



Digital Customer
Experience Practice

Hybris

Agenda

- Overview - Digital Customer Experience Practice
- Overview - Hybris
- Market Position
- Differentiation
- Hybris @ Digital Minds
- Reference Architecture
- Continuous Delivery Approach and Gold standards
- Prioritized implementation roadmap of functionalities - B2C
- Prioritized implementation roadmap of functionalities - B2B
- Delivery approach
- Case studies

Overview - Digital Customer Experience Practice



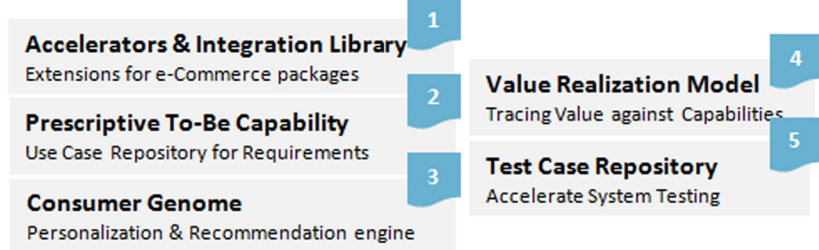
Focus and Alliances



Services



Solutions & Differentiators



We Deliver the “Imagination to Realization” cycle & help...



**STRATEGIC ROADMAP
COMPETITIVE EDGE**



...your Digital Commerce business.

PRESCRIPTIVE APPROACH



**IMPROVE CUSTOMER EXPERIENCE
FASTER GO TO MARKET
OPERATE EFFICIENTLY**

Overview - Hybris



hybris helps businesses around the globe sell more goods, services and digital content through every touchpoint, channel and device.

hybris delivers omni-channel commerce solutions: state-of-the-art master data management for commerce 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.



Ranked “leader”
by both Gartner
and Forrester



Natively global:
multi-site,
multi-language,
multi-currency



Identical software
on-premise,
on-demand and
managed services



Uniquely combines
full-function B2B
and world class
B2C



Built on a modern
single platform,
based on open
standards



Efficient to drive the
fastest time to
innovation and the
best TCO



Agile, scalable,
extensible: the last
commerce platform
you will ever need

Market Position – Commerce



Contributing Factors

- The core value proposition of the hybris platform (combined PIM, eCommerce, experience management and OMS on a single, modern architecture platform)
- Existing SAP ERP clients are gaining confidence in the integration approach of hybris
- SAP's global footprint is propelling significant sales momentum in APAC and other emerging markets
- The network of commerce service providers working with hybris is stronger than ever
- SAP account reps are educating their existing account portfolios on the hybris solution.

Hybris Differentiation



Single view of the Customer and Single view of the Business



Omni-Channel B2B / B2C Industry focused



Single, Agile, Scalable technology stack
Proven integration with SAP CRM & ERP



Optimal combination of performance and TCO.



Deliver a complete commerce solution– B2C & B2B



Deliver flexible technology & quality engineering.



The most functionally complete commerce platform in the marketplace



Total flexibility and choice across on-premise and cloud deployment models



hybris is the fastest growing commerce platform in a + \$50B global market



Hybris take customers global.



Hybris is easy to do business with.

Hybris @ Digital Minds

Features

- ▶ Mobile optimized Responsive store fronts
- ▶ User Management
- ▶ Faceted Navigation and Filters
- ▶ Place & Track order
- ▶ Personalized Recommendations
- ▶ Precision Marketing extensions for products, promotions and marketing
- ▶ Advanced Wish list
- ▶ Product Reviews/Ratings
- ▶ Internationalization and Localization
- ▶ Bundles
- ▶ Accelerators for B2B, B2C, Telco and Financial services
- ▶ Natively global: Multi-brand / multi – site, multi –currency
- ▶ Centralized PIM for structured and unstructured content

