



# TOP 5 CHECK-LIST COMMERCE PLATFORM

## Is your business outgrowing your commerce platform? Has the total cost of ownership (TCO) of your commerce platform skyrocketed?

Maybe your business needs have changed, or maybe a standard commerce platform that met your needs when you first started out is now inhibiting your ability to grow quickly. It's a good practice to

periodically reassess 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 5 considerations in your digital commerce strategy; considerations to help you make commerce "simple."

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### BUILT FOR GROWING BUSINESSES

As your business grows in size and popularity, your commerce platform needs to be able to scale with you, especially financially. This means that you can grow your business without dramatically increasing the TCO of your platform. Otherwise, you're just passing your profits to the supplier.

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### INTEGRATION WITH INVENTORY, FINANCIAL, & CORE BUSINESS SYSTEMS

To deliver true omni-channel commerce, you need to be able to orchestrate your inventory and order management across your enterprise, from digital to physical channels. Integration between your commerce platform and your core business systems is a must-have. The question is: Does your supplier have the expertise and experience needed to help you with these requirements? Or do they hand you off to someone else, increasing cost for you?

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### TAILORED TO YOUR BUSINESS NEEDS

Is your commerce platform designed for more than just traditional retail? How do you differentiate yourself from your competitors? If you need to use a best-in-class personalisation or search engine, is it within your reach? Can you deploy a customised digital storefront that is distinct from your competitors? And what if your business model changes, i.e. from selling products to selling subscriptions? A commerce platform must be flexible with easy plug-and-play options to enable you to achieve your vision. Finally, the platform needs to support different deployment options, cloud or on-premise, to meet your changing business requirements.

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## NATIVE PRODUCT CONTENT AND ORDER MANAGEMENT CAPABILITIES

Product information –descriptions, prices, specs, pictures, videos, reviews and ratings – drives the effectiveness of a commerce storefront. And once customers make their purchases, you need to fulfill their orders to their expectations using an advanced order management system (OMS). Eliminate the need for expensive add-ons and lower your TCO by choosing a solution where these capabilities are built in.

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## INTEGRATION OF CUSTOMER-FACING SOLUTIONS

Is your commerce platform connected to all your customer-facing solutions like customer service, customer analytics, marketing and remarketing, real-time customer behavior data, merchandising tools, and other solutions? Is your supplier just starting to think about this? How do you get a single view of your customer today? In today's competitive market, don't wait on your supplier's roadmap.

Your customer will not wait for you.



**CONTACT YOUR SAP HYBRIS PARTNER TO FIND OUT WHAT WE CAN DO FOR YOUR DIGITAL COMMERCE FUTURE.**