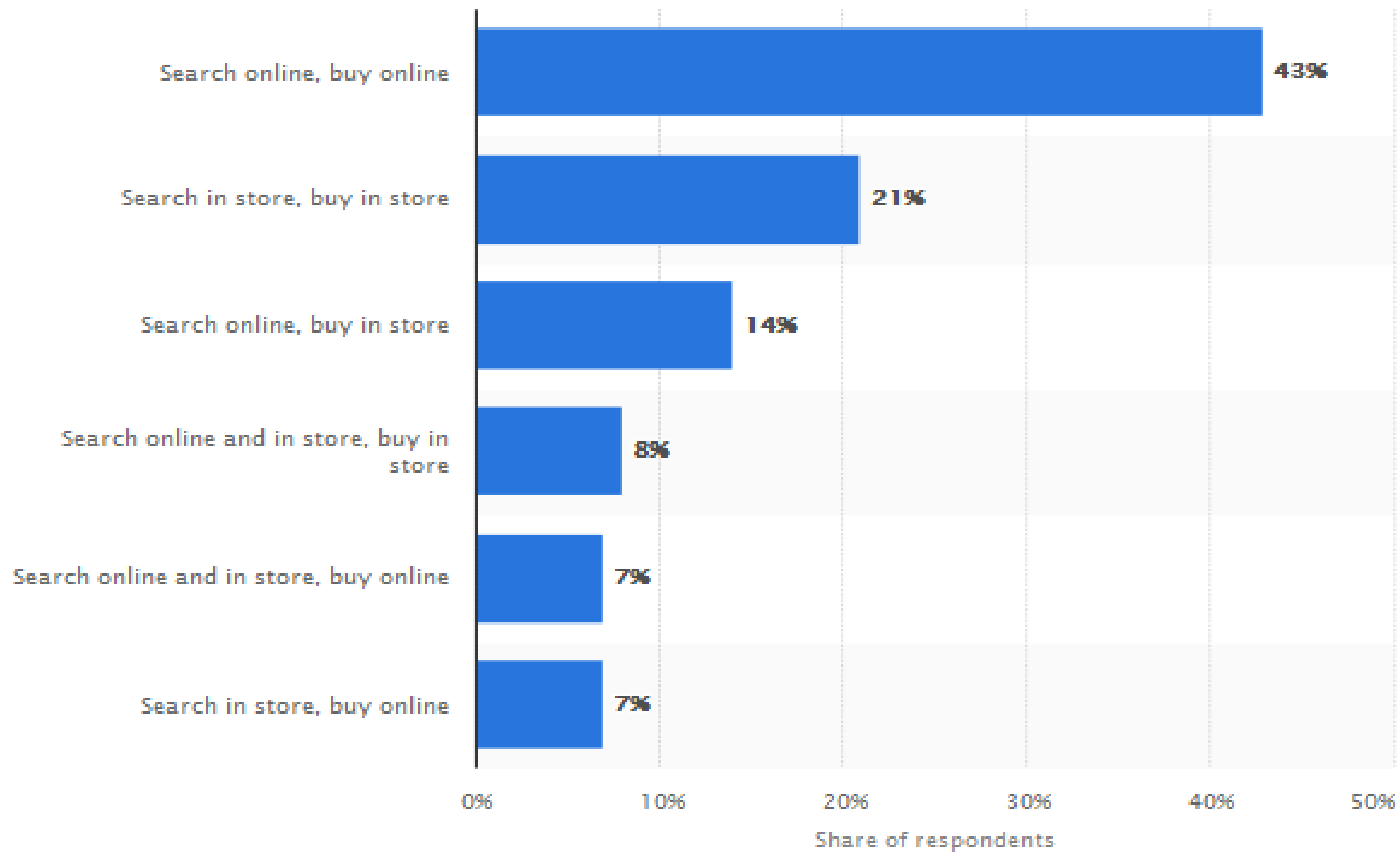


Retail Wave

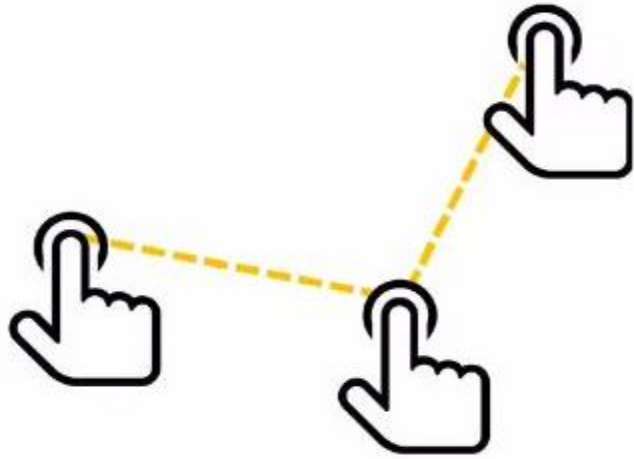
Unified Retail Logistics: Bridging the Gap between Online
and In-Store Shopping

Problem

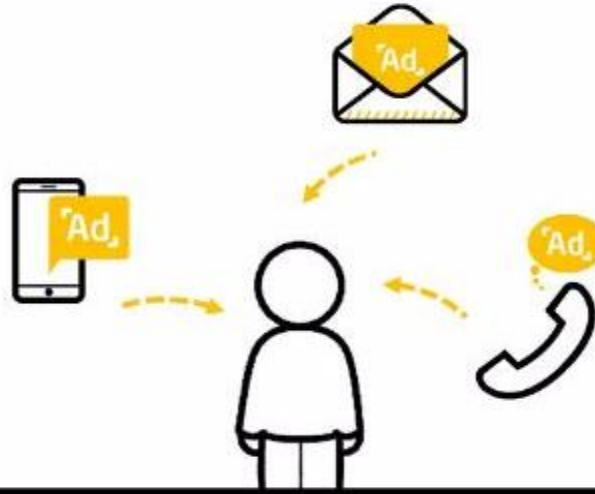


ALL TOUCHPOINTS

PERCEIVED ONE BRAND