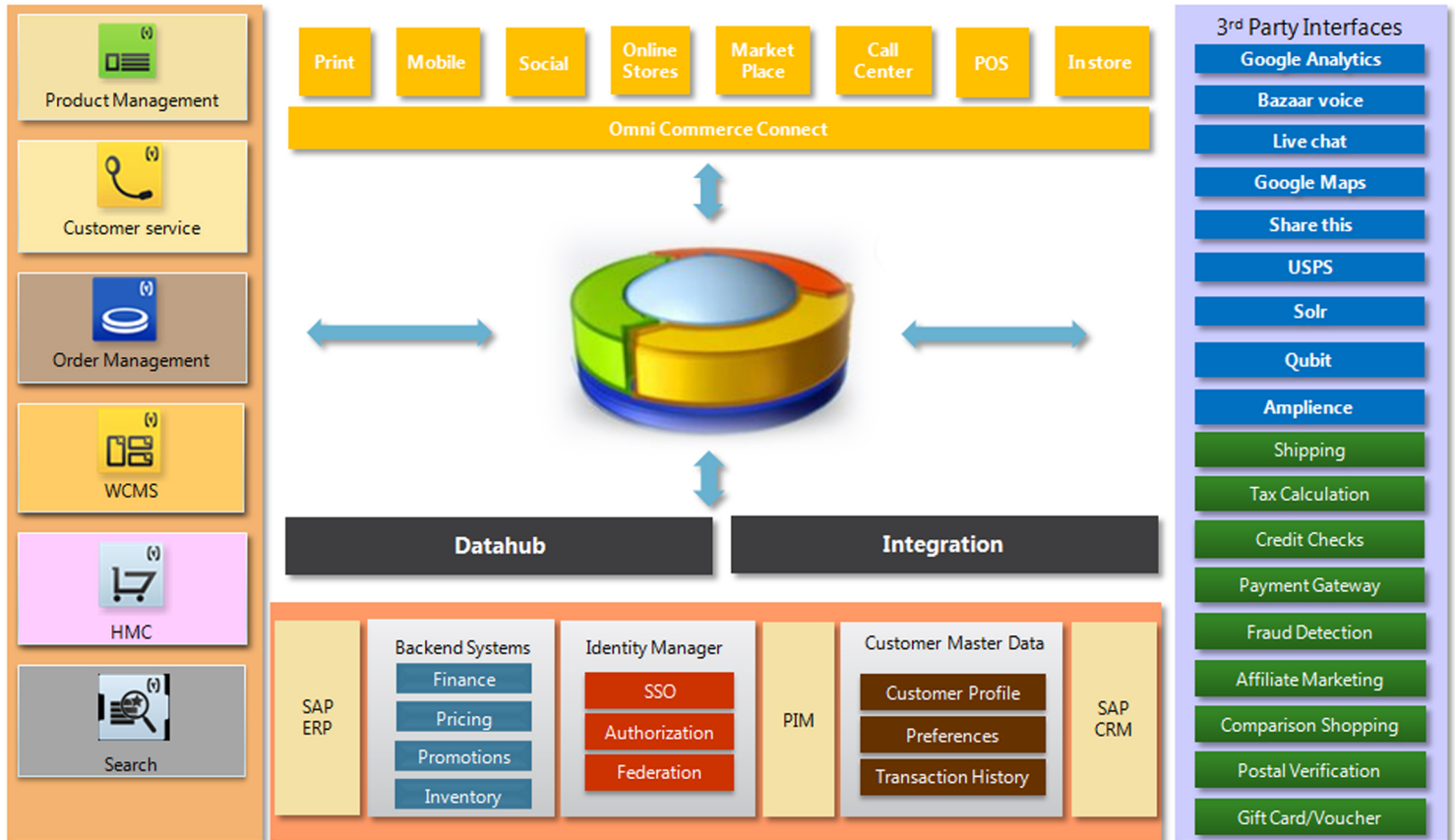
Integration Library

- ▶ PayPal
- ▶ Cybersource
- ▶ Paymetric
- ▶ Worldpay
- ▶ Avalara Tax
- ▶ Vertex Tax
- ▶ Coremetrics
- ▶ Scene 7
- ▶ Store Locator/Maps
- ▶ Share this
- ▶ Bazaarvoice
- ▶ Single Sign on
- ▶ Qubit
- ▶ Ampliance
- ▶ Datahub (IDOCs, XML, CSV)
- ▶ Customer support Click to Chat
- ▶ Google Analytics Integration
- ▶ Google Maps Integration

