

With increased customer empowerment, can your company cope?

Integration of hybrid Omni-Commerce with SAP means you can now meet today's all-powerful customers on equal terms.



Today's customers are firmly in control. They can research products, switch between retailers and channels to find the best deal, and use wish lists to wait for and grab discounts – all without moving from their sofa.

In addition, customers now talk to each other as never before, which gives them power over your reputation. They expect instant rewards and information, and can share any dissatisfaction with thousands of others in moments. You can't rely on loyalty to prevent this behaviour, because customers today are not loyal.

The B2B world is seeing comparable trends, influenced by employees' experiences as private consumers. When placing orders, they expect intuitive user interfaces, rapid data entry and responses, correct pricing and delivery promises that are kept. And if they don't get what they expect, they can quickly change suppliers.

The twin challenge for companies

Powerful customers present particular challenges for two areas of the business: marketing and the supply chain.

To build control, CMOs need to understand who the customer really is, then use that insight to create a compelling experience, with well-targeted offers that elicit the desired actions from the consumer. In the B2B world, CMOs must achieve reliable account-based management driven by comprehensive, accurate information.

To ensure the supply chain can meet customer expectations, businesses need to optimise the supply chain with respect to products, price, order management and the delivery and billing process. They must also remove latency between order and supply, mitigating any stock-outs, so that fulfilment reliably matches promises. And they must do all this in the light of accurate information about customer demand.

People matter, results count.

Why use hybris with SAP?

Until recently, improving customer experience and improving the supply chain seemed like two separate issues in technology terms. SAP's recent acquisition of hybris means you can now tackle both issues with a single customer-centric solution.

We believe hybris Omni-Commerce is the best multi-channel commerce platform there is (see panel) – but its real power arises from integrating it with SAP. By doing so, you can drive the whole relationship with the customer in an integrated way, including not just the actual transaction but also the back office processes that support it.

That way, you ensure your stock levels and pricing are all in synch between front and back office. Customers never see out-of-date information, or find their order can't be fulfilled because an item shown as available is actually out of stock. Insights from the system help you cross-sell or up-sell in a way that addresses real customer demand.

Why work with Capgemini?

We have been working with SAP to develop an accelerator for integrating Omni-Commerce with SAP ERP, and can show you a working solution now.

Our knowledge of SAP and skill at system and service integration means we are ideally placed to help you integrate Omni-Commerce with your existing SAP system, or to implement a combined SAP ERP/Omni-Commerce solution. Integration can be real-time or batch-based, depending on your requirements. We can help you review all the options and map the most suitable path for your business.

The winning combination of SAP ERP, hybris Omni-Commerce and Capgemini can be a key weapon in your digital transformation, helping you exploit technology to improve customer engagement, internal operations and your whole business model.

Contact us today to find out how you can turn customer power to your advantage.



For more details contact:

Nathan Pearce

Director SAP Digital Solutions

Tel: 0870 3660563

e-mail: nathan.pearce@capgemini.com

Gary James

SAP Sales Lead

Tel: 0870 9044472

e-mail: gary.james@capgemini.com