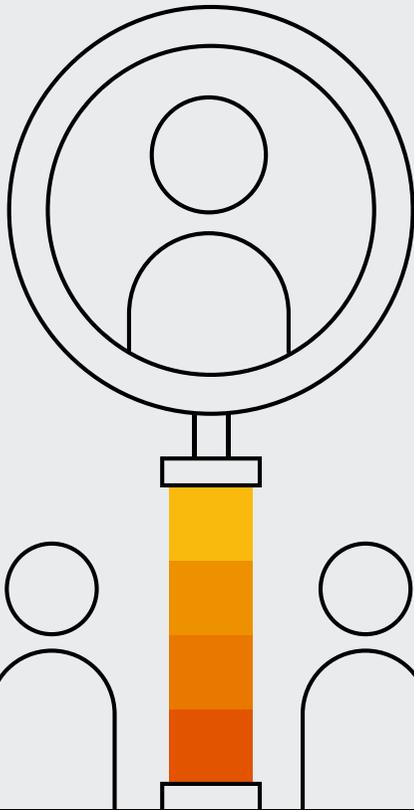


SAP Hybris 

The SAP Hybris Summit

Pocket Guide for Retailers

With so much to see, people to meet and 100+ sessions to attend we've created this pocket-size guide to help plan your time. In addition to keynotes and showcases, here are "must see" suggestions for retailers.



01

GET ACTIONABLE IDEAS

TO CREATING A RETAIL ENVIRONMENT

CUSTOMERS WANT

Tuesday, Oct 17
16:00
CC8 Theater 4

Get “Phygital” with SAP Hybris Commerce:

Explore the harmonious marriage of online and brick-and-mortar stores as executed by Tata CLiQ, an India-based consumer goods retailer. Meet Sauvik Banerjee, CTO of Tata CLiQ, and hear how the company implemented SAP Hybris Commerce solutions to achieve a truly “phygital” marketplace.

Wednesday, Oct 18
13:30
CC8 Theater 2

**Explore the Role of Physical Stores
in the Digital Economy:**

Are we seeing the end of the physical retailer? It seems like every day another store closes its doors, and sales per square foot are declining. But then, Amazon decides to up and buy the Whole Foods grocery chain. No, the physical retailer isn't gone – it's evolving. Join this session for perspectives from industry observers and practitioners to help you craft an effective retail strategy.

Wednesday, Oct 18
15:30
CC8 Theater 4

Deliver the Customer Experience of Your Dreams with SAP Hybris Commerce Cloud:

See how UK-based bedding company Dreams Ltd. has combined its online and in-store propositions. Using SAP Hybris Commerce Cloud solutions, the retailer can provide its customers with a seamless shopping experience, transitioning effortlessly between the Dreams Web site and physical locations. Discuss how in-store sales staff can retrieve and amend customers' online wish lists and easily complete transactions for a truly omnichannel experience.

Tuesday, Oct 17
12:00
CC8 Green

Stay in the Retail Game:

When Customers Want It All: Tap into insights from a recent PwC research study commissioned by SAP, looking at the current state of retailing from the perspectives of both retailers and customers. You'll get a snapshot of the retail world today, and what it takes to stay competitive in this demanding landscape.

