

SAP Hybris Commerce

ABOUT ME

- 6+ years in software engineering
- 5+ years hands-on experience in hybris
- Lead Software Engineer at EPAM Systems
- SAP Hybris community driver in Lviv office

AGENDA

- Overview
- Omni-channel commerce solution
- Architecture overview
- Extension concept
- Multi-layer architecture
- Frontend/presentation layer
- Business and persistence layer
- Database & application server environment
- Architecture: features
- Technology stack
- SAP hybris + microservices = YaaS
- Hybris software engineer

OVERVIEW

History

- hybris is a German company that sells enterprise multichannel e-commerce and product content management (PCM) software. It is a subsidiary of SAP SE.
- hybris was founded in Zug, Switzerland in 1997 by Carsten Thoma, Moritz Zimmermann and Klaas Hermanns. It subsequently moved its headquarters to Munich, Germany.
- In 2011 private equity firm HGGC acquired a majority stake in hybris and merged Canadian software company iCongo into hybris.
- SAP SE acquired hybris on August 1, 2013.

OVERVIEW

SAP Hybris ≠ SAP Hybris Commerce

SAP Hybris Confusion?

Published on September 20, 2016



Sanjeev K Singh | [Follow](#)

Managing Partner at ASAR America, Inc. Author SAP Hybris B...



347



69



77

SAP traditionally has been very succinct in product offerings and its messaging. When we talk about ERP we know what exactly it means, what are the processes and modules (Sales and Distribution, Material Management, Finance and Controlling, Production Planning, Plant Maintenance, etc.) are included in ERP. If we talk about CRM, we know it includes sales, service and marketing. Similarly when we talk about SCM, SRM, we know what these products include. However, same is not true for SAP Hybris products. SAP is using Hybris as an umbrella term to address huge market segment called Customer Engagement Management or Custom Experience Management. Hybris is a brand like SAP not a solution in itself. It's not a single product like ERP or CRM with suite of capabilities tightly integrated with each other as one unit. Hybris is merely a family of products not necessarily built as modules of single entity like ERP or CRM.

SAP Hybris Product Family

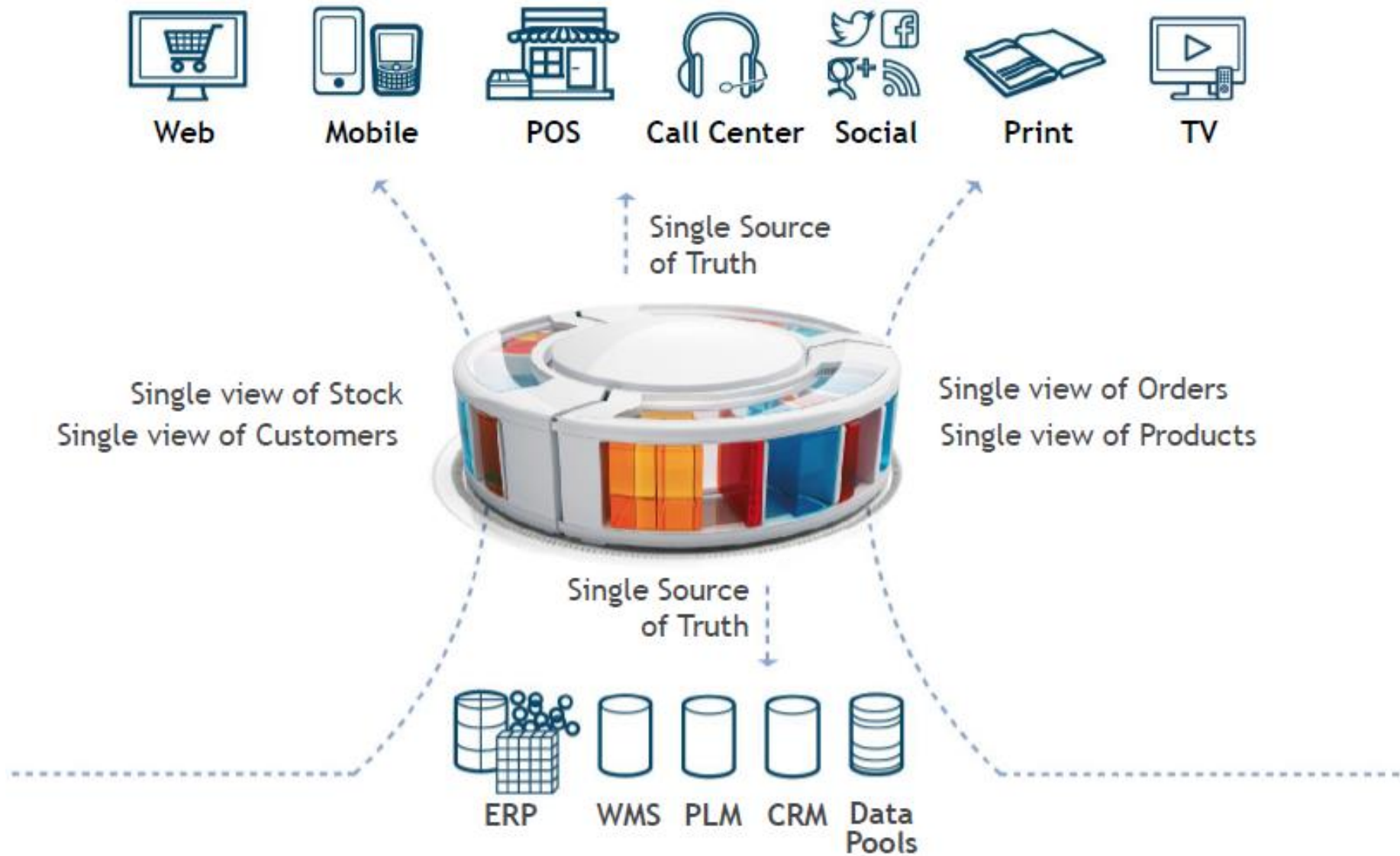
<u>Product for Commerce</u>	<u>Product for Billing</u>	<u>Product for Sales</u>	<u>Product for Service</u>	<u>Product for Marketing</u>
<i><u>Hybris Commerce</u></i>	<i><u>Hybris Billing</u></i>	<i><u>Hybris Cloud for Customer or C4C</u></i>	<i><u>Hybris Cloud for Customer or C4C</u></i>	<i><u>Hybris Marketing</u></i>

