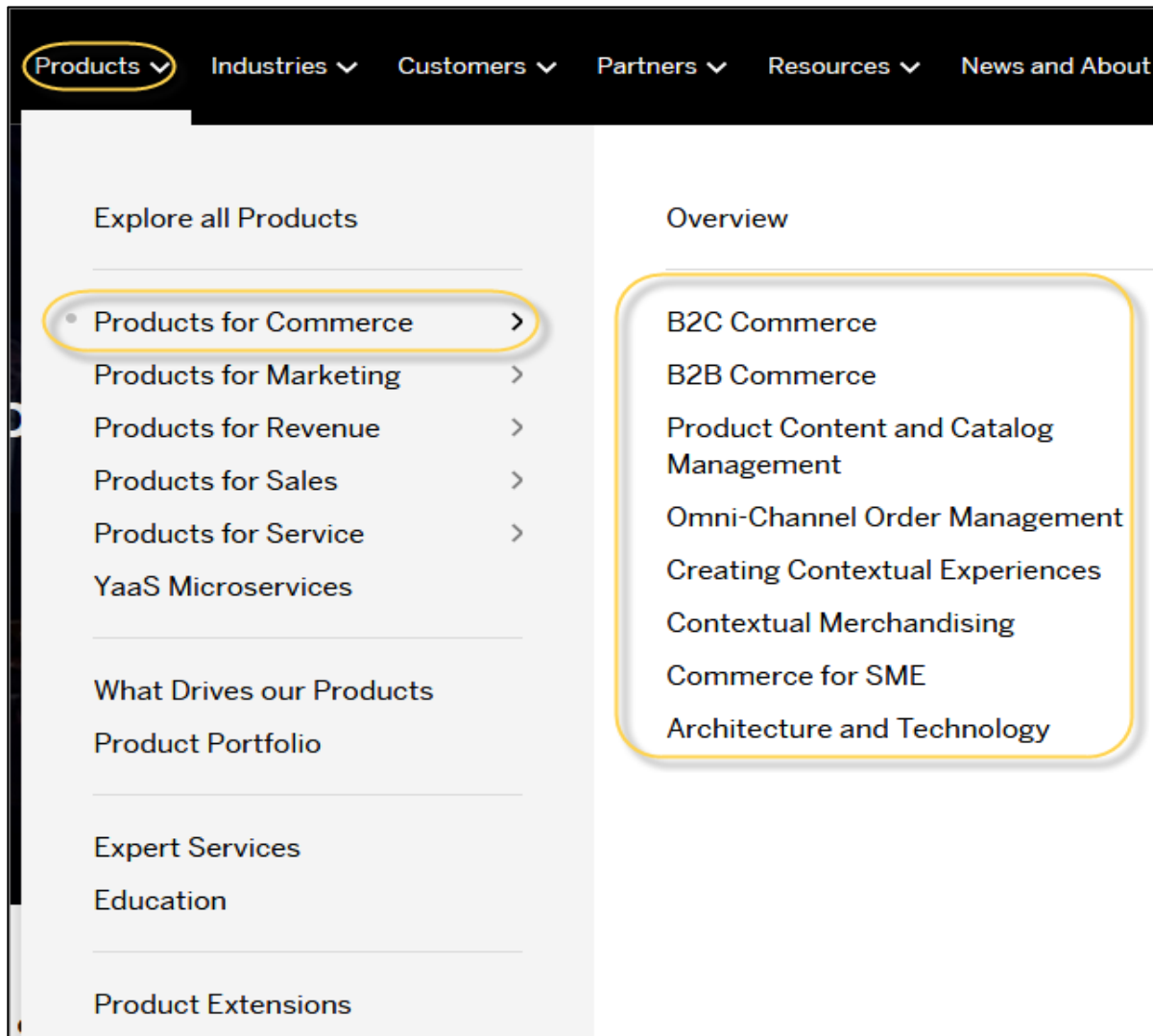
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Oct. 17-19, 2017 | Fira Barcelona Gran Via | Barcelona, Spain

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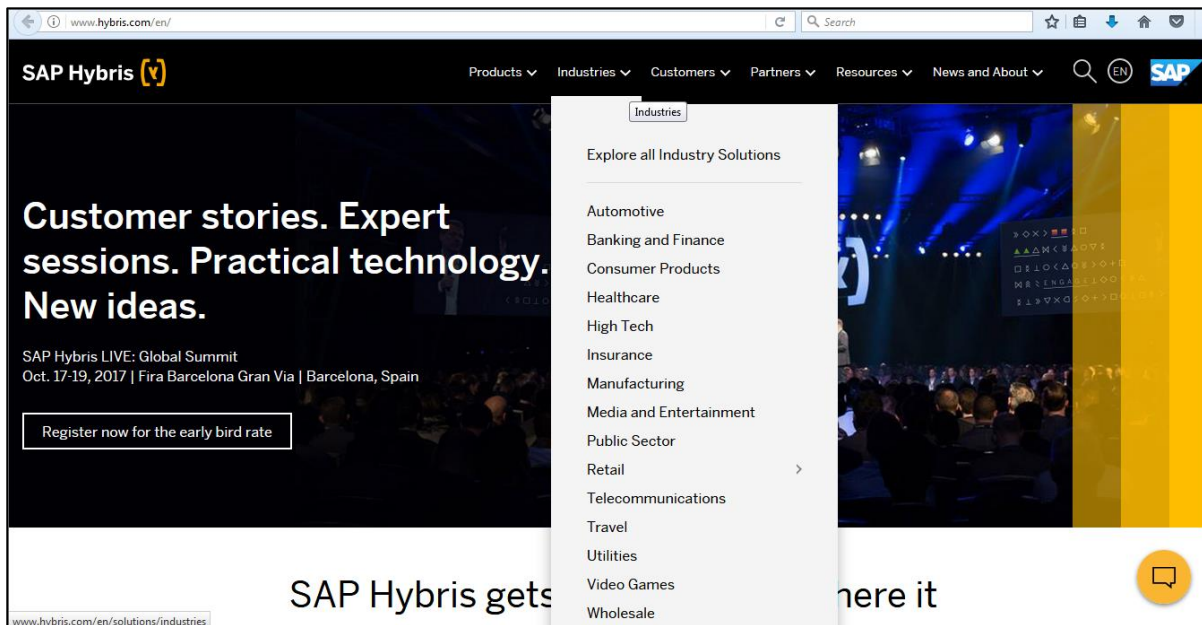


You can navigate to the Products section to see what all key products are being offered by SAP Hybris. You can also scroll down to different sub-categories under each category.