Tuesday, Oct 17
15:30
CC8 Green

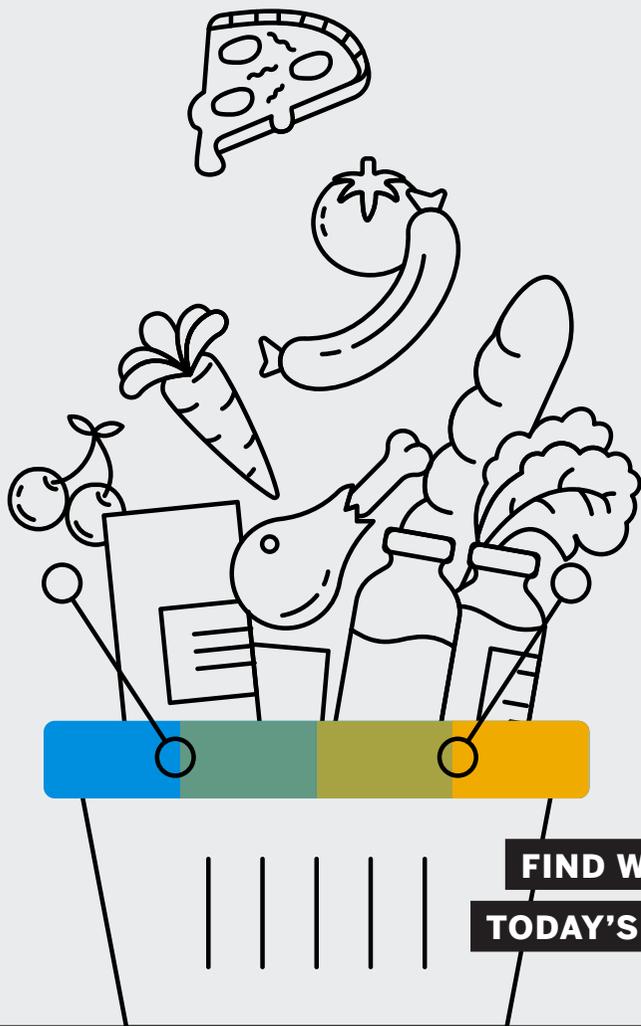
See What Pop-Up Fashion Stores Mean for Retail:

Explore what it means to be a 'pop up store' in the digital age. We'll discuss the ability for stores to pop up anywhere – mobile stores, hotels, your home – and offer add-on services like at home try-on and rush delivery, and what this means for fashion retailers.

Tuesday, Oct 17
14:30
CC8 Purple

Building Click-and-Mortar Experiences with the SAP Hybris Commerce Solution:

Explore real-life challenges and solutions to delivering a seamless retail experience – from online to in-store. The omnichannel retail experience is not just about "pick up in store" or "click and collect." It's about creating a unique, consistent experience that delights customers at every step. Learn how you can build a shopping experience that will set you apart online and on the floor.



**FIND WAYS TO ENGAGE
TODAY'S FOOD SHOPPER**

Tuesday, Oct 17
11:00
CC8 Blue

Deliver Amazing Food Shopping Experiences:

Make food shopping an amazing experience. From intuitive ordering to great service, in-store or online, food retailers can deliver a quick, easy and intuitive experience for shoppers that keeps them engaged and coming back for more.

Wednesday, Oct 18
13:30
CC8 Orange

Grupo DIA: advancing digital transformation:

Distribuidora Internacional de Alimentación, S.A. (DIA) is a Spanish international hard-discount supermarket chain with 7,799 stores in the countries in which it operates: Spain, Portugal, Brazil, Argentina and China. Join Diego Sebastian de Erice to hear how DIA is advancing their digital transformation with SAP Hybris Commerce solutions.

Wednesday, Oct 18
13:30
CC8 Blue

Merge the Grocery Digital and Physical Shopping Experience:

Win against natively digital retailers by making online and offline work together seamlessly. Digital is changing everything - down to how shoppers research, buy, and consume goods and services. Leverage your store base as a competitive advantage and keep up with evolving market needs.

Wednesday, Oct 18
16:00
CC8 Orange

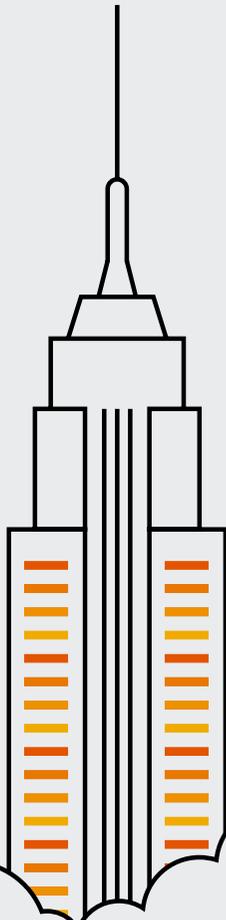
Increase Customer Loyalty Through an Omni-Channel Approach:

See how SPAR Hypermarket is furthering customer loyalty by launching an omnichannel strategy focused on transforming customers' online and mobile shopping experience. Through services like in-store pickup and home delivery options, SPAR remains top-of-mind and makes it significantly more convenient for the busy lifestyle of SPAR shoppers. Transform Experience. Transform Business.

Tuesday, Oct 17
13:00
CC8 Theater 4

Choose Delivery: How TGI Fridays Transformed their Ordering Experience:

Follow the digital transformation of TGI Fridays and see how they were able to deliver an efficient, elegant and complex online ordering experience with SAP Hybris Commerce. With restaurants towing the line between food and beverage and commerce, and customers demanding simple, customizable experiences, Fridays was able to successfully launch a digital site that met all their needs. See what's in store for them down the road, and what you can learn from their experience.



03

**GET INSIGHTS INTO
DRIVING BUSINESS GROWTH**

Wednesday, Oct 18
12:00
CC8 Blue

**See the Retail Transformation Success at
New Era Cap:**

See how New Era Cap is transforming to define a new retail operating model, opening up new channels, improving business processes and connecting to employees and fans in new, innovative ways. With SAP Hybris, they are able to personalize the shopping experience for their customers for the first time ever, and revolutionize their B2B processes to operate in a “one click” world.

Tuesday, Oct 17
14:00
CC8 Theater 3

**Drive Commerce Revenue Through
Contextual Service:**

Discover how the latest innovations in customer service can improve the online customer experience and drive commerce revenue. Turn your customer service organization into a profit center by bringing your customers from catalog to cart to checkout with the newest technologies in service. Learn how contextual service can positively influence your commerce landscape, increase engagement and online sales, and reduce abandoned shopping carts.

Wednesday, Oct 18
16:00
CC8 Theater 1

**Take a Close Look at Amazon and Alibaba
– Friends or Foes?**

Are we seeing the end of the physical retailer? It seems like every day another store closes its doors, and sales per square foot are declining. But then, Amazon decides to up and buy the Whole Foods grocery chain. No, the physical retailer isn't gone – it's evolving. Join this session for perspectives from industry observers and practitioners to help you craft an effective retail strategy.

Wednesday, Oct 18
11:30
CC8 Purple

**Drive Business Results Through Increased Visibility:
A Customer Story:**

Hear how Travis Perkins, a UK-based builders' merchant, leverages Dynatrace and SAP Hybris solutions to improve the performance and capacity of its e-commerce platform. Representatives will discuss how they were able to find and resolve major bottlenecks quickly, achieve high business confidence in IT, and increase the company's Web site capacity with their solution.

Wednesday, Oct 18
16:00
CC8 Orange

**Discover How Ampliance and SAP Hybris Solutions
Fuel Personalized E-Commerce Experiences:**

Product customization and personalization are the key to fending off Amazon, improving margins, and reducing returns. Learn how SAP Hybris solution customers are using the Ampliance Product Customization solution to create rich product configurators.

