SAP Hybris (ⱴ)

How to build a YaaS Microservices pipeline
SAP Hybris as a Service - YaaS
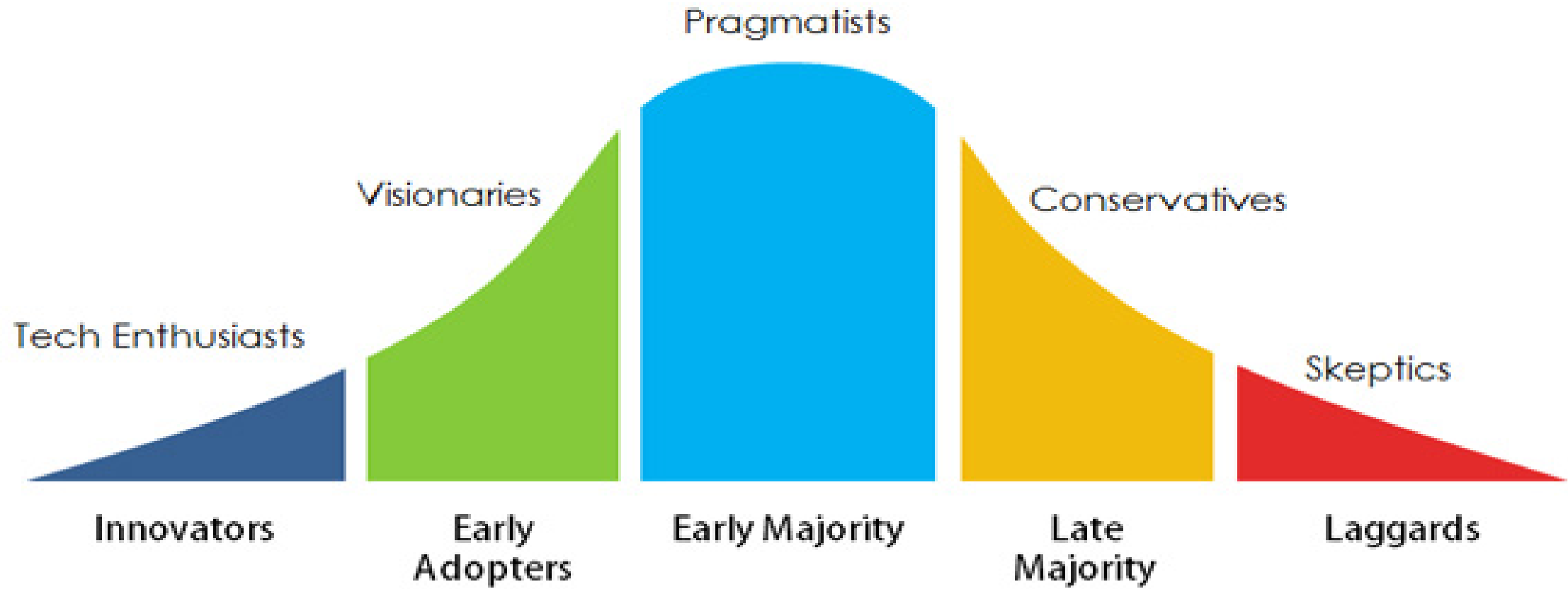
Jonathan Pearson, SAP