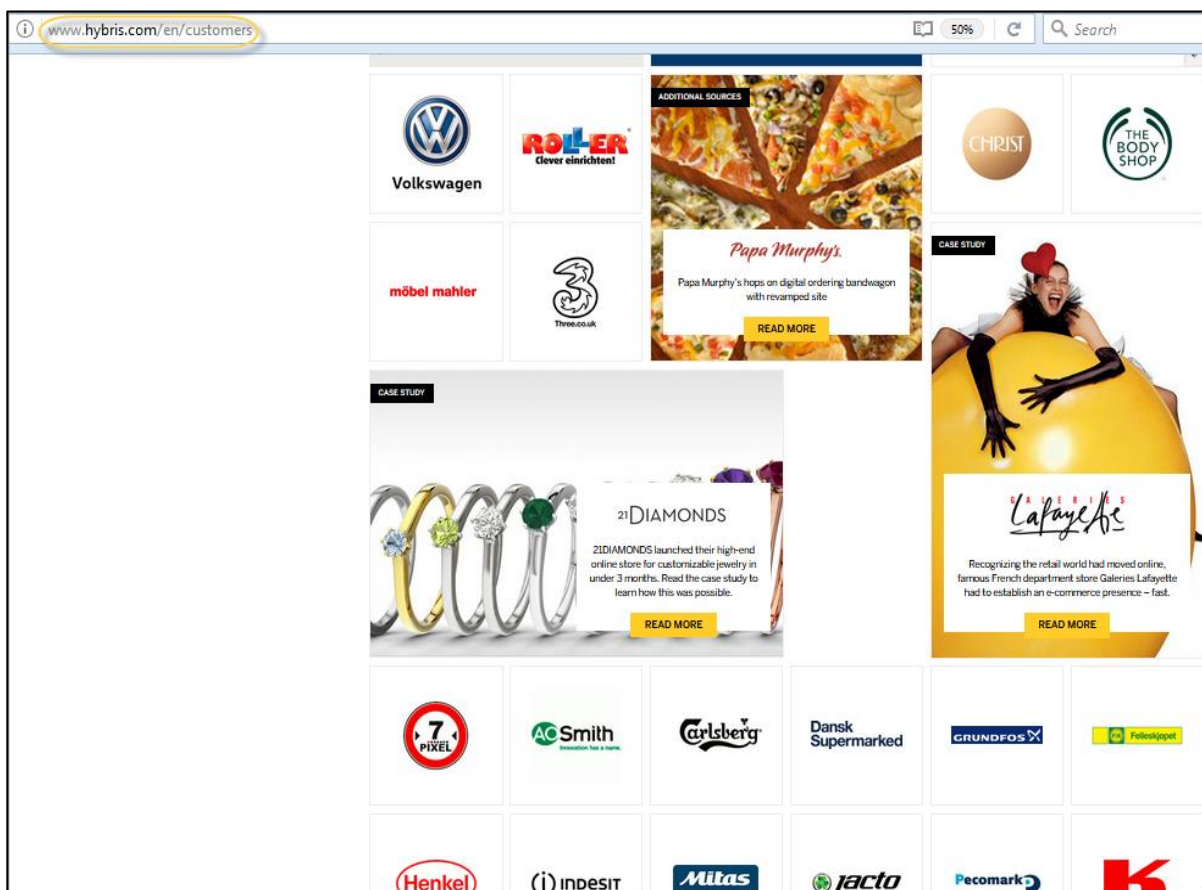


Following are the Industries where SAP Hybris is implemented. It is implemented in Automotive, Banking and Finance, Consumer Products, Healthcare, Insurance and Manufacturing, Retail, Public Sector and many other industries.





You can navigate to the "Customers" section to see the client list for SAP Hybris.



## 2. SAP Hybris – Product Family

Hybris is an ecommerce product platform that is used to address a family of products involving **Customer Experience** and **Management**. Hybris is not a single product like SAP ERP or SAP BW system, rather it is a group of products to provide end to end customer engagement experience.

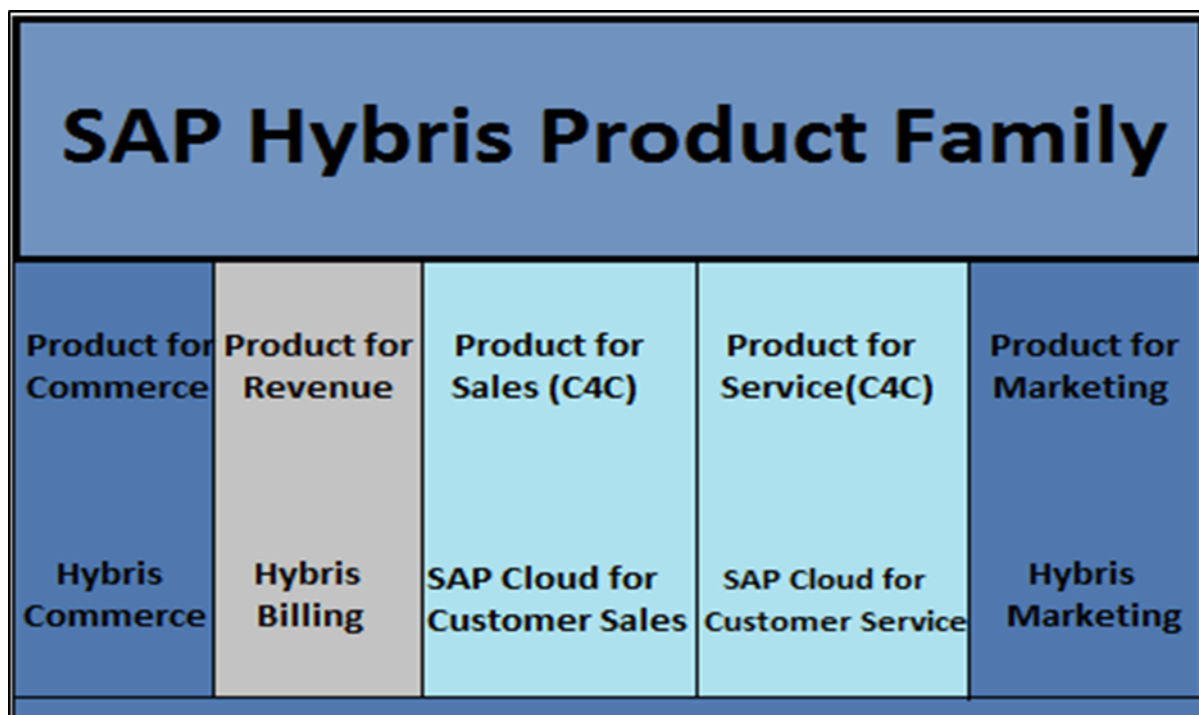
SAP Hybris is also different from SAP Hybris Cloud for Customer, which is a cloud based CRM application that has been recently renamed by SAP as **SAP Hybris C4C solution**. Hybris offers product for Commerce, Billing or Revenue, Sales, Service and Marketing and SAP Hybris Marketing is completely different from the Hybris Commerce.

