Digital Commerce Embedded with Analytics using SAP Hybris Commerce and Marketing

pwc

Introduction

Omni Channel E-commerce or Digital Commerce

Delivering a contextual and personalised Omni channel shopping experience with e-commerce, m-commerce and social commerce.

Categories that drive organisations
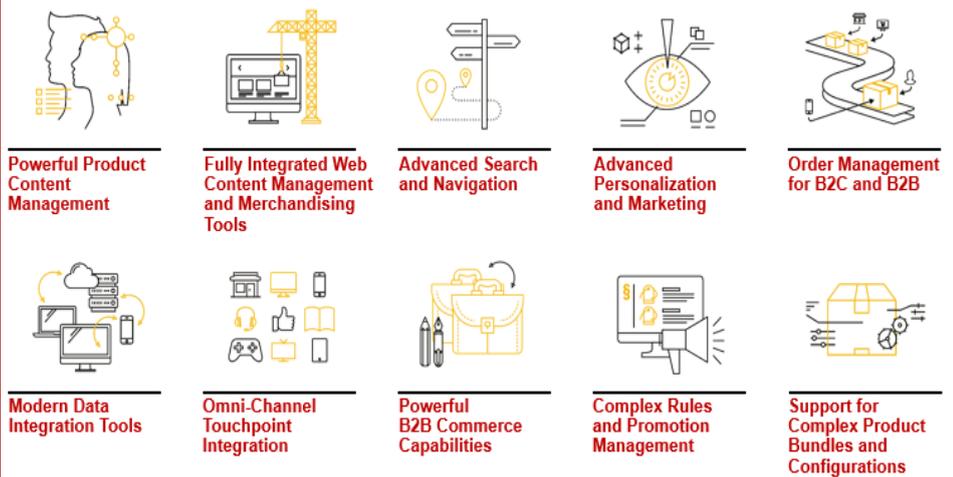
- *Customer centric*
  - Increased customer expectations
- *Omni channel*
  - Decline in effectiveness of traditional marketing channels
- *Marketing effectiveness*
  - Lost sales opportunity costs

Pain points in customer engagement
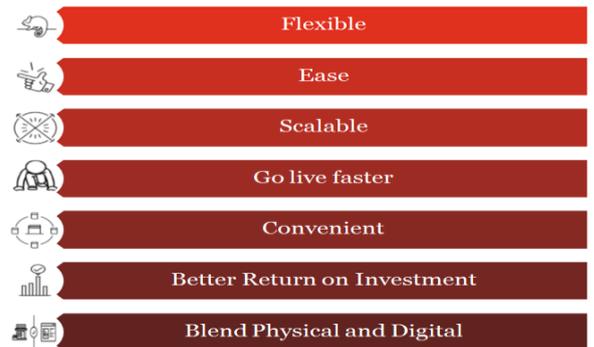
- Organisations need the scalability and agility to plug in new ways to connect to customers
- Changing customer demands
- Providing better user experience
- Hyper personalisation
- Master data management to present single source of truth
- Product catalogue management

"A 1% improvement in customer experience can translate to a more than 5% increase in cash flow"

Customer Engagement – What is it all about?

Powerful Product Content Management	Fully Integrated Web Content Management and Merchandising Tools	Advanced Search and Navigation	Advanced Personalization and Marketing	Order Management for B2C and B2B
Modern Data Integration Tools	Omni-Channel Touchpoint Integration	Powerful B2B Commerce Capabilities	Complex Rules and Promotion Management	Support for Complex Product Bundles and Configurations

Important Features of an E-commerce Platform

- Flexible
- Ease
- Scalable
- Go live faster
- Convenient
- Better Return on Investment
- Blend Physical and Digital

PwC's Value Proposition

"To help our clients transform their business through understanding, reconciling and planning across business, information and technology domains"

- Clarifying relationships between IT and business, and helping establish mutual accountability
- Base-lining current operations and providing a clear roadmap for improvements
- Providing an independent, unbiased view of the implications of business and technology scenarios within and across enterprises
- Removing process disconnects between strategic and operational planning
- Understanding, managing and reducing complexity
- Large scale global transformation projects, leveraging knowledge base of PwC from across the globe
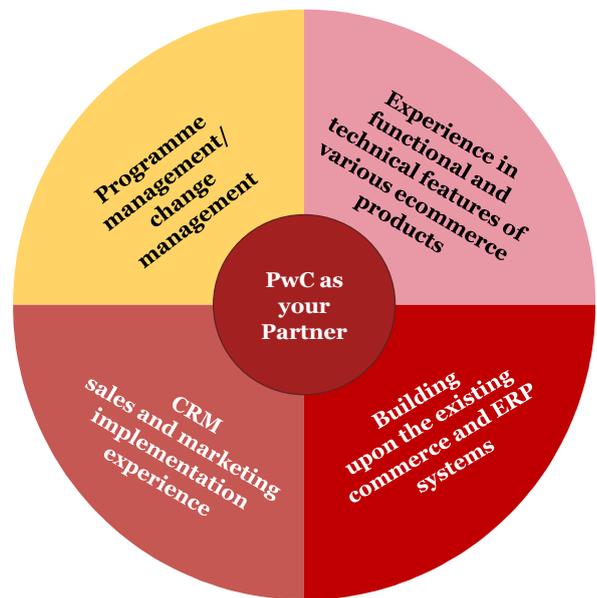- Strength of our proposed team and our approach & methodologies ("Transform")

