SAP Hybris

The SAP Hybris Summit Pocket Guide
for Consumer Product Companies

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 consumer product companies.

SAP Run Simple

01

GET INSIGHTS INTO DRIVING BUSINESS GROWTH

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.

Tuesday, Oct 17
14:30
CC8 Green

Walk the Walk: How FitFlop Brought Its Fashion Footwear Online:

Join footwear company FitFlop's discussion on how it launched a future-proof experience using the SAP Hybris Commerce solution. With an innovative and flexible user interface, prebuilt integrations and automated tooling, FitFlop can spend less time on administrative tasks and more time focusing on engaging with its customers and growing its business.

Wednesday, Oct 18
16:00
CC8 Theater 1

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

It seems that there is no stopping Amazon, in North America, and Alibaba, in China. The strategic questions are how and if retailers and manufacturers should work with them. This session will focus on the pros and cons of partnering with these behemoths and approaches to consider to be successful.

Wednesday, Oct 18
16:00
CC8 White

Discover How Amplience 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 Amplience Product Customization solution to create rich product configurators.

02

**SEE WHAT'S GOING ON
IN THE STORE**

Wednesday, Oct 18
11:00
CC8 White

Reach Your Omnichannel Potential: One Complete Solution, Online to In-Store:

Join Worldpay's Yasmin Sharp and Envoy Digital's Branwell Moffat to 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.

Wednesday, Oct 18
13:00
CC8 Theater 3

Win the In-Store Experience with SAP Hybris Sales Cloud:

Transform your in-store retail experience with the SAP Hybris Sales Cloud portfolio. Consistent retail execution is the first step in creating the „perfect store experience." Learn how SAP Hybris Sales Cloud can help you optimize your in-store strategy and deliver those great, consistent experiences that drive products off the shelves.

Wednesday, Oct 18 14:00 CC8 Green	**Transform the In-Store Experience with SAP Hybris Sales Cloud:** Empower your field sales teams to transform retail execution with instant access to the information they need to be productive. This demo shows how using SAP Hybris Sales Cloud solutions for retail execution can help field sales teams identify and monitor the right tasks for in-store execution, and help ensure correct product placement with imaging intelligence.
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.
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.
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.
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.

03

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

Tuesday, Oct 17
14:30
CC8 Theater 1

Go Direct: Rethinking Consumer Engagement:
Explore how consumer product companies are improving the lives of consumers by rethinking their engagement strategy. Our panel of experts will discuss the growth behind the direct-to-consumer movement, the role of technology, and how the direct model impacts everything from business models to trade management.

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.

Wednesday, Oct 18
11:00
CC8 Theater 2

Go direct to consumer:
How Trek brings bikes and gear directly to its B2C customers: Hear firsthand how consumer good company Trek Bicycle Corporation, the Premier bike brand, launched a centralized commerce shop giving customers direct access to their bikes and gear online.

ADD TO CART

04

Tuesday, Oct 17 14:00 CC8 Theater 1	**Strengthen Customer Engagement by Going Beyond Sales Force Automation:** Modern customers are driving change in the way you sell, but today's sales force automation tools aren't designed to bolster customer engagement. Discover how the latest trends, including the need for rich customer insights, cross-departmental collaboration, and machine learning, can help you transform your sales force to better engage today's customers.
Tuesday, Oct 17 14:30 CC8 Orange	**Drive an Extraordinary Buying Experiences:** Bring business-to-consumer-caliber experiences to business-to-business buyers with seamless commerce for the enterprise. See how this offering, based on SAP Hybris solutions, provides a fully integrated shopping experience to enterprise buyers of any products, solutions, or services.

Tuesday, Oct 17
15:30
CC8 Blue

Transform Trade Management with SAP Solutions:

Take a look at the new SAP Trade Management solution, which helps consumer products companies plan, execute, and analyze trade promotions. Calculate promotional ROI, manage channel relations and trade marketing spend, and understand customer profitability for more effective negotiations. Improve the trade marketing process and take ownership of customers' profit and loss (P&L).

Wednesday, Oct 18
12:30
CC8 Blue

Learn How Consumer Products Companies Can Sell More and Better to Their Traditional Trade:

See why the traditional trade landscape, while challenging, represents an extraordinary opportunity for consumer products companies. In this session, you'll learn how SAP Hybris can help you leverage our integrated sales platform with commerce, marketing, sales and service capabilities to better serve your B2B customers.