The SAP Hybris Product family contains the following distinct products named as:

- Hybris Commerce
- Hybris Revenue or Billing
- Hybris Cloud for Customer for Sales
- Hybris Cloud for Customer for Service
- Hybris Marketing

The Hybris product family can be integrated with other backend solutions from SAP like SAP ERP and SAP CRM to achieve end-to-end customer engagement experience. Here, we have mentioned five products. However, in reality there are only four products as product for Sales and Product for Service are a part of SAP Hybris Cloud for Customer solution.

The following image shows the SAP Hybris Product Family:



## SAP Hybris Products for Commerce

With SAP Hybris Commerce Cloud, companies can meet those expectations and deliver great experiences that gain their loyalty. **SAP Hybris Commerce Cloud** can help companies to understand their customers at every point of the commerce experience, so they can drive relevant, meaningful interactions, from content creation to merchandising to fulfillment.






Hybris products for E-Commerce includes B2B and B2C commerce applications like **Product Content Management (PCM)**, **Search and Merchandising** and **Order Management**. Hybris commerce provides all the features that an organization can expect from an E-Commerce application.

The Hybris product site covers the following capabilities of SAP Hybris Product for e-Commerce:

<http://www.hybris.com/en/products/commerce>

- B2C Commerce
- B2B Commerce
- Product Content and Catalog Management
- Omni-Channel Fulfillment
- Creating Contextual Experiences

The screenshot displays the 'Capabilities' section of the SAP Hybris Commerce Cloud website. It features five cards, each with an icon, a title, a brief description, and a 'Learn more' button.

| Capabilities   |  |  |  |  |
|--|--|--|--|--|
|   |   |   |  |  |
| <h3>B2C Commerce</h3> <p>Strengthen customer loyalty and increase sales with consistent, personal experiences for your customers. SAP Hybris Commerce Cloud for B2C gives your customers what they want, when they want it, every time they interact with your business – online or in the real world. With every interaction you can gain further customer insights, so when they come back you're ready to deliver another great experience.</p> <p><a href="#">Learn more</a></p> | <h3>B2B Commerce</h3> <p>Create an omni-channel B2B experience to rival the best consumer sites. The flexibility and functionality of SAP Hybris Commerce Cloud for B2B can give your customers the freedom to save repeat purchases and buy in bulk while providing self-service and account management for buyers.</p> <p><a href="#">Learn more</a></p> | <h3>Product Content and Catalog Management</h3> <p>Consolidate product content and control information about your products with a built-in, easy-to-use system that works across all channels. Wherever they are in their journey, give your customers rich, engaging content including video, images and editorial content that really show off your products – including those syndicated from multiple suppliers.</p> <p><a href="#">Learn more</a></p> |  |  |
|   |   |  |  |  |
| <h3>Omni-Channel Fulfillment</h3> <p>One system takes care of your customers' orders across all channels. They get a fast, secure experience that allows them to choose between collection or delivery and benefit from fuss-free returns. You get to see all the order information in one place and have precise visibility of your stock.</p>  | <h3>Creating Contextual Experiences</h3> <p>Get customers engaged with your products by creating a one-to-one experience that's relevant every time. With SAP Hybris Customer Experience, you can manage site layout and content across all channels and</p>   |  |  |  |

## SAP Hybris Revenue/Billing

This solution provides Revenue management, highly automated billing and invoicing solution. Using SAP Hybris Revenue Cloud, you can deliver Price and Quote, Order Management and Subscription Billing experiences directly from the cloud.









It provides more flexibility to work in a complex partner ecosystem. Following is the product link from the Hybris site – <http://www.hybris.com/en/products/billing>.

The following capabilities are covered in SAP Hybris Cloud for Revenue:

- Revenue in cloud
- Subscription Order Management
- Responsive Quality Control
- Agile Charging
- Invoicing
- Versatile Document Management
- Customer Financial Management
- Consolidated Billing

[www.hybris.com/en/products/billing](http://www.hybris.com/en/products/billing)

### The Products

|  |  |  |   |
|--|--|--|---|
|  <p><b>Revenue in the Cloud</b></p> <p>Go beyond linear, fixed monetization processes with a solution that lets you anticipate your customers' needs and plan and adapt your system accordingly. Find the CPQ, billing and ordering solutions you need with the dynamic agility of the cloud, so you can deliver personalized experiences that set you apart.</p> <p><small>*Currently available in U.S. only</small></p> <p><a href="#">Learn more</a></p>                 |  <p><b>Subscription Order Management</b></p> <p>Acquire new customers with targeted subscription offers, give them the consistent omni-channel experience they demand with responsive changes to existing subscriptions that resonate and keep customers coming back for more.</p> <p><a href="#">Learn more</a></p>  |  <p><b>Responsive Quality Control</b></p> <p>Measure customer data in real-time or batch and react flexibly. Mediation by DigitalRoute makes sure data is collected, streamlined and consolidated for pricing and charging, while Service Control helps you act and react to that data, providing real-time service for a better user experience. This combination delivers a seamless flow of measured usage data directly from your network into downstream systems such as billing and fraud management.</p> <p><a href="#">Learn more</a></p> |  <p><b>Agile Charging</b></p> <p>Put your customer at the center of your prepaid and postpaid subscription business models with tailored subscription offers brought to market faster than the competition. An intuitive, coding-free user interface provides usage-based pricing support, while shared revenue calculations results in accurate bills and happy partners.</p> <p><a href="#">Learn more</a></p> |
|  <p><b>Invoicing</b></p> <p>The clearer and more accurate the bill you send your customers, the happier they will be and the fewer questions you'll have to deal with. The invoicing component of SAP Hybris Billing pulls billing information from different lines of business and third-party partners, consolidating it in a single, clear summary. It also delivers more personalized services such as invoice-level discounting.</p> <p><a href="#">Learn more</a></p> |  <p><b>Versatile Document Management</b></p> <p>With Digital Documents by OpenText you can easily create and personalize business communications – in both digital and hard-copy formats – including bank statements, bills, invoices and receipts without IT intervention. It integrates with other SAP Hybris customer service and commerce applications to keep your communications in one place so you can serve your customers better.</p> <p><a href="#">Learn more</a></p> |  <p><b>Customer Financial Management</b></p> <p>Increase customer satisfaction and reduce lost revenue with our customer financials solution. It manages the revenue flow with highly-automated receivables and payments handling, through sophisticated credit and collections, giving your agents a 360° view of financial customer data for better, more relevant support.</p> <p><a href="#">Learn more</a></p>   |  <p><b>Consolidated Billing</b></p> <p>Streamline billing for complex products and services. SAP Hybris Billing, flexible solution billing lets you bring packages of products, subscriptions and usage services into a single quote, contract and invoice for better accuracy, satisfied customers and fewer payment delays.</p> <p><a href="#">Learn more</a></p>  |

