

Workshop Offering

## Exceed Customer Expectations with Omni-channel Commerce

» We experienced an enjoyable hybris workshop at itelligence.  
It provided a good first insight on the solution and the many features. «

Jules van der Werf, e-commerce manager, Schippers Europe, July 2014

With mobile devices everywhere, customers decide immediately what to buy and from whom they buy it. Competitors are just a click away. So it's more crucial than ever to engage customers and make offers that precisely fit their needs. Discover how you can benefit and organize omni-channel commerce in a two-day workshop.

Whether customers visit your store, call your team, browse your webshop, or order with their smartphone: They expect a consistent experience. With the integrated best-of-breed solutions for Customer Engagement and Commerce by SAP, you give them that and more. hybris®, positioned by Gartner and Forrester as a leader,

offers an omni-commerce platform that enables companies to promote and sell products via every channel and device, using a unique and powerful 'single source single view model', generating the lowest total cost of ownership. It minimizes risks and – by offering an optimized user experience throughout all customer touch points – provides the highest sales effectiveness and customer loyalty.

Find out more about this state-of-the-art platform. Just send us an e-mail to:  
[hybris@itelligence.de](mailto:hybris@itelligence.de)

## About itelligence

itelligence is a leading international full-service provider for SAP® solutions, with more than 3,800 highly qualified employees in 22 countries. Our SAP expertise, developed over the last 25 years, is unrivalled, supplying specialized integrated business solutions for over 5,000 customers worldwide. Our service portfolio includes SAP Strategy, SAP Licensing, Implementation and Process Consulting, Outsourcing and Application Management Services. We are pioneers in the development of industry-specific solutions, and our experts work hand in hand with SAP on new scenarios and ground-breaking solutions for business analytics, Customer Engagement and Commerce, in-memory computing and SAP HANA®, cloud, and mobility. In 2013, itelligence generated total sales of EUR 457.1 million.



### How You Benefit From Customer Engagement and Commerce

#### Benefit 1: Engaged customers

Connecting all your sales channel creates an unmatched brand consistency, increasing customer satisfaction and loyalty. And this leads to ...



#### Benefit 2: More sales

In 2013, 47 percent of companies incorporating omni-channel platforms were significantly more profitable than the rest of the market. They increased their online sales up to 40 percent, and the average shopping cart size grew 21 percent.



#### Benefit 3: Lower costs

With a single view of all your master data, you can consolidate your IT landscape and remove redundant processes, like re-entering the same customer data for different applications. This saves time and reduces the total cost of ownership for your sales software.

### Workshop: hybris, hands-on

Discover how SAP hybris commerce solutions, as part of Customer Engagement and Commerce, transform the way you do business. In a two-day workshop you will get all the information you need to enhance your commerce processes from the strategic to the operational level.

The whole event is tailored to you, as we analyze your processes and evaluate the needs of your company. From the workshop input we will develop a customized concept – based on SAP hybris solutions.

By the end, our workshop will provide:

- High-level scope
- Budget estimation
- High-level project plan

### The Topics

- **At a glance:** Understanding the basics and benefits of the SAP Customer Engagement and Commerce portfolio.
- **In depth:** Get to know the features and modules – from channel-independent content management to promotions.
- **References:** Discover how companies in different industries already benefit.
- **IT integration:** What you should know before implementing the software in your landscape – securely and performing at the highest level.
- **Project details:** Learn about best practices and personalized strategies for starting with SAP hybris solutions, as well as estimated timelines and resource requirements.

Whether you are a sales or marketing manager or decide on the IT infrastructure in B2B businesses, this workshop is for you.

### Find Out More in the Workshop

Just send an e-mail to the itelligence hybris team: [hybris@itelligence.de](mailto:hybris@itelligence.de)

**Learn more about how SAP hybris solutions can accelerate your sales.**

Your personal contact is looking forward to your e-mail:

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Expert Customer Engagement and Commerce

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