

# Accenture and hybris: Bridging the Digital Divide

Advanced omni-channel commerce solutions  
that drive customer engagement

High performance. Delivered.



B2B



B2C

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## Advanced omni-channel commerce solutions that drive customer engagement

Using multiple channels (web, mobile, social, store) as part of the buying decision is now standard, both for consumers shopping for everyday purchases and businesses replenishing supplies and inventory. Consequently, business-to-consumer (B2C) and business-to-business (B2B) organizations that cannot deliver a seamless, 'one-stop-shop' or omni-channel commerce experience put sales, customer engagement and brand reputation at risk.

### Why Omni-channel?

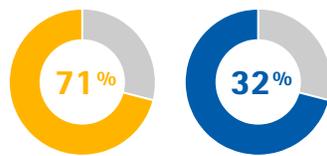
Customer expectations and behavior mandate the need for omni-channel commerce:



In the US alone, cross-channel retail sales are expected to reach \$1.8 trillion by 2017<sup>1</sup> so a lot is at stake. Our commissioned studies conducted by Forrester Consulting<sup>2</sup> on behalf of Accenture and hybris found that:

### B2C

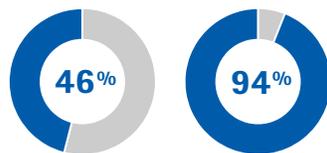
Nearly **three quarters** of consumers expect to view in-store inventory online BUT only **one-third** of retailers offer the functionality.



Further, **half** want to collect orders in-store BUT **less than half** of retailers offer this service.



Nearly **half** of all companies surveyed have a dedicated omni-channel team, but **most** reported barriers to successful execution.



### B2B

Already, nearly half of B2B buyers prefer making work-related purchases on B2C websites.

- And they are looking for enhanced experiences through improved functions and features like:
  - Enhanced search functionality
  - Showing ratings and reviews
  - Improved personalized product or service recommendations

Responding to these developments, 83% of B2B sellers are either in the process of upgrading/implementing their eCommerce suite or planning to do so within six months.



1 Forrester Research, 2014, <http://www.forrester.com/Forrester+US+CrossChannel+Retail+Sales+To+Reach+18+Trillion+By+2017+/-/E-PRE6324> accessed May 29, 2014

2 Accenture and hybris commissioned Forrester Consulting to conduct an online survey of 1,503 omni-channel shoppers and 256 retail and manufacturing organizations in the US, UK, France, and Germany. The study (Customer Desires Vs. Retailer Capabilities: Minding the Omni-Channel Commerce Gap) was completed in December 2013. <http://www.accenture.com/us-en/Pages/insight-customer-capabilities-omni-channel-commerce-gap.aspx>

3 Accenture and hybris software commissioned Forrester Consulting to conduct an online survey of 526 B2B companies and 930 B2B buyers across Canada, France, Germany, the US and the UK at organizations with at least 1000 employees. The study (Building The B2B Omni-Channel Commerce Platform Of The Future) was completed in November 2014.

## Accenture and hybris: A Unique Combination of Forces to Deliver Winning Omni-channel Commerce Solutions

Often channels are developed and launched at different times, by different teams, and with perhaps different objectives. So while many companies may have strong individual channels, their aggregate digital capabilities are not as cohesive as they should be. The Accenture and hybris alliance is dedicated to helping companies resolve these inconsistencies and close the gaps between buyer expectations and seller capabilities.

Designing and implementing the right omni-channel commerce platform is easier when companies can rely on strong partners with complementary talents. Those realities are at the center of our unique alliance: Accenture and hybris combine leading edge, global capabilities and industry-specific services to deliver seamless, richer customer experiences across all channels and geographies needed to identify, convert, and delight customers and increase their engagement.

We also leverage the experience of hybris parent company SAP, and digital marketing leader Acquity Group, now part of Accenture Interactive, as well as a robust ecosystem of alliances with omni-channel service and solutions providers including Adobe. Accenture and hybris have a long and illustrious history of working together to deliver hybris-based platforms across a range of industries for both B2C and B2B markets:

- Accenture became the first hybris Global Strategic Partner.
- Accenture was named hybris 2013 Global Partner of the Year.
- hybris, acquired by SAP in 2013, is proud to be among the top two or three vendors rated "leader" by the principal analyst firms.<sup>3</sup>
- Accenture and SAP have been strategic partners for over 30 years. SAP is the world's #1 provider of enterprise solutions, and Accenture is the largest implementer of SAP ERP platforms.
- Acquity Group, acquired by Accenture in 2013, was a hybris Platinum partner, and named the hybris North American Partner of the Year in 2011 and 2012 for both sales and implementations.