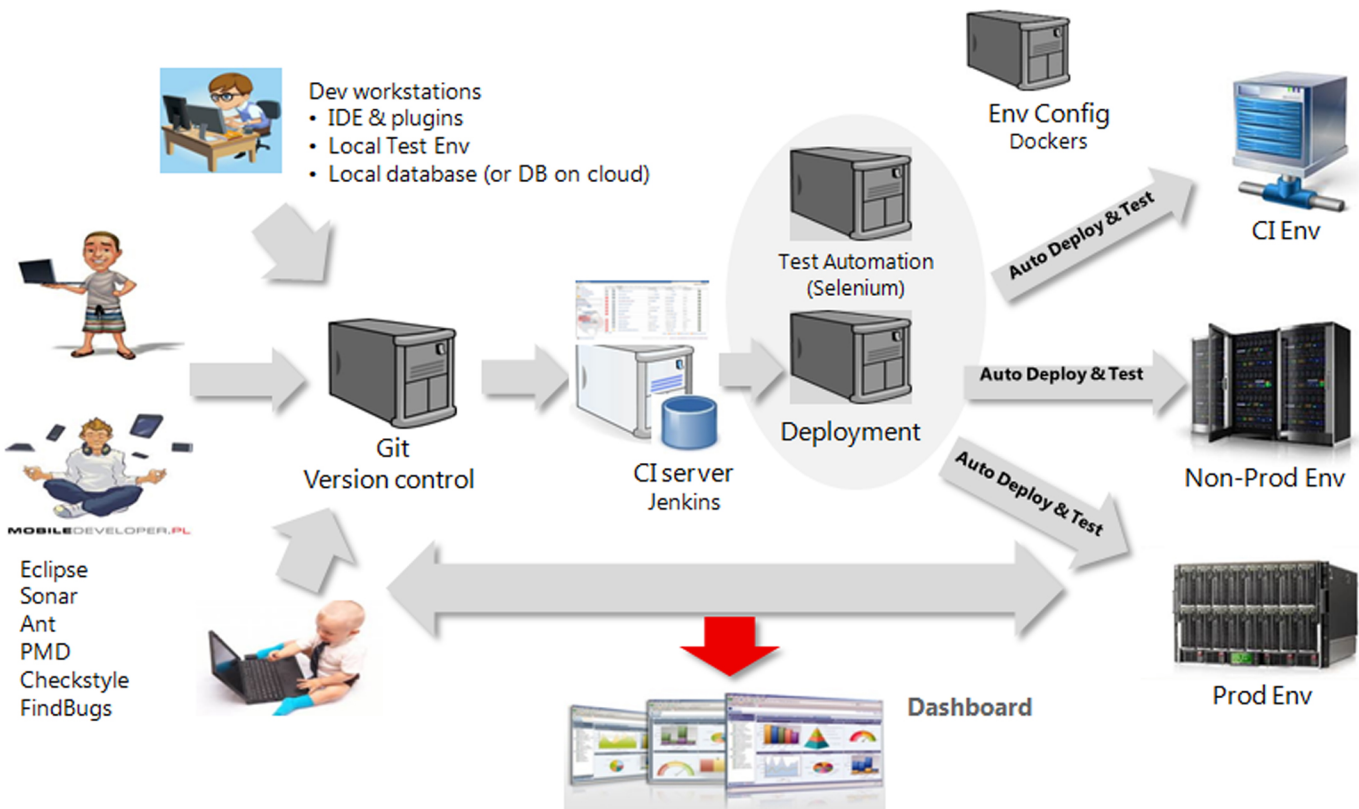
Benefits

- ▶ Enables adoption of additional channels – such as mobile, print, call center, etc. – on a single platform.
- ▶ Centralized product content management ensures content consistency across channels.
- ▶ Contextual, personalized and relevant customer experiences
- ▶ Faster Time to Market - Production Ready solution helps organizations to Go to Market faster
- ▶ Lower Total Cost of Ownership – Accelerated development and deployment reduces TCO
- ▶ Feature Rich –Contains Out-Of-the-Box capabilities to engage and retain customers.
- ▶ Faster Development cycle – Pre-built use cases, process maps, test cases, CI/ CD, Devops best practices
- ▶ Easier Integration with third parties using our Integration Library