OMNI-CHANNEL COMMERCE SOLUTION

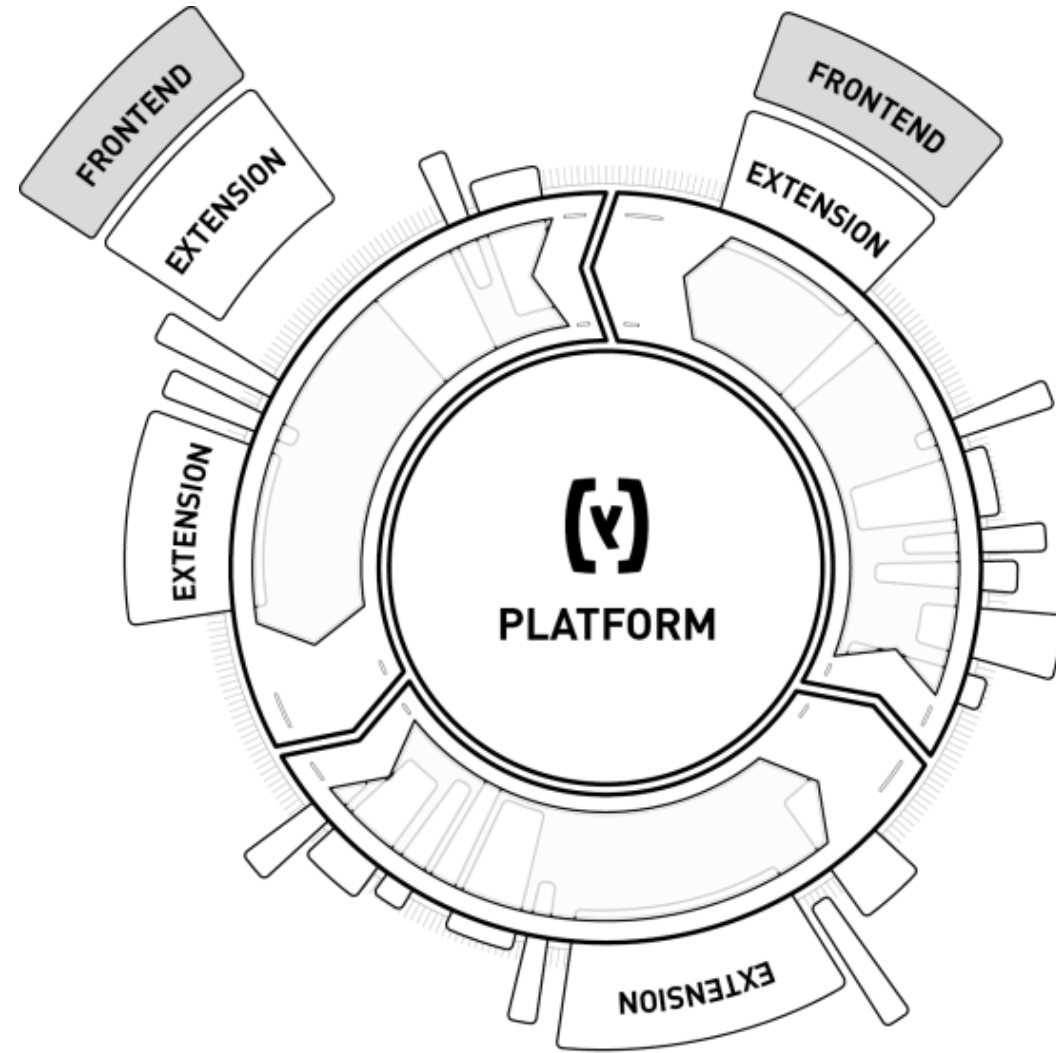
- Product Content Management
- Customer support and service
- B2C
- B2B
- Telco
- Finance
- Travel
- Public
- etc



