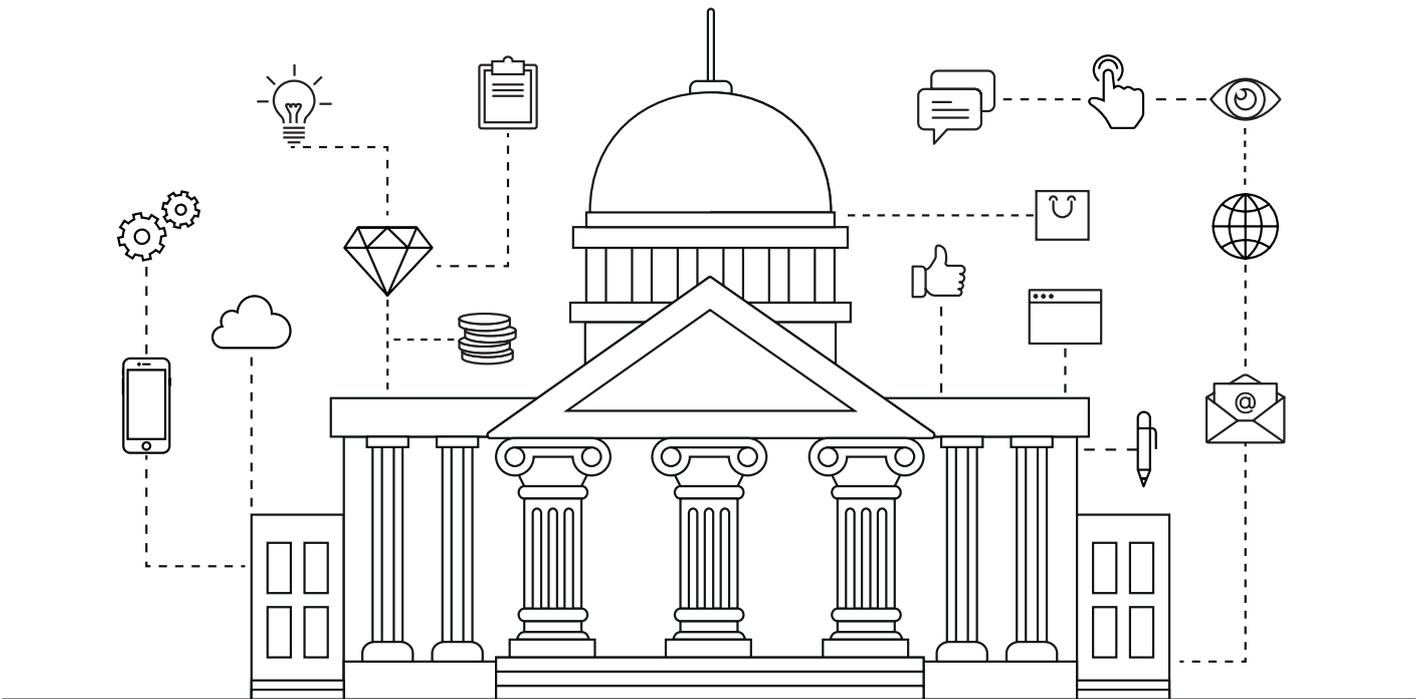


SAP Hybris Solution Brief for Public Sector



In today's mobile first and connected world, citizens expect to access digital citizen services whenever and wherever they want. Encountering a consistent experience, regardless of the channel or device they use.

Mobile devices, social media and other technology innovations are raising citizen expectations. As consumers, they've become used to convenient one-stop shopping and expect rapid information access and speed of service from government agencies.

Preferring to engage, interact, and transact via self-service websites and mobile apps, they are also looking for continuous engagement opportunities that open the way to greater involvement in decision-making processes that impact them and their communities.

Pressure is increasing

Public sector organizations are coming under pressure to offer the same digitally enabled consumer-grade experience users typically encounter when they bank and shop. Unlocking an improved and harmonized digital service delivery paradigm that

boosts citizen satisfaction scores while generating savings to the public purse.

That means going beyond current e-government online initiatives to initiate truly omni-channel 'joined-up' and transparent interactions where personalized services become the new normal. Using data-driven insights to present citizens with personalized content and predictive 'next best action' recommendations in real-time.