Tuesday, Oct 17
14:30
CC8 Theater 4

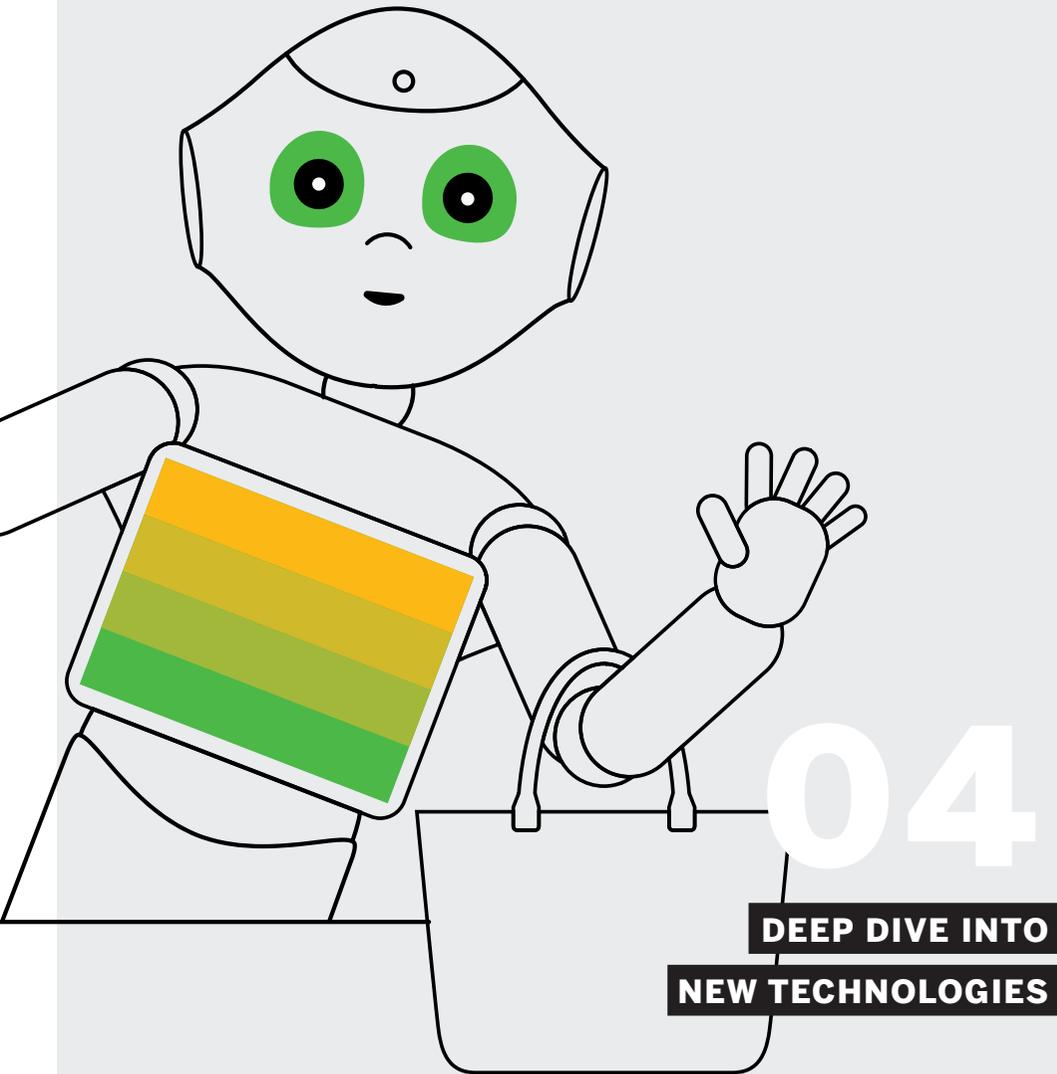
**Office Depot: Equipping the Business to
Drive Growth:**

Seeing the growth projection of the online channel and realizing that its existing legacy ecommerce platform was not going to cut it, Office Depot Europe decided to invest in a modern commerce platform from SAP Hybris. With SAP Hybris Commerce Cloud, Office Depot Europe will achieve three objectives that help them drive profitable growth: 1. Ecommerce excellence, 2. business agility, and 3. low-cost producer. Join this session to learn how you can drive growth by partnering with SAP Hybris.

Tuesday, Oct 17
16:30
CC8 Green

Capture the B2C and B2B Marketplace Opportunity:

Take a closer look at the marketplace model that is driving customer expectations and buying trends. Larger assortment, more competitive prices, and faster delivery – and now it's not just retailers. B2B e-commerce businesses are tapping into this rich opportunity as well. Learn more about how to leverage the marketplace model, and check out organizations already harnessing it to transform their businesses.



Tuesday, Oct 17
17:30
CC8 Theater 3

Emerging Technologies in Retail:

Hear from industry experts about what innovations are driving change in retail. Get insights into how you can capitalize on these new technologies.