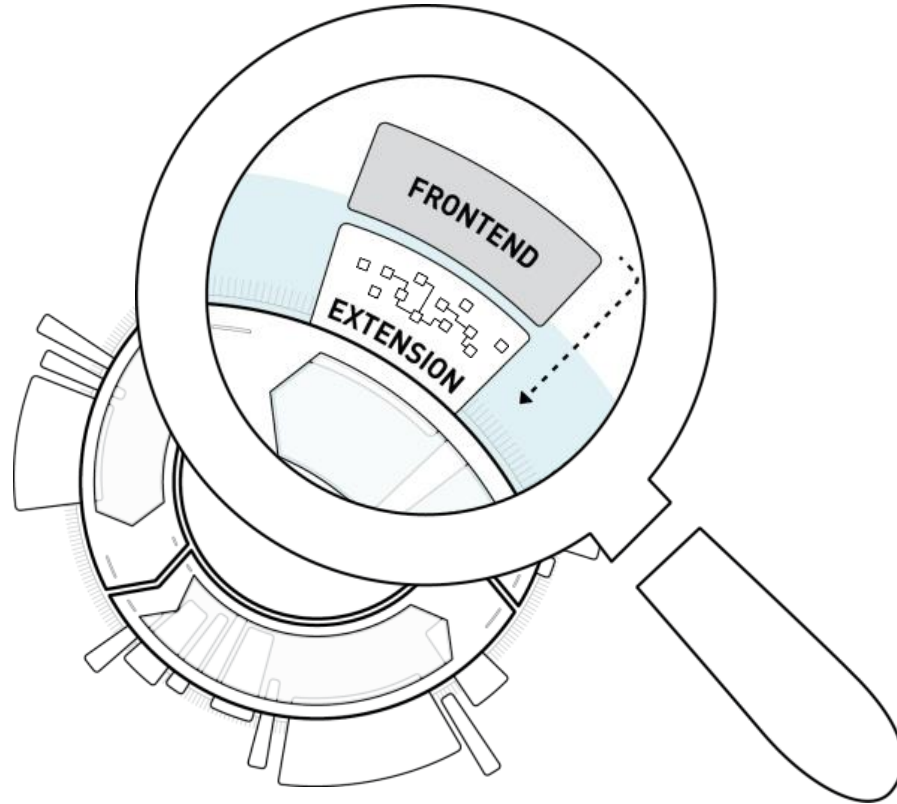
OMNI-CHANNEL COMMERCE SOLUTION



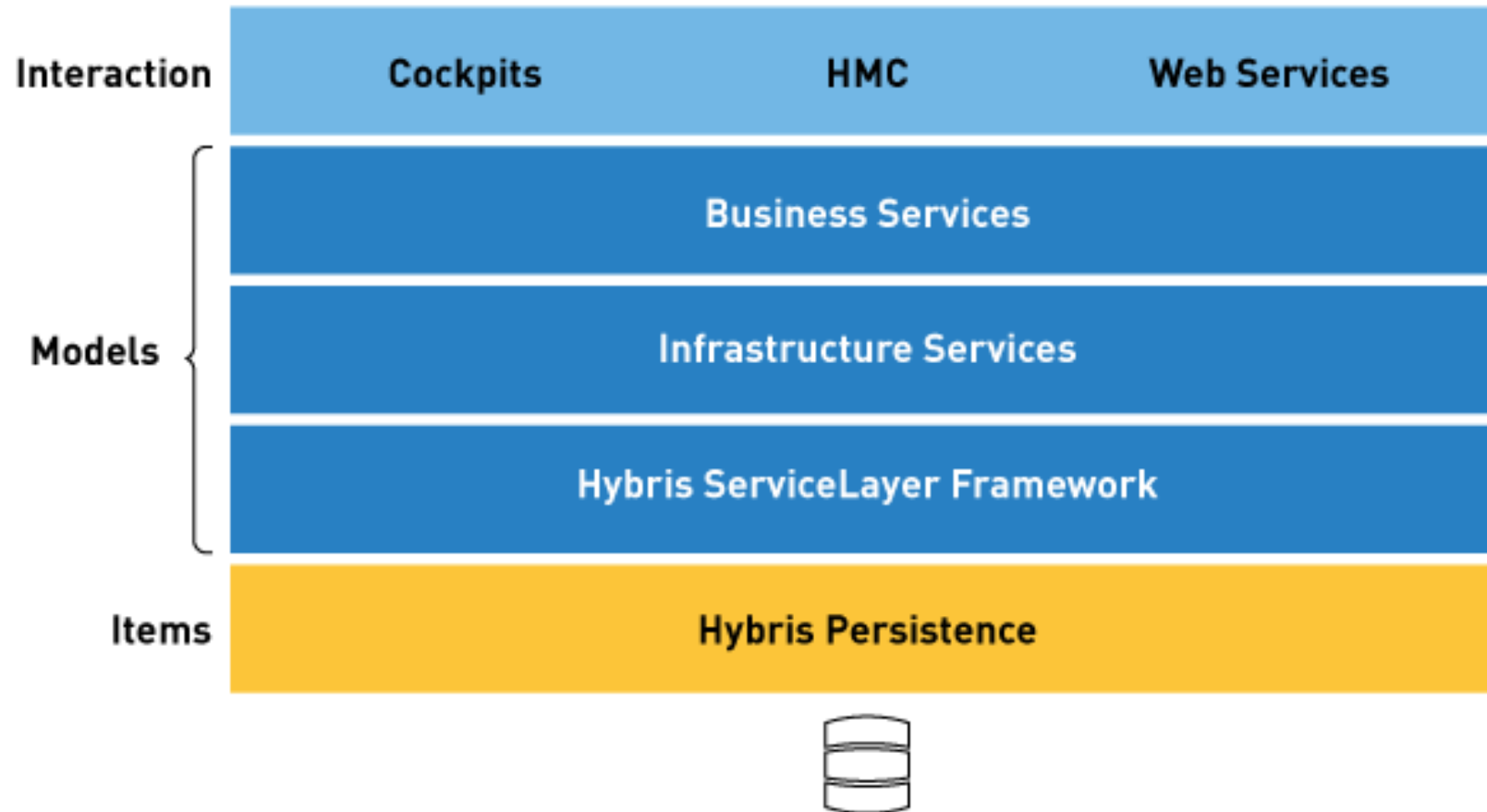
ARCHITECTURE OVERVIEW



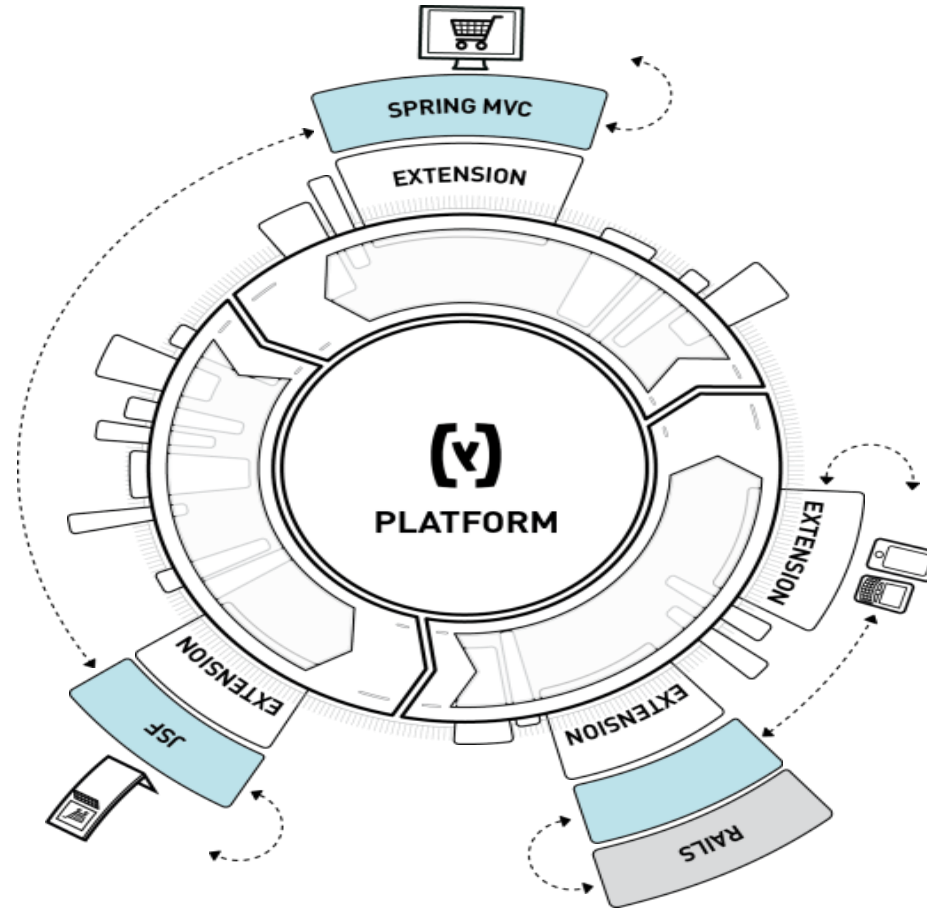
EXTENSION CONCEPT



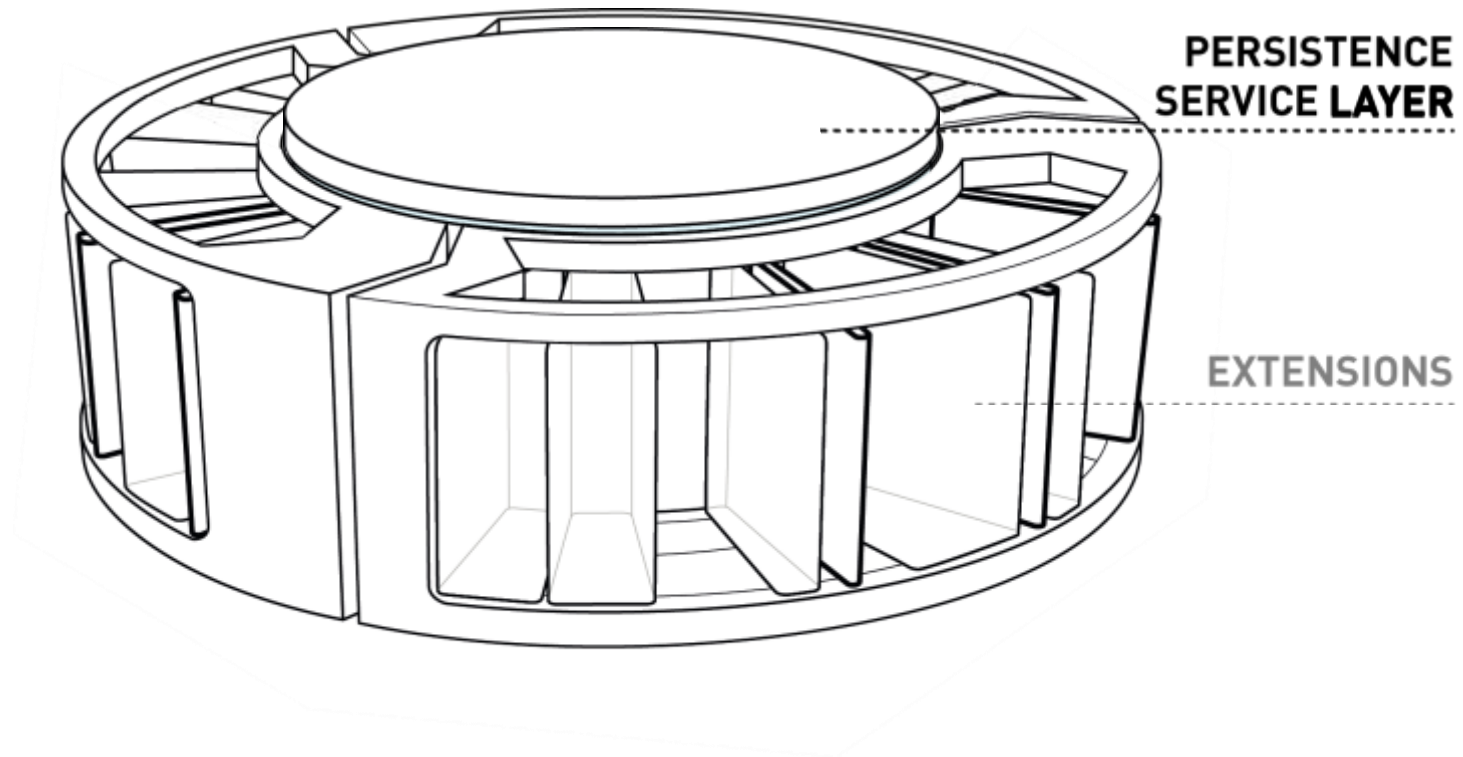
MULTI-LAYER ARCHITECTURE



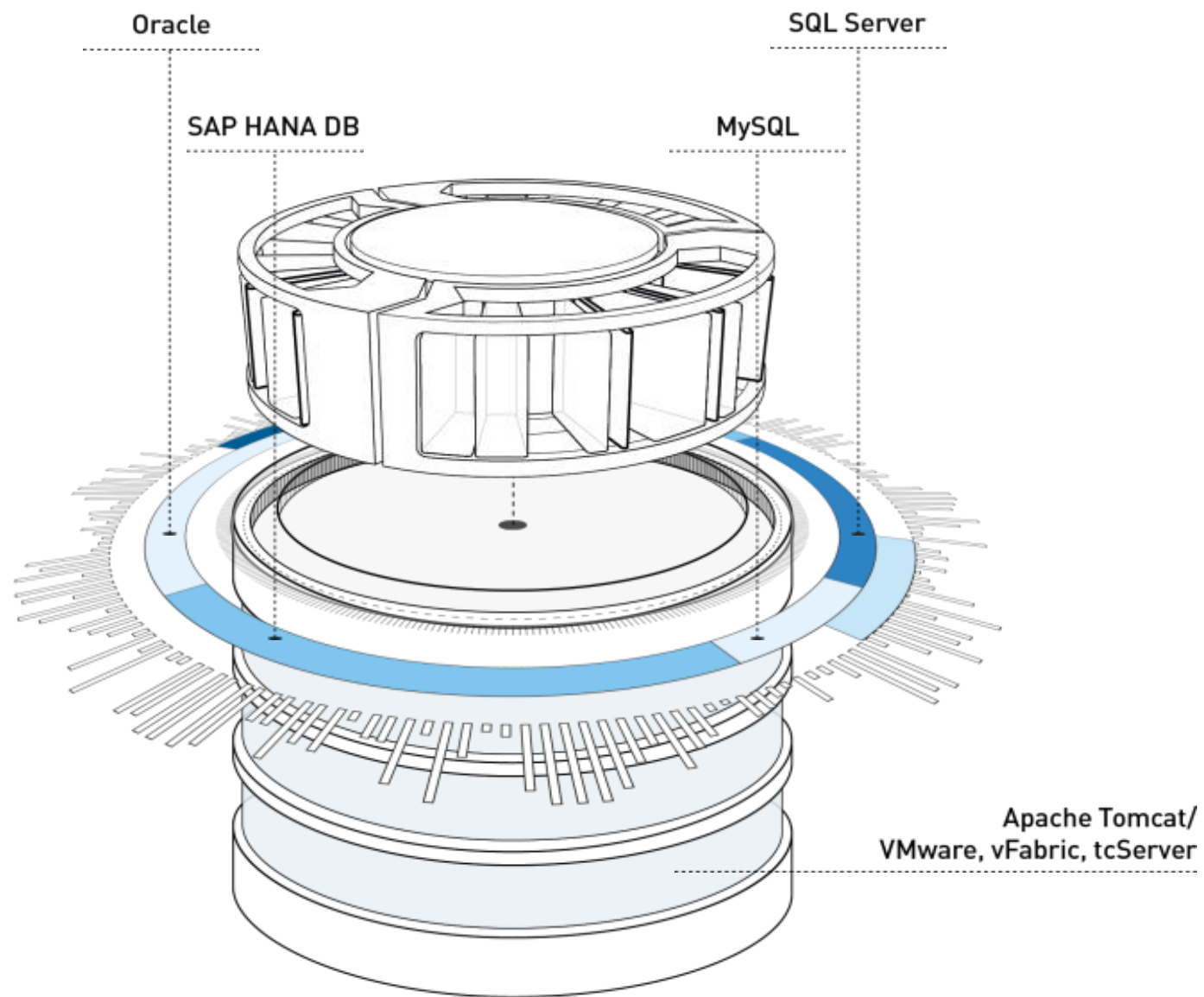
FRONTEND/PRESANTATION LAYER