Advice / **Answer** / **Action**

- Experienced resources
- Industry and functional thought leaders
- Knowledge bases
- Proven methodologies
- Global best practices/ benchmarking

Strategy & Roadmap	Architecture & Design	Implementation with Integration	Quality Assurance
Strategy	People	Process	Technology

PwC's Transform Methodology

PwC's Service Offerings in E-commerce

Stage	Description
System Assessment	Analysis of client's business needs and existing processes of the organisation; analysis of customer behaviour on the organisation's online store and analysis of existing content management and technological landscape
Strategy Definition	Identify GAPs in the customer experience and recommend feature improvements, arriving at a business model, creating and execution of a launch plan
Architecture & Design	Conceptualisation of the high-level architecture of the proposed system, the solution components and meta data model design
Implement	Define implementation roadmap, system configurations, customisation and custom developments and training people on new processes and constant review of progress at defined intervals
System Integration	Integration with other management systems like ERP and CRM, etc.
Quality Assurance and Industry Specific Expertise	Define quality assurance plan, well defined testing procedure, testing (unit, system and user acceptance) adhering to quality standards, best practices & review of deliverables

PwC's Expertise in E-commerce Domain

"We are uniquely positioned to be your E-commerce implementation partner, based on our capabilities in various E-commerce products, ERP, CRM, technology advisory capabilities and industry domain knowledge"

- ❑ PwC team in India has been associated with more than 10 clients, including those in the e-commerce space, in providing strategies, customer/digital experiences, payments and transaction related services, tax and regulatory services and services around risk, fraud and cyber security

- ❑ It's not just implementation of the e-commerce platform; it is most importantly about how the e-commerce platform will work hand-in-hand with the existing systems framework, and how it will address challenges that will be arising out of the integration.

- ❑ The strong technology team has helped PwC Ecommerce team to support complex ecommerce implementations (product agnostic)

- ❑ PwC has a strong integration competency, experienced in working with system Integration, both tool-based and custom integrations

- ❑ We are aware of the key risk and challenges an organisation may face with respect to integrating the newly implemented e-commerce system with other business systems and we will leverage our expertise and knowledge to overcome those

PwC as your Partner

Programme management/change management

Experience in functional and technical features of various ecommerce products

CRM sales and marketing implementation experience

Building upon the existing commerce and ERP systems

PwC's Solution Design for Dynamic Business Needs

Web · Mobile · POS · Call Center · Social · Print · TV

MOVE AT SPEED OF BUSINESS
Product Content Management.
Web Content Management. Search.
Merchandising.

ONE CUSTOMER EXPERIENCE
Commerce. Order Management. Together.

BUILT TO COMPLEMENT NOT REPLACE EXISTING INVESTMENTS.
Modern. Extensible. Standards-based.

CONFIGURED FOR SUCCESS OUR CUSTOMERS. OUR PARTNERS.
Accelerators. Extensions. Integrators.

ERP · WMS · PLM · CRM · Data Pools

How does SAP Hybris suite of products help?

SAP Hybris Customer Experience	SAP Hybris Commerce & Order Management	SAP Hybris Marketing

Product Content and Catalogue Management

❑ Empower business users to manage product without help from IT

❑ Increase marketing effectiveness

❑ Import product content from different sources

❑ Drive sales by distributing product content in catalogs geared to specific audiences

Contextually Relevant Customer Experience

❑ Create targeted and highly personalised customer experiences in real-time

❑ Strengthen customer loyalty

❑ Gain a 360-degree view of customers, analyse customer data and create targeted experiences

Omni Channel Touch Points

❑ Create exceptional, seamless experiences across channels and touch points - including online, mobile, in-store and customer service on a single commerce platform

Pricing and Promotions

❑ Create successful promotional campaigns - including coupons and vouchers

❑ Maximise conversion rates with promotions and coupons that include personalised offers

Order Orchestration and Management

❑ Streamline operations by processing, controlling, and routing orders from any touch point with order orchestration and management

❑ Drive growth by handling large volumes of orders at peak times

❑ Gain total visibility into the order process

❑ Provide omni-channel fulfilment options and enable customers to buy, pick up and return anywhere

❑ Reduce overhead stock levels, improve delivery efficiencies and cut shipping costs

Web Analytics

❑ Take advantage of the information flowing through your software systems

❑ Improve continuously the performance of web and digital marketing experiences

Marketing Recommendations

❑ Increase profits with personalised, real-time marketing recommendations

❑ Deliver intelligent marketing recommendations for products and services in real-time

❑ Develop context-relevant, personalised recommendations based on each customer's purchasing behaviour and predictive algorithms

❑ Increase conversion of cross-sell and up-sell offers as well as average order size

ROI – SAP Hybris Commerce powers business results

40% Increase in Online Sales in Total

40% + 40%

40% Increased visits
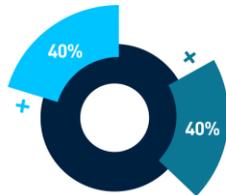
21% Increased average cart size

20% Increased conversion rate

Source: SAP

Happy to connect!

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