### Omni-channel hybris Commerce by Accenture and SAP

Omni-channel hybris Commerce by Accenture and SAP combines commerce and digital marketing software, services, and program accelerators into optimized bundles that are available through a subscription-based financial and deployment model.

The solution can be deployed either on premise in a customer's data center, or in the cloud on the HANA-enterprise-cloud (HEC) platform, and customers have the option to purchase managed services as a part of any package.

Omni-channel hybris Commerce by Accenture and SAP overcomes a number of key challenges customers typically face through the lifecycle of a program implementation, providing four significant benefits:

1. Low up-front investment
2. Shortened time to value
3. Reliable implementation
4. Simplified buying process

Customers now expect an omni-channel experience from their providers. Accenture and SAP deliver end-to-end support and the seamless, predictable experience that customers expect and will reward with their loyalty.

Working hand in hand with our clients we combine each organization's individual capabilities to form comprehensive solutions that are unmatched in driving superior omni-channel commerce experience and results.

## Driving Value through Proven Experience and Success

With thousands of hybris-focused resources across the globe, Accenture and hybris serve global brands and companies with solutions in both the B2C and B2B sectors seeking to evolve and optimize their omni-channel platforms including Nespresso and MSA (see sidebars). We collaborate with our clients to identify the right solutions that help drive superior business performance, and they benefit from our:



### Global Scale and Experience

Accenture's broad and deep cross-industry commerce experience in both B2B and B2C markets around the world is unmatched and includes 25 of the Fortune 50, and 43 of the Fortune 100. When coupled with hybris and SAP we enable global roll outs at scale for organizations looking to maximize opportunities within, across and beyond their local markets.



### End-to-End Digital Framework

The breadth of Accenture's integrated digital services—strategic roadmaps, experience design and creative, front-end development, and technology services—enabled delivery of a holistic, customer-friendly, seamless experience backed by the hybris and SAP technology



### Speed to Market

Our combined toolset of methodologies and integrated services accelerate critical path activities for a fast and successful omni-channel commerce solution.



### Solution Innovation

Accenture, hybris and SAP, team up to create industry and product roadmaps and develop industry specific solutions to drive digitization.



### People, Platform, Technology

We offer services to support infrastructure, applications and integration. We can provide the specialist resources required to design, develop, run, and monitor an omni-channel commerce solution— inclusive of merchandising, marketing, and digital campaign support if necessary. This enables clients to focus on their brands, products, and messaging instead of digital operations.

Our collaboration predates our formal alliance, and Accenture and hybris continue to make significant investments together to increase knowledge, experience and innovation.

## Accenture and hybris Team to Implement Omni-channel Commerce Solutions for Global Enterprises

The strong collaboration between our two companies is highlighted by a recent contract win with Nestlé Nespresso S.A. ("Nespresso"), to implement a multichannel commerce solution that uses hybris software, the SAP® Customer Relationship Management (SAP CRM) application, and integration with SAP for Retail solutions as its key elements. The two-and-a-half year implementation will include eCommerce, point of sale, call-center and back-office functions. The new platform will help Nespresso offer a more personalized and complete customer experience and allow Nespresso to benefit from streamlined and consistent technology and processes across the 41 countries in which it operates.<sup>4</sup>

<sup>4</sup> See Accenture and hybris Team to Implement Multichannel Commerce Solutions for Global Enterprises <http://newsroom.accenture.com/news/accenture-and-hybris-team-to-implement-multichannel-commerce-solutions-for-global-enterprises.htm>

## Key Capabilities of Our Alliance

Together, Accenture and hybris combine and leverage their capabilities, broad B2B and B2C experience, industry-specific knowledge, and dedicated channel solutions to help global companies and brands optimize their omni-channel commerce platform by increasing flexibility and scalability while reducing operating costs.

### Front-end capabilities:

Customer-facing capabilities make the difference between a good and a great customer experience. These include merchandising, marketing and sales capabilities such as hybris's Advanced Personalization which enables organizations to segment customers, then create rules and define actions for individual segments to deliver targeted content. In addition, hybris offers unparalleled content and catalog management and Item/SKU management capabilities to ensure uniform, quick updates to item descriptions across channels.