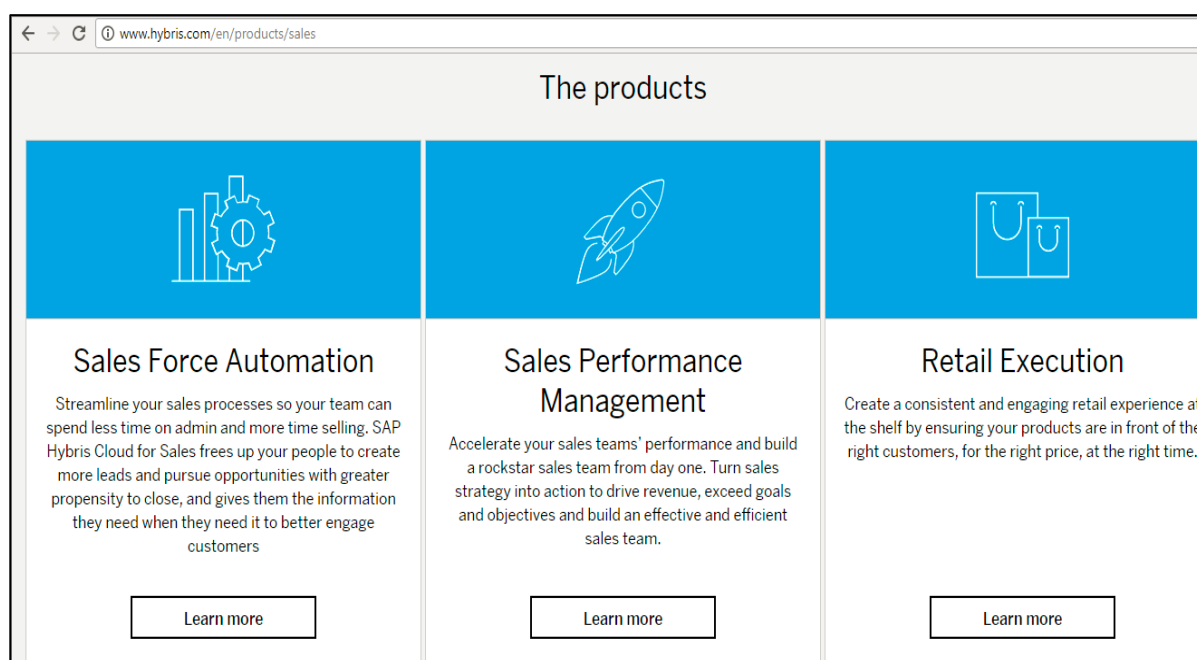
## SAP Hybris Cloud for Customer for Sales

This solution is used to fetch data from the on premise backend-system and provide it to the front-end sales team. The Sales team can access data on a mobile device and this provides information they need to know, who the target customers are, any issues in sales process and how to convert each opportunity to a sale.




The following capabilities are covered in the SAP C4C Sales solution:

- Sales Force Automation
- Sales Performance Management
- Retail Execution

<http://www.hybris.com/en/products/sales>



The screenshot shows a web browser window with the URL [www.hybris.com/en/products/sales](http://www.hybris.com/en/products/sales). The page content is as follows:

| The products   |   |  |
|--|---|--|
|  <p><b>Sales Force Automation</b></p> <p>Streamline your sales processes so your team can spend less time on admin and more time selling. SAP Hybris Cloud for Sales frees up your people to create more leads and pursue opportunities with greater propensity to close, and gives them the information they need when they need it to better engage customers</p> <p><a href="#">Learn more</a></p> |  <p><b>Sales Performance Management</b></p> <p>Accelerate your sales teams' performance and build a rockstar sales team from day one. Turn sales strategy into action to drive revenue, exceed goals and objectives and build an effective and efficient sales team.</p> <p><a href="#">Learn more</a></p> |  <p><b>Retail Execution</b></p> <p>Create a consistent and engaging retail experience at the shelf by ensuring your products are in front of the right customers, for the right price, at the right time.</p> <p><a href="#">Learn more</a></p> |

## SAP Hybris Cloud for Customer for Service

This solution helps an organization to deliver an excellence customer service experience to its customers. Following capabilities are available in SAP C4C for Service solution:

- Comprehensive Self-Service
- Omni-Channel Call Center
- Proactive Field Service

The link to the Hybris product site is as follows –

<http://www.hybris.com/en/products/service>

With SAP Hybris solutions for service, your organization can give its customers the right service on the right channel, delivering an excellent customer service experience at every point in their journey.

|  |   |   |
|--|---|---|
|  |   |   |
| <p><b>Comprehensive Self-Service</b></p> <p>Improve customer satisfaction and reduce support costs by giving your customers the tools they need to find the right answers.</p> <p><a href="#">Learn more</a></p> | <p><b>Omni-Channel Call Center</b></p> <p>Transform your call center into a true customer-engagement center by meeting customers in the channel of their choice, answering questions quickly and driving purchasing decisions with expert guidance.</p> <p><a href="#">Learn more</a></p> | <p><b>Proactive Field Service</b></p> <p>Deliver seamless service in the field. Know what resources are available and equip your service technicians with the right knowledge and connect them with the right parts to solve onsite problems.</p> <p><a href="#">Learn more</a></p> |

## SAP Hybris Marketing

SAP Hybris Marketing solutions help the organization to understand its customer choices in real time and help them to maintain customer profiles from the data gathered from different sources. Old time CRM Marketing was not providing data in real time, however SAP Hybris Marketing is providing the most cutting edge solutions to marketers for providing personalized marketing experience as per their changing needs.