Wednesday, Oct 18
16:00
CC8 Green

Design a Digital Strategy for Sales Effectiveness: How Henkel Delivered a Great Sales Experience:

Hear firsthand how consumer goods company Henkel AG & Co. KGaA worked to become more customer-focused, innovate, agile, and digital. Henkel began by implementing SAP Hybris Sales Cloud solutions to boost sales effectiveness and executing the maiTour add-on strategic planning tool. With these two solutions, Henkel empowered sales reps to better prepare for customer visits, utilizing optimized tour plans to reduce travel time and boost productivity.

Wednesday, Oct 18
17:00
 CC8 Theater 4

Improve Business Agility:

Coca Cola FEMSA Optimizes its Front Office to Win and Keep More Customers: Hear firsthand how consumer good company Coca Cola FEMSA build, win, and grow its client base by relying on real-time customer insight, personalized interactions, and team collaboration. Learn how refocusing strategy from customer relationship management to customer engagement helped Coca Cola FEMSA to achieve its goals by. Find out how the company provides relevancy throughout the customer journey.

05
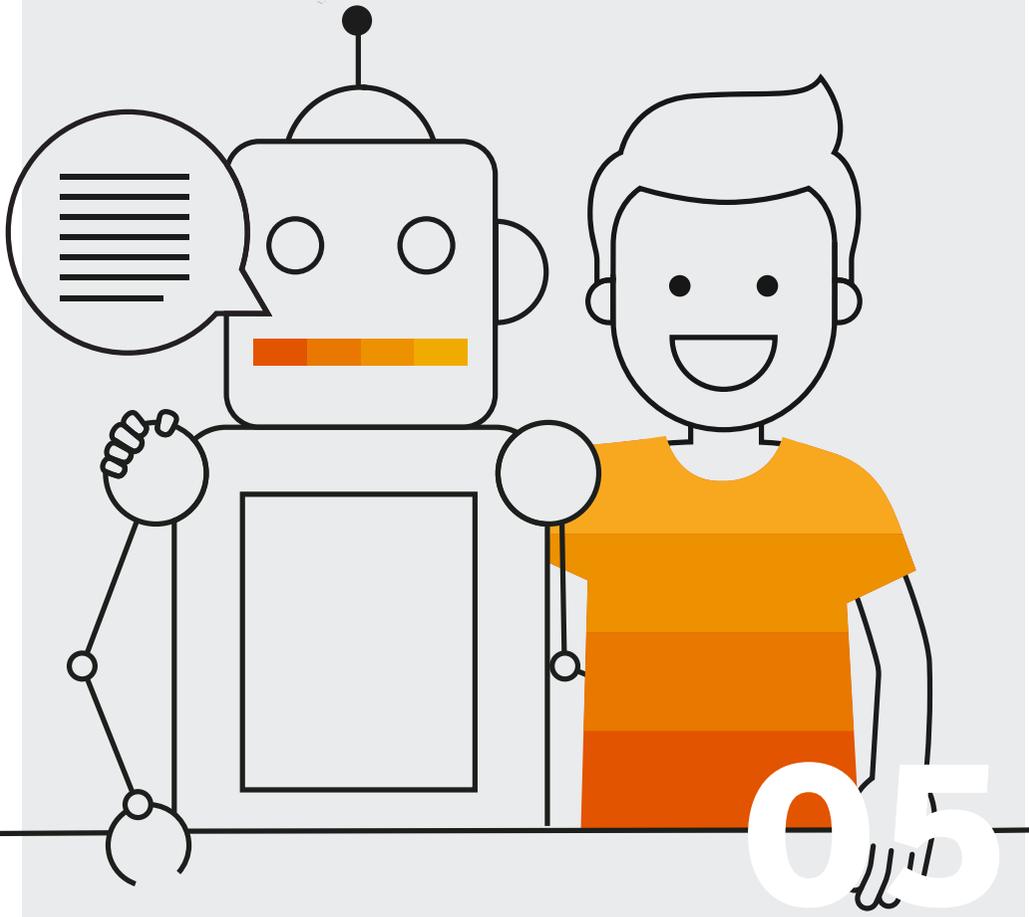
LEARN ABOUT

EMERGING TECHNOLOGIES

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.

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.

06
EXPLORE SAP HYBRIS CLOUD SOLUTIONS

Tuesday, Oct 17
12:30
CC8 Blue

Learn All About SAP Hybris Sales Cloud:

Check out what's new in SAP Hybris Sales Cloud solutions. Get a peek at upcoming features and capabilities that will impact your business, such as predictive analytics and machine learning.

Tuesday, Oct 17
15:30
CC8 Theater 2

Discover What's Ahead for SAP Hybris Cloud for Customer:

In this session, gain insight into the product strategy and road map for the SAP Hybris Cloud for Customer solution, including innovations made possible through SAP Leonardo Machine Learning capabilities. Discover how SAP is working with key customers to automate and simplify day-to-day sales and service processes to make your business run better.

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