Hybris: the rising star

Record sheet

HYBRIS	
Size	approx. 250 people (estimated)
Turnover 2011	about €40m (estimated)
Business model	products & services
Cost of the licenses	price starts at €40k. Price depends on selected modules and targeted architecture
Technology	Java
Framework	Hybris platform is both a framework and a ready-to-use solution with Hybris ACCELERATOR.
Database	Oracle, SQLServer, MySQL
Version (at the time of the study)	Hybris 4.6
License	not known
Date of first release	depends on products
Origin	Germany
Website budget range (low/medium/high)	€100-200k / €500k / > €500k

Hybris, an ambitious solution, with good reason

Hybris, dynamic player in the market for over **a decade,** has impressive results in terms of growth and performance.

With an unrivalled experience on best practices (through hundreds of projects) involving though catalog and product management systems, Hybris has gained ground among the leading European eCommerce solutions. This year, Hybris has received the award for the best technology at the last eCommerce trade in Paris and the Summit Thought Leader Award at the last Next Generation Retail Summit in Lisbon.

Founded in 1997, Hybris is a **German** solution (one more!), based in Munich. The company experienced a strong growth since it caught the eCommerce wave and all these years long, it is mainly since 2008 that the eCommerce solution is booming. Moreover, this is not a part of Hybris DNA, which is not an eCommerce solution, which turned to **multichannel**, but a multichannel solution that has turned to the eCommerce, with as a cornerstone a product called PCM (Product Content Management). The editor defends «the Agile Commerce,» a responsive trade!

Success rarely happens by chance. At Hybris, CVs of experienced people are kept up high and low. All leaders have a big experience in major software (Sales force, SAP, etc.), years of practice and a large network. All combined with expertise, references and a soft that can handle millions of SKUs without flinching. This is the assurance of an effective system for large accounts.

eCommerce Solution is still not very visible on the French territory but Hybris has proven its value in other countries. Indeed, the solution supports very large accounts and customer references are impressive. Some of the biggest brands in the world have opted for this solution and more and more large companies are attracted to migrate.

As examples, Adidas, Lufthansa, Douglas, Reebok, Rexel, Pirelli, Levi's, Toys"R"Us, Conrad, Nespresso, Ericsson and many others relied on Hybris.

Their latest big victory to date caused much comment in the eCommerce field: The Galleries Lafayette.This department store is somewhere emblematic of a Hybris client: large volumes, great number of products, pure multichannel, multi-country.

Why does Hybris attract so many famous brands around the world? Just because the business model of this solution is designed especially for them! Hybris has concentrated its activities on product management: the product content management.

Hybris assists you in your growth

Often, when products are becoming more numerous, the site becomes slower on back office as on front office. This consequence is well known from eMerchants.

Hybris offers several products contained in its MultiChannel Suite:
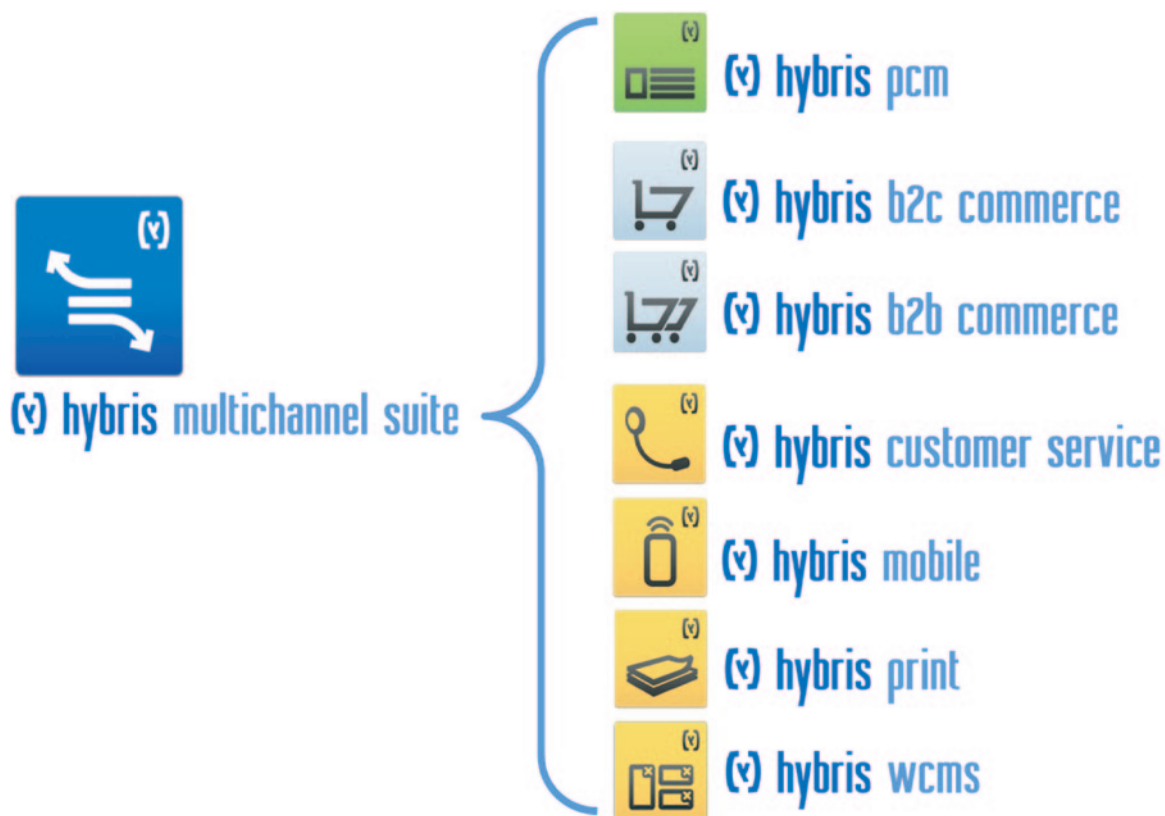
With Hybris, product management can be done through different channels and all related activities are associated with them: print, media, physical store, social networks, etc... True trademark of Hybris, this specialization is dedicated for the major brands that have millions of products to manage and that are constantly changing over time.

Hybris meets the strong demand of eMerchants with the ability to support their growth while flexibly managing their products standard.

Another great strength of Hybris is the ability to provide multichannel solutions for product sales. Whether on mobile, internet or physically, everything is integrated with the solution to simplify eMerchants multichannel strategy.

Hybris believes in a future where all sale channels will be dependent on each other and therefore chose from the beginning to specialize in this sector. Many speakers we have mixed with recently or leaders of major sites say it very well indeed: the E of eCommerce has to disappear, that frontier physical/online has no real meaning anymore.

Knowing how to estimate the ROI of this investment

Although the official statement of the solution affirms that Hybris is accessible even for SMEs, the solution is expensive and requires a significant investment. First, Java developers are usually more expensive at a rate per day than PHP developers. Then, the entry-level cost of 40 thousand euros does not give access to much. For budget below 150 thousand euros, there is little credibility to embark on a Hybris development. But it would be unfair to compare only the eCommerce part since, in this case, Hybris PCM will also provide you a much more advanced management of your products standard. Selecting Hybris means also choosing a PCM and an eCommerce system, which is much more attractive financially.

Selecting Hybris for its eCommerce project is a decision that requires **careful consideration** because this is a long-time and high-budget project. A java developer is more expensive than a PHP developer and the time spent on code is longer. Not being an open source solution, it will not be possible to find add-ons modules to improve the site. Everything must be thought of and designed internally.

In the end, the whole strategy of the eCommerce site will be built based on Hybris (with multichannel and product management) and going back to the choice of the solution will be very complicated. Thus, choosing Hybris means to plan an eCommerce strategy on a very long term but it is worth the effort since having good control over the solution will allow to realize significant ROI.

Strengths and weaknesses of Hybris

Pros

+ Natively Multichannel oriented.
+ Product Content Management (PCM).
+ Hybris scalability.
+ Very complete and segmented solution.

Cons

– Expensive solution.
– Closed platform, no external contributions.
– Not open source and no community approach.
– Requires a full project management, on a global scale.

Summary table of Hybris performance
(The more stars, the best)

Cost	★★
Mobile	★★★★
Number of developers in the market	★★
Web service / API	★★★★
Easy-to-use back office	★★★
Technical maturity	★★★★
Community	★
Functional coverage	★★★★
Speed of the solution (website)	★★★
Speed of the solution (back office)	★★★★
Easy-to-get started for developers	★★★

Chart analysis of Hybris
(The bigger the area, the best)

Performance & scalability

Native functional coverage

Availability of skilled resources

Sustainability of the solution

Costs (licenses, development etc.)

Complexity of development

Solutions