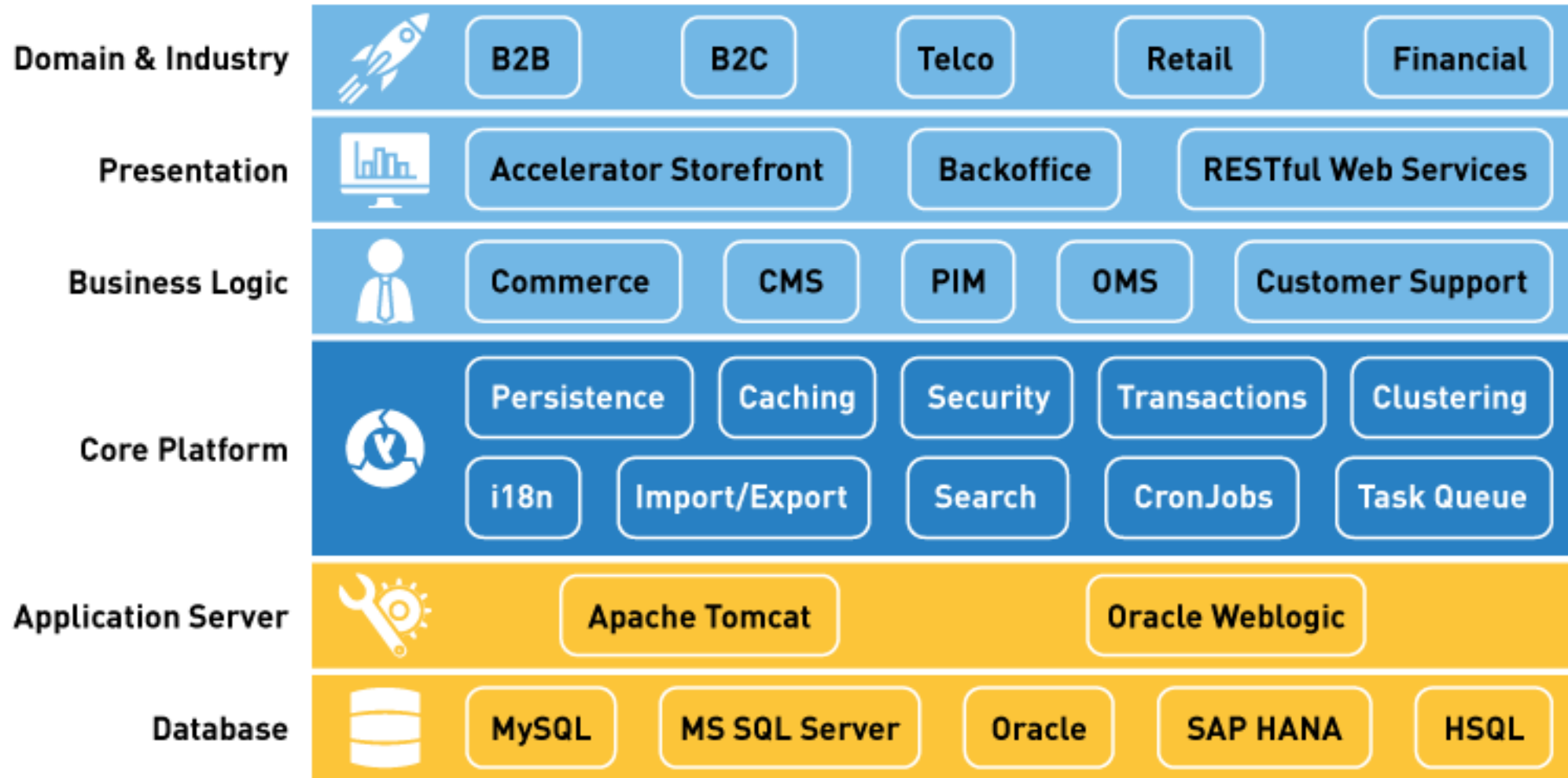
BUSINESS AND PERSISTENCE LAYER



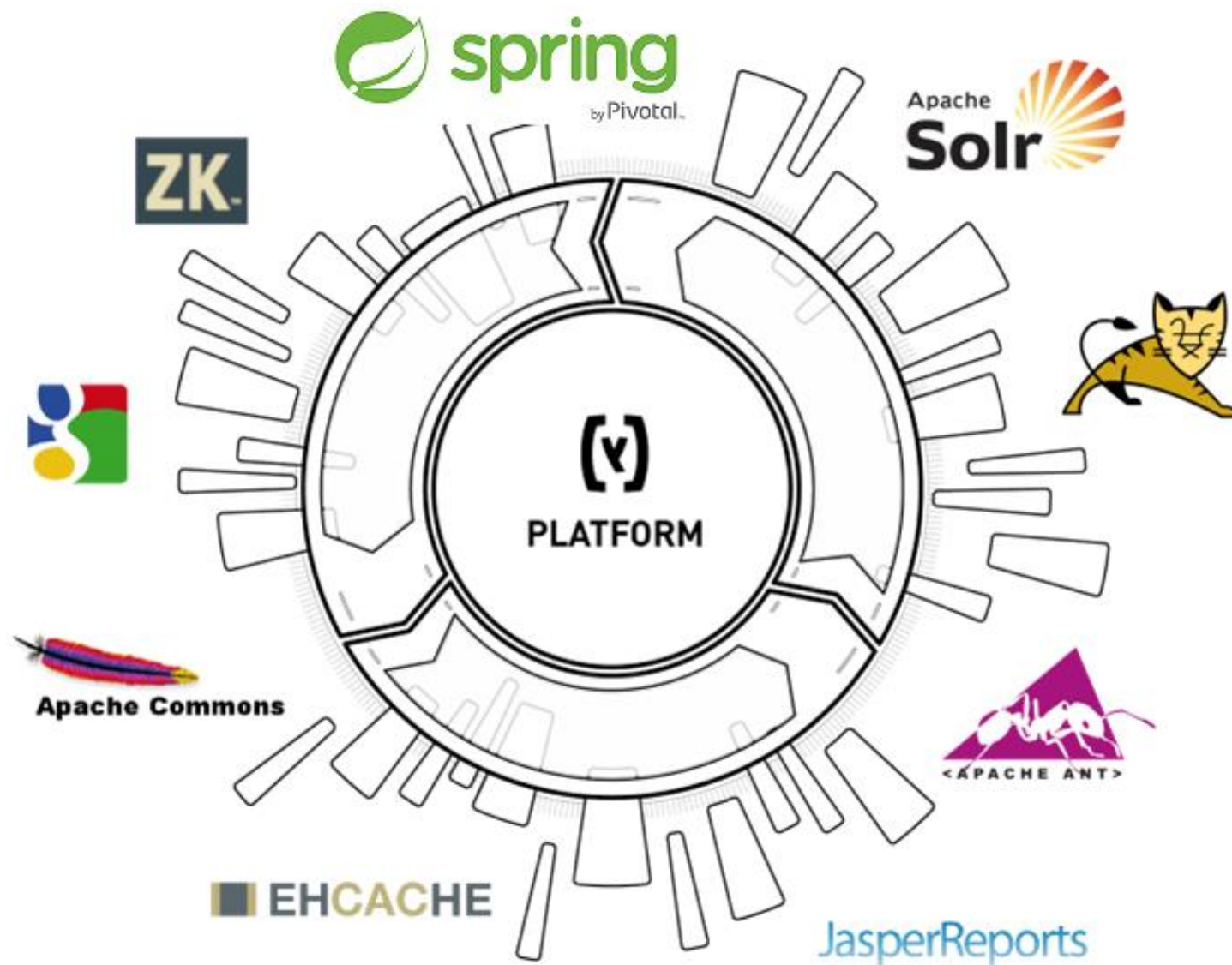
DATABASE & APPLICATION SERVER ENVIRONMENT



ARCHITECTURE: FEATURES



TECHNOLOGY STACK



SAP HYBRIS + MICROSERVICES = YAAS

The screenshot shows the SAP YAAS website homepage. The top navigation bar