Our Hybris Reference Architecture



Continuous Delivery Approach



Continuous Integration – Gold standards (data from one of our existing customer)

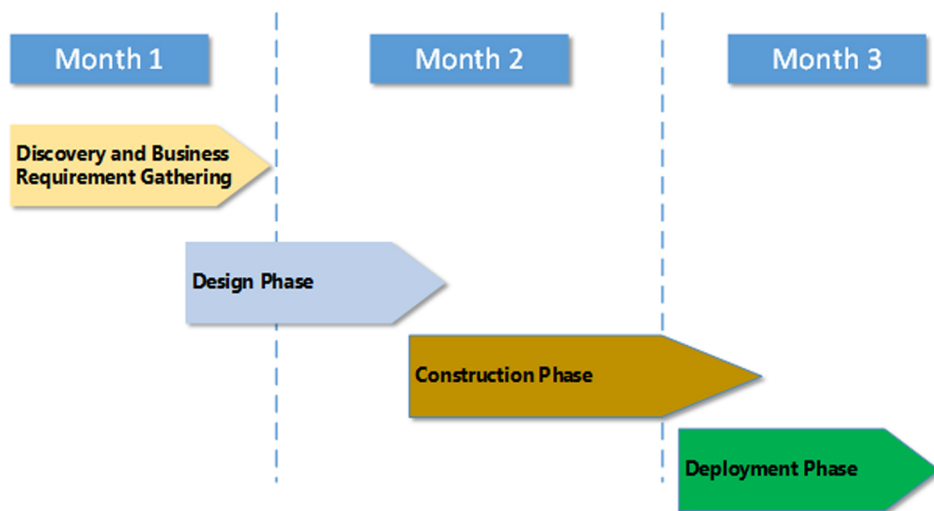
Area	Tools Used	Results
Code Quality	SonarQube	SQALE Rating - A
Code compliance	SonarQube /PMD/ Find bugs	100 %
Technical Debt	SonarQube	0
Duplication	SonarQube	0
Code Complexity	SonarQube Cyclometric complexity	~8(Standard is < 10)
Code Coverage	JaCoCo	89%
Integration	Jenkins/ Ant / Maven	Compliant

Build and Unit Testing Status – Gold standards (data from one of our existing customer)

Area	Tools Used	Results
Code Review	PMD plugin	Compliant
Code compliance	SonarQube /PMD/ Find bugs	Compliant
	Hybris code style configuration	Compliant
Unit Testing	jUnit/ JMockit/ Mockito	Compliant
Page load	Y-Slow	Rating – A (with CDN)
NFR - Performance	Java Mission Control	Within SLA. No memory or CPU issues under load.
NFR – Security	IBM Appscan, Burp Suit	No application security issues

Time to Market

Go Live in 90 days strategy



Must Have Features

- Branding
- Multi Language, Currency
- Search and Navigation
- Customer Account management
- Basic Mobile storefront
- Simple Analytics
- Integration with order management
- Integration with a Payment provider

Features that can wait

- Personalization
- Complex promotions
- Integrations to Financial systems
- Checkout redesigns

Prioritized implementation roadmap of functionalities for B2C

Customer Experience (Online Shopping)			
Product Browse	Product Browse	Search	CMS
Catalog Management	Product Subscription	Generic Keyword search	Content Pages (Html content/Images/widget)
Product Information & specification	Social Sharing	Advanced Keyword Search	Page Hierarchy
Product Grouping	Poll	Standard Faceted Search	Blocks
Product Comparison	Recommendations (Recently Viewed)	Standard Auto Suggest	Banners
Upsell/Relational(automatic/manual)	Bestseller Products	Intelligent Auto Suggest	Widgets
Pricing	Most Viewed Products	Search Terms	Variables
Inventory View	Featured Products		Layout Updates
Inventory	Promotional Products		Markup Tags
Review and Ratings	Recently Ordered Products		Support for uploading for Videos and PDF
Swatches	Review and Ratings		Support for display of videos
Product Tags	Product attachments		

