TRANSFORM EXPERIENCE.
TRANSFORM BUSINESS.

ACCELERATE
HYBRIS IMPLEMENTATIONS
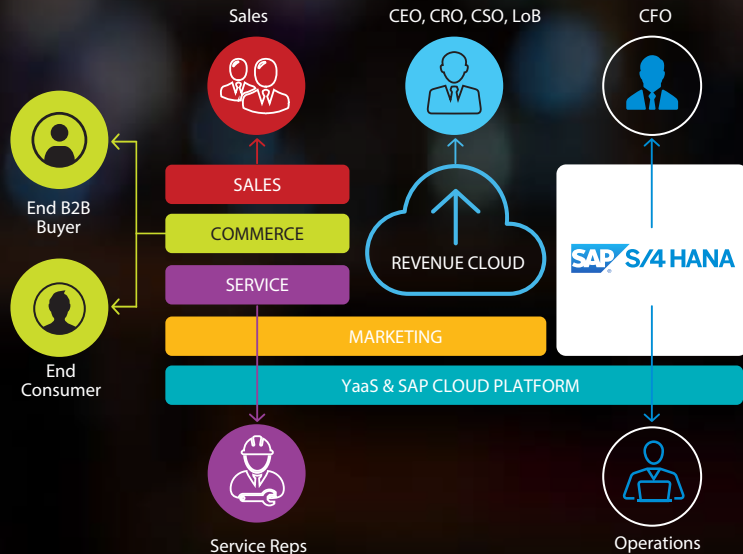# WITH DIGITALignition

INTRODUCTION

The SAP Hybris Customer Engagement & Commerce (CEC) suite of solutions is designed to enable businesses to meet the challenges of digital transformation. It is highly flexible and supports Cloud or on-premise deployment models. The Hybris CEC suite integrates with the SAP Digital Core to provide an end to end omni-channel solution covering marketing, commerce, sales, service and revenue.

HCL offers a complete and comprehensive Customer Engagement & Commerce proposition – covering "think, build & run". We have extensive experience of enabling the digital transformation journey for customers across a range of industries – driving down costs and timescales through template solutions, accelerators and our global capability and scale.
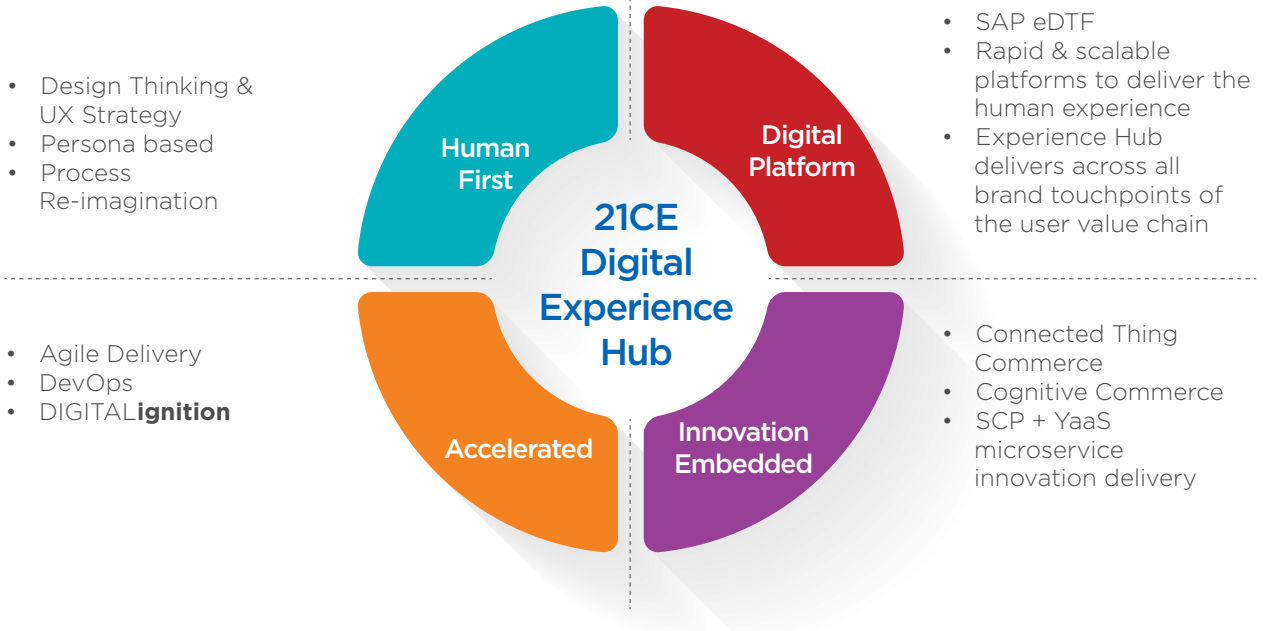
HCL's Integrated Commerce solution, built on the market-leading SAP Hybris and SAP C4C platforms to deliver a seamless and personalized customer experience. By providing the ability to integrate cross-channel interactions, organizations can predict trends and adapt in real-time to customers, wherever and however they engage. HCL provides businesses with a rich set of digital commerce capabilities—including back-end and front-end integration—that enhance the customer experience, improves operational efficiencies in business processes, and promotes self-service to reduce cycle time.