Tuesday, Oct 17
14:00
CC8 Green

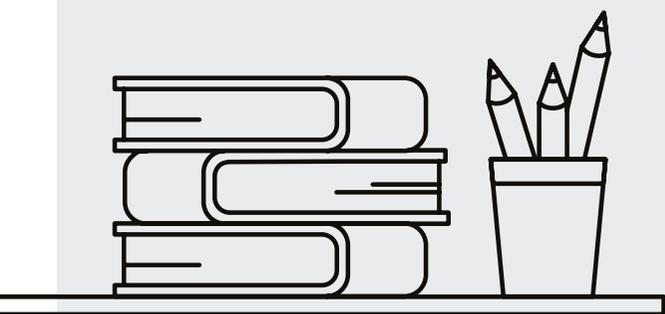
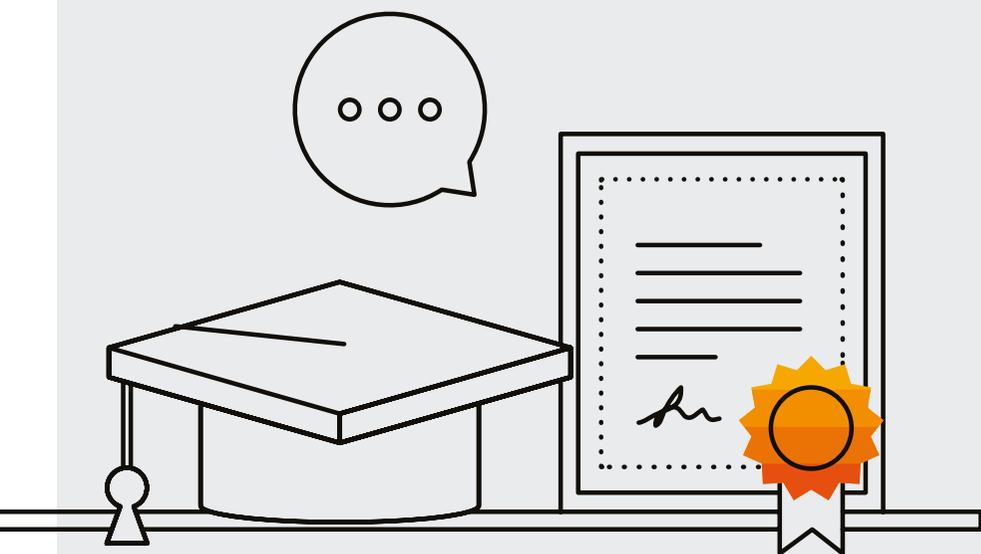
Design a Voice Experience, Not Just Voice Commands:

Let's talk. Have a conversation with your customers via contextually meaningful voice experiences. While voice commerce thus far has been limited to simple commands, see how you can push beyond that to deliver a "personal shopper" experience where a consumer can intuitively engage with your brand. Or, enable a social "shopping trip" experience with friends, utilizing voice and social commerce features. Join this session to explore the possibilities.

Tuesday, Oct 17
17:30
CC8 Purple

The Uber Rush Delivery Case:

Learn how Maui Jim used SAP Hybris microservices to launch same-day, in-store fulfillment with Uber Rush. Gain insights from the lessons the company learned that you can apply to your own project, and discover how you can use microservices to funnel innovation.



05

LEARN NEW

COMMERCE SKILLS

Tuesday, Oct 17
16:00
CC8 White

Handle Black Friday Traffic Every Day:

Prepare your site to handle even the highest traffic peaks. Are you set up to handle the high volumes that come with events like Black Friday and Buen Fin – or with every day in China? Don't miss this discussion about performance tuning. Hear how you can fine-tune your platform and turn high traffic into an opportunity, not a performance threat.

Wednesday, Oct 18
14:30
CC8 Purple

Create Virtual Pop-Up Stores with SAP Hybris Solutions:

Pop up commerce between clicks and bricks. In this showcase presentation, we will explain and demonstrate live how easily retailers can generate impulse buying decisions anywhere. We will tell the story of personalization, show a path to purchase using the SAP Hybris Mobile Consumer Assistant solution by GK and SAP Omnichannel Point-of-Sale application by GK, and reveal how virtual stores can pop up anywhere.

Wednesday, Oct 18
11:00
CC8 White

Reach Your Omnichannel Potential:

One Complete Solution, Online to In-Store Discover how to expand SAP Hybris solutions from online and mobile to in-store. This retail-altering solution reverses the conversation about omnichannel and brings together expertise from the world's foremost payments experts and market-leading technology innovators. With real examples from Elverys and Dreams, see how this flexible solution can work alongside your existing POS as a mobile point of sale – or in place of.



06

DISCOVER

WHAT'S AHEAD

Wednesday, Oct 18
11:30
CC8 Theater 2

Explore an Integrated Road Map for SAP for Retail Solutions and SAP Hybris Solutions:

See what's in store for SAP for Retail solutions and SAP Hybris solutions as our product experts walk you through our integrated road map. Learn how together these solutions can transform the retail experience.

Wednesday, Oct 18
15:00
CC8 Purple

Build Your Marketing and IT Business Road Map:

Learn more about SAP's new business transformation and implementation framework for marketing. Explore how the approach is designed to direct customers on how to transition from traditional marketers to modern day marketers.

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