Prioritized implementation roadmap of functionalities for B2C

Customer Experience (Online Shopping)			
Cart Management	Checkout Mangement	Post Sell Service	Customer
Wish list	Guest checkout	Order tracking	Registration / user login
Cart update	Resigtered Checkout	Order history	Customer profile
Persistent Cart	Payment Method (multi tender - Cards, COD, Paypal,	Shipment notification	Customer dashboard
Order review	Gift Options	Order fulfilment Notification	Feedback
Order placement	Voucher redemption	Customer reviews	Loyalty & Rewards
Flexible delivery options	Shipment (DHL,UPS,USPS,Flat Rate,Table Rate)	RMA Generation	Newsletter Subscriptions
Tax Calculation	Promotion		
Voucher redemption	Checkout Progress bar		Gift Registry
Gift Card	Order Summary		Customer Invitations
Crossell (automatic/manual)	Order confirmation notification		Last ordered Items
Gift Registry	Book an Appointment		Saved Payment Information
Promotion	Store Pickup		Recurring Payment profile
Multiple Address Shipping			
Order By SKU			

Order Management		
Order Management	Inventory Management	Return Management
Order creation	Inventory synchronization (Basic)	Return initiation
Order processing	Stock check	Refund
Order history	Inventory adjustments (Basic)	Exchange / Store Credit
Order modification	Inventory Management at Store level	
Order cancel	Inventory Management at Warehouse level	
Order Invoicing		
Order Credit Memo		
Order Closure		

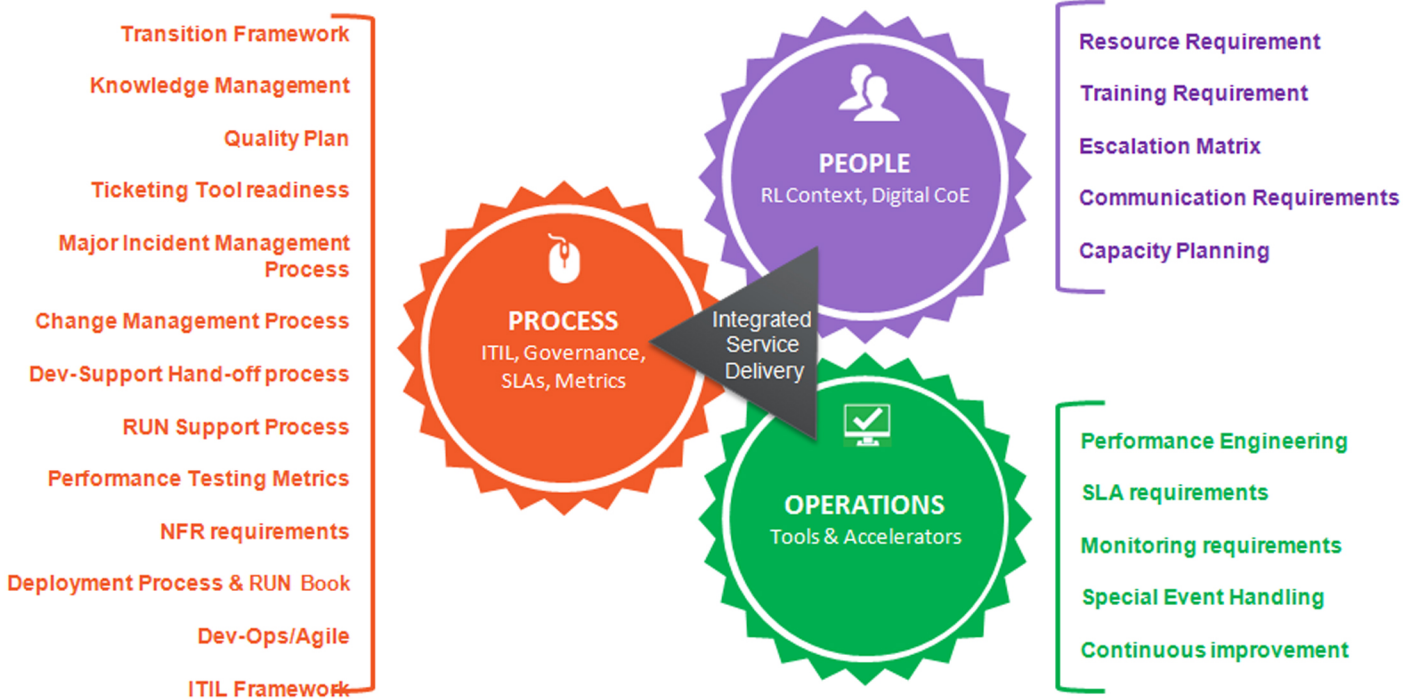
Business/Admin
Catalog setup capabilities
Data importing / exporting capabilities
Order exporting
Virtual merchandising
Content Management
Pricing (Tax/Promotions/Tier)
Cancel order

