



# Amplience Extension for SAP® Hybris® Commerce

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Version 2.0.0

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Business User Guide

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# 1. Introduction

This document is a guide to the Amplience Extension for SAP® Hybris® Commerce. It is aimed at a Business User or Analyst who wants to understand the integration points provided in the extension. More technical information will be on the System Integration guide, like what opportunities there are to modify or customise the integration further.

The document does not assume a high degree of technical knowledge; however, it does assume a level of knowledge of both Amplience Dynamic Media and SAP Hybris and is not intending to be a user guide to either of these applications, instead focusing on the integration between the two.

This extension enables a number of scenarios for using Amplience Dynamic Media images within the SAP Hybris B2C Accelerator and for presentation of imagery within the storefront. The extension is based on SAP Hybris v5.7, and uses the Apparel Accelerator demo web store.

Amplience Dynamic Media is a Software-as-a-service platform, and, as such, all integration points are in the front end code, using a URL call mechanism.

At a high level, the extension enables the following features:

<b>SAP Hybris B2C Accelerators</b>	
SAP Hybris Product Cockpit	Display the Product image from Amplience in the product list, grid, and in the edit sidebar.
SAP Hybris CMS Cockpit	CMS components to load content images from Amplience, carousels of images, and Amplience user generated content images.
SAP Hybris Backoffice	Integration of Amplience User Generated Content configuration and moderation.
<b>Apparel Storefront</b> The extension makes the Storefront to use of Amplience dynamic media in place of the main product media	
Homepage 'What's New' and 'Best Selling Products'	Product images
Product list page	Product images Layering of additional overlay images over the product images, e.g. Roundels
Product quick view lightbox	Main product image Product image gallery
Product details page	Main product image Product image gallery Swatch images for variations of the product (e.g. colours)

Shopping bag lightbox	Product thumbnail and Swatch image
Shopping bag	Order lines product thumbnail
Static pages	Image carousel UGC carousel UGC media wall
Collect In Store lightbox	Product thumbnail

This guide contains some URLs to the SAP Hybris Accelerator Apparel Demo storefront in order to provide examples of functionality. This assumes that you have the Apparel Demo storefront with the Amplience Extension installed as per the Installation Guide. The URLs to the storefront assume that you are running Hybris on hostnames apparel-uk.local and apparel-de.local, if this is not the case then you will need to adjust the URLs to where your Hybris instance is located.

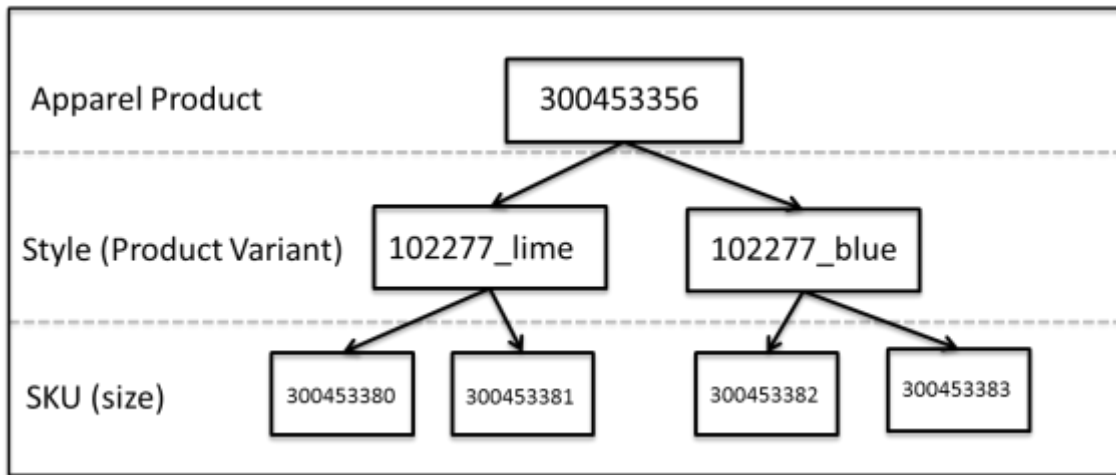
## 2. Concepts

### 2.1. Product Item Structure

The Apparel demo store models products using a 3-level hierarchy and this has been used by the extension as its basis for determining the naming of media strings used in the URLs.

Apparel Product	The generic product available for sale, e.g. Trace Helm helmet There is no product media at this level in the hierarchy. The product has one or more style variants which have media.
Style Product	A Style variant of the generic product e.g. Trace Helm Lime helmet The Style (which we assume is the same as colour) identifies the visual differences between the style variations of the product. The extension assumes that all product media is held at this level.
Size Product	A size variant of the Style item – this is a SKU that can be purchased. There are no product media held at this level; to determine the correct image for the SKU, use the media for the style variant.

**Figure 1. Product Item Structure**



If your storefront uses a different item level strategy, this would have to be changed in the customer's Hybris implementation; refer to the Amplience Dynamic Media System Integration Guide for more details.

## 2.2. High level architecture diagram

There are two architectural scenarios depending on customer's Hybris current implementation:

1-Customer has already product and product media in Hybris. Products media will be exported to a SFTP server where Amplience will pull the media from and will build the media assets needed in Amplience that will be called from the storefront. This is the case on this extension where we are using the products already on the Apparel Demo Store.

2-Customer doesn't have product media in Hybris (this could be in a brand new installation or if the customer is moving media from another media asset management system).

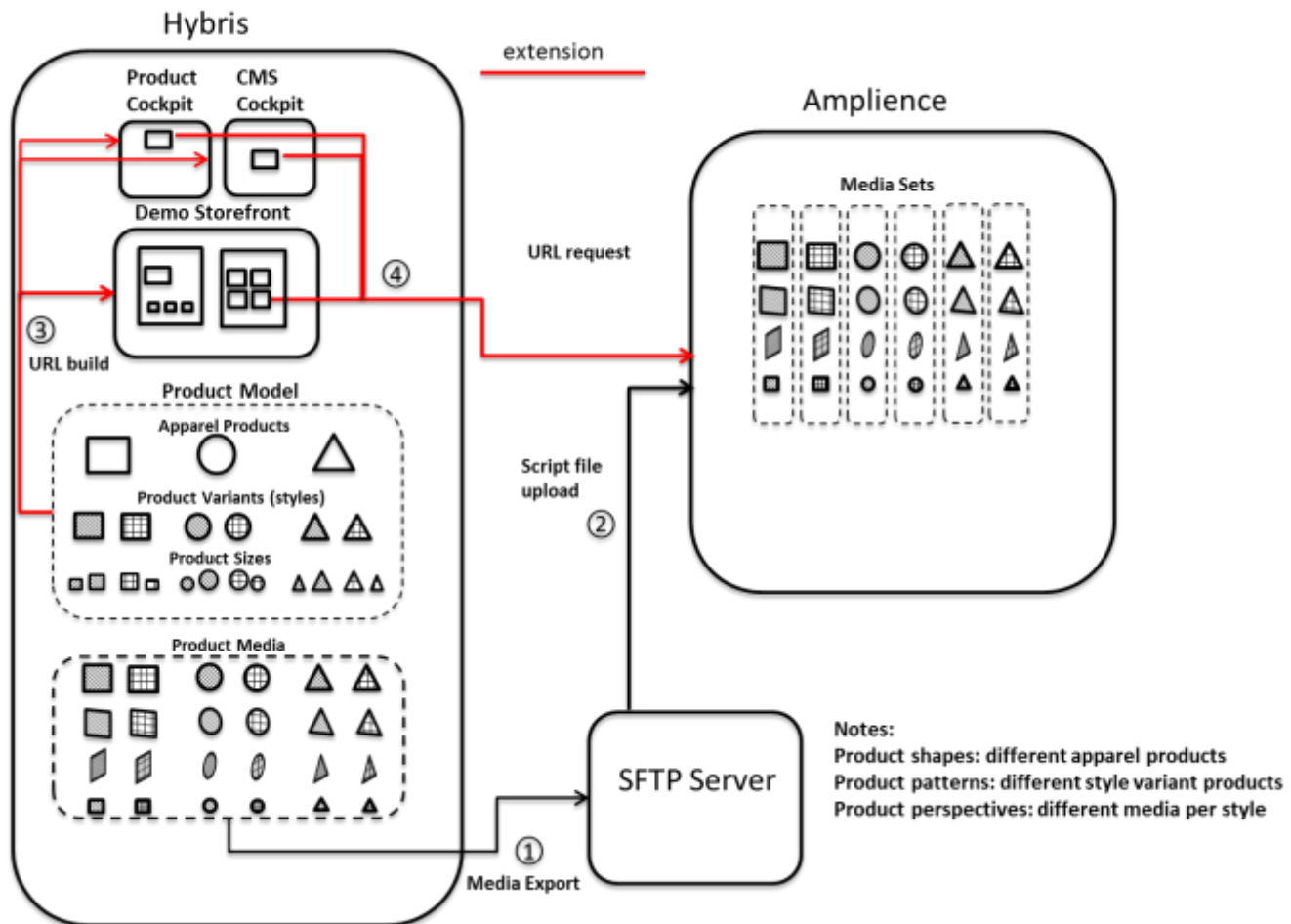
In both scenarios, media needs to get to the SFTP server where Amplience pull all the media and load it into Amplience.

On this extension case (using the Apparel Demo Store) which corresponds to Scenario 1 below, a custom script has been built to upload the files into the SFTP server. This script, although it will be provided within the extension, it is only valid for the Demo Asset Storefront model. See System Integration Guide for details on this script. (ExportImages)

On the diagrams below the extension would only affect to steps 3 and 4 (in red), which is to build the Media URLs for Hybris to pull the media from Amplience.

**Figure 2. High level architecture. Scenario 1**

## Scenario 1 – Customer has product Media in Hybris



1-Product Media is exported to the SFTP server via custom script from Hybris which renames media to an agreed format with Amplience.

2-Amplience pulls the media files to get them uploaded into the customer's account.

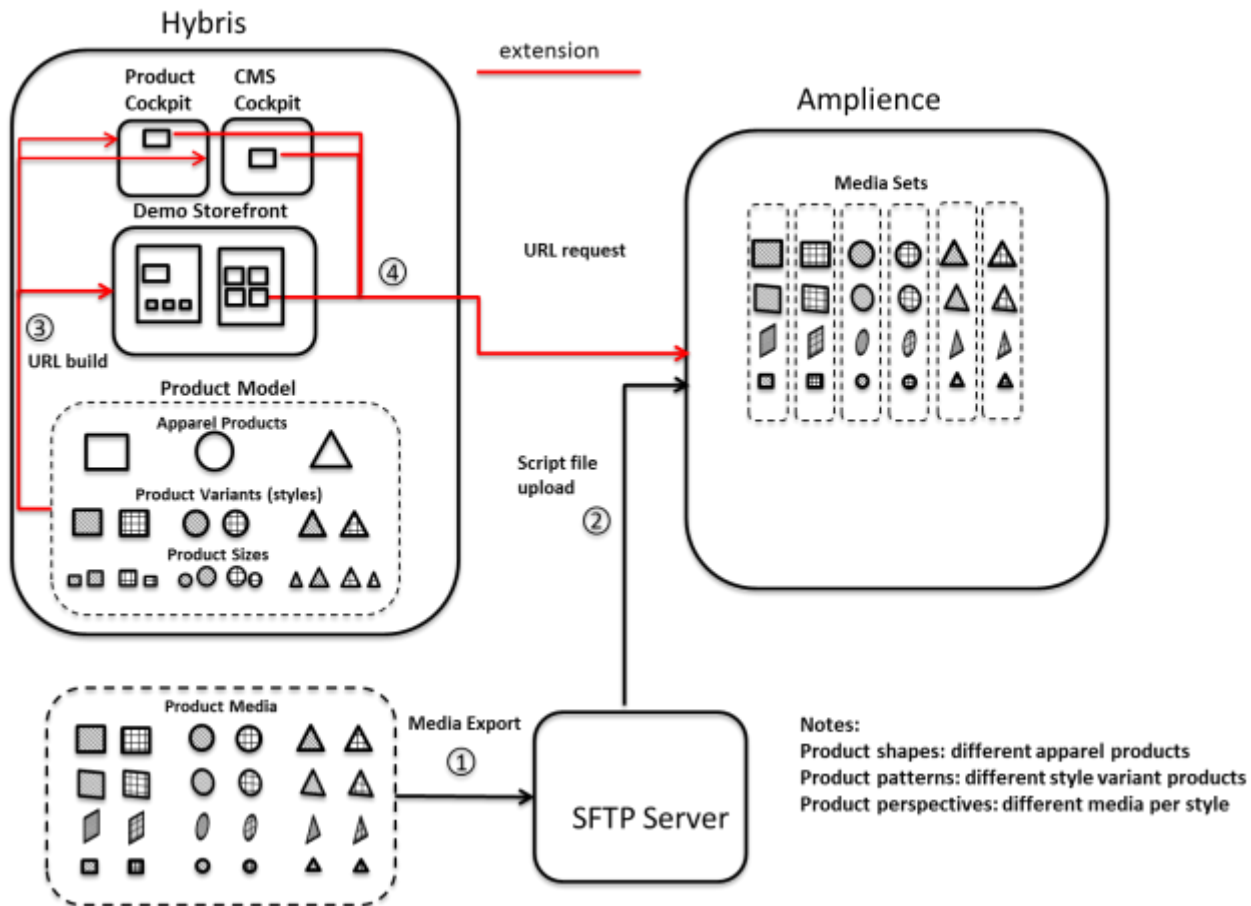
3-Extension builds links based on the existing product model.