THE BRAND RELATIONSHIP WITH CONSUMERS IS BUILT THROUGH A SERIES OF REAL-TIME CONNECTIONS OVER MULTIPLE TOUCHPOINTS.



BUYERS PERCEIVE A BRAND AS ONE REGARDLESS OF CHANNEL OR DEVICE.

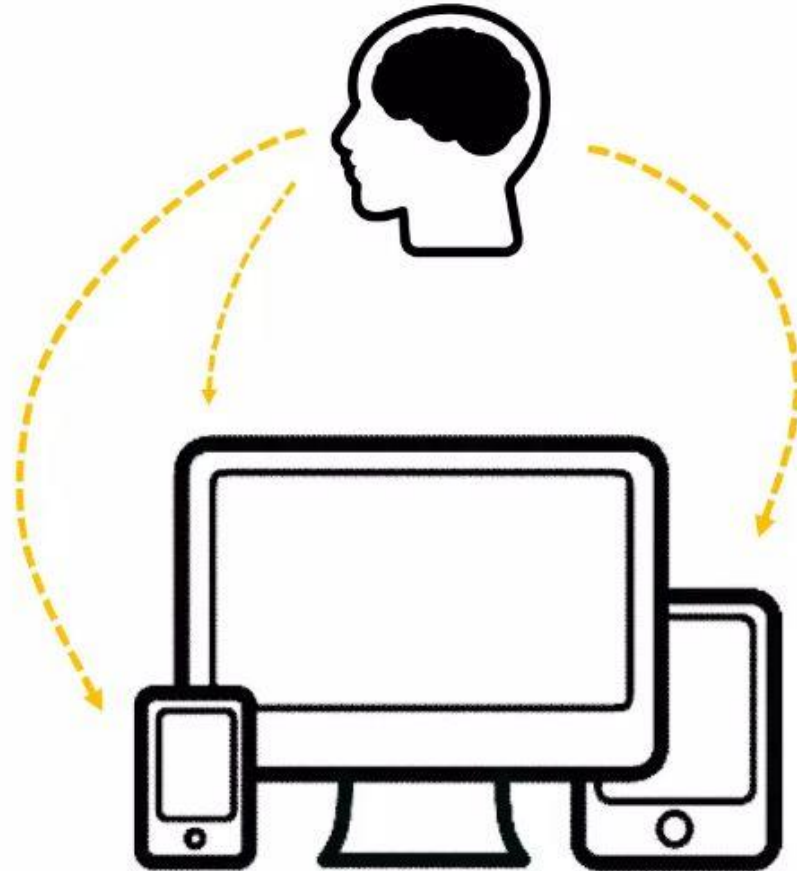


BUYER BEHAVIOR DEMANDS CUSTOMER-CENTRIC VALUES WHICH RENDERS CHANNEL-SPECIFIC PROCESSES OBSOLETE.