February, 2017

SAP Run Simple

Agenda

1) **Situation Analysis**

2) **Products**

3) **Target Audience and Buyers**

4) **Use Cases, Positioning and Value Propositions**

5) **Tools and Techniques**

6) **Content**

7) **Success Stories**

8) **Top Tips**

9) **Where to get support**

Situation Analysis

Product Adoption Curve

Pragmatists

Visionaries

Conservatives

Tech Enthusiasts

Skeptics

Innovators

Early Adopters

Early Majority

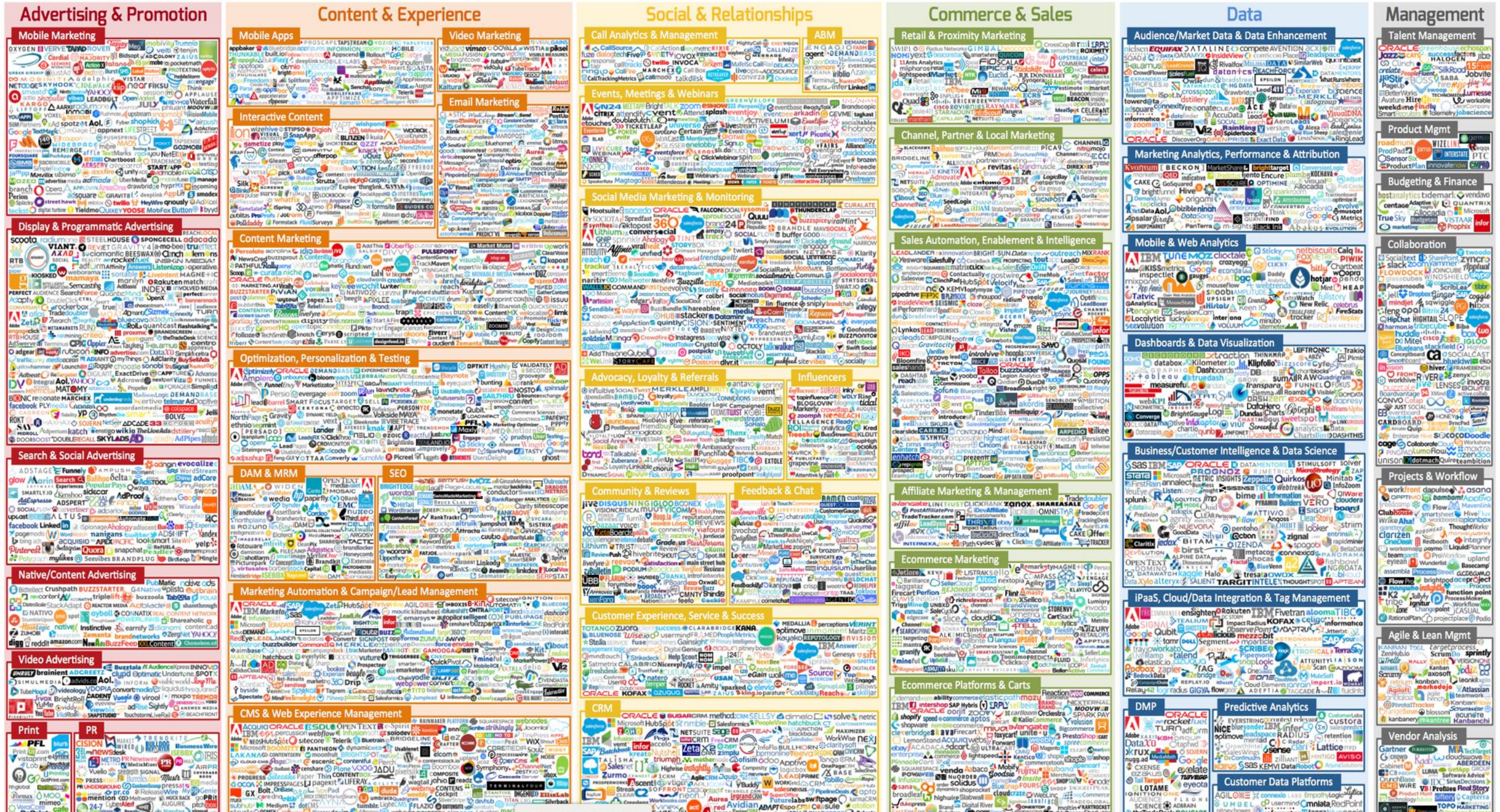Late Majority

Laggards

4

Commerce technology is becoming more fragmented

"By 2018, more than 50% of commerce sites will integrate technologies *from more than 15 vendors to deliver a digital customer experience.*"

Gartner 2016

Marketing Technology Landscape ("Supergraphic") 2016 — Categories: Advertising & Promotion, Content & Experience, Social & Relationships, Commerce & Sales, Data, Management.