4-Product Media in the storefront display the Amplience media.

The main purpose of this flow is to build the URLs in Hybris to fetch images from Amplience. The URL will be built based on the naming of the product media in Hybris on the product styles, which will be exported to Amplience to make naming be the same.

Figure 3. High level architecture – Scenario 2

## Scenario 2 – Customer doesn't have product Media in Hybris



1-Product Media is loaded to the SFTP server from external source. Image media should be renamed to an agreed format with Amplience.

2-Amplience pulls the media files to get them uploaded into the customer's account.

3-Extension builds links based on the existing product model.

4-Product Media in the Storefront display the Amplience media.

Bear in mind that in the extension, as we are using media from the Demo Apparel store, the images are already created and named. We have written a script that places them inside the SFTP server in the format that Amplience requires.

If you have the images somewhere else or in Hybris with another name, you will need to write your own script to export the data to the SFTP server in the format that Amplience needs.

## 2.3. Media Sets

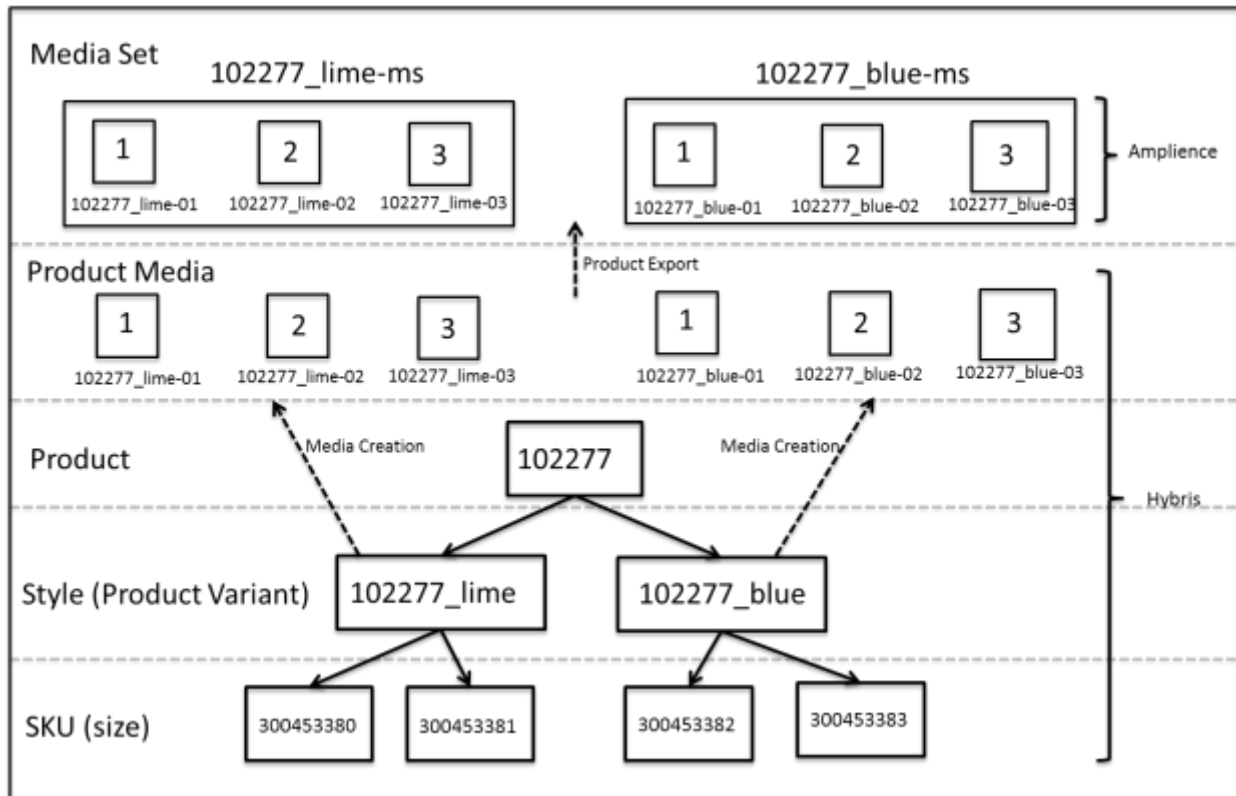
In Amplience, Media Sets provide lists of images/videos that can be used for various purposes. The naming of the Amplience media set that is used for the product main image and the product gallery must be <product-code>-ms.



As described above the Hybris Accelerator Apparel demo store uses a 3-level product hierarchy. The Amplience extension uses a customisable strategy to select the appropriate product to use to generate the name of the media set in the URL.

For example, the product with SKU code '300453380' (Lime Trace Helmet Size L) belongs to the style product variant '102277\_lime' which in turn belongs to apparel product '102277'.

**Figure 4. Creation of Media Sets in Amplience from Product media in Hybris (flow)**



The URL to the product details page for this product is:

<https://apparel-uk.local/yacceleratorstorefront/en/Brands/Red/Trace-Helm/p/300453380>

When displaying the main product image or the image gallery for this product the Amplience extension uses the Style level variant – Trace Helm lime (Product style code 102277\_lime) to build the URL. Therefore the media set is named “102277\_lime-ms” and the example of a URL pointing to the Amplience hosted media it would be

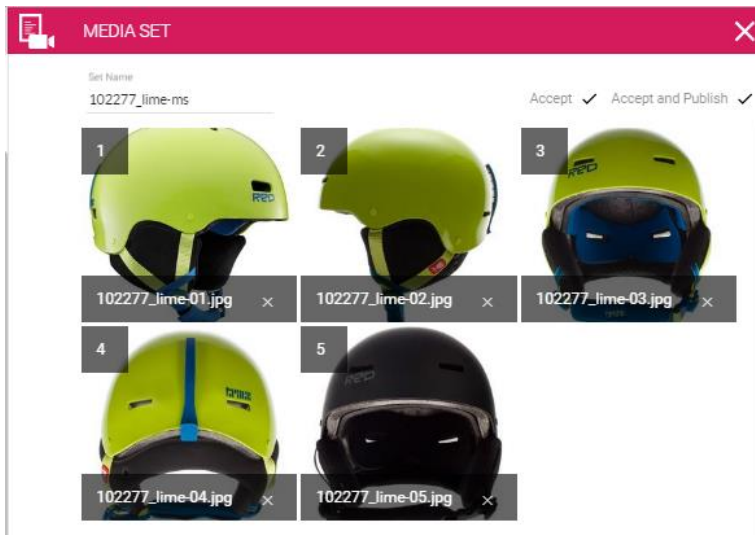
[https://i1.adis.ws/s/hybrisext/102277\\_lime-ms](https://i1.adis.ws/s/hybrisext/102277_lime-ms).

On the figure above, ‘Media Creation’ is step 1 in **High level architecture. Scenario 1** where the media is created and placed in a server where Amplience can create their media in the agreed naming convention (note the –ms added to the media set for each product style)

Note that the Media Creation step adds a suffix to every product style media (eg 102277\_lime-01). When an Amplience media set URL is referenced without specifying the index of the item from the set Amplience will serve up the first image in the media set. This behaviour is used so that a single media set can provide the main product image, and the gallery of product images. The main product image is simply the first image in the media set.

If we wanted to retrieve the ‘X<sup>th</sup>’ media on the media set, the url would be:

be [https://i1.adis.ws/s/hybrisext/102277\\_lime-ms/X](https://i1.adis.ws/s/hybrisext/102277_lime-ms/X)



Media sets have been used in this extension for Product main image and galleries and CMS Carousels, but can also be used to provide 360 degree imagery or other features, assuming a relevant viewer is also deployed.

## 2.4. URL Structure

Amplience image URLs generated for the Apparel Demo storefront by the Amplience Extension are built using a pre-defined syntax which is described in the following table. Below is a brief description of the parts that makeup the Amplience image URL. More details can be found in the Amplience DM Playground ([playground.amplience.com](http://playground.amplience.com)).

An example Amplience image URL, this is actually taken from a product list page:

[https://i1.adis.ws/s/hybrisext/102277\\_lime-ms/Categories/Helmets/Helmets-Snow/Trace-Helm-lime.jpg?locale=en-GB,en-\\*,\\*&\\$product\\$&\\$roundel\\$&new=1](https://i1.adis.ws/s/hybrisext/102277_lime-ms/Categories/Helmets/Helmets-Snow/Trace-Helm-lime.jpg?locale=en-GB,en-*,*&$product$&$roundel$&new=1)

The elements of this URL are:

https://i1.adis.ws	The HTTP protocol and DNS hostname. By default the Amplience hostname for images is i1.adis.ws. This will be your domain where images are hosted – instead of using the default Amplience hostname you can CNAME one of your hostnames to the Amplience servers for SEO purposes. This is something you need to request from Amplience.
s	Media type States that this image is a media set.

	<p>Possible values are:</p> <table border="1"> <tr> <td>i</td><td>Image</td></tr> <tr> <td>s</td><td>Media set</td></tr> <tr> <td>v</td><td>Video</td></tr> </table>	i	Image	s	Media set	v	Video
i	Image						
s	Media set						
v	Video						
hybrisext	<p>Your Amplience account identifier. The extension will use “hybrisext” by default, but this should be changed to your own account ID – if you’re not sure what this is, contact your Amplience Success Manager.</p>						
102277_lime-ms	<p>Amplience media type identifier This is the identifier of the Image, Set, or Video within your Amplience account.</p>						
Categories/Helmets/Helmets-Snow/Trace-Helm-lime.jpg	<p>Optional text to support your SEO approach . This element is for SEO purposes only, they are not interpreted by Amplience and are not mandatory for the URL to return media.</p>						
locale=en-GB,en-*,*	<p>Locale, with defaults This instructs Amplience which locale to use when looking up image data. In this example The “en-GB” is tried first, followed by any “en” language content, finally if no content can be found with the previous locales then return any image found for the item identifier.</p>						
\$product\$, \$roundel\$,	<p>Transformation Templates Transformation Templates defined in your Amplience account and can be used in URL. Amplience will substitute whatever is defined in the template which are normally Amplience image sizing parameters. As these are defined in the Amplience account they can be changed without modifying the extension. For example: <b>\$product\$</b> - sizes the image for the product list page: Content is: w=300&amp;h=300&amp;sm=MC&amp;upscale=true&amp;filter=l&amp;img404=missing_product  <b>\$roundel\$</b> - defines how overlay roundels are applied. Content is: layer0=[w=1000]&amp;layer1=[src=/i/hybrisext/badge_sale&amp;w=400&amp;right=10&amp;top=10&amp;anchor=TR&amp;visible=\$sale]&amp;layer2=[src=/i/hybrisext/badge_new&amp;w=400&amp;left=10&amp;top=10&amp;anchor=TL&amp;visible=\$new]&amp;layer3=[src=/i/hybrisext/badge_low_stock&amp;w=400&amp;left=10&amp;bottom=10&amp;anchor=BL&amp;visible=\$stock]</p>						
new=1	<p>Parameters are used to modify or add behaviour in a template applied to the same media request URL. In this example, new, which is a Boolean parameter, being=1 activates the New Product overlay roundel defined in the \$roundel\$</p>						

template as roundel layer 'visible=\$new\$' (\$new default is 1 which makes the roundel 'visible' depending from the 'new' variable i.e. the 'New' roundel will be displayed if both layer parameter 'visible' AND \$new are=1.

If new had been set to 0 in the URL above, the image returned by the url wouldn't have displayed a roundel.

Other values for roundels are \$sale and \$stock and they are not mutually exclusive.

For example:

[https://i1.adis.ws/s/hybrisext/102277\\_lime-ms/Trace-Helm-lime.jpg?locale=en-GB,en-\\*,\\*,\\$product\\$&\\$roundel\\$&new=1&sale=1&stock=1](https://i1.adis.ws/s/hybrisext/102277_lime-ms/Trace-Helm-lime.jpg?locale=en-GB,en-*,*,$product$&$roundel$&new=1&sale=1&stock=1) will present 3 roundels.

Transformation parameters in the URL are parsed left to right, so later parameters can override earlier ones.

For example:

[https://i1.adis.ws/s/hybrisext/102277\\_lime-ms/Trace-Helm-lime.jpg?locale=en-GB,en-\\*,\\*,\\$product\\$&\\$roundel\\$&new=0&new=1](https://i1.adis.ws/s/hybrisext/102277_lime-ms/Trace-Helm-lime.jpg?locale=en-GB,en-*,*,$product$&$roundel$&new=0&new=1) will result in a 'new' roundel being displayed on top of the main product image

## 2.5. Naming Conventions

The name for the Amplience media is generated from the Hybris Product Style code. The following limitations apply to the naming of media in Amplience and therefore apply to Amplience image and media set identifier. Therefore these should be applied to the Hybris Product Style code (also referred to as the Article number):

- Product code must not include the following characters: '/', '\', tab, newline
- Product code length must not be longer than 30 characters
- Avoid characters that need to be specially encoded in web URLs, for example: ( !@£\$%^&\*()=+{}|~\|V><,.~`\$±# etc. )
- No white space allowed

Note: the extension hasn't included any front end validation on product style names to prevent entering incorrect entry data on product naming as above.

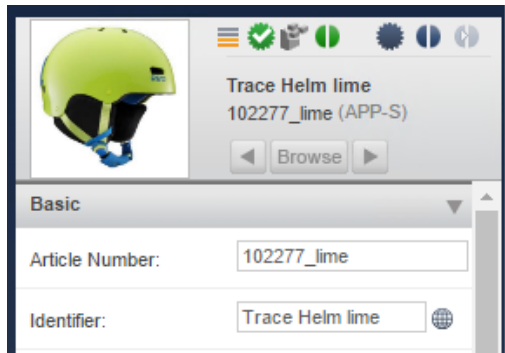
If your product code is not suitable for use as an Amplience media identifier then you will have to implement a strategy to resolve this.

### 2.5.1. Naming Convention for Uploaded Product Media

You can upload product media directly into your Amplience account, but typically this will be via an FTP upload to avoid having to enter media one by one and product names manually which would be prone to errors.

Amplience will run a script to import the uploaded images and organise the product media. Typically this script is custom written by Amplience for each customer as each customer has different naming conventions for their product media. The script that uploads the data from the SFTP server to Amplience expects the following naming conventions for the media:

- The main media for a product style should be named <product-style-code>-01(product style on the model of the Demo apparel store), if another store uses another model, it will be the code of the product at the level they store their media) . This is the image that will be shown in the product list pages and as thumbnails in the cart page. This will be the first image shown in the product image gallery on the product details page (please note that it could be both images or videos)



- Alternative product media should be named <product-style-code>-02, <product-style-code>-03. ... <product-style-code>-99.jpg. Any image or video file extension supported by Amplience is allowed. The alternative product images and videos are shown in the product gallery on the product details page. The 2 digit number in the file name specifies the position in the gallery.

Asset Name	102277_lime-01.jpg	102277_lime-02.jpg
Thumbnail		

- A single spin set (360° images) is supported per product and the images for the spin set must be named <product-code>-s-01.jpg, <product-code>-s-02.jpg ... <product-code>-s-99.jpg. If there is a spin set then it is added to the product media set at the last position (a media set inside a media set)
- By default a small version of the main product image is used as the swatch image, being the image inside the product style media set however typically there is a desire to have a different image as the swatch image which is not one of the product image gallery images. In this case you need to upload an image named: <product-style-code>-swatch.jpg.
- The media set created by the Amplience script will be named <product-style-code>-ms.

Asset Name

102277\_lime-ms

Thumbnail



The Amplience script can be customised if you have different media naming conventions. Contact your Amplience Customer Success representative for more information.

## 2.6. Transformation Templates

Transformation templates can be created within Amplience Dynamic Media for defining commonly used transformation and providing shortcuts to those rules; refer to the Amplience Dynamic Media documentation for further information about URL transformation parameters.

Hybris has different image formats in terms of size and style. As these already exist in hybris and have useful names, these are mapped directly through to Amplience Transformation Templates with the same name.

Template	Description
product	Sizes the main product image, used for product details page and product list pages.
zoom	Sizes the magnified zoom image of the product on the product details page
styleSwatch	Sizes a small swatch image, e.g. for style colour variant selection
thumbnail	Sizes a mid-sized thumbnail product image, e.g. for related products
cartIcon	Sizes the small product image used in the shopping cart

There are 3 additional Transformation Templates that are used by the Amplience Extension that are not related to the hybris image formats:

Template	Description
roundel	For adding roundels overlays onto product images using layers, e.g. in the product list pages

poi	Enables Amplience Point Of Interest functionality where images are cropped and resized to keep a point in view
backoffice	Added to product image URLs used in the product cockpit

It is possible for you to modify the Transformation Templates within Amplience Dynamic Media, or to define your own Transformation Templates to suit your storefront image requirements. Note: If you were defining a new image template in Amplience, the new image format would need to be created in Hybris also and modify the front end pages to use that new format.

Note that a template specified in an image URL must be defined in your Amplience account. If the template is not found Amplience will not return the image data but return an error.

## 2.7. Parameters

Amplience Dynamic Media allows for the use of parameters with the URL structure. A parameter can be defined using the 'name=value' pattern and can be used by prefixing the name with a dollar '\$' sign, for example '\$name'.

Variables have been used by the extension to provide dynamic amendment of URLs, for example the parameters for the roundel template:

```
layer0=[w=1000]&layer1=[src=/i/hybrisext/badge_sale&w=400&right=10&top=10&anchor=TR&visible=$sale]&layer2=[src=/i/hybrisext/badge_new&w=400&left=10&top=10&anchor=TL&visible=$new]&layer3=[src=/i/hybrisext/badge_low_stock&w=400&left=10&bottom=10&anchor=BL&visible=$stock]
```

...shows 3 variables being set up, to enable the 'visible' parameter for each roundel image:

- sale
- new
- stock

These can be referred to in the URL, e.g.

[https://i1.adis.ws/s/hybrisext/102277\\_lime-ms/Categories/Helmets/Helmets-Snow/Trace-Helm-lime.jpg?locale=en-GB,en-\\*,\\*,\\$product\\$&\\$roundel\\$&\\$sale=1](https://i1.adis.ws/s/hybrisext/102277_lime-ms/Categories/Helmets/Helmets-Snow/Trace-Helm-lime.jpg?locale=en-GB,en-*,*,$product$&$roundel$&$sale=1)

...displays the "Sale" roundel on the image.

## 2.8. Localisation

The Amplience Dynamic Media URL strategy supports localisation of images for languages and countries, based on the standard locales, e.g. en-GB, en-US.

Amplience requires that the locale fall-back sequence is explicit and no inheritance is assumed. This means that, for example, should the US English version of an image not be available, Amplience will not assume to check the English default image – this must be explicitly requested using alternative locales with wildcards.

e.g. locale=en-GB,en-\*,\*



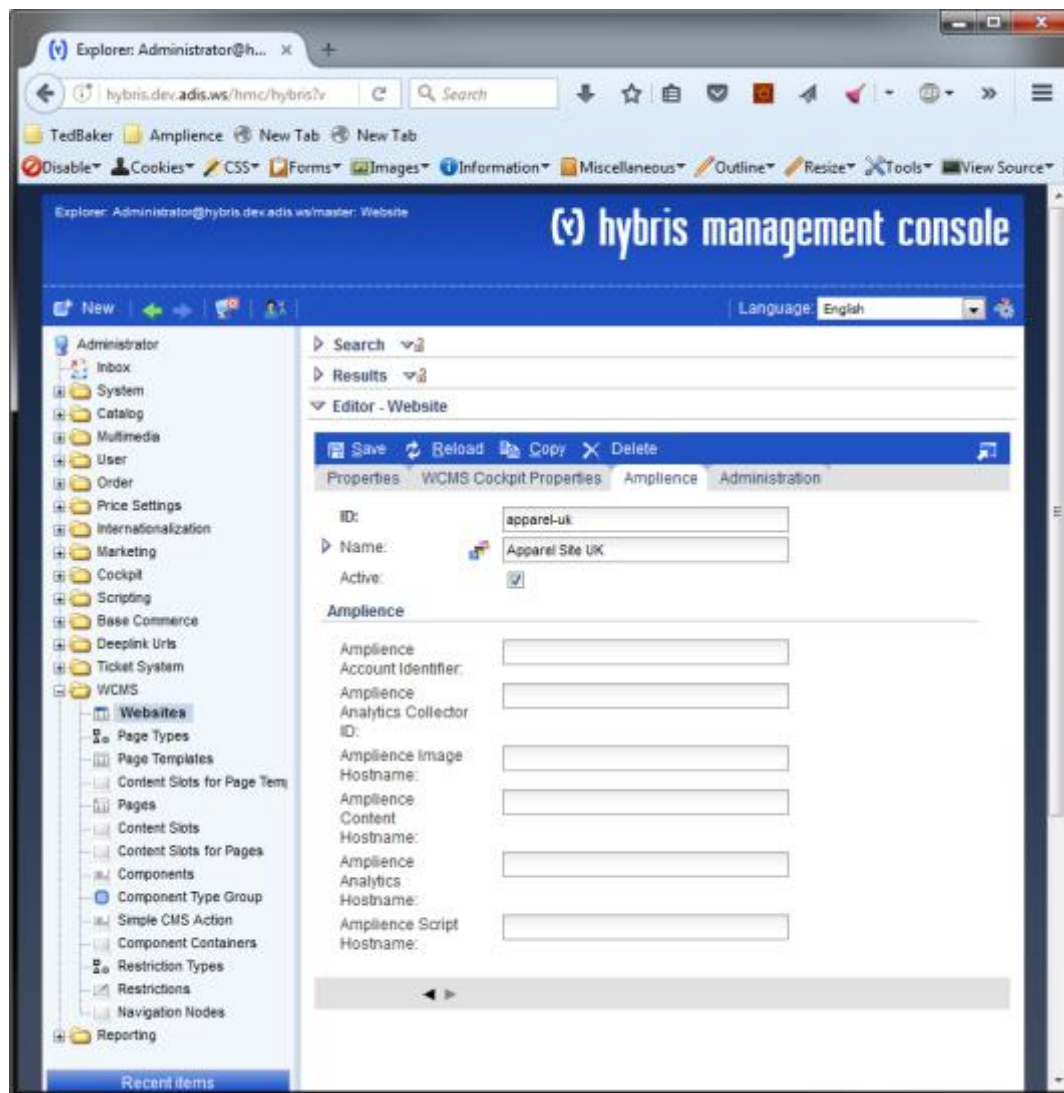
### 3.Account Configuration Properties

The Amplience Dynamic Media account configuration can be set for all websites using SAP Hybris properties; these settings will be set by your SAP Hybris partner. It may not be necessary to customise these account configuration settings (refer to the System Integration Guide)

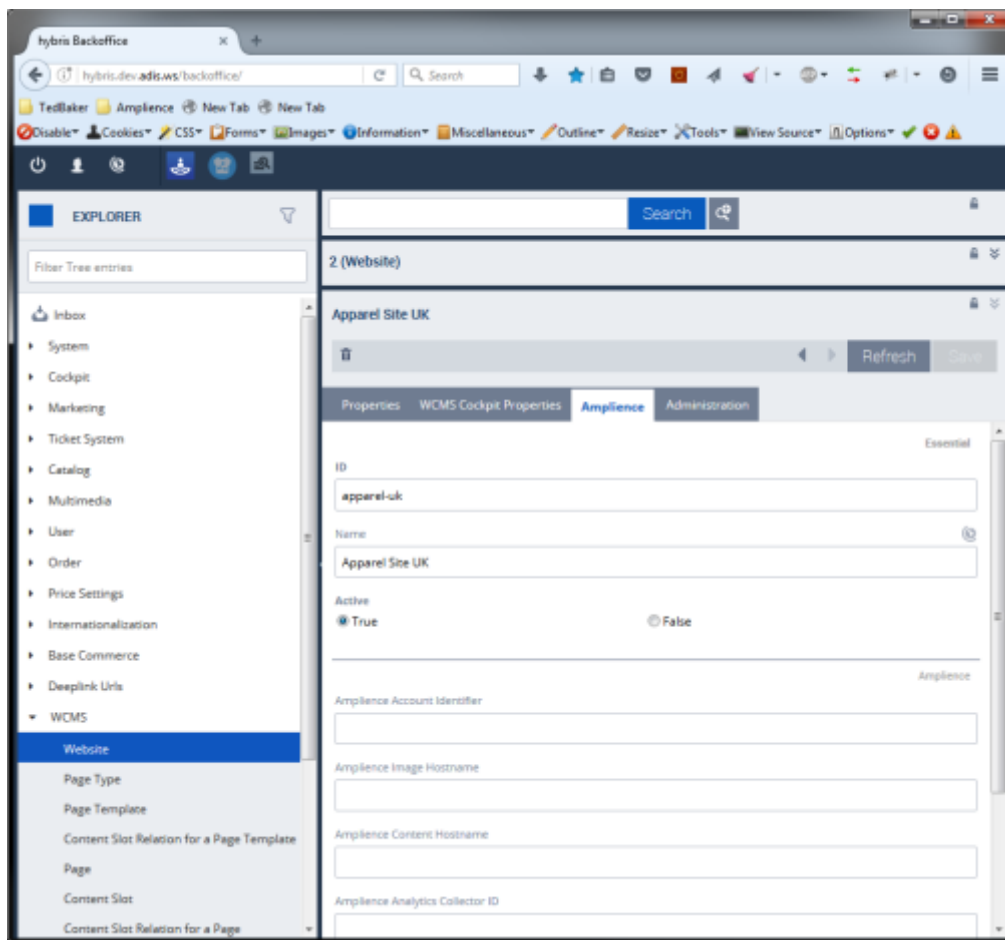
The Amplience Dynamic Media configuration can be overridden per website within SAP Hybris. This is useful if the websites have different configuration.

To change these settings for a site, open the HMC or the Backoffice Admin area, navigate to the website and open the Amplience tab.

HMC:



Backoffice:



The following configuration options can be set:

Attribute	Example	Description
-----------	---------	-------------

Account Identifier	hybrisext	Your Amplience account.
Analytics Collector ID	fde89873-c88e-48a9-b23f-158ccf9bf5fa	Your Amplience account analytics collection identifier.
Image Hostname	images.example.com	The default value is i1.adis.ws. Set this value only if you have set up CNAME DNS records to use your own hostnames instead of the default Amplience hosts.
Content Hostname	content.example.com	The default value is c1.adis.ws. See above for usage.
Script Hostname	scripts.example.com	The default value is s1.adis.ws. See above for usage.
Analytics Hostname	analytics.example.com	The default value is a1.adis.ws. See above for usage.

## 4. Bulk export of images

When using the Amplience extension, product images are all held within Amplience Dynamic Media rather than SAP Hybris, and all references in SAP Hybris storefront and management consoles have been changed to point to the images in Amplience.

If your product images are already in your SAP Hybris system you will want to bulk export the images from Hybris in order to upload them to Amplience rather than uploading them individually (this is a one-off process). The Amplience extension includes an export utility that can be run from the Hybris groovy console. The export utility supports the Hybris Apparel product hierarchy and exports the images from the product image gallery. This can be customised to match your requirements. Please refer to the System Integration Guide for customization options.

Errors if job fails are stored in system logs. Reporting?

The export utility outputs images files using the naming convention previously described. This allows the images to be uploaded to Amplience via FTP and then imported by the Amplience import script, either using the script provided or modifying to match your specific configuration.

The Upload Connectors can be configured in your Amplience account:



Refer to the above section on Naming Conventions; if the naming is correct, the standard upload can be used, and the images will be automatically grouped into media sets within Amplience; if your naming convention is different and you wish to retain it, speak to your Amplience representative.

## 5. Product images

### 5.1. Overview

In the extension provided, it is assumed that images are provided for the Style level variant of the product. The images in Amplience use the Hybris product code from the Style level variant, which for this product is '102277\_lime'.

There may be a number of images for a product, e.g. "102277\_lime-01.jpg", "102277\_lime-02.jpg", etc. These represent the product's main image and the product gallery.

These images must be grouped together as a single Media set, e.g. "102277\_lime-ms". This should be the case whether there are single or multiple images for a product.

The storefront will use the single Media set both for the product main image and for the product gallery.

### 5.2. Product images examples in SAP Hybris storefront

#### 5.2.1. Category list / Search Results

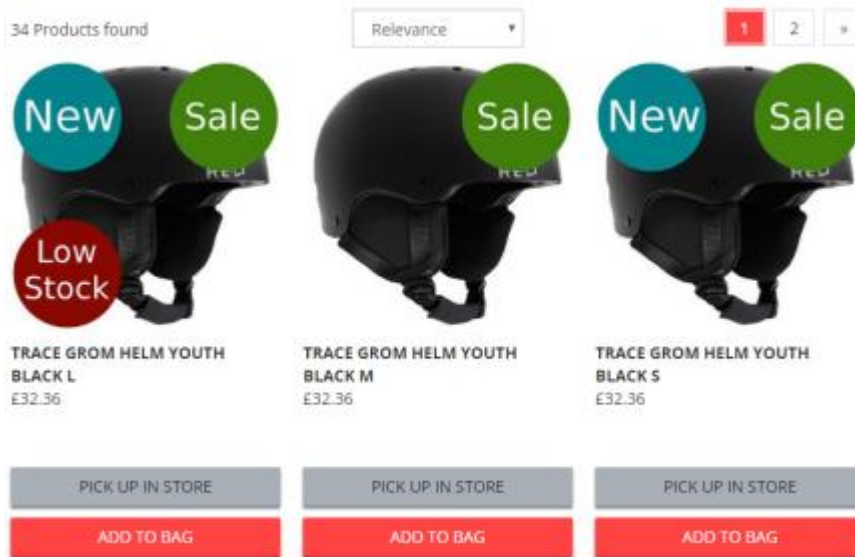
The Category list and Search results pages have been modified to source their image from Amplience Dynamic Media. In addition, roundels may be applied to the image by SAP Hybris prior to presentation of the image; these are also sourced from within Amplience, using compositing layers.

The list page images are implemented by using a URL like:

[https://i1.adis.ws/s/hybrisext/102277\\_lime-ms/Categories/Helmets/Helmets-Snow/Trace-Helm-lime.jpg?locale=en-GB,en-\\*.\\*&\\$product\\$&\\$roundel\\$&new=1&stock=1&sale=1](https://i1.adis.ws/s/hybrisext/102277_lime-ms/Categories/Helmets/Helmets-Snow/Trace-Helm-lime.jpg?locale=en-GB,en-*.*&$product$&$roundel$&new=1&stock=1&sale=1)

This can be seen on the example category page for helmets:

<https://apparel-uk.local/yacceleratorstorefront/en/Categories/Helmets/c/450000>



The roundels can be switched on and off in the URL, by manipulating the variables In the URL, so for instance:

[https://i1.adis.ws/s/hybrisext/102277\\_lime-ms/Categories/Helmets/Helmets-Snow/Trace-Helm-lime.jpg?locale=en-GB,en-\\*,\\*%\\$product\\$%\\$roundel\\$%\\$sale=1](https://i1.adis.ws/s/hybrisext/102277_lime-ms/Categories/Helmets/Helmets-Snow/Trace-Helm-lime.jpg?locale=en-GB,en-*,*%$product$%$roundel$%$sale=1)

...displays the “Sale” roundel on the image:



Changing this URL to

[https://i1.adis.ws/s/hybrisext/102277\\_lime-ms/Categories/Helmets/Helmets-Snow/Trace-Helm-lime.jpg?locale=en-GB,en-\\*,\\*%\\$product\\$%\\$roundel\\$%\\$sale=0](https://i1.adis.ws/s/hybrisext/102277_lime-ms/Categories/Helmets/Helmets-Snow/Trace-Helm-lime.jpg?locale=en-GB,en-*,*%$product$%$roundel$%$sale=0)

...removes the roundel:



The following roundels have been implemented in Amplience as examples only; the :

Variable	Effect	Possible Values
sale	Displays the “Sale” roundel (depending on layer visible parameter being 1)	0 = hide 1 = show
new	Displays the “New” roundel (depending on layer visible parameter being 1)	0 = hide 1 = show
stock	Displays the “In stock” roundel (depending on layer visible parameter being 1)	0 = hide 1 = show

These are implemented using a template, and additional or alternative roundels can be implemented in the same way, by amending this roundel template; if a different design is required, new Transformation Templates similar to this can be created and referenced by the SAP Hybris code.

### 5.2.2. Product Detail page

On the Product Detail page there are a number of product images that can be displayed; these have been modified to source the image from Amplience Dynamic Media.

## Main Image and Product Gallery



The product details page uses an Amplience JavaScript component called the Standard PDP Viewer which displays the product main image and product gallery. This component also incorporates the zoom image functionality.

The Amplience Standard PDP Viewers uses the product's media set to provide all the data about the images available to display. The first image in the set is displayed as the product main image shown when the page loads.

Note that roundels are not provided on the product details page. If these are required on the image, a similar strategy to the category page image can be used.

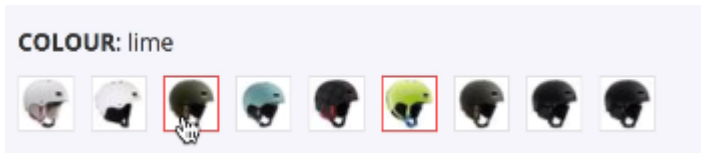
## Product Main Image Zoom



The main image zoom is displayed by using the 'zoom' template, and specifying the height and width of the zoom image, for example:

[http://i1.adis.ws/i/hybrisext/102277\\_plaid\\_print-02?\\$zoom\\$h=900&w=900](http://i1.adis.ws/i/hybrisext/102277_plaid_print-02?$zoom$h=900&w=900)

## Style Variant Swatch



The Style variant images are individual item images, and are displayed by using the “styleSwatch” template for each item in turn:

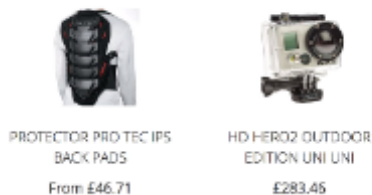
[https://i1.adis.ws/s/hybrisext/102277\\_white-ms/Categories/Helmets/Helmets-Snow/Trace-Helm-white.jpg?locale=en-GB,en-\\*,\\*&\\$styleSwatch\\$](https://i1.adis.ws/s/hybrisext/102277_white-ms/Categories/Helmets/Helmets-Snow/Trace-Helm-white.jpg?locale=en-GB,en-*,*&$styleSwatch$) (in this example the media set first image would be styled as a swatch-ie smaller-)

By default the swatch image is a small version of the product main image. This can be overridden by uploading a product image to Amplience called <product-style-code>-swatch and the url would look like: (please note the // for image instead of /s/ and

[https://i1.adis.ws/i/hybrisext/102277\\_white-swatch/Categories/Helmets/Helmets-Snow/Trace-Helm-white.jpg/](https://i1.adis.ws/i/hybrisext/102277_white-swatch/Categories/Helmets/Helmets-Snow/Trace-Helm-white.jpg/)

## Related products thumbnails

Complete the look



Related product thumbnails display the product’s main image, which is the first image from the media set:

[https://i1.adis.ws/s/hybrisext/M34130-ms/Brands/Pro-Tec/Protector-Pro-Tec-IPS-Back-Pads.jpg?locale=en-GB,en-\\*,\\*&\\$product\\$](https://i1.adis.ws/s/hybrisext/M34130-ms/Brands/Pro-Tec/Protector-Pro-Tec-IPS-Back-Pads.jpg?locale=en-GB,en-*,*&$product$)

This strategy is used for any cross-selling thumbnails on the storefront, e.g. the ‘Best sellers’ shown on the Home page:

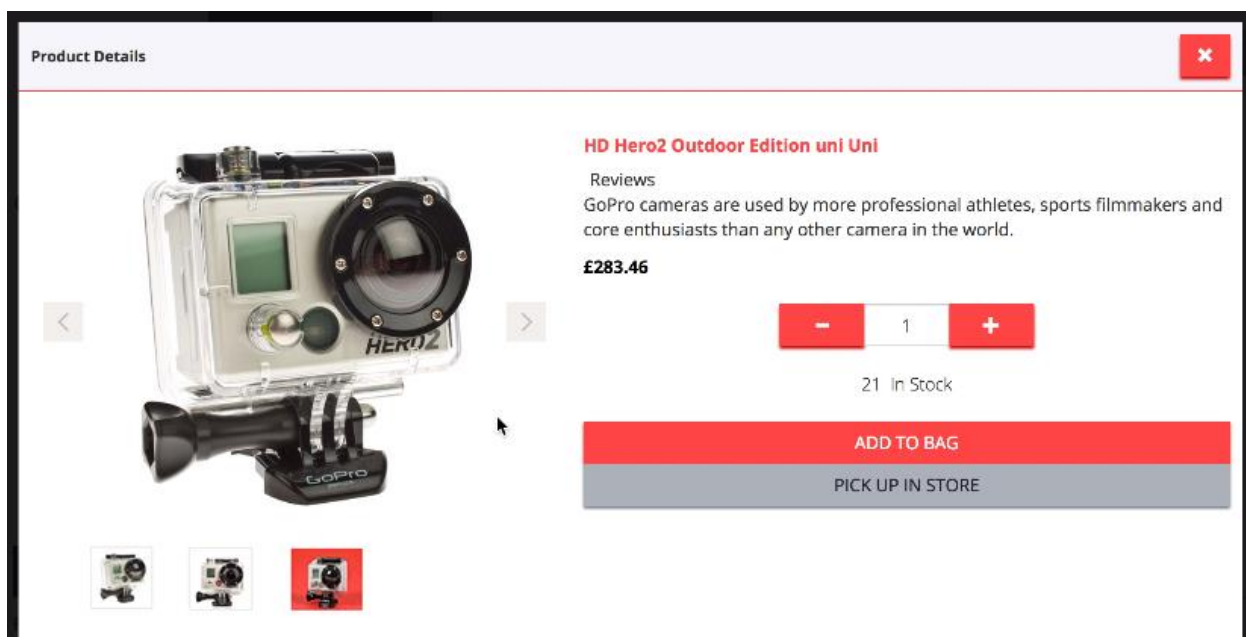
### Best Selling Products





### 5.2.3. Quick View

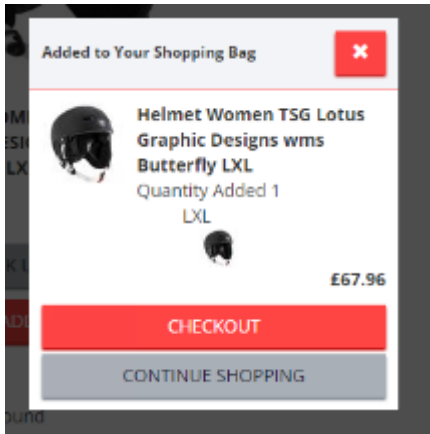
#### Main Image and Product gallery



The quick view popup shows the product main image and gallery which are all fetched from the product style media set using an Amplience JavaScript component. This component looks similar to the component used on the product details page but is a different component called the Render Kit Viewer.