THE CHALLENGE

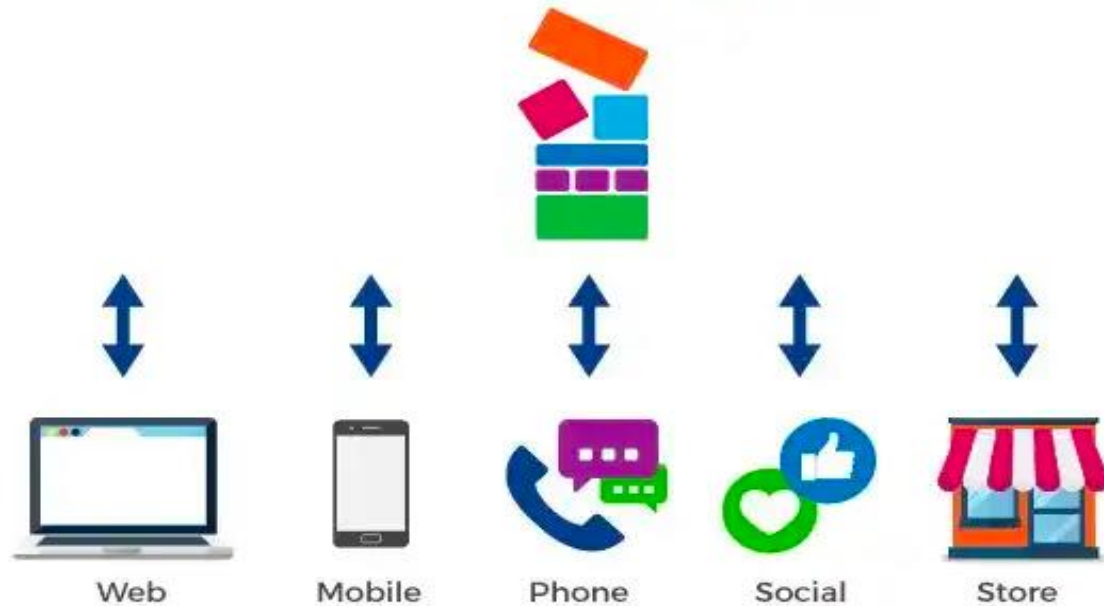
HOW DO YOU **UNIFY YOUR TECHNOLOGY** TO CREATE **PERFECT COMMERCE EXPERIENCE** FOR YOUR CUSTOMERS TO ENGAGE THEM, INSPIRE AND RETAIN FOR A LONG RUN?

HOW DO YOU **DELIGHT** YOUR CUSTOMERS AND **GROW** THE RELATIONSHIP?



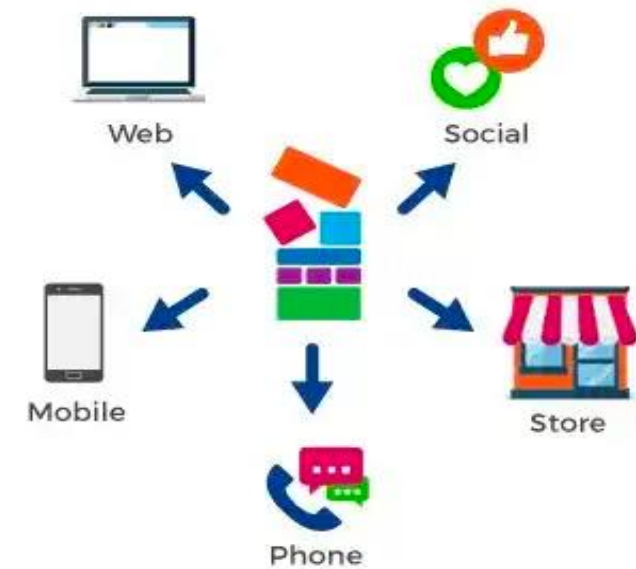
Solution:

Multichannel



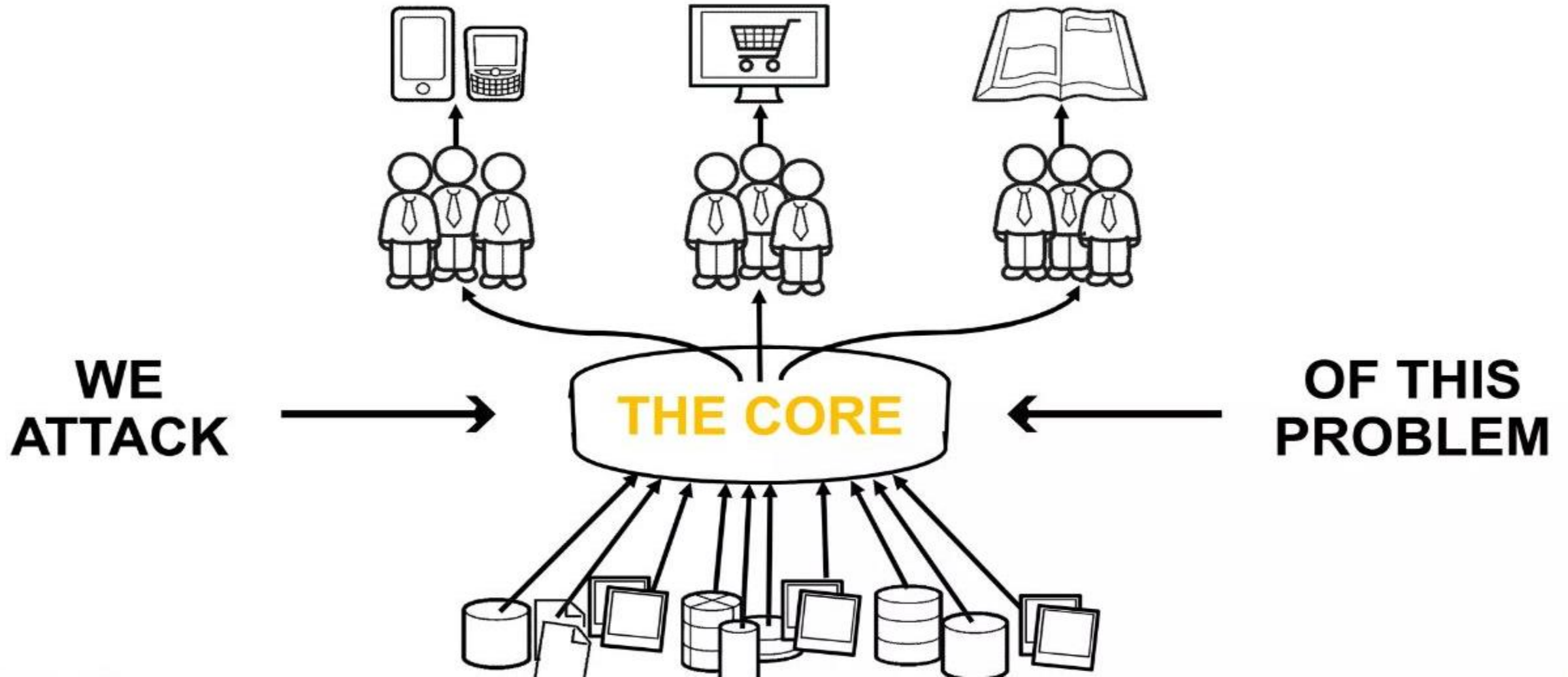
All channels are available to the consumer,
but each channel is available for use independently

Omnichannel



All channels are available to the consumer
and are connected for an integrated
and seamless experience