### Back-end capabilities:

Once orders are placed, companies need reliable order and fulfillment management to ensure that the right product is shipped to the right location at the right time. For both B2C and B2B industries, hybris omni-channel order orchestration capabilities allow customers to track their order history, schedule and return orders, split orders for partial delivery, ship to different addresses and route to a street branch for click and collect.

### Targeted Solutions for B2B and B2C:

Accenture and hybris view omni-channel commerce holistically, with a client's strategic business goals and brand objectives in mind. Accordingly, they invest in solutions that target pain points. For B2B companies<sup>5</sup> for example, they offer solutions that allow customers to manage accounts, purchasing limits, permissions, cost centers and budgets in a self-serve portal. hybris's Commerce Accelerator provides complete B2B and B2C starter kits that include storefronts and basic back-end capabilities like Search & Navigation and Order Management. Similarly, the explosion of mobile devices means that mobile-optimized commerce experiences are a must; hybris offers fully integrated mobile commerce apps for both iOS and Android.

## Helping MSA— the Safety Company Go Digital

MSA operates in the B2B space, providing mission critical safety equipment to fire service, mining, energy and construction firms around the world. Over time that product variety and global reach resulted in siloed websites with inconsistent information. The firm retained Acquity Group to help unify back-end infrastructure to improve global messaging and make product content more consistent. Acquity Group did much more, collaborating to refine the overall digital strategy and improve sales force enablement, while deploying creative services and technical teams to improve specific capabilities like catalog management. Now MSA reaches more customers more efficiently, keeping all of us a little safer.<sup>6</sup>

<sup>5</sup> See Online And Mobile Are Transforming B2B Commerce: Firms That Act Now Will Gain Appreciably, Companies That Don't Will Fall Farther Behind <http://www.hybris.com/en/b2b-forrester-paper>

<sup>6</sup> Learn more at <http://www.acquitygroup.com/work?type=e-commerce&item=msa-the-safety-company>

## Accenture Digital: Grow Your Business in Entirely New Ways

Because every business is now a digital business, Accenture Digital believes that the business imperative is to achieve enduring customer relevance at scale. Success comes from a customer-focused digital transformation that prioritizes a superior experience and aligns internal organization, processes and technology to enable it.

Accenture Digital serves over 4,000 clients in 49 countries around the world, including over 28,000 digital professionals, with many working in our 23 Accenture Innovation Centers for Advanced Analytics, 34 Design Studios and Centers for Excellence, and 13 Global Delivery Centers.

We've strengthened our global capabilities through acquisitions, including digital marketing leader Acquity Group, service design consultancy Fjord and content production leader avVenta. We also have deep relationships with all the leading and emerging digital platform vendors.

Whatever your business or the size of your enterprise, Accenture Digital has solutions that can help you better engage today's globalized, digitally driven business environment.

Accenture Digital works with 25 of the *Fortune* 50, and 43 of the *Fortune* 100 including:



Seven of the top 10 retailers



Seven of the top 10 banks



Eight of the top 10 telco companies



Nine of the top 10 consumer goods companies



All of the top 10 pharmaceutical groups

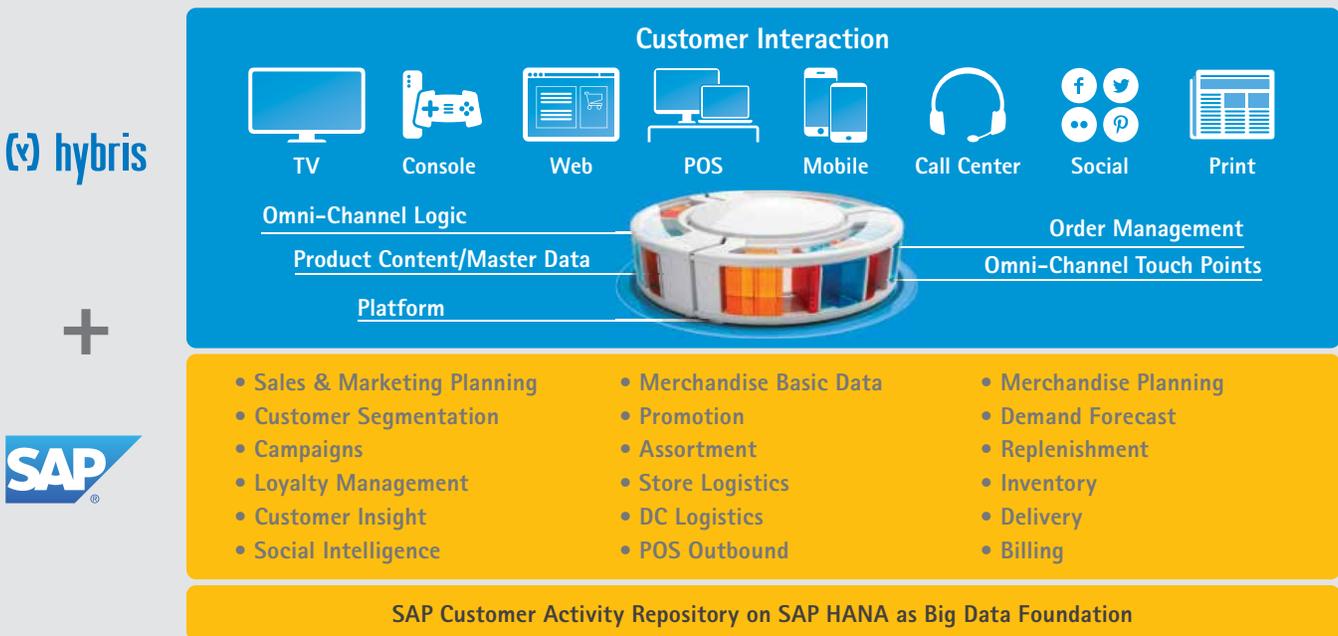


## hybris + SAP: Making Omni-channel Commerce a Reality

hybris helps over 500 customers worldwide sell more goods, services and digital content through every touchpoint, channel and device. hybris delivers OmniCommerce™: enterprise software and on-demand solutions for unified commerce processes and commerce-focused master data management that give a business a single view of its customers, products and orders, and its customers a single view of the business.

hybris plus SAP provide a truly end-to-end omni-channel platform, integrating back-end systems and user interfaces to provide a single, common source of data from which to make consistent, quick updates of information across channels—from the presentation of products, to pricing, promotions and transaction processes (see Figure 2).

Figure 2: hybris + SAP: Making Omni-channel Commerce a Reality



### Let's Get Started. Together.

The growth of digital channels is a double-edged sword for companies: it provides more ways to connect with consumers and customers but can also complicate operating infrastructure. The Accenture and hybris alliance helps companies resolve the cross-channel integration challenge by combining Accenture industry expertise and omni-channel capabilities with the leading integrated commerce software from hybris to deliver end-to-end support and the seamless, predictable omni-channel experience that customers expect and will reward with their loyalty.

To learn more about how our advanced omni-channel commerce solutions can help you bridge the digital divide and drive customer engagement visit:

[www.accenture.com/digital](http://www.accenture.com/digital)

[www.hybris.com](http://www.hybris.com)

## About Accenture Digital

Accenture Digital, comprised of Accenture Analytics, Accenture Interactive and Accenture Mobility, offers a comprehensive portfolio of business and technology services across digital marketing, mobility and analytics. From developing digital strategies to implementing digital technologies and running digital processes on their behalf, Accenture Digital helps clients leverage connected and mobile devices; extract insights from data using analytics; and enrich end-customer experiences and interactions, delivering tangible results from the virtual world and driving growth.

Learn more about Accenture Digital at [www.accenture.com/digital](http://www.accenture.com/digital) and follow us @AccentureDigi

## About Accenture

Accenture is a global management consulting, technology services and outsourcing company, with more than 305,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world's most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments. The company generated net revenues of US\$30.0 billion for the fiscal year ended Aug. 31, 2014.

Its home page is [www.accenture.com](http://www.accenture.com).

## About hybris software

hybris software, an SAP Company, helps businesses around the globe sell more goods, services and digital content through every touchpoint, channel and device. hybris delivers OmniCommerce™: 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. 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. 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 UK, Metro, Bridgestone, Levi's, Nikon, Galeries Lafayette, Migros, Nespresso and Lufthansa. hybris is the future of commerce™.

For more information, visit [www.hybris.com](http://www.hybris.com)

## About SAP

As market leader in enterprise application software, SAP helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device – SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. SAP applications and services enable more than 258,000 customers to operate profitably, adapt continuously, and grow sustainably.

For more information, visit [www.sap.com](http://www.sap.com)