The Render Kit Viewer also uses the media set data from Amplience to display the main image, product gallery, and product zoom images.

## 5.2.4. Bag lightbox



Two images are displayed on this lightbox. The first uses the cartIcon template to show the product's main image which comes also from the product style media set. The second image uses the styleSwatch template and shows the swatch image, which may be the product's main image, or it may be the alternative swatch image.

Example URLs like:

[https://i1.adis.ws/s/hybrisext/M33477-ms/Brands/TSG/Helmet-Women-TSG-Lotus-Graphic-Designs-wms.jpg?locale=en-GB,en-\\*,\\*&\\$cartIcon\\$](https://i1.adis.ws/s/hybrisext/M33477-ms/Brands/TSG/Helmet-Women-TSG-Lotus-Graphic-Designs-wms.jpg?locale=en-GB,en-*,*&$cartIcon$) for the larger thumbnail.

[https://i1.adis.ws/s/hybrisext/M33477-ms/Brands/TSG/Helmet-Women-TSG-Lotus-Graphic-Designs-wms.jpg?locale=en-GB,en-\\*,\\*&\\$styleSwatch\\$](https://i1.adis.ws/s/hybrisext/M33477-ms/Brands/TSG/Helmet-Women-TSG-Lotus-Graphic-Designs-wms.jpg?locale=en-GB,en-*,*&$styleSwatch$) for the smaller swatch image.

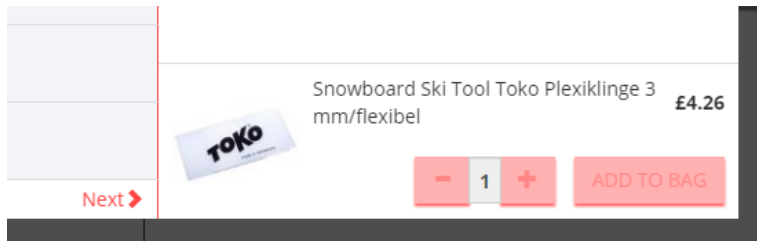
## 5.2.5. Shopping Bag



The order lines on the shopping bag display the thumbnail image:

[https://i1.adis.ws/s/hybrisext/M33477-ms/Brands/TSG/Helmet-Women-TSG-Lotus-Graphic-Designs-wms.jpg?locale=en-GB,en-\\*,\\*&\\$thumbnail\\$](https://i1.adis.ws/s/hybrisext/M33477-ms/Brands/TSG/Helmet-Women-TSG-Lotus-Graphic-Designs-wms.jpg?locale=en-GB,en-*,*&$thumbnail$)

## 5.2.6. Collect in Store Lightbox



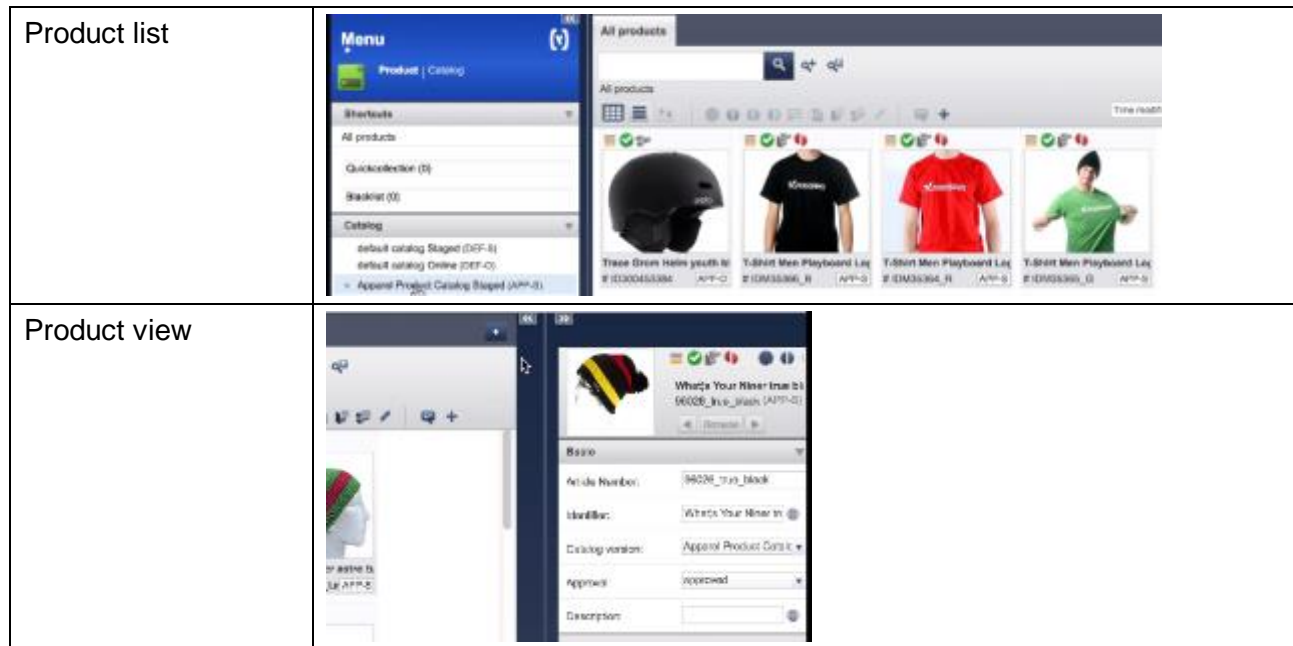
This lightbox displays the thumbnail image:

[https://i1.adis.ws/s/hybrisext/45574-ms/Brands/Toko/Snowboard-Ski-Tool-Toko-Plexiklinge-3-mm-flexibel.jpg?locale=en-GB,en-\\*,\\*&\\$thumbnail\\$](https://i1.adis.ws/s/hybrisext/45574-ms/Brands/Toko/Snowboard-Ski-Tool-Toko-Plexiklinge-3-mm-flexibel.jpg?locale=en-GB,en-*,*&$thumbnail$)

## 6. Hybris Backoffice and Management Console

### 6.1. Hybris Product Cockpit

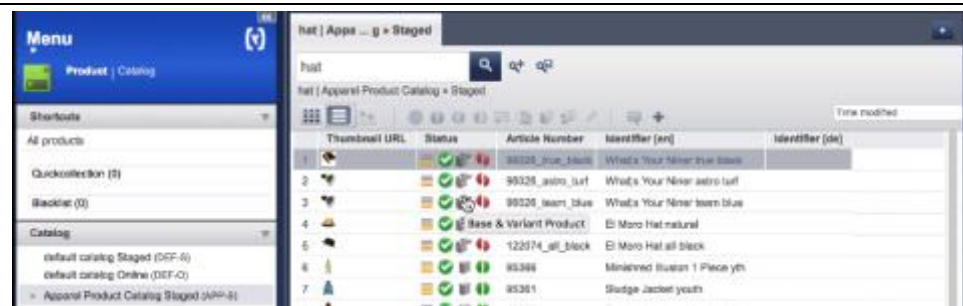
As part of the extension, the SAP Hybris product cockpit has been changed to use images from Amplience Dynamic Media:



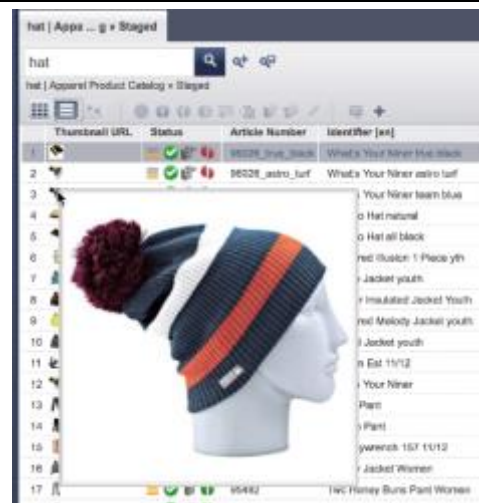
## Product view rollover



## Product search



## Product search rollover



## 6.2. Missing images report

### 6.2.1. Scheduled Job

If a product in SAP Hybris does not have a corresponding media set in Amplience then the fallback image will be shown in the storefront. It is important that business processes are put in place to ensure that product media is created and uploaded to Amplience as part of the product readiness workflow.

As part of the Amplience extension there is a scheduled job in SAP Hybris which checks if each product has a corresponding media set. This data generates a report of the images it believes to be missing, which can be viewed in the SAP Hybris HMC.

Each product has an attribute that holds the state, which can have one of the following values: Unknown, Missing, Found. The job checks products that have status Unknown, and rechecks products that have status Missing. Once the product status is set to Found the product will no longer be checked. The products to check can be configured on the scheduled job.

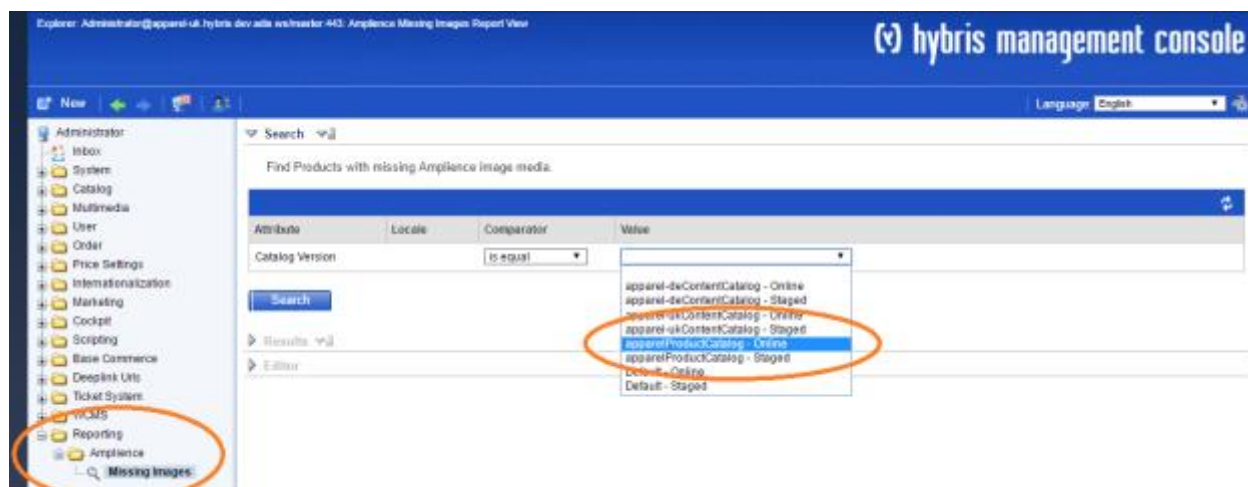
The scheduled job also checks for the presence of the optional swatch image in Amplience. If the swatch image is found a second flag is set on the Hybris product to indicate that the alternative swatch image should be used instead of the product's main image.

By default the job is not setup to be executed on a particular schedule, typically the job should be scheduled to run once per day.

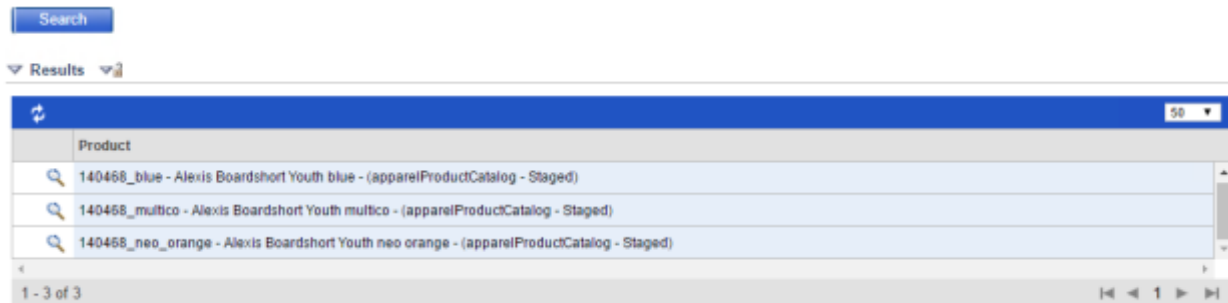
### 6.2.2. Report

This report can be found in the HMC in the explorer tree under **Reports > Amplience > Missing Images**. The report lists the products which do not have images, i.e. where the status is set to Missing. A Hybris product catalog version must be selected to run the report.

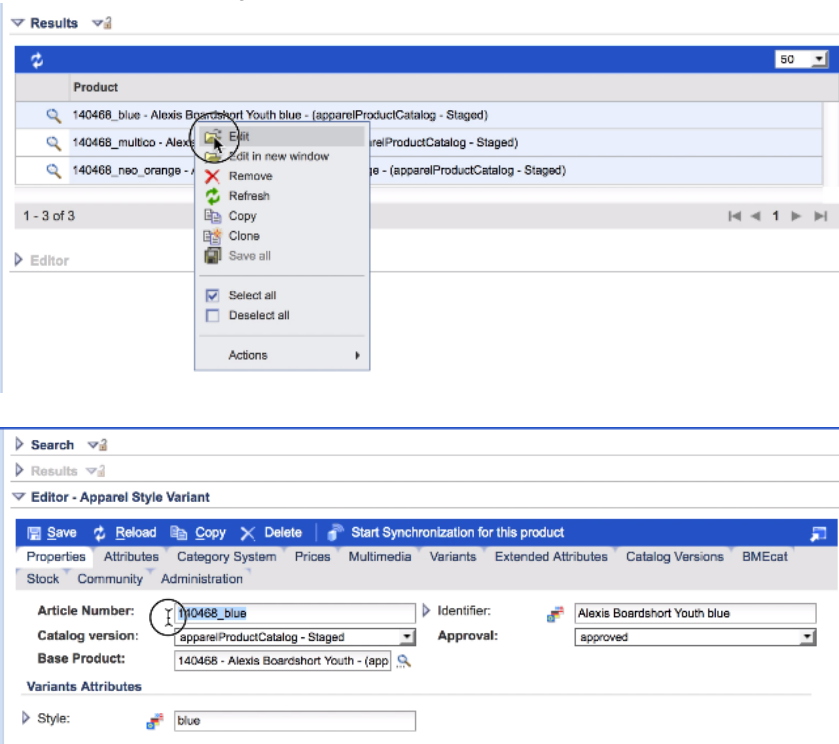
Note that the report is only up to date with respect to the latest run of the missing images status scheduled job.



Any products which are missing their Amplience product media set are listed in the search results below the search button. The product code and name are shown for each product:



To view the product, right click to open the context menu and select Edit:



The Hybris product code is all that is needed to identify which product images have not been uploaded to Amplience.

## 6.2.3. Email

Running the report manually isn't the only supported option. There is a second job delivered with the extension which can be scheduled to send an email notification of the products which do not have images in Amplience.

The email job uses a Velocity template (see <https://velocity.apache.org/> for more information) for both the header and the body of the email, and can therefore be customised to your own requirements. By default the job is not scheduled to run at a particular time, typically it would be scheduled to run once per day.

This can be setup by your SAP Hybris partner.

## 7.CMS Components

The Amplience extension includes a number of CMS components that shows how Amplience Dynamic Media functionality can be integrated into the storefront to provide editorial content.

### 7.1. Images

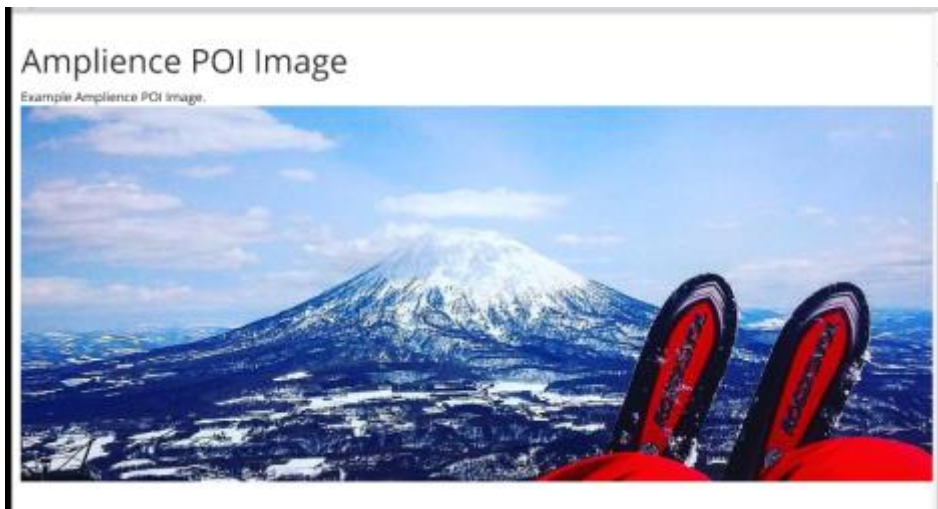
#### 7.1.1. AmplienceResponsiveImageComponent

This component displays an image from Amplience, and is made [‘art direction’](#) responsive by using Amplience's Point Of Interest (POI) art direction functionality.

Amplience Dynamic Media allows a specific pixel area to be specified as the POI (Point of Interest); in different aspect ratios Amplience Dynamic Media will maintain the POI near the centre of the image.

For example, the following image has a POI defined between the left ski and the mountain peak:

Desktop, wide screen displays:





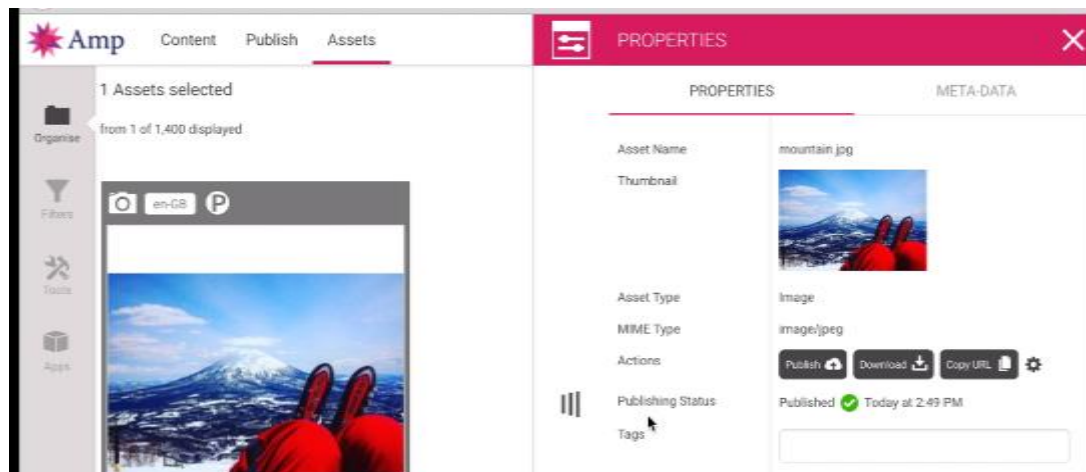
Shrinking to Tablet size shows:



...and shrinking further to mobile size:



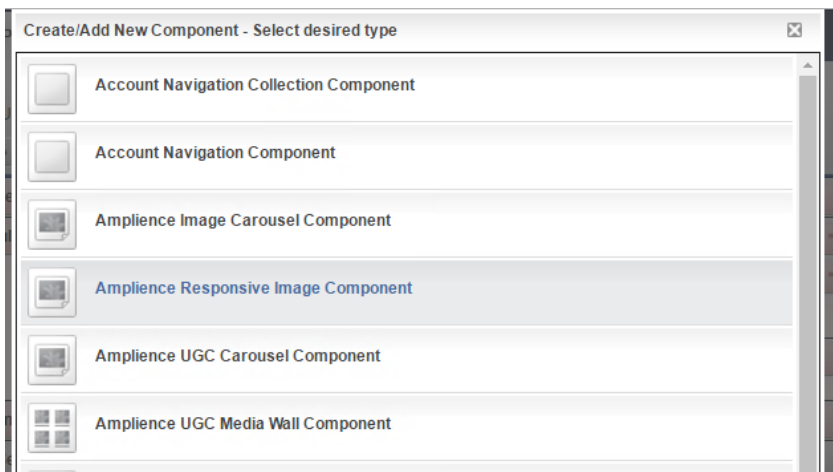
To configure this image, configure the POI using Amplience Dynamic Media (refer to the Amplience documentation for further information on this):



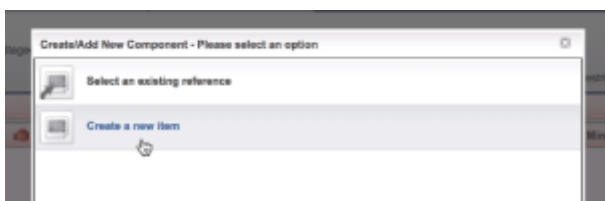
Add a new component in the CMS Cockpit:



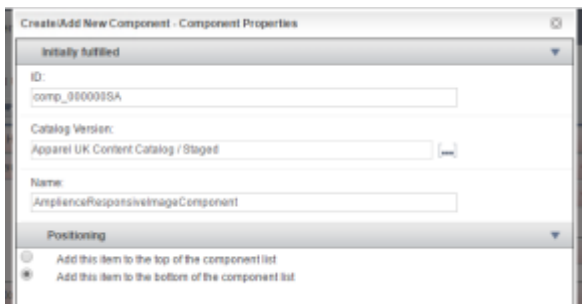
Select the “Amplience Responsive Image Component”



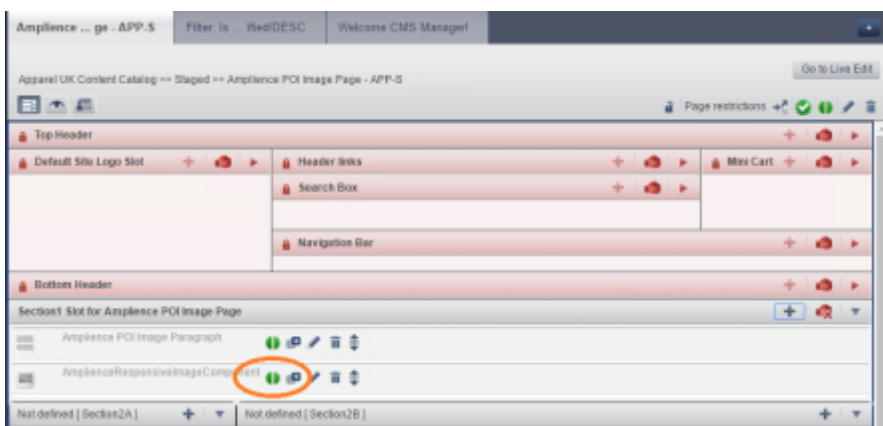
Create a new item:



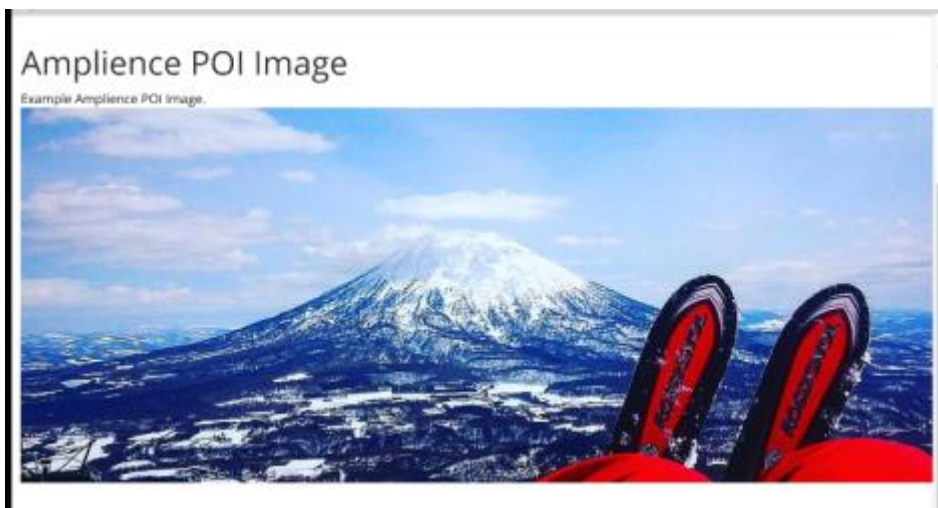
Enter the image ID:



Publish:



This displays the responsive image on the storefront page:



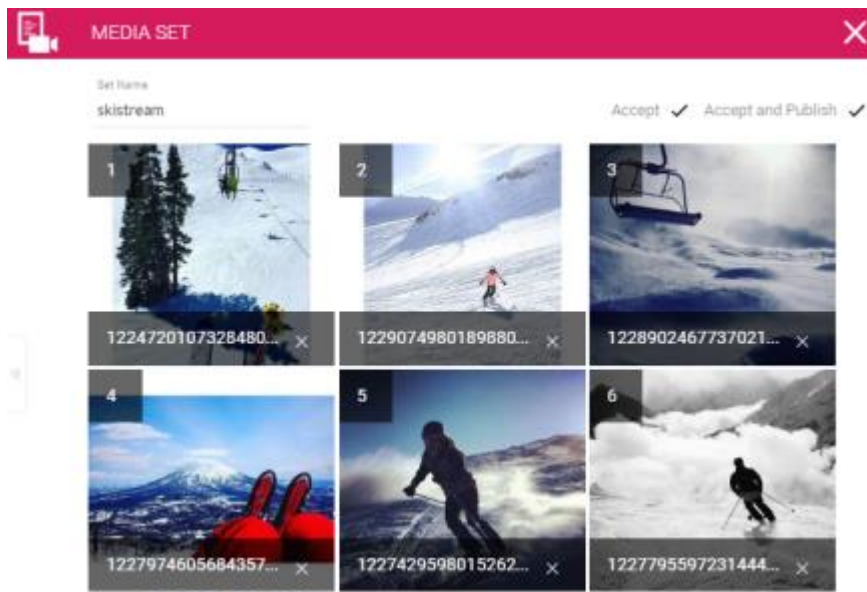
This component has the following attributes to fill in in the hybris CMS (

Attribute	Description
Image Name	The Amplience image identifier. Used in URL
Parameters	Additional Amplience image manipulation parameters to apply to this image. Used in URL
Title	The image title to set - typically shown as a tooltip when hovering over the image. Used in front End
Alternate Text	Alternative text that is shown if the image cannot be loaded for any reason.Used in Front end

## 7.2. Media Sets

Amplience Media Sets provide lists of media that can be used for various purposes. A Set can contain images, videos, and other sets. This is the most versatile media type provided by Amplience.