HYBRIS BUSINESS

OUR APPROACH

HCL's approach is to ensure the customer experience is placed at the core of how the solution is designed, implemented and used on a daily basis.
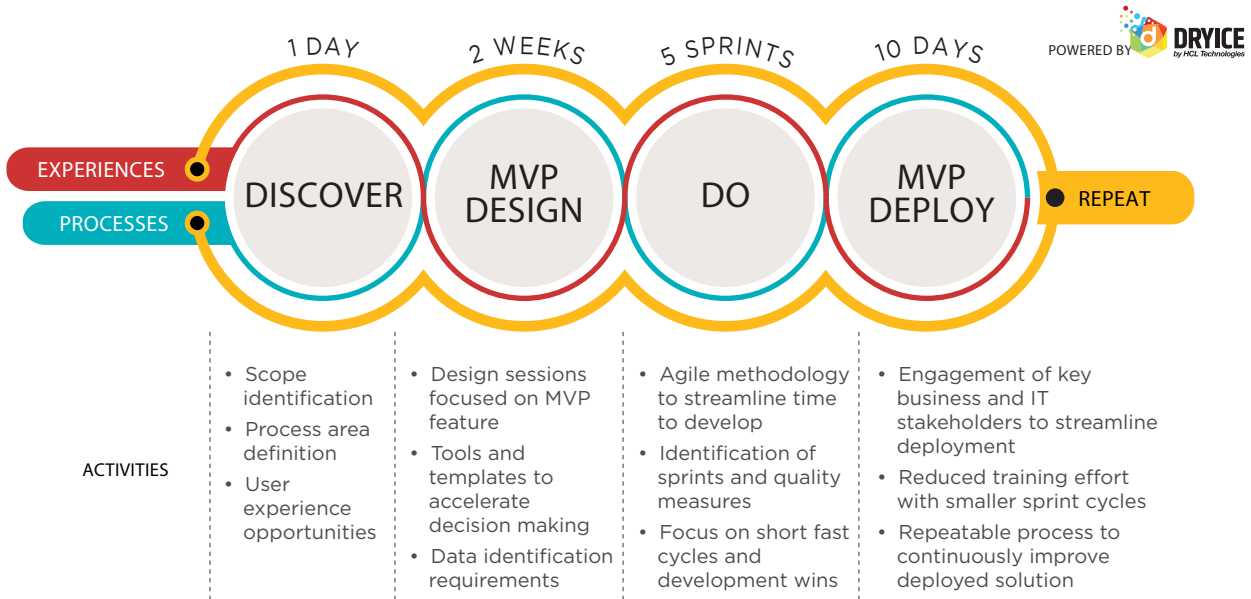
- Design Thinking & UX Strategy
- Persona based
- Process Re-imagination

- SAP eDTF
- Rapid & scalable platforms to deliver the human experience
- Experience Hub delivers across all brand touchpoints of the user value chain

Human First

Digital Platform

21CE Digital Experience Hub

Accelerated

Innovation Embedded

- Agile Delivery
- DevOps
- DIGITAL**ignition**

- Connected Thing Commerce
- Cognitive Commerce
- SCP + YaaS microservice innovation delivery

ACCELERATED TRANSFORMATION THROUGH OUR DIGITAL**ignition** PROGRAM

HCL's 16 week DIGITAL**ignition** program provides customers the ability to launch their Hybris transformation program through an agile implementation program to realize benefits faster.

- Identification of scope for design and sprints using a minimum viable product (MVP) solution and UX design strategy

- Program is run using a hybrid agile methodology and bringing repeatable process improvements

- Incorporates SAP Hybris accelerators as well as HCL proprietary accelerators and micro-services

- Optimized for new Hybris implementations and provides out of box integration functionality

- Designed to allow for future growth and expansion of your Hybris solution using an agile framework

- HCL offers the DIGITAL**ignition** solution across all Hybris offerings

Combining our DIGITAL**ignition** program with DRYiCE, HCL's Autonomics and Orchestration platform, customers can further enable their 21st Century Digital Enterprise to interconnect, analyze, consume and integrate across multiple platforms and tools to provide the latest in innovation.