is dark blue with the YAAS logo on the left and 'SAP Hybris' on the right. Between them are links for Home, YaaS Market, Community, Dev Portal, Knowledge Hub, Builder, and My Account. A secondary blue bar below contains links for The Ecosystem, Why YaaS, Products, Partners, and Resources, with a 'Register for free' link on the right. The main content area has a dark blue background with a white dashed grid. On the left, the YAAS logo is followed by the text 'Transforming Business the Microservice Way'. Below this is a yellow button that says 'REGISTER FOR FREE'. On the right, there is a 3D illustration of several blue cubes. One cube features a shopping cart icon with a green 'BUY' tag. Another cube shows a stack of boxes with an arrow. A third cube has a crown icon. A fourth cube displays a paper airplane. A fifth cube shows a stack of documents. Two pencils, one green and one blue, are positioned in front of the cubes.

YAAS

Transforming Business
the Microservice Way

REGISTER FOR FREE

SAP Hybris

Home YaaS Market Community Dev Portal Knowledge Hub Builder My Account

The Ecosystem Why YaaS Products Partners Resources Register for free

Hybris Software Engineer

- Java SE;
- Java EE;
- Spring Framework: Core, Security, MVC, Integration etc;
- HTML, CSS, JavaScript, jQuery, Bootstrap etc



Q&A