The following capabilities are available in SAP C4C Marketing solution:

- Dynamic Customer Profiling
- Segmentation and Campaign Management
- Commerce Marketing
- Loyalty Management
- Marketing Resource Management
- Marketing Analysis
- Marketing Lead Management
- Customer Attribution
- Architecture and Technology

The Hybris product site link is as follows – <http://www.hybris.com/en/products/marketing>

www.hybris.com/en/products/marketing

|  |   |  |
|--|---|--|
|  |   |  |
| <p><b>Dynamic Customer Profiling</b></p> <p>Create dynamic customer profiles using data pulled from online sources such as browsing and social media data, and offline sources such as in-store purchase data and customer service calls. Gain real-time insights into customers' motivations and intentions from their implicit behavior.</p> <p><a href="#">Learn more</a></p> | <p><b>Segmentation and Campaign Management</b></p> <p>Take advantage of high-performance segmentation tools and react to the customer's context in real-time to make sure your communications are always targeted and relevant.</p> <p><a href="#">Learn more</a></p> | <p><b>Commerce Marketing</b></p> <p>Encourage your customers to move easily from browsing to buying by understanding their needs and offering them a personalized shopping experience.</p> <p><a href="#">Learn more</a></p> |
|  |   |  |
| <p><b>Loyalty Management</b></p> <p>Turn customers into loyal advocates by rewarding them however they engage with your business, whether making a purchase or writing a review. Gain deeper customer insights from their continued engagement.</p> <p><a href="#">Learn more</a></p>  | <p><b>Marketing Resource Management</b></p> <p>Effectively manage all your marketing activities to make sure they're on track, on budget and working towards a common business objective.</p> <p><a href="#">Learn more</a></p>                                       | <p><b>Marketing Analytics</b></p> <p>Optimize your marketing campaigns with real-time insights into their performance, and gain the knowledge you need to seize new opportunities.</p> <p><a href="#">Learn more</a></p>     |
|  |   |  |
| <p><b>Marketing Lead Management</b></p> <p>Drive demand and improve sales effectiveness. Get your sales and marketing teams working together. Nurture and generate leads then hand them over to Sales, along with the insights needed to successfully close the deal.</p>  | <p><b>Customer Attribution</b></p> <p>Discover which marketing activities are making an impact on your customers, and driving them to purchase, renew, or otherwise engage, so you can best optimize your strategy.</p>   | <p><b>Architecture and Technology</b></p> <p>Learn more about the state-of-the-art platform that makes SAP Hybris Marketing Cloud such a powerful technology.</p>  |



### 3. SAP Hybris Vs. SAP C4C

SAP C4C (Cloud for Customer) is a SAP Cloud based CRM based management solution and is different from the traditional SAP CRM on premise setup. SAP C4C provides the best CRM based Sales, Service and Marketing practices including options to access its mobile devices. In April 2016, SAP renamed their Cloud for Customer solution as SAP Hybris Cloud for Customer.

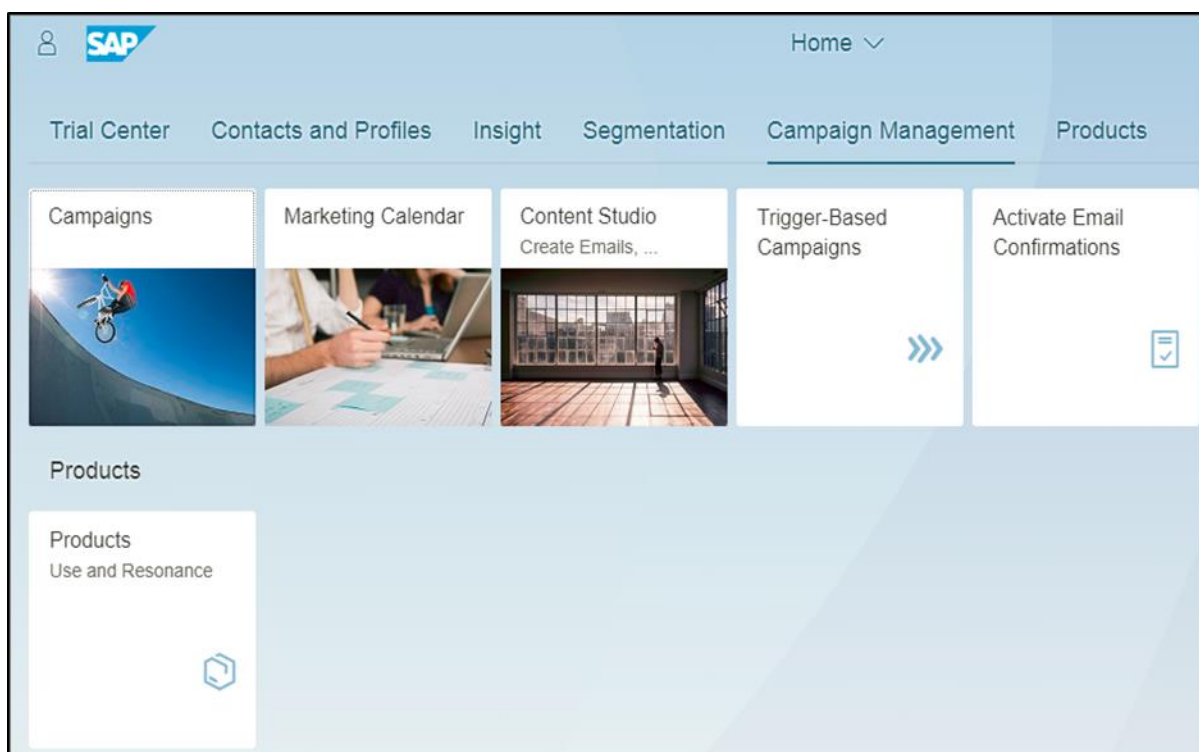
SAP Hybris is different from SAP Hybris Cloud for Customer in sense that it offers product for Commerce, Billing or Revenue, Sales, Service and Marketing and SAP Hybris Marketing is completely different from Hybris Commerce.

