

SAP Hybris Cloud for Customer is a **cloud-based CRM solution** and – alongside ERP, people, money, and suppliers – is a **core element of SAP’s cloud strategy**.

The solution is **built on the SAP HANA** cloud connector platform and is designed for use in B2C and B2B. However, the focus is on B2B, with lead and opportunity management functionalities.

Sales, service, and marketing are integral parts of SAP Hybris Cloud for Customer.

The **benefits** of SAP Hybris Cloud for Customer include:

- ✓ Standardized, predefined processes, particularly for integrating peripheral systems
- ✓ High degree of innovation: four updates annually
- ✓ Easy extensibility (including the SAP Hana Cloud platform, subscription models)
- ✓ Extremely short implementation time possible
- ✓ Great flexibility in terms of personalization for end users; many and varied configuration options, plus development via software development kit (“the last mile”)
- ✓ Low-cost compared to on-premise products – no infrastructure costs, billing only for users that actually use the solution and only for those parts of the system they use
- ✓ Available on all mobile devices (mobile ready)

ICE KPS experts **support you with the implementation of SAP Hybris Cloud for Customer** and make sure the solution delivers **maximum benefits** for your users and customers alike.

Measurable results are part and parcel of our team’s service – you increase customer loyalty and therefore revenue.



SAP Hybris Service Cloud



SAP Hybris Sales Cloud

- ✓ Omnichannel Service Ticketing (Including Social)
- ✓ Service Analytics
- ✓ Integrated Knowledgebase
- ✓ Web Self Service
- ✓ Collaboration
- ✓ Integration
- ✓ Mobile Access
- ✓ Field Service

- ✓ Account Management & Intelligence
- ✓ Opportunity Management & Insight
- ✓ Collaboration & Social
- ✓ Productivity & Personalization
- ✓ Real-Time Analytics
- ✓ Mobility
- ✓ Groupware Integration
- ✓ Integration
- ✓ Platform