ASK ABOUT OUR 16 WEEK DIGITAL**ignition** LAUNCH PROGRAM, FOCUSED ON A RAPID LAUNCH OF YOUR DIGITAL SAP TRANSFORMATION JOURNEY

POWERED BY **DRYiCE** by HCL Technologies

	1 DAY	2 WEEKS	5 SPRINTS	10 DAYS	
EXPERIENCES					
PROCESSES	DISCOVER	MVP DESIGN	DO	MVP DEPLOY	REPEAT

ACTIVITIES

• Scope identification	• Design sessions focused on MVP feature	• Agile methodology to streamline time to develop	• Engagement of key business and IT stakeholders to streamline deployment
• Process area definition	• Tools and templates to accelerate decision making	• Identification of sprints and quality measures	• Reduced training effort with smaller sprint cycles
• User experience opportunities	• Data identification requirements	• Focus on short fast cycles and development wins	• Repeatable process to continuously improve deployed solution

HCL'S HYBRIS OFFERINGS

In addition to providing full implementation services for the entire SAP Hybris product portfolio – leveraging HCL's scale to deliver complex multi country / business unit programs via an 'industrialized' deployment approach - we have a number of tailored offerings including:

•   DIGITAL**ignition** - 16 week DIGITAL**ignition** program, focused on launching your digital SAP transformation

•   iCare 2.0 - Predictive Service alert framework for call center agents based powered by HANA; Average Hold Time (AHT) Reduction and increased CSAT

•   Retail B2C Accelerator - Intelligent Order Management with Embedded Analytics and prebuilt integrations

•   Industrial B2B Accelerator - Consolidated Experience Hub, Configure To Order, Parts Page, Service Integration, Subscription Revenue, Prebuilt integrations

CASE STUDY SAMPLES

- HCL implemented Hybris CEC for B2C Transformation
- Managed Services offering on Public Cloud (Azure)
- Transformation of a Brick & Mortar only Grocery chain to Digital enterprise with capability for online transactions and Delivery to customer location and collection centers.
- Inventory picked from physical stores, Scheduling delivery slots, returns management
- Integrations to Payment Gateway, Address Verification Service, Rating & Reviews, Tax and shipping Services as well as to Backend systems.

Thanks to the entire HCL team to make this happen. The unique thing about this project was the feeling that one got, it was never a Technology project but a Business project. And we all worked as One team to achieve this. This would not have been possible without HCL's support and contribution towards this journey.

Sunil Nair,
Sr. VP - Technology
& Biz. Solutions

SPAR
Hypermarket

SALES AND SERVICE PROCESS OPTIMIZATION

Sales and Service Process Optimization

- Vestas is the global leader in the wind / renewable energy business, delivering best in class wind energy solutions.
- Vestas strategy is to become the undisputed Global Wind Leader by being the market leader in volume, having best-in-class margins and the strongest brand in the industry while bringing wind on par with coal and gas.

Business Objectives

- Reduce levelled cost of energy
- Achieve operational excellence
- Capture the full potential of the service market
- Grow profitably in mature and emerging markets

Why HCL

- Deep knowledge of Vestas Sales and Service processes
- Ability to provide architects, experienced functional and technical resources in SAP Hybris C4C
- HCL is Vestas strategic partner in their ambitious transformation projects to support their Sales and Service Teams.

Business Challenge

- Delivering an omni-platform solution for the Sales and Service business lines using Vestas SAP landscape. Enabling Hybris Cloud for Customer solution to be the central point for business support applications.
- In Sales, integrate SAP and legacy system to aggregate prices, costs and technical information in order to create price transparency.
- Implement in a complex landscape of legacy platforms and legacy infrastructure
- Solutions in Sales and Service only accessible from Vestas network
- Complex solutions not accepted by business users.

Benefits

- Creating a global and system supported process of capturing price signals communicated to customers and price signals of competition. Creating price transparency by enabling advanced analytics and visualization on price data. Improve efficiency, increase conversion and reduce the cost of current processes.
- Better serve customers and respond quicker and more effectively to auction business.
- Provide a consistent customer experience
- Reduce TCO of the solutions used to support Sales and Service areas
- Improve transparency across value chain, revenue streams, and regions on information about customers
- Accelerated lead and opportunity management processes, with improved access to vital customer data at the point of engagement.

> "Whenever our customers reach out to us, we want to give them the right solution, right away. With our SAP Hybris Cloud for Sales and SAP Hybris Cloud for Service solution we can now accomplish that."

John Tholstrup Bendtsen,
IT Global Business Partner,
Vestas Wind Systems A/S

Vestas

Mail to us at sap@hcl.com

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BEYOND THE CONTRACT

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