The SAP Hybris Product family contains the following distinct products, which are:

- Hybris Commerce
- Hybris Revenue or Billing
- Hybris Cloud for Customer for Sales
- Hybris Cloud for Customer for Service
- Hybris Marketing

In the above family of products under the Hybris umbrella, SAP Hybris Cloud for Customer for Sales and for Services are provided using SAP Cloud for Customer product. This provides close integration with traditional backend systems like SAP CRM and SAP ERP system.

SAP Hybris portfolio also includes Commerce, Billing and Marketing part apart from cloud for Sales and Service.



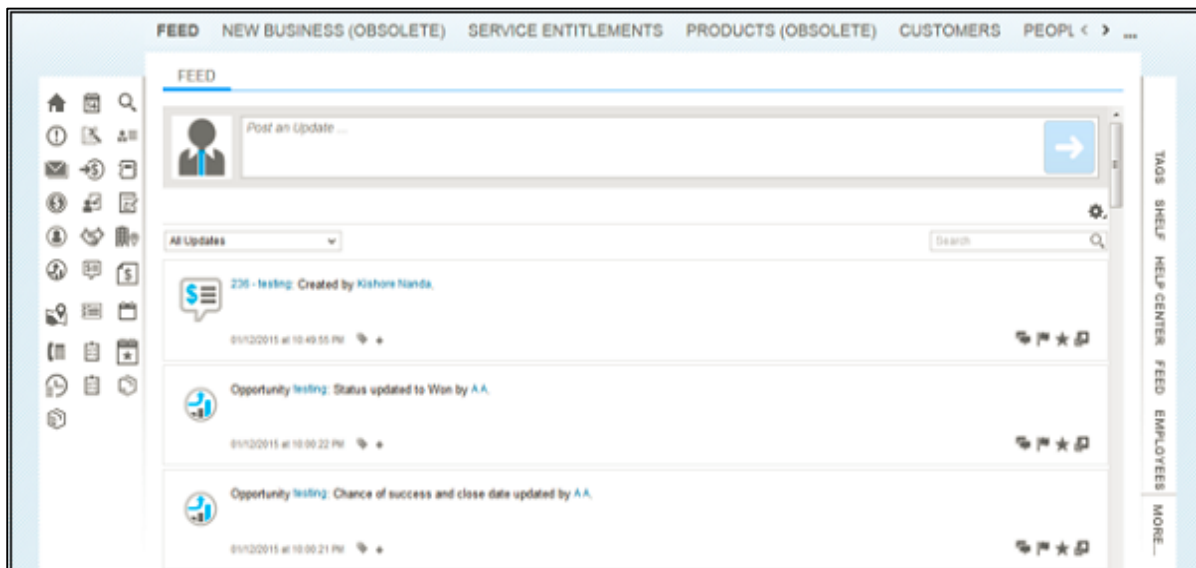
**Note:** You can integrate Cloud for Customer C4C solution to Hybris commerce platform, and both offers consistent end-to-end customer experience solution. SAP has maintained Hybris Commerce platform and Cloud for Customer as two different products, built separately to serve two different audiences.

When an organization buys Hybris commerce, it does not provide the license for C4C solution or buying C4C does not provide the organization with the license of Hybris commerce. License has to be purchased separately for both products from the Hybris family.

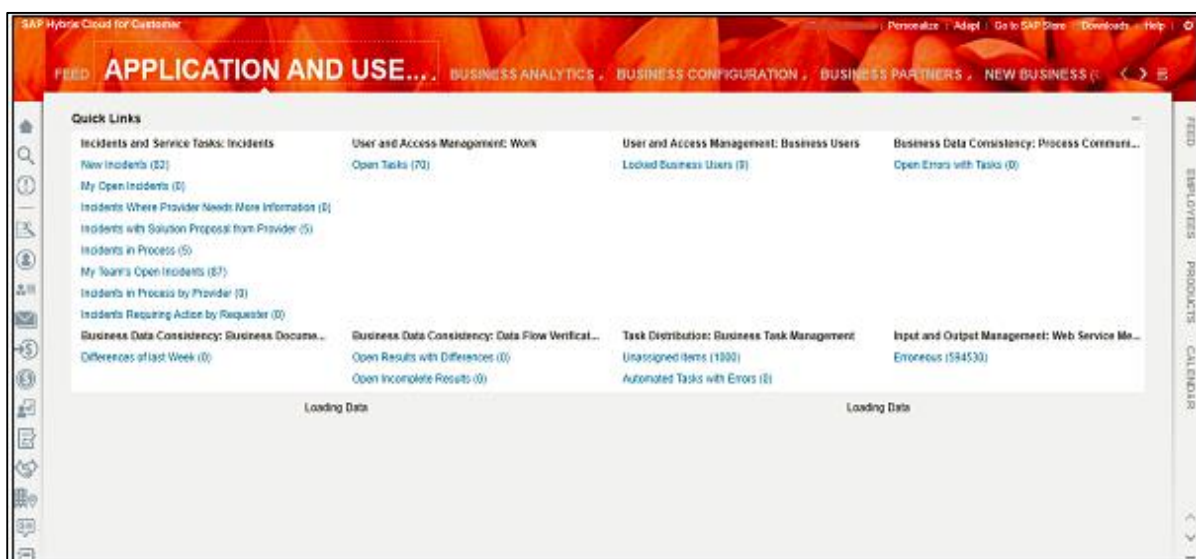
SAP C4C is based on the following individual products –

- SAP Cloud for Sales
- SAP Cloud for Marketing
- SAP Cloud for Social Engagement

Following is the HTML user interface for SAP Cloud for Customer C4C product:



It is also available in Microsoft Silverlight mode as shown in following screenshot.