Integrations	
Third Party	Existing Landscape
Social media Integration	Infor ERP / WMS
Bazaar voice	MS Dynamics CRM
Payment Gateway	
Shipping Methods	
SMTP/Email	
Chat engine	
Google Maps	
Fulfillment	
Adobe Scene7	
Analytics	

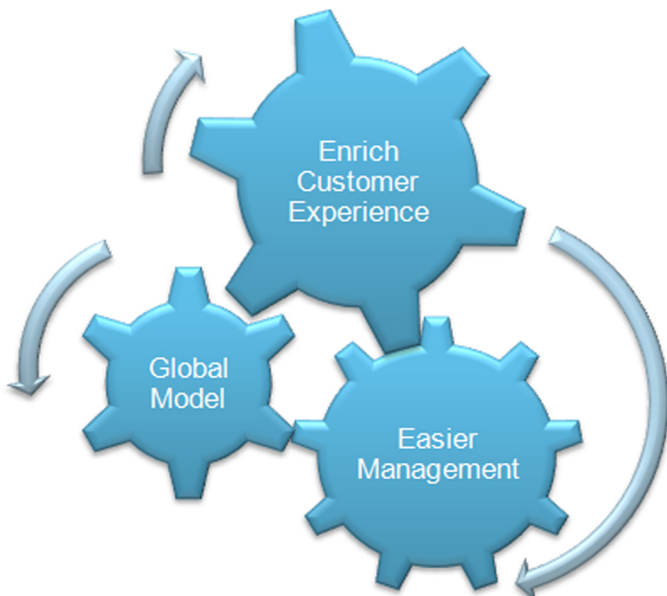
Prioritized implementation roadmap of functionalities for B2B

B2B Features
Orders by SKU
Store Credit
CSV Upload
Customer based catalog(Group Level)
Customer based pricing(Group Level)
Tiered pricing
Recurring Orders
Customer Segmentation: Behavioral Shopping Experience
Product Suggestion Tools
Order and Invoice History
Order Status and Shipment Information
Live Help for the Customers to interact with Customer care and order properly [Assisted Shopping]
Wish lists, Product Recommendations
Volume and Period Discounts
Multiple Product Images, Detailed Specs
Partial Shipments and Invoicing
Quick Reordering Feature

