



hybris: Selling the Value of E-Commerce Services by Integrating with SAP® Business ByDesign™

How did SAP partner hybris AG **extend its market reach** while helping customers manage their most challenging e-commerce requirements, streamline operations, and reduce IT costs? By integrating the hybris e-commerce solution with the SAP® Business ByDesign™ solution, hybris and SAP created a ready-to-use, flexible, on-demand, e-commerce software and services offering.

Executive overview

Company

hybris AG

Headquarters

Munich, Germany

Products and Services

Multichannel communication and e-commerce software for business-to-consumer (B2C) and business-to-business (B2B) companies

Partner Solution Based on SAP Business ByDesign

hybris Commerce for SAP Business ByDesign

Employees

Over 400

Web Sites

www.hybris.com,
www.hybris.com
/SAPBusinessByDesign

The partners's top objectives:

- Expand on-demand e-commerce services by integrating with best-in-class enterprise software provided by SAP
- Build a closer relationship with SAP and learn from its expertise in the enterprise resource planning (ERP) software market
- Become the leading e-commerce software-as-a-service provider for B2C and B2B customers

Why partner with SAP:

- Opportunity to drive new business in untapped markets with an experienced partner
- Collaboration and vigorous support provided through the SAP® Business ByDesign™ solution program for partners
- Supportive strategic relationship with SAP, including exchange of best practices and willingness to leverage mutual strengths to benefit joint customers

Why SAP Business ByDesign:

- Functionally rich, fully integrated on-demand solution that supports customers' end-to-end business processes, including customer relationship management functionality for small and midsize companies
- Innovative on-demand business solution that allows customers to focus on their business – not on their IT infrastructure
- Integration with hybris solution, enabling automatic synchronization of online transactions and real-time access to stock availability information during checkout

The key achievements:

- Improved customer satisfaction, by delivering a scalable e-commerce solution based on the latest version of SAP Business ByDesign
- Increased sales of e-commerce solution, thanks to sales and marketing support from SAP
- Expanded market reach and brand awareness, using the SAP Business ByDesign program for partners



Executive overview

Partner objectives

Customer success

Partner success

Program for partners

Growing sales success by partnering with SAP

hybris develops and markets software solutions for multichannel communication and e-commerce. Based in Germany, the company has 14 offices in 11 countries around the world and boasts more than 380 customers in the manufacturing and retail industries.

As part of its goal to become the leading provider of on-demand e-commerce solutions for both business-to-business (B2B) and business-to-consumer (B2C) companies, hybris wanted to partner with a leading enterprise resource planning (ERP) software vendor. Company executives chose SAP because of its market leadership, supportive working relationship with hybris, and collaborative SAP® Business ByDesign™ solution program for partners.

Integrating its software and services with the SAP Business ByDesign solution offered hybris the opportunity to create functionally rich customer relationship management functionality for small and midsize companies. The resulting product, hybris Commerce for SAP Business ByDesign, helps customers automatically synchronize online transactions and enables real-time access to stock availability information during checkout.

“The market is evolving rapidly for ERP and e-commerce software,” says Ariel Luedi, hybris CEO. “Shoppers engage with retailers and their brands through diverse touch points. Our customers want an e-commerce solution that offers best practices, with the flexibility and scalability to grow.”

“The partnership with SAP gives our small and midsize customers best-in-class on-demand solutions that help them execute a customized, multichannel sales strategy.”

Ariel Luedi, CEO, hybris AG



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Seeing new opportunity

hybris Commerce for SAP Business ByDesign gave QSpex Technologies the vision to achieve its newly launched e-commerce business. QSpex provides a unique, patented technology that allows optical outlets to produce premium, custom eyeglass lenses for their patients at the point of sale. The company, based in Alpharetta, Georgia, used hybris Commerce for SAP Business ByDesign to create an e-commerce portal that allows eye doctors to easily keep their cabinets stocked with essential disposable lens-making molds.

With this self-service portal, customers can determine the specific mold pieces required to produce the lenses for each prescription. The portal transmits online orders from the eye doctors to

hybris Commerce for SAP Business ByDesign. The solution reorders the mold pieces and lens-molding monomer and sends the supplies to the eye doctor.

“The hybris technology helps our customers quickly and efficiently provide their patients with the required prescriptions without sacrificing the quality of the lenses,” explains John Lowery, president of QSpex Technologies. “For smaller practitioners whose customers have historically had to wait for their prescription lenses to be made and then delivered to their optical outlet, QSpex’s technology allows eye doctors to offer a ‘while-you-wait’ service. Not only does this radically increase customer satisfaction levels, but it also significantly increases the profitability of the provider’s practice.”

“We are so pleased with the hybris system that we are looking to roll it out across the entire U.S. market, and we will leverage it as we drive our business into international markets.”

John Lowery, President, QSpex Technologies



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A growing partnership

As a result of its partnership with SAP, hybris is supporting its goals for enhanced growth, improved market reach, and increased customer satisfaction. The company has enjoyed an annual growth rate of more than 60% since 2007. Sales of the on-demand solution are rising, driven by sales and marketing support from SAP. And the feedback from customers has been uniformly positive.

Looking ahead, hybris plans to build on its affiliation with SAP, expanding its operations to additional countries and using the SAP ecosystem to promote hybris and its solution and services.

“The ability to lower the cost of ownership and minimize the risk of investment in hardware and software is particularly important for customers in the current climate,” says Luedi. “By partnering with SAP and integrating our product with SAP Business ByDesign, we can offer customers an on-demand solution that requires minimal configuration time and effort, while mitigating project risk.”

“hybris Commerce for SAP Business ByDesign enables customers to manage the most challenging of e-commerce requirements, providing control and scalability required for their online success.”

Emile Bloemen, Vice President On-Demand Solutions, hybris AG



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Benefits for partners

The SAP Business ByDesign program for partners provides a strong framework of standardized services and collaborative processes, ensuring an agile ecosystem in which SAP creates satisfying outcomes for our customers, our partners, and for SAP. This program is designed to help partners enhance SAP Business ByDesign by adding partner-developed solutions and services. Partners can expand the features and functionality of the SAP Business ByDesign solution by:

- Using development tools delivered with SAP Business ByDesign to create new add-ons and vertical solutions
- Integrating existing solutions and services into SAP Business ByDesign

By joining this program, partners can benefit from:

- Reaching new customers and generating revenue in untapped markets

- Integrating solution functionality with SAP Business ByDesign
- Utilizing cutting-edge SAP cloud-based technology and services
- Promoting solutions in the SAP Business ByDesign solution store
- Joining a community of developers, customers, and partners where you can use and share best practices

For more information on the SAP Business ByDesign solution program for partners, visit us at www.sap.com/bydesign-solution-partners. For more information on hybris Commerce for SAP Business ByDesign, visit the solution store at <https://store.sap.com/hybris>.