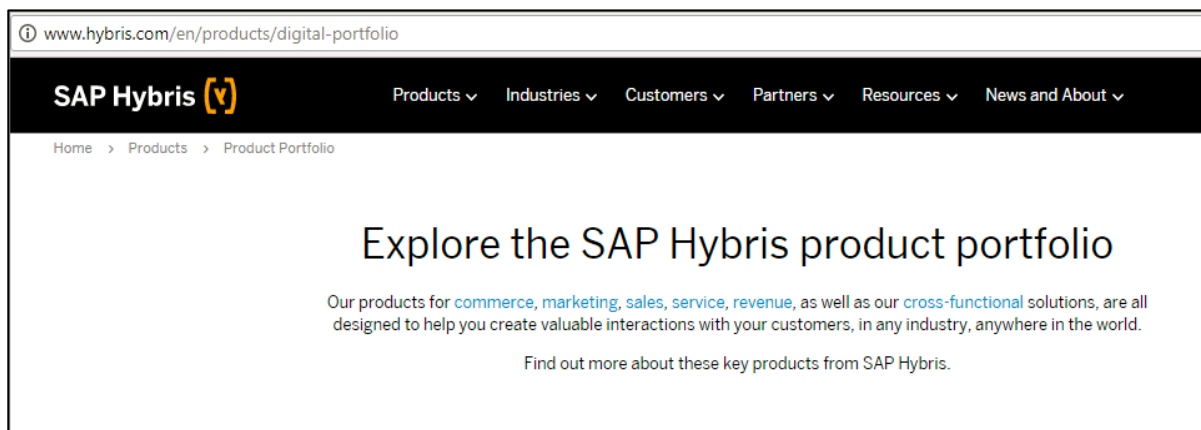
## 4. SAP Hybris – Tools Provided by Hybris

SAP Hybris provides product for e-Commerce, Marketing, Sales and Service, Revenue and cross-functional solutions and they are designed to help organizations to create valuable interactions with their customers and support for different industry types.

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

The link of Hybris site to view the complete product portfolio under Hybris umbrella is – <http://www.hybris.com/en/products/digital-portfolio>



### Products for Commerce




The products for commerce available under SAP Hybris Commerce are explained in the screenshot below.

|   |   |  |
|---|---|--|
|  <p><b>SAP Hybris Commerce for B2B</b></p> <p>Tame complexity by consolidating the management of multiple business models, channels and markets. SAP Hybris Commerce for B2B helps organizations accommodate a wide variety of suppliers, distributors and stores – all on a single platform.</p> <p><a href="#">Learn more</a></p>  |  <p><b>SAP Hybris Commerce for B2C</b></p> <p>SAP Hybris Commerce for B2C delivers the capabilities organizations need to adapt to changing customer behavior and lead their digital transformation with omni-channel commerce.</p> <p><a href="#">Learn more</a></p>                            |  <p><b>SAP Hybris Commerce Accelerator</b></p> <p>With working storefront templates and the business tools you need to create an exceptional customer experience, this ready-to-use commerce solution is available in various industry flavors, including B2C, B2B, Telco, Financial Services, Travel, and the Chinese market – so your sites will be pre-stocked with the market-specific capabilities and features your customers want.</p> <p><a href="#">Learn more</a></p> |
|  <p><b>SAP Hybris Commerce, cloud edition</b></p> <p>SAP Hybris Commerce, cloud edition is the ideal option for deploying SAP Hybris Commerce without extensive IT involvement. It gives you all the omni-channel commerce capabilities of the SAP Hybris platform in a world-class private cloud.</p> <p><a href="#">Learn more</a></p>   |  <p><b>SAP Hybris Commerce, Edge edition</b></p> <p>Hybris Commerce simplified, Edge Edition takes the core features of our leading commerce solution and packages it specifically to meet the needs of small and mid-sized enterprises, both B2C and B2B.</p> <p><a href="#">Learn more</a></p> |  <p><b>SAP Hybris Product Content Management</b></p> <p>Integrate with existing backend systems and consolidate multiple data domains onto a single platform with our scalable, user-friendly PCM solution. Create a single source of truth that supports collaboration between different departments and ensures content consistency across all sales and service channels.</p> <p><a href="#">Learn more</a></p>  |
|  <p><b>SAP Hybris Commerce, order management</b></p> <p>Help your customers make, receive and return orders through any channel they choose with SAP Hybris Commerce, order management. With a centralized view of all order information, it complements existing back-office logic as a hub for orders from multiple order entry systems, channels and touchpoints.</p> <p><a href="#">Learn more</a></p> |  <p><b>SAP Hybris Customer Experience</b></p> <p>SAP Hybris Customer Experience brings you advanced web content management capabilities such as SmartEdit, an intuitive new tool that builds relevant, personalized customer experiences.</p> <p><a href="#">Learn more</a></p>                |  <p><b>SAP Hybris Merchandising</b></p> <p>This SAP Hybris cloud solution provides contextual merchandising that personalizes the customer experience based on real-time business metrics.</p> <p><a href="#">Learn more</a></p>  |
|  <p><b>SAP Hybris Digital Asset Management by OpenText</b></p> <p>Deliver great customer experiences across all your digital channels and take control of your digital assets with SAP Hybris Digital Asset Management. Access, manage, use and repurpose your digital content - anywhere, anytime.</p>  |  <p><b>SAP Jam Communities</b></p> <p>SAP Jam Communities enables you to expand your brand reach by delivering real-time product- and service-related information to aid consumers on their buying journey.</p>  |  |

SAP Hybris Commerce Cloud can help a company to understand their customers at every point of the commerce experience, so they can drive relevant, meaningful interactions, from content creation to merchandising to fulfillment.



## Products for Marketing

SAP Hybris Marketing is providing the most innovative solutions to marketers for providing personalized marketing experience as per their changing needs. The following product portfolio is available under SAP Hybris Products for Marketing.

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| <p><b>SAP Hybris Marketing Cloud</b></p> <p>Gain deeper customer insights with machine learning, and deliver in-moment customer engagements that are individualized to their changing needs and interests. SAP Hybris Marketing Cloud solution provides flexible and extensible platform to work within your investments and to grow with your business.</p> <p><a href="#">Learn more</a></p> | <p><b>SAP Hybris Loyalty</b></p> <p>SAP Hybris Loyalty is an advocacy-driven loyalty solution that can help you enhance customer retention in a more meaningful way.</p> <p><a href="#">Learn more</a></p> | <p><b>SAP Hybris Customer Attribution</b></p> <p>SAP Hybris Customer Attribution uses patented machine learning technology, built on game theory, to help you understand which of your marketing activities are driving specific customer engagements.</p> <p><a href="#">Learn more</a></p> |




## Products for Sales

Hybris for Sales solution provides sales team to access data on mobile device and this provides information they need to know who the target customers are, any issues in sales process and how to convert each opportunity to a sale.