An example Media Set containing images:



### 7.2.1. AmplienceImageCarouselComponent

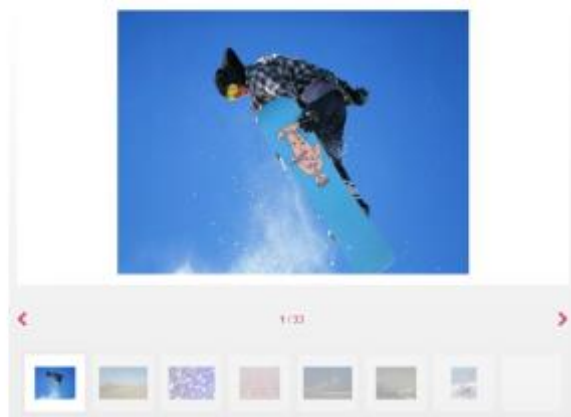
This component renders a set of images from Amplience using a horizontal carousel viewer.

For example:

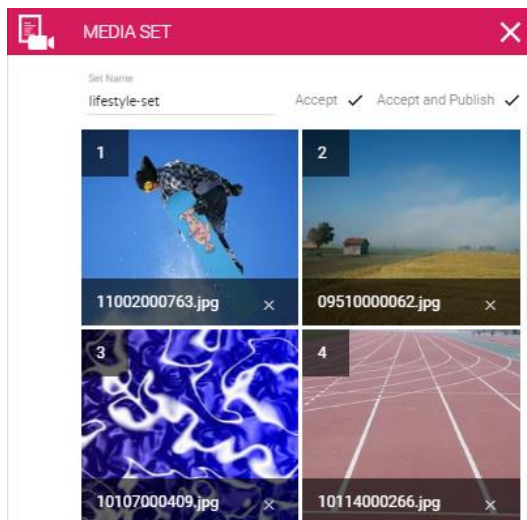
<https://apparel-uk.local/yacceleratorstorefront/en/amp-carousel>

## Amplience Image Carousel

Example Amplience Image Carousel.



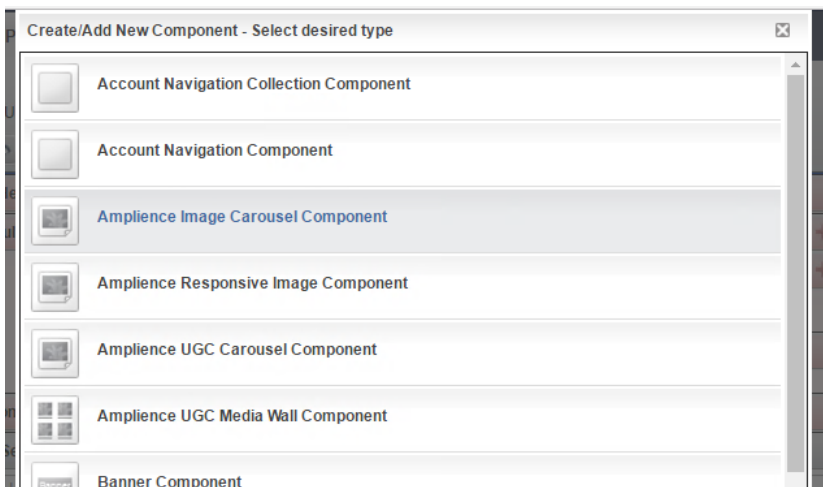
These are configured in Amplience as a Media set



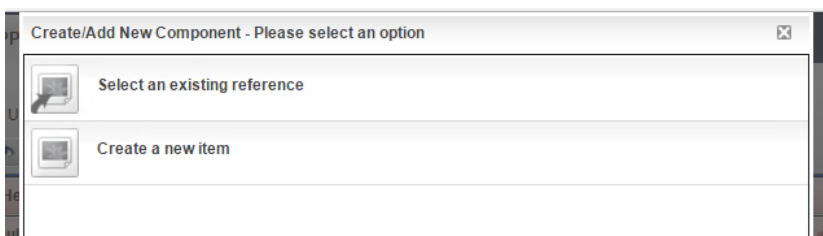
Add a new component in the CMS Cockpit:



Select the “Amplience Image Carousel Component”



Create a new item:



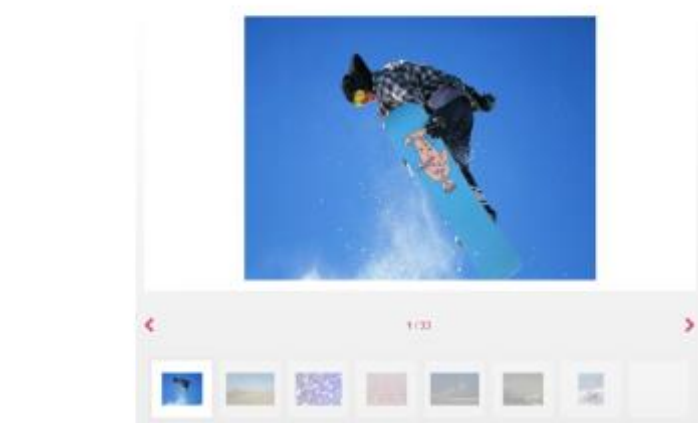
Give it a name and publish:



This will display the carousel on the storefront page:

## Amplience Image Carousel

Example Amplience Image Carousel.



The component has the following attributes:

Attribute	Description
Set Name	The Amplience media set identifier. Used in URL



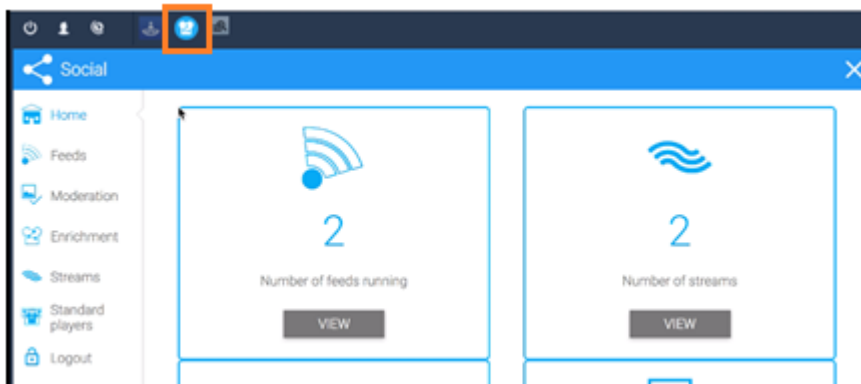
## 7.3. User Generated Content (UGC)

### 7.3.1. Overview of Amplience UGC tools

The Amplience Extension for SAP® Hybris® Commerce allows you to use the UGC streams (Carousel and Media Walls) from Amplience within pages on your storefront.

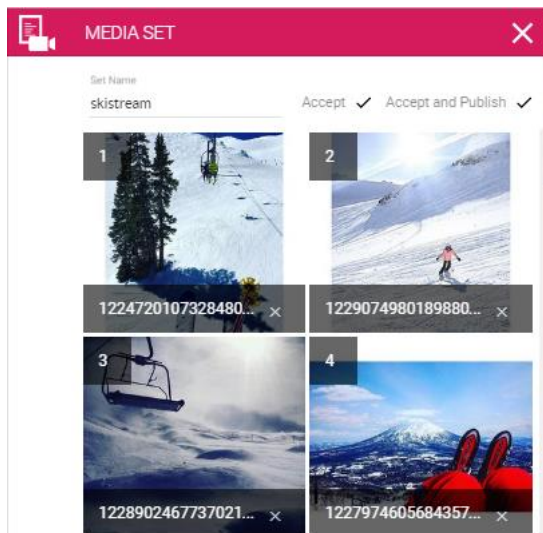
UGC content can be enriched in Amplience with a product SKU code and the extension would create links to PDPs of those products. More details on the System Integration Guide.

The Amplience UGC Moderation tool is embedded in the SAP Hybris Backoffice using an iframe:



Note that to use this function, you will have to log in using your Amplience credentials.

UGC streams are represented in Amplience as Media sets.





## 7.3.2. AmplienceUGCCarouselComponent

This component renders User Generated Content from Amplience using a Carousel viewer.

For example:

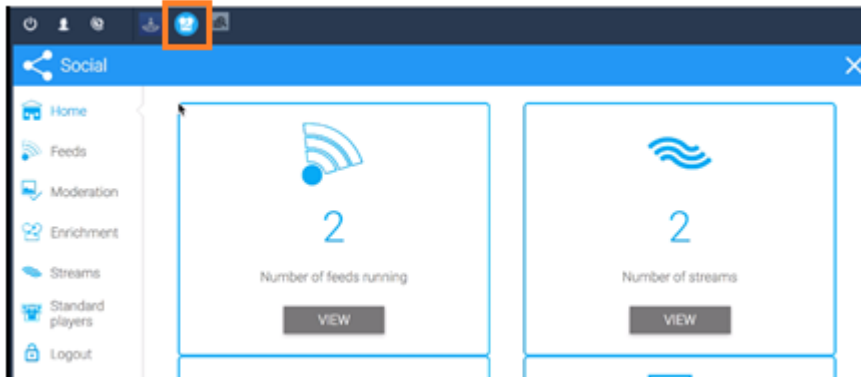
<https://apparel-uk.hybris.dev.adis.ws/yacceleratorstorefront/en/amp-ugc-carousel>

### Amplience UGC Carousel

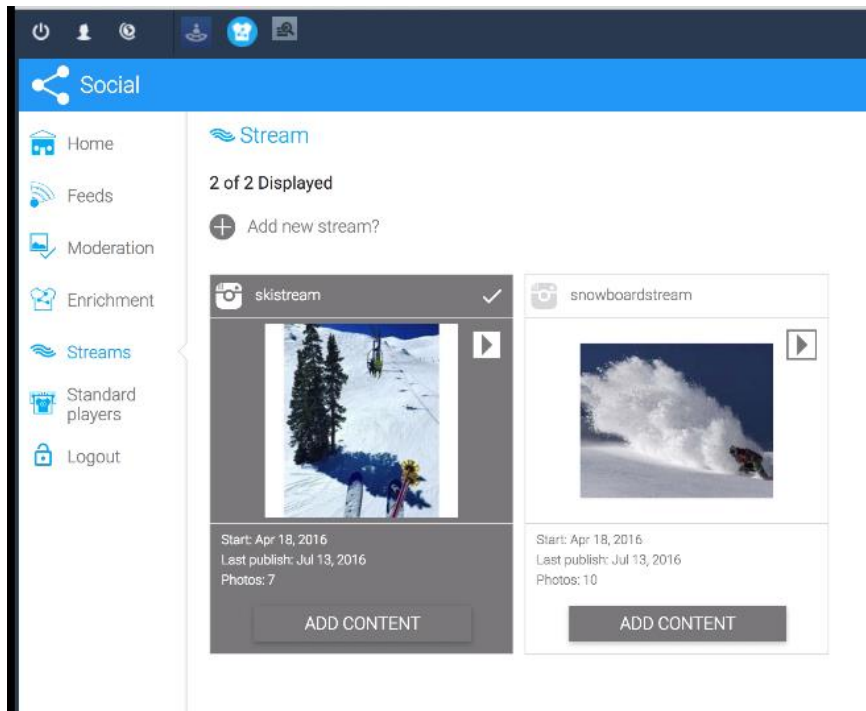
Example Amplience UGC Carousel.



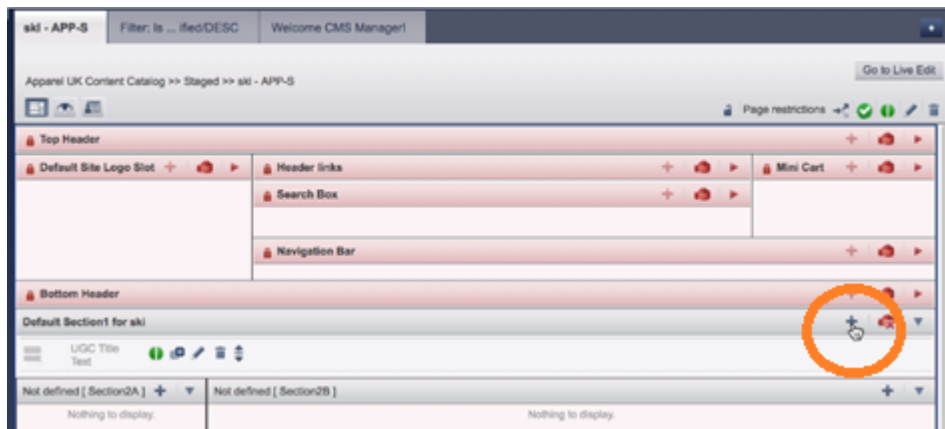
Open the Amplience UGC Moderation tool:



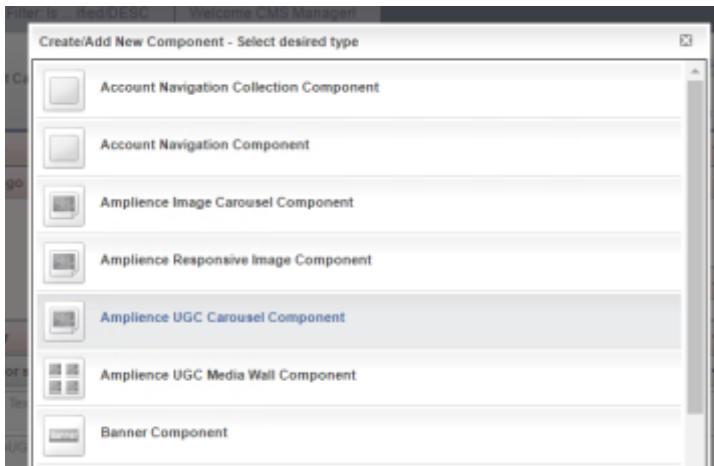
Find the relevant content, in this case a stream. Note down the stream ID



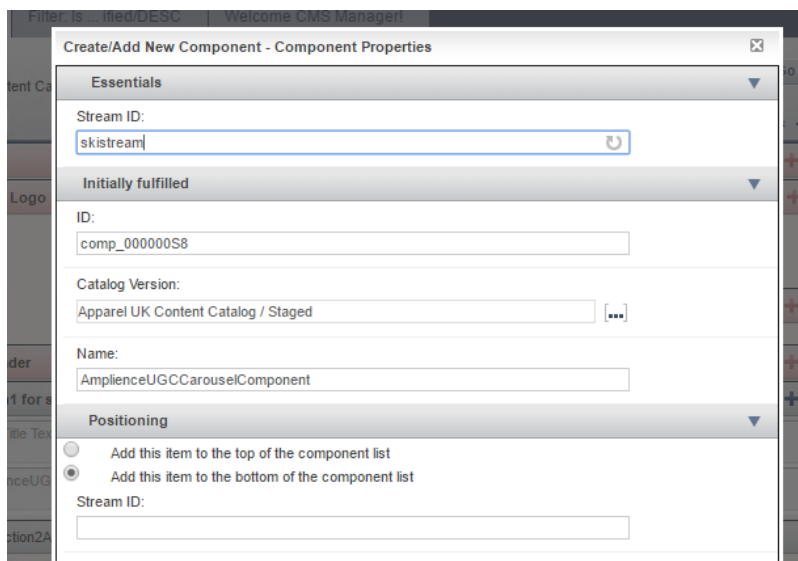
Add a new component to the page



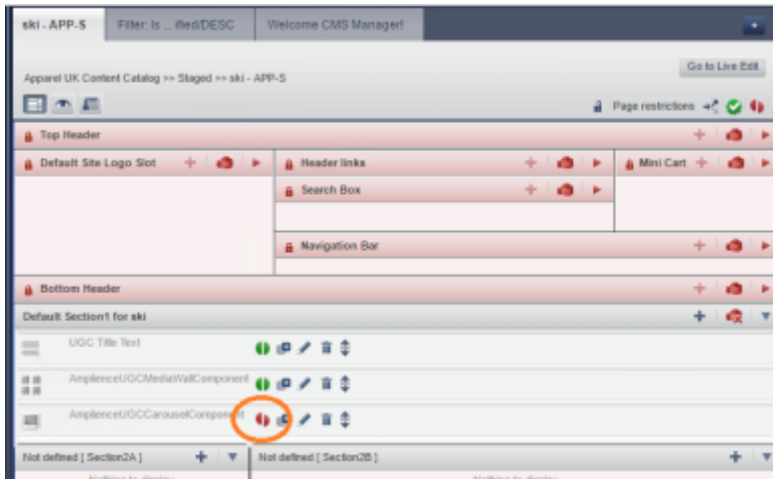
Select the “Amplience UGC Carousel Component”:



Enter the stream ID and select the catalogue:



Publish:



This will display as a carousel on the storefront page.

## Amplience UGC Carousel

Example Amplience UGC Carousel.



The component has the following attributes:

Attribute	Description
Stream ID	The Amplience UGC stream identifier.
Hashtag	Primary hashtag used on any user uploaded content.
Tags	Additional tags used on any user uploaded content.
Title	Title for the component.
Call To Action	Text to overlay over the UGC images on mouseover.
Auto Play	Whether or not the carousel will autoplay / loop.
Number Of Slides	Number of slides to display in the carousel.

Enable Modal	Whether or not the carousel will have a pop-up. It includes deep linking, so any image has a shareable direct link with the pop-up on.
Show Modal Text	Whether or not the model will display the comment made by the user.

### 7.3.3. AmplienceUGCMediaWallComponent

#### Ski Shop

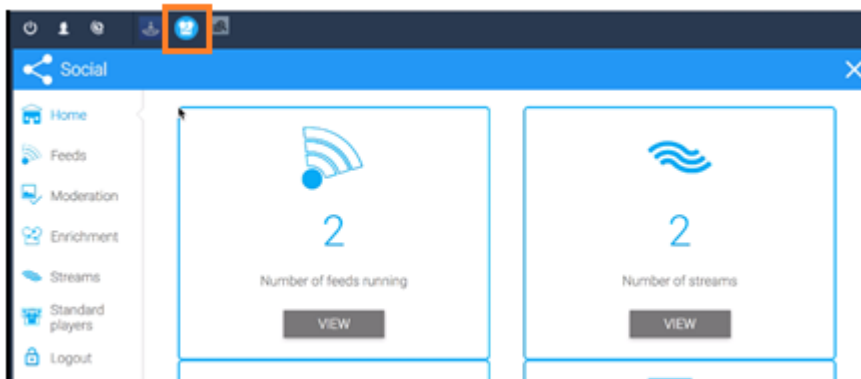
Are you planning on hitting the slopes this year? If so, you've come to the right place! Our online ski shop offers a huge range of quality ski wear and snowboarding gear, at heavily discounted prices – perfect for any snowy escape. Shop specialist skiing brands including Helly Hansen, Salomon, Spyder, Nevea and Campri and kit the whole family out for less. Grab yourself a bargain today!



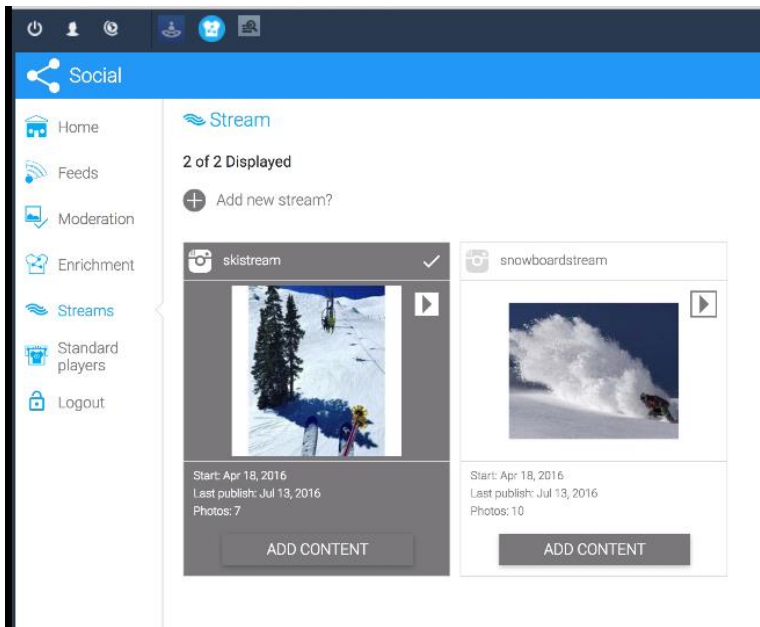
<https://apparel-uk.hybris.dev.adis.ws/yacceleratorstorefront/en/ski>

This component renders User Generated Content from Amplience using a Media Wall viewer.

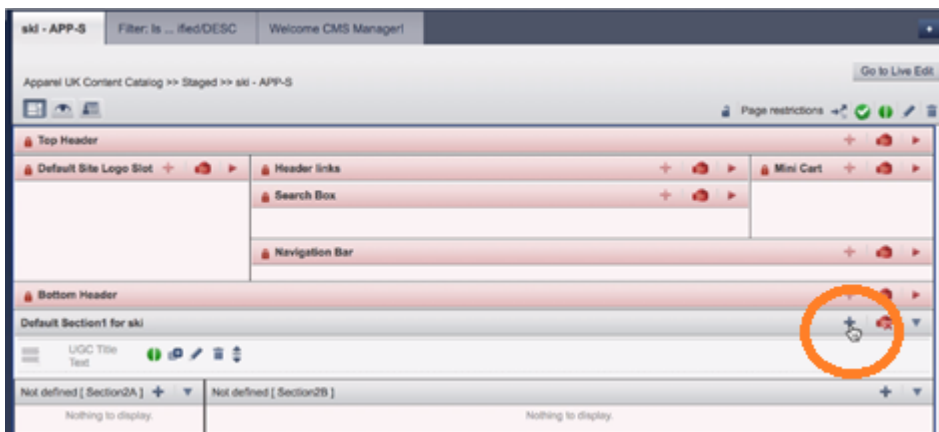
Open the Amplience UGC Moderation tool:



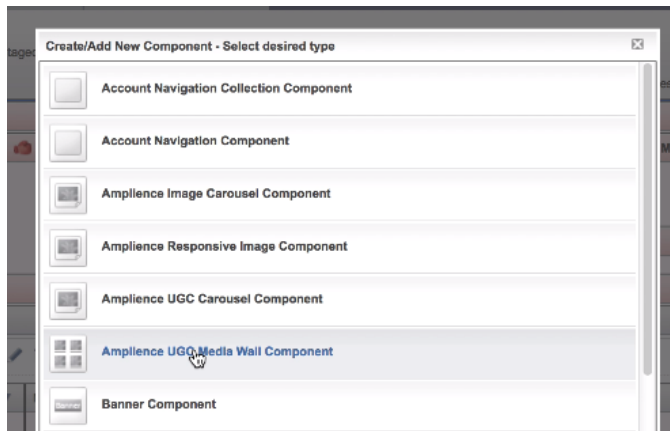
Find the relevant content, in this case a stream. Note down the stream ID



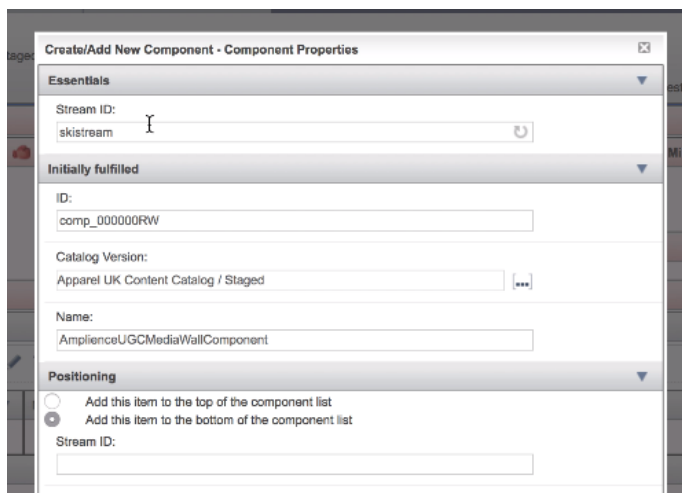
Add a new component to the page



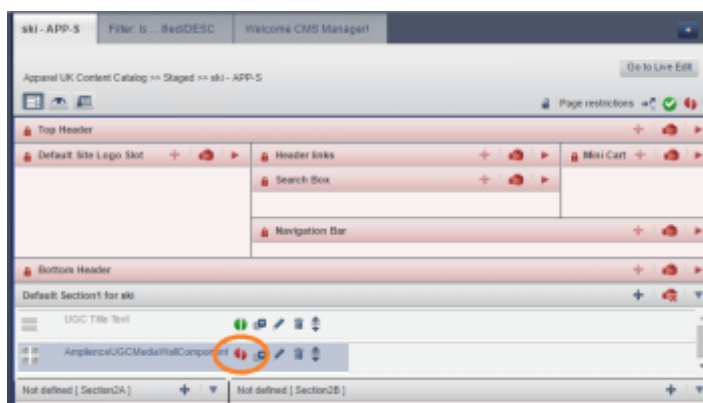
Select the “Amplience UGC Media Wall Component”:



Enter the stream name and select the catalogue:



Publish:



The media wall will appear on the storefront page:

## Ski Shop

Are you planning on hitting the slopes this year? If so, you've come to the right place! Our online ski shop offers a huge range of quality ski wear and snowboarding gear, at heavily discounted prices – perfect for any snowy escape. Shop specialist skiing brands including Helly Hansen, Salomon, Spyder, Nevea and Campri and let the whole family out for less. Grab yourself a bargain today!



The component has the following attributes:

Attribute	Description
Stream ID	The Amplience UGC stream identifier.
Hashtag	Primary hashtag used on any user uploaded content.
Tags	Additional tags used on any user uploaded content.
Wall Layout	Layout options, either Standard or Hero. Standard is a uniform grid system. Hero has a larger block integrated within the grid.
Title	Title for the component.
Call To Action	Text to overlay over the UGC images on mouseover.
Enable Modal	Whether or not the carousel will have a pop-up. It includes deep linking, so any image has a shareable direct link with the pop-up on.
Show Modal Text	Whether or not the model will display the comment made by the user.