Integrated Service Delivery



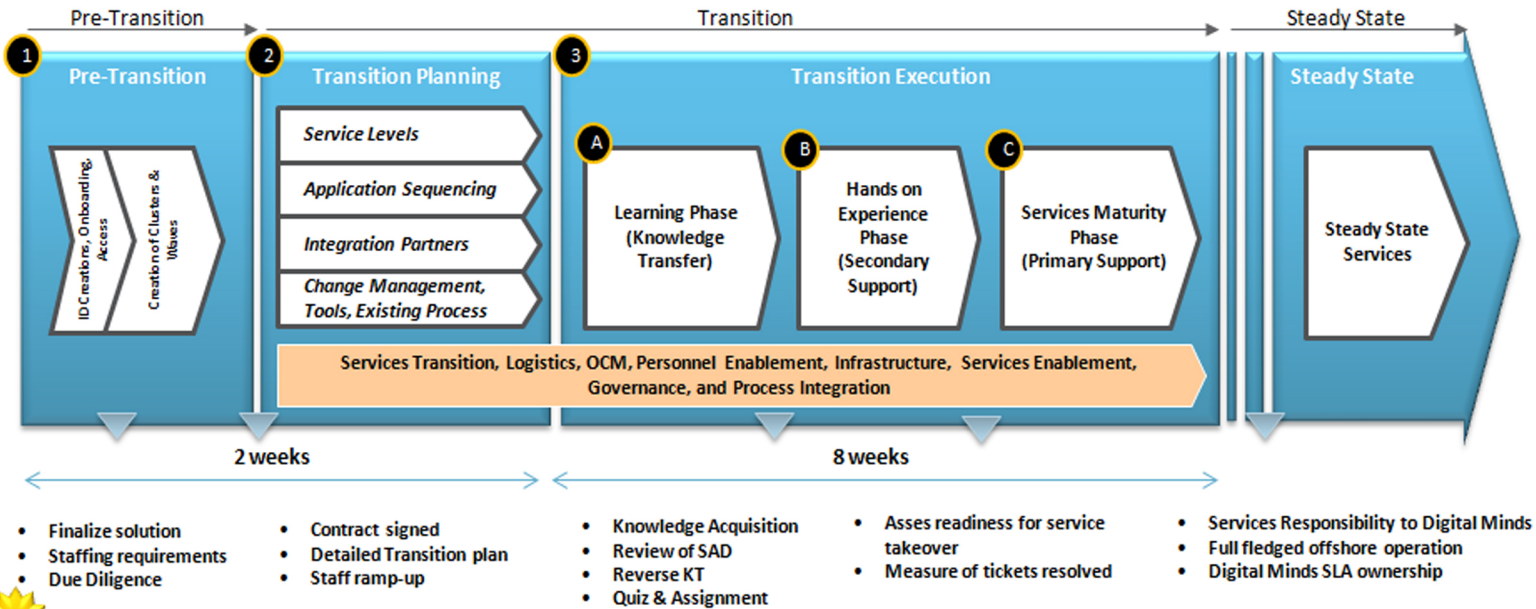
OUR SOLUTION GUIDING PRINCIPLES



- **Enrich Customer Experience**
 - Improved store search results and product comparisons
- **Easier Management**
 - Centralized Attribute Management
 - Reduce overall database footprint by normalizing and sharing data
- **Global Model**
 - Cost effective
 - Follow-the-sun
 - Talent pool with experience in similar engagements

Transition approach

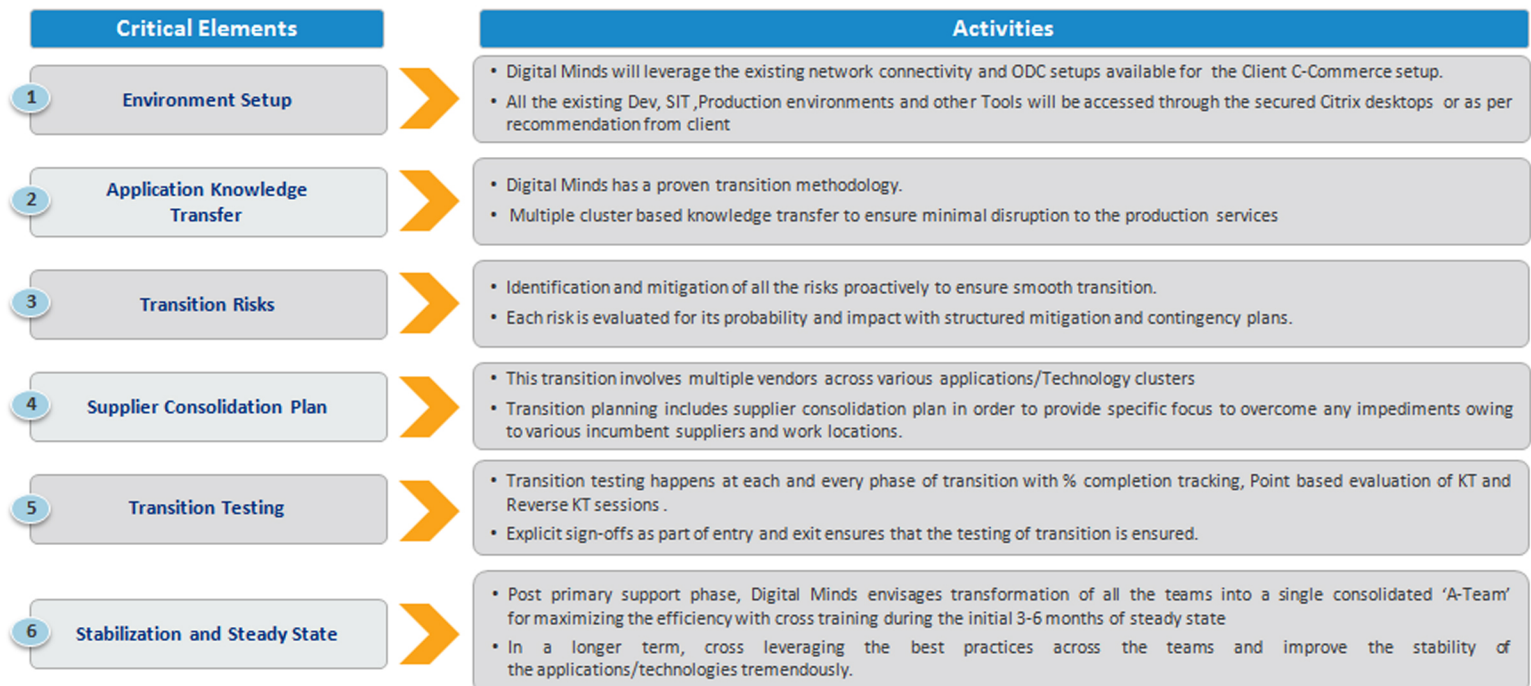
We will deploy proven 3 phase Structured & De-risked Transition approach



During Knowledge transition phase, Digital Minds will work in Incumbents campus for effective transition, this is one of the best practices, yielded lot of effectiveness..

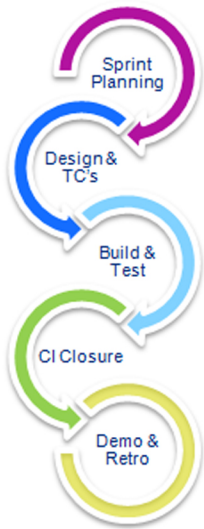
Transition Approach

Critical Elements



Agile - Digital Minds will work closely with client stakeholders to review existing SPRINT Process and will implement best practices

Sprint Duration : 2 weeks



<i>Support</i>	<i>Development</i>
<p><u>Sprint Planning</u></p> <ul style="list-style-type: none">✓ Review Backlog (Defects)✓ Plan for 70% of the available sprint effort and reserve 30% for Emergency activities.✓ Create stories for Analysis, monitoring and repeated support activities to plan each sprint. <p><u>Sprint activities</u></p> <ul style="list-style-type: none">✓ Defects stories are taken up for Build.✓ Keeping continuous integration green✓ TC's are written based on defects.✓ Demo is done on need basis based on activities in Sprint.✓ Testing team tests and updates the defect status.✓ Retrospective at end of Sprints.✓ Emergency Production release or update activities as ad-hoc user stories are taken up as needed	<p><u>Sprint Planning</u></p> <ul style="list-style-type: none">• Identify user stories for the Sprint• Detail out the user story and estimate the story points• Plan the sprint and assign tasks for 80% of available effort.• Finalize the done criteria including acceptance criteria <p><u>Sprint Activities</u></p> <ul style="list-style-type: none">• Build and unit testing tasks, POC or technical feasibility analysis are taken up as separate user stories• 5% effort spent on Backlog Grooming.• Testers create Test plans and test cases• Review of Test cases by BA for acceptance• Clean check for CI and automated Test Scripts• Show and tell/Demo with users• Identify spillover items or any technical user stories and add to product backlog, Update required documentation• Include support team as part of sprint planning and demo sessions for effective Devops• Retrospective on end of sprint

Case Study – B2B - US North East Medical Company

- Migration of web channel from legacy platform to Hybris
- Hybris B2B implementation in 3 months
- Synchronous Order Management implementation
- SAP ERP integration
- Order Form integration
- Reorder capability
- Payment integration with Paymetric
- Multi country, multi currency, multi language support
- Global roll out to 56 countries

Case Study - B2C – US North Eastern Coffee supplier

- B2C sites for US and Canada
- English and Canadian French language support
- Payment integration with Paymetric
- Order Management – SAP ERP integration via Apache MQ
- Akamai, Bazaarvoice, CoreMetrics, Scene 7, Seibel,
- Vertex integrations
- Providing 24 x 7 support to US and Canada sites

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