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| <p><b>SAP Hybris Cloud for Sales, Retail Execution</b></p> <p>Get real-time ROI on campaign results while strengthening your customer and vendor relationships with SAP Hybris Cloud for Sales, Retail Execution. Designed for organizations in manufacturing, distribution and retail, it enhances the productivity of sales representatives by providing a guided selling approach to execute on the perfect store visit.</p> <p><a href="#">Learn more</a></p> | <p><b>SAP Jam for Sales</b></p> <p>SAP Jam for Sales helps you increase the effectiveness of your sales team by helping them share expertise and connect with key deal influencers throughout your organization.</p> <p><a href="#">Learn more</a></p> |

## Products for Service







This solution helps an organization to deliver an excellent customer service experience to its customers. Hybris Products for Service offers a consistent experience across all channels, access complete and contextual customer information, and gain real-time insight into call center performance and field service management. Following products are available under this portfolio-

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| <p><b>SAP Hybris Service Engagement Center</b></p> <p>Built on the <a href="#">Yaas Microservice platform</a>, the SAP Hybris Service Engagement Center blends self-service and contact center features to support high-volume service interactions across channels, with the flexibility to support new emerging channels.</p> <p><a href="#">Learn more</a></p> | <p><b>SAP Hybris Knowledge Central by Mindtouch</b></p> <p>Our knowledge base solution allows you to deliver the most relevant information to customers and agents using sophisticated natural language search and processing, content ranking technology, and powerful analytics.</p> <p><a href="#">Learn more</a></p> | <p><b>SAP Hybris Real-Time Communicator by Genband</b></p> <p>The internal and external chat tool and internal video chat tool allows enterprises of all sizes to improve workflow and communications processes by enabling sales, service and business professionals to instantly chat, video conference and collaborate in real-time with their customers and co-workers.</p> <p><a href="#">Learn more</a></p> |



## Products for Billing





Using SAP Hybris Revenue Cloud, you can deliver Price and Quote, Order Management and Subscription Billing experiences directly from the cloud. Following products are available under this category-

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| <p><b>Revenue in the Cloud</b></p> <p>Go beyond linear, fixed monetization processes with a solution that lets you anticipate your customers' needs and plan and adapt your system accordingly. Find the CPQ, billing and ordering solutions you need with the dynamic agility of the cloud, so you can deliver personalized experiences that set you apart.<br/>*Currently available in U.S. only</p> <p><a href="#">Learn more</a></p> | <p><b>SAP Hybris Billing, subscription order management</b></p> <p>Create real-time, personalized subscription offers based on a 360° view of customer activity and interactions – and make them instantly available for quoting and ordering across all channels.</p> <p><a href="#">Learn more</a></p>   | <p><b>SAP Hybris Billing, mediation by DigitalRoute</b></p> <p>Created by DigitalRoute, the mediation component of SAP Hybris Billing lets you collect, verify, filter and consolidate usage data from a wide range of sources across all systems, before routing it to applications such as billing, fraud management, and business analytics.</p> <p><a href="#">Learn more</a></p> |
|   |   |    |
| <p><b>SAP Hybris Billing, service control by DigitalRoute</b></p> <p>Calculate and aggregate service usage and view behavioral histories for an accurate and relevant response in accordance with defined subscriber profiles. The service control component is an extension of SAP Hybris Billing, mediation.</p> <p><a href="#">Learn more</a></p>   | <p><b>SAP Hybris Billing, charging</b></p> <p>Use the charging component of SAP Hybris Billing to quickly configure, test and align monetization models for adaptable customer pricing and partner revenue-sharing models. With this in your toolbox you will be able to create personalized, flexible offers that stand out from the competition.</p> <p><a href="#">Learn more</a></p> | <p><b>SAP Hybris Billing, invoicing</b></p> <p>Get a streamlined process for developing consolidated views of billing across multiple services with this invoicing component of SAP Hybris Billing. Send clear and accurate invoices to ensure prompt payment and reduce billing-related customer inquiries.</p> <p><a href="#">Learn more</a></p>                                    |
|   |   |    |
| <p><b>SAP Hybris Digital Documents by OpenText</b></p> <p>Create, review and send personalized omni-channel communications of all types with this dynamic tool for business. The intuitive interface of the Digital Documents solution handles everything from bank statements and order confirmations to bills and invoices.</p> <p><a href="#">Learn more</a></p>  | <p><b>SAP Hybris Billing, customer financials</b></p> <p>Optimize revenue management with the customer financials component of SAP Hybris Billing. Use contextual insight into customer behavior and trends to enable highly customized service, and automate payment tracking to ensure bills are paid and collected on time.</p> <p><a href="#">Learn more</a></p>                     | <p><b>SAP Hybris Billing, flexible solution billing</b></p> <p>Consolidate billing for both products and services with simple, configurable invoicing thanks to this flexible solution billing component.</p> <p><a href="#">Learn more</a></p>   |



## Cross-Functional Services

Apart from products mentioned, SAP also provides wide range of cross-functional solutions to manage customer interactions, wide range of tools to manage incentive plans and sales commission and to securely sign and manage documents online.

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| <p><b>SAP Hybris Profile</b></p> <p>Capture and analyze customer interactions, contexts and behaviors to create a continually evolving intelligent profile, enabling a deeper understanding of your customer's motivation and intent, in real-time. This enables customer facing touchpoints like commerce and marketing to react and interact in much more personal ways.</p> <p><a href="#">Learn more</a></p>                                   | <p><b>SAP Incentive Administration by Vistex</b></p> <p>This robust, efficient set of tools helps you to administer, model, report and analyze a wide range of incentive plans, including sales commission or incentive compensation and bonus plans, customer, sales, supplier, or vendor (purchasing) rebate programs, and outbound or inbound royalty payments.</p> <p><a href="#">Learn more</a></p> | <p><b>SAP Price and Margin Management by Vendavo</b></p> <p>This enterprise-class application is designed to help wholesale distributors significantly increase profitability. It drives improvements at every stage of the pricing process for better pricing decisions – and greater returns – on every deal.</p> <p><a href="#">Learn more</a></p> |
|  <p><b>SAP Signature Management by DocuSign, add-on for SAP Hybris solutions</b></p> <p>Securely sign and manage documents online from any device with the most widely used e-signature solution. Accelerate transactions, reduce costs and manage the signature process for customers, partners, suppliers and employees.</p> <p><a href="#">Learn more</a></p> |  |   |

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