The drivers to transform

Digital disruption is forcing government agencies to offer consumer-grade digital services, maximizing the number of services offered online. Service delivery processes need to be modernized to support this digital transformation and enable agency integration through standardization.

The citizen needs to be put at the centre of each service, delivering contextual and relevant content, and recommendations in real-time. They expect a seamless experience, regardless of device or interaction touch-point.

Today's citizens expect public sector organizations to know who they are and have all their previous interaction history – web, mobile, email, call center or social – available whenever they interact. Citizens desire consistent experience and comprehensive information, whereas government needs to have a single source of truth about their citizens.

SAP Hybris Commerce

SAP Hybris Commerce is rated a Leader in digital commerce software by independent analysts Forrester and Gartner and has achieved this position through 15 years focused investment, development & innovation in retail marketing, commerce and customer experience. SAP Hybris has a successful, and ongoing, strategy to develop industry specific variants of its market leading commerce platform – such as digital citizen engagement.

Its feature scope covers Web Content Management, Omni-channel touchpoints, Product Content Management, Rules Engine, Advanced Personalization, Order Management and powerful Search and Merchandising tools.

SAP Hybris Citizen Engagement Accelerator. Delivering digital citizen experience. Fast.

SAP Hybris has created a solution which extends the existing digital platform offering to provide a reference implementation for the public services industry. The SAP Hybris Citizen Engagement Accelerator provides a suite of business services that can be exposed through any channel to deliver the complete end-to-end citizen experience.

The SAP Hybris Citizen Engagement Accelerator enables leaders in across all levels of government to leverage market leading digital engagement capabilities for their Omni channel strategies and dramatically shorten time to launch, while lowering the total cost of ownership and increasing citizen satisfaction with transparent and intuitive processes, all while allowing you to iterate while pushing more and more services to digital channels.

CITIZEN INNOVATION COLLABORATION

SAP HYBRIS AS A SERVICE (YAAS)



WEB



MOBILE



CALLCENTER



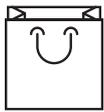
SELF SERVICE



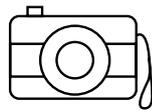
EMAIL



SOCIAL



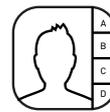
MARKETPLACE



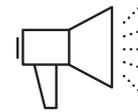
DIGITAL GOODS



INTERNET OF THINGS



CONTACT CENTER



MARKETING CHANNELS



AGENCY

OPEN APIS

COMMUNITY ENGAGEMENT MANAGEMENT

SAP HYBRIS CITIZEN EXPERIENCE

COMMUNICATIONS

(Social listening, Contextual Targeting, Real-Time Segmentation and Individualisation)

CITIZEN SELF-SERVICE

(Forms, Content, Personalisation, Payments, Services, Applications, Filings, Entitlements, Search, and Billing)

SAP HYBRIS BILLING

CITIZEN OUTCOME MANAGEMENT

(360 Degree Customer View, 311/115 Call Center, Case Management, Agent Support)

DATA MANAGEMENT (CITIZEN, PRODUCTS, SERVICES)

HANA PLATFORM, INFRASTRUCTURE, INTEGRATION, MCF

TAX & REVENUE

SOCIAL SERVICES

GRANTS

STUDENT LIFECYCLE MGMT

PERMITS & LICENSES

SEAMLESS CITIZEN journey across all channels

SINGLE VIEW of the citizen

INTEGRATED across sales, service marketing & commerce

Specific to PUBLIC SECTOR

Benefits of the SAP Hybris Citizen Engagement Accelerator

- Increase citizen engagement and satisfaction through low-friction, omni-channel interactions with a highly flexible, consumer-grade interaction layer suitable for all levels of government.
- Improve service delivery through seamless API-driven data exchange with backend systems while increasing security and ROI using a platform approach to citizen engagement.
- Backend agnostic so citizen-facing projects can be launched while still transforming and migrating the backend landscape over time, gaining citizen facing benefits earlier in the program.
- Fast implementation of citizen engagement projects through the use of prebuilt capabilities and reference architecture specific to the needs of public service agencies, departments, cities and local councils, therefore enabling

the rapid addition of new channels and engagement technologies as they become available.

- Driving citizens to use of digital channels for all types of service requests (applications, licenses, permits, etc.) lowers customer service costs, reduces potential for fraud, and increases the ability to offer predictive and personalized service offerings.
- Create bundled services for complex service scenarios, variable service pricing and simplify citizen experience. Service bundling is a quick and simple way to decrease ambiguity in services with options and allows for separate pricing of optional services which makes it an easier process for the citizen.
- Deliver a consistent and fully responsive citizen experience across all channels and a seamless transition between devices.
- Deliver service outcomes digitally to citizens with 'My Documents' integration to reduce cost to serve and allow cross service information re-use.

SAP Hybris Cloud for Service

SAP Hybris Cloud for Service – is the next generation solution for public sector organisations to engage with their citizens to build better relationships through outstanding service.

SERVICE:

The omni-channel contact center has come to be the standard for customer service, presenting a choice of options in a single, flexible, and adaptable platform. Citizens expect service staff to understand who they are and to have access to all prior interactions from all channels and touchpoints at the time they interact. Cloud for Service offers full data visibility and transparency, where everything is available and usable.

The solution provides

- Account and case Management
- Contact and activity management
- Work allocation management
- Email and calendar integration
- Real-time analytics, collaboration features
- Real-time integration with citizen's 'My Account' showing them the latest status
- Integrated with SAP Business Suite, SAP Hybris Commerce
- Multiple languages supported for global deployment
- Supporting device agnostic mobile approach including offline for most commonly used operating systems (Android, iOS and Windows)

SAP Hybris Marketing

Getting a clear understanding of your citizen cohorts is important when you want to provide personalized and predictive services. Moving away from reactive to proactive engagement with citizens increases your ability to surface the right service offerings to people who might otherwise have missed it.

Knowing your citizens as individuals, and as families, is crucial in knowing what services, events, and content to surface to them at just the right time. Use of internal and external data sources means you can gain a truer picture than ever before of the citizens you are serving and their needs. Search history and past interactions can be leveraged, as well as unstructured data sources such as social media, web chat, and email. Combining this data into a 360 degree view of a citizen – in one database – allows you to communicate in a way that is uniquely relevant to each individual and gain valuable insights at the same time.

SAP Hybris Marketing helps you communicate with accuracy

- Increase citizen satisfaction by presenting them with services and benefits that may be most applicable to them
- Empower staff to create their own segmentation and cohort targets
- Predict citizen behaviours – leverage advance analytics to discover hidden behaviours that can be used for better service delivery

SAP Hybris Marketing comes tightly integrated with SAP Hybris Commerce and SAP Hybris Cloud for Service. SAP Hybris Marketing enables organisations to gain deep insight into citizen intent, and deliver contextually engaging experience and into a productive environment in a short time frame.

The out of the box integration allows government organizations to leverage key capabilities in these areas:

- Enrich the citizen profile with visitor data from the SAP Hybris Commerce digital engagement platform
- Services, events and content recommendations based on historical patterns, preferences and future propensities. Also allowing for surfacing of potentially fraudulent behaviours to mitigate risks.
- Trigger communication campaigns for events or services when a citizen drops from a process.

People Matter

Widespread citizen dissatisfaction with public sector service delivery is driving government organizations to respond quickly to changing expectations. Consumers around the world have reset their expectations, based on their experiences with the private sector, where it is increasingly common for digital to be at the center of the customer engagement strategy.

Today's public services have an opportunity to address the digital needs of citizens, and to create a more effective community of government, NGOs and citizens by engaging citizens with mobile technologies.

Digital strategies can incrementally unlock the way to a more productive and informed public sector workforce. And make greater citizen engagement and participation in local consultations and policy decisions that impact where they live, or how their children are educated.

Given budgetary pressures, a need to demonstrate openness and accountability, and the pursuit of value for money in government service delivery, it is incumbent on public services organizations to address the expectations of this new generation of tech-savvy citizens.

About SAP Hybris

SAP Hybris enables businesses to transform how they engage with customers, innovate how they do business, and simplify their technology landscape. With a comprehensive approach to customer engagement and commerce, our solutions unlock opportunities to optimize your customers' experience and transform your business. We help you drive relevant, contextual experiences across all of your customer touch-points in real-time, so that you can create strong differentiation and build competitive advantage in the Digital Economy.

SAP Hybris has helped some of the world's leading organizations transform themselves in response to changing market conditions and customer expectations – delivering exceptional experiences, adding new channels, evolving their business models, and entering new markets. How can we help you?

Explore SAP Hybris solutions today. For more information, visit www.hybris.com.

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