WHAT SETS SAP HYBRIS APART IN THE MARKET?
HYBRIS BREAKS DOWN THE GREAT WALL BETWEEN CUSTOMER AND BACK OFFICE



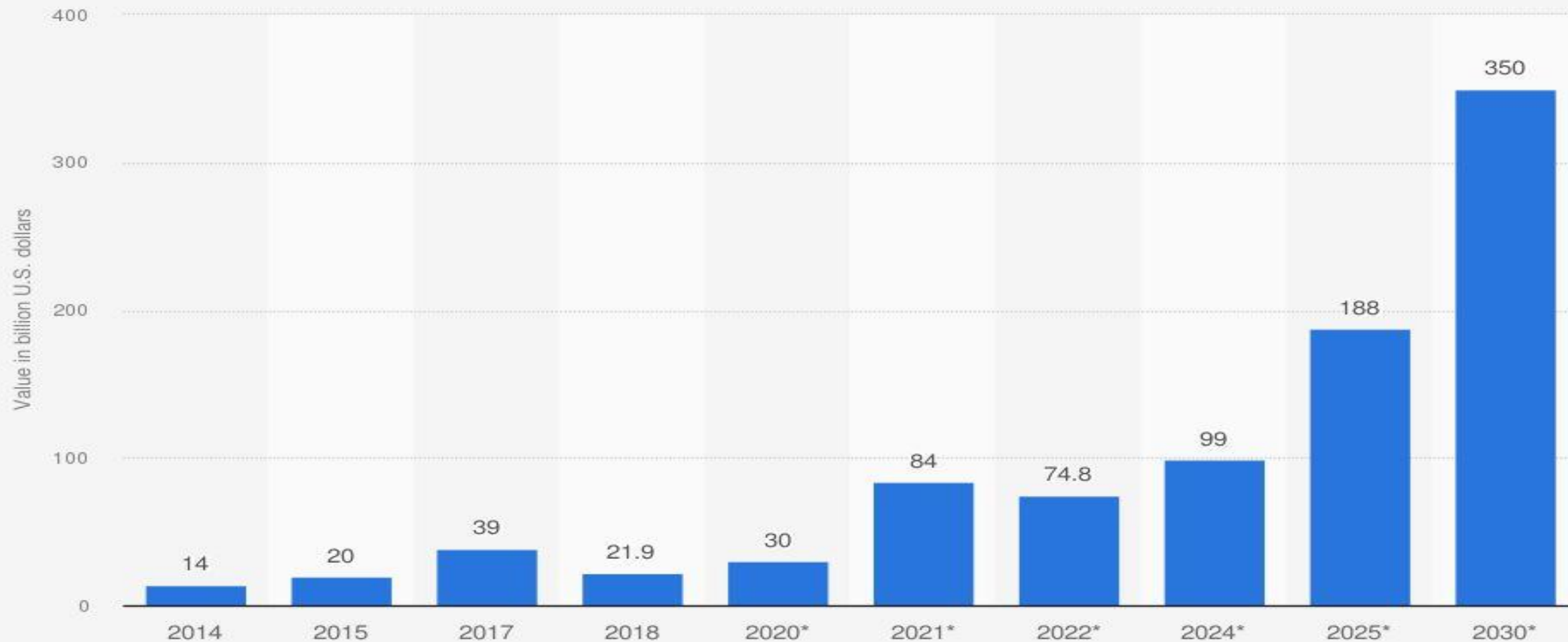
Target Audience

- Retailers of all sizes looking to provide a modern and seamless shopping experience.
- E-commerce businesses seeking to expand their online presence while maintaining physical stores.
- Multiple Offline store chains who have presence in offline market but don't have online presence.

Use Cases

- Online-to-Offline (O2O) Conversion: A customer explores products on a retailer's website and then visits the physical store to try them before purchasing. Their online cart seamlessly transfers to the in-store POS for a convenient checkout process.
- Buy Online, Pick Up In-Store (BOPIS): Shoppers buy products online and collect them in person. The solution ensures items are ready for pickup, streamlining the process for both customers and staff.
- Cross-Channel Recommendations: Customers receive personalized product recommendations based on their online and offline shopping history, encouraging more purchases.

Market size of e-commerce industry across India from 2014 to 2018, with forecasts until 2030 (in billion U.S. dollars)



Sources

India Brand Equity Foundation; Various sources (Media sources); BCG; Bain & Company; Morgan Stanley

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Additional Information:

Various sources (Media sources); BCG; Bain & Company; Morgan Stanley; 2014 to 2018

Big Brands who are using omnichannel:

