# hybris Mobile

Today's mobile handsets are so much more than simple communications devices; they are lifestyle assistants that enable people to connect, interact, and transact. Mobile not only gives consumers power, but retailers too and increasingly they are creating mobile-specific sites where consumers can browse and buy. hybris Mobile is an out-of-the-box mobile solution that supports all m-commerce processes from rich product presentation over search and navigation to mobile payment and fulfillment. It is fully integrated into the hybris Commerce solution so retailers can easily integrate mobile as part of a holistic multi-channel strategy.
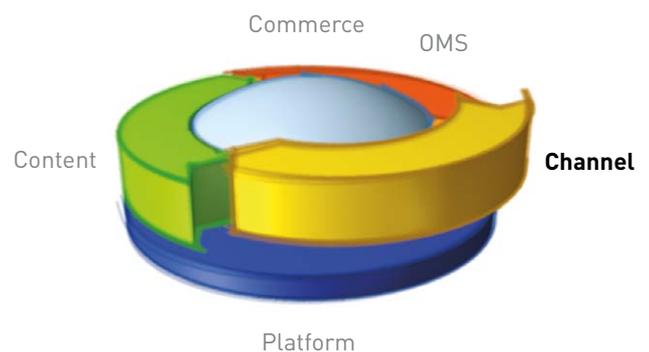
Key Business Challenges

→ **Integrating Mobile into an existing e-commerce environment**
Retailers want to make mobile an extension of their e-commerce strategy and deploy a solution that works across multiple devices and for different mobile platforms. hybris Mobile provides a holistic, customer-centric strategy enabling you to integrate Mobile into your existing e-commerce environment and link it across all different channels.

→ **Ensure a consistent brand appearance across all channels**
In a fragmenting world with many touchpoints, you need to provide consumers with a universal brand experience across all channels. hybris Mobile is integrated with hybris product content management (PCM) for synchronized and efficient content delivery across all channels.

→ **Reach a broad customer base**
With the increasing adoption of smart phones, consumers are increasingly using their mobile phones to buy products whenever they want and wherever they are; organizations can't afford to miss out on this opportunity. hybris Mobile is handset-agnostic, enabling mobile stores to be deployed on any device.

→ **Deliver a great mobile shopping experience**
Mobile must be treated as a completely new channel with special characteristics (e.g. smaller display); websites can't simply be copied to mobile devices but must be specifically optimized. With hybris Mobile retailers can develop mobile optimized websites that fully exploit the mobile platform by enabling the use of text-message-marketing, advanced search and navigation, barcode integration, and more.

→ **Integrate customer service and order management with mobile**
Consumers expect a consistent experience across all purchasing channels, including mobile. With hybris Mobile, consumers can contact a call center from their mobile phones and customer service representatives will immediately identify them and have a complete view of their relationship across all channels.

hybris enables organizations to fully integrate mobile into their commerce strategy. With hybris, mobile becomes more than a "portable Web site" platform; it becomes a vehicle for driving traffic to Web sites and retail stores, researching products and pricing in-store, and even optimizing business processes across customers, partners and suppliers.

Key Benefits

→ Fully integrates mobile into the greater e-commerce infrastructure to enable sophisticated strategies for using mobile to drive sales and optimize processes.

→ Works on all mobile devices, even older phones.

→ Supports all m-commerce processes, from search to purchase.

→ Has out-of-the-box functionality for the development of mobile-optimized websites including templates for all mobile devices.

→ iOS and Android Mobile App SDK for creating customized unique applications.

→ Offers barcode integration as a cross-channel link e.g. for marketing campaigns.

→ Enables the use of SMS to deliver alerts, product information, promotions, etc. to customers.

→ Ensures that content and branding is consistent with other channels.

→ HTML5 support

hybris Mobile: where mobile commerce reaches its full potential

hybris Mobile delivers the capabilities required to make the mobile platform a strategic weapon for driving commerce.

Commerce Management

→ Let customers buy products from wherever they are and whenever they want by adding a mobile store to the commerce arsenal.

→ Develop a mobile store cost-effectively with out-of-the-box mobile website optimization.

→ Use hybris' pre-configured sample apps to create unique, fully integrated applications that leverage all available mobile phone features (i.e. GPS, camera, QR-code scanning, NFC, etc.) and support all commerce processes (i.e. customer account management, product search and details, checkout process, cart management, etc.).

→ Ensure brand and product content consistency by integrating mobile into a centralized product content management system, hybris PCM.

→ Enable efficient fulfillment by displaying stock levels, offering click-and-collect options, and providing SMS notification of order status and delivery times.

→ Reduce administrative work by managing product content and promotions/marketing campaigns from a single WCMS Cockpit.

→ Ensure customer issues or questions are resolved quickly by integrating mobile with customer service (i.e. mobile shopping carts are automatically shown to a customer service agent when a customer calls from his mobile phone).

Marketing

→ Engage customers personally through one-to-one mobile communication.

→ Drive cross-channel commerce with barcode functionality.

→ Shorten the time between seeing an advertisement and completing a purchase by adding barcodes to ads that direct customers to a landing page where they can buy the products directly.

→ Execute sophisticated push and pull SMS and MMS campaigns to reach all the customers that might not know barcodes or hate to browse on the web.

→ Provide customers with value-added product information and content (e.g. store locator with directions to the nearest store, etc.).

→ Keep the dialog with customers alive and keep them informed about new products, promotions or local deals through automated regular app updates.

Barcode Integration

Mobile barcodes are a powerful way to transfer customers between channels and drive sales. For example, retailers can add barcodes to catalogs or advertisements. When a picture of a barcode is snapped with a mobile phone it will, for example, bring up a special landing page for that product or group of products. This can provide customers with instant product and pricing information and create opportunities for cross selling or upselling. These same capabilities would also provide the ability to link coupons or vouchers to barcodes that encourage impulse buying in the store.
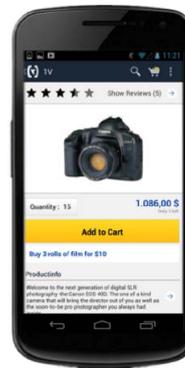
Build Unique Mobile Apps with the hybris Mobile App SDK for iOS and Android.

hybris Mobile includes a ready-to-use Mobile App SDK (Software Development Kit) for both iOS and Android to get you started quickly and cost efficiently when looking to develop a unique, fully-integrated app.
The Mobile App SDK consists of an API library that is fully connected to the hybris Platform via the Omni Commerce Connect interface and includes core commerce functionality, like catalog search & browse, cart, checkout, order, customer account and store locator.
The SDK comes with native, pre-configured iOS and Android sample apps that can either be used as-is, or further customized to your needs, significantly lowering time- and cost-to-market.
The SDK also contains native QR code scanners for both iOS and Android and NFC writing and reading capabilities for the Android version.