YOUR DIGITAL COMMERCE CHECKLIST

Don't settle for your Digital Commere future: Top 8 Checklist

Has a change in your business, your customers' needs, or your current software vendor's offerings brought you to an inflection point with your digital commerce platform? It may be time to re-assess your digital strategy and measure it against your current platform's capabilities to ensure future growth and evolution. At SAP Hybris, we understand digital commerce. And to help you make the right choice for your company – from a business, technical and financial perspective – we've pulled together a comparison checklist of the top 8 considerations in your digital commerce strategy; considerations to help you make commerce simple, regardless of channel or touchpoint:

How does your platform stack up in terms of:

SAP Hybris   Other

PERFORMANCE, SCALABILITY & BUILT FOR GROWING BUSINESS – An integrated commerce platform enables you to interact, engage, and transact with your customers, regardless of channel. It must be "always on," responding to anyone visits and whenever they engage, regardless of the scope of products you are carrying. And as your site grows in size, popularity and visits, your commerce platform must be able to scale with you. You should also consider scale in financial terms. A commerce platform that scales financially means that you can grow your business without dramatically increasing the TCO of your platform. A platform with a low initial TCO due to the small business volume will increase as your business grows. Make sure your TCO does not outgrow your business. Otherwise, you're just passing your profits to the supplier.

SAP Hybris   Other

OMNI-CHANNEL – Your customers are everywhere and anywhere and use multiple devices throughout their buying journeys. That means your platform needs to be omni-channel, as well. It must be able to connect and transact with your customers on all touchpoints, from multiple computers, tablets, and smartphones, to in-store, over the phone, or on social networks. It should also enable you to gather insights about your customers as they shop across all these channels, enabling you to better reach them in the future. At the same time, you will be able to get a better understanding of your customer throughout the buying journey to offer highly personalized marketing offers and exceptional shopping experiences while providing best-in-class service and sales support.

SAP Hybris   Other

NATIVE PRODUCT CONTENT AND ORDER MANAGEMENT CAPABILITIES – Product information – from descriptions, prices, specs, pictures, and videos, to customer reviews and ratings – drives the effectiveness of a commerce storefront. High quality content leads to a better shopping experience. And once customers make their purchases, your next imperative is to fulfill their orders to their expectations. An Order Management System (OMS) must be able to support the standard fulfillment as well as more advanced, flexible capabilities customers have come to see as standard, like buy online and pick up in-store.

SAP Hybris	Other	
✔	○	**COMPREHENSIVE SUPPORT FOR MULTISITE COMMERCE, GLOBAL STORE-FRONT, AND NEW INNOVATIONS IN DATA-DRIVEN MERCHANDISING AND CUSTOMER EXPERIENCE** – Expanding companies should have the option to run multiple commerce sites, each with its own branding, product offerings and navigation, while still delivering a seamless commerce experience. They should be able to to interact and transact with customers anywhere in the world, with support for multiple languages, currencies, and other local nuances. And to help you differentiate, your commerce platform should provide real-time, data-driven merchandising capabilities, collecting customer data, analyzing buying behaviors, and driving revenue through individualized shopping experiences for each visitor based on their needs and wants. And it must do all of this, delivering the complete customer experience, in an engaging and effective way that will positively impact your bottom line.
SAP Hybris	Other	
✔	○	**BUILT FOR MY INDUSTRY – B2C, B2B, OR B2B2C** – Many commerce platforms in the market are designed just for B2C. But in today's digital landscape, an organization can and likely will sell through multiple channels to multiple audiences. For example, a manufacturing company who used to sell exclusively through resellers or retailers may find it necessary to sell directly to consumers in a certain market. Conversely, a B2C seller may find an opportunity to expand by selling to certain businesses and organizations. A commerce platform should be flexible to support any available business model your organization needs to sell to - B2C, B2B, or B2B2C.
SAP Hybris	Other	
✔	○	**MODERN ARCHITECTURE** – In order for you to adapt to market changes quickly and meet the evolving needs of your customers, you need a platform that is already working to meet those needs behind the scenes, developing new features so you can implement them when you need them. Service-oriented, based on industry standards, able to integrate with your existing systems, flexible to support the changing market, and easy to maintain. A modern architecture will ensure performance while managing your own business growth. It will enable you to innovate and leverage innovations from a large ecosystem.
SAP Hybris	Other	
✔	○	**INNOVATIONS AND FUTURE INVESTMENTS** – Digital commerce is a continuously evol-ving environment. Your customers are also constantly evolving, which means you need to evolve to understand and meet their needs. Thus, a commerce platform must be a foundation for future innovations by its supplier. The supplier must be able to show that it has the capacity and commitment to innovate on the platform by demonstrating its past and future roadmap of innovations.
SAP Hybris	Other	
✔	○	**CUSTOMER COMMUNITIES BUILT FOR COMMERCE** – Companies today must harness the power of communities to drive growth from the engagement with consumers, resellers, or distributors. To deliver tangible value to your organization, the community must be fully integrated and optimized for commerce. Guide your customers through each step of the buying journey with an online community that attracts visitors, converts prospects, and creates loyal advocates.

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