Google Chrome

Products

SAP Hybris as a Service (YaaS)

INNOVATION WORKBENCH

A workbench for building and
assembling data-driven front-office
microservices and SaaS applications
to enable new commercial models
and digital products & services

MICROSERVICES MARKETPLACE

A marketplace for the
commercialization and
consumption of pre-packaged
front office microservices

SAP Hybris Commerce as a Service

DIGITAL COMMERCE COMPONENTS

A full set of out-of-the-box digital commerce microservices enabling you to rapidly build a unique shopping experience.

INNOVATION WORKBENCH & MICROSERVICES MARKETPLACE

An innovation workbench and marketplace for both building and consuming front office microservices. Pick and choose what you need and integrate third party microservices.

Social Media Retrieval Scheduling	Interaction Log	Customer Engagement Center	CECenter SAP Jam Communities...	Order Management
SAP Hybris	SAP Hybris	SAP Hybris	SAP Hybris	SAP Hybris
Customer Accounts	Coupon Management	Site Management	Checkout	Cart
SAP Hybris	SAP Hybris	SAP Hybris	SAP Hybris	SAP Hybris
Product Content	Stripe Relay In–App & Social Sales	Customer Journey Manager	Loyalty	C4C – Services
SAP Hybris	SAP Hybris	SAP Hybris	SAP Hybris	SAP Hybris
C4C – Sales	C4C – Foundation	C4C – Field Service	Email	Text Analysis Fact Extraction
SAP Hybris	SAP Hybris	SAP Hybris	SAP Hybris	SAP

YaaS Market Services characteristics
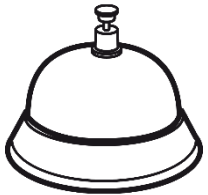
On Demand

- All services are instantly available

Pay Per Use

- No upfront investment
- Pay only for what you use
- Billed monthly in arrears
- Real-time cost tracking

Easy

- No need to speak to someone
- Just subscribe and go

Simple Commercials

- Short-term contracts
- Open to all
- Cancel your subscription at any time
- It's very simple to do business with YaaS

YaaS Buyer Profiles

Buyer Profiles

eCommerce

eCommerce Manager

Digital Marketing

Use Commerce

Innovation

Time to Market

Driving revenue

Digital

Chief Digital Officer

Innovation Labs

Digital Transformation

Beacon projects

Technology

Development Director

Cloud

Microservices

DevOps

Use Cases, Positioning, Messaging & Value Propositions

Business Transformation VS **Digital Transformation**

BMW
Sheer Driving Pleasure

IT-enabled Business Processes
Automating Business Processes

IT-enabled Services
Transforming Business Processes

IT is the product
Creating Digitally-enabled Products and Services
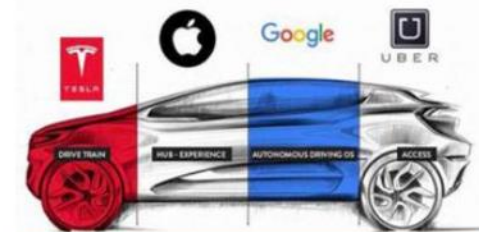
Ecosystem driven Offerings
Creating new connections and revenue streams

Creating Your Digital Pitch

	Business Transformation ➝	Digital Transformation
1. CUSTOMER CONVERSATION	Business Process Automation & Transformation (Internal)	Innovation and Ecosystem (External)
2. CUSTOMERS KPIs	Cost and Risk	New Revenue Streams
3. TECHNOLOGY	Applications Driven	Digital Platform with Apps
4. DECISION MAKERS	CFO and CIO	CEO and CDO
5. PARTNERS	System Integrators (SIs)	Digital Influencers (agencies, start-ups and digital SIs)
6. SALES MOTION	Big Bang - Solution & Value	Iterative - Use Cases & PoV Cloud = Accelerator
7. COMPETITION	Stack-players (Traditional)	Born in the Cloud vendors

The perfect compliment to Enterprise Commerce

Enterprise Commerce

Full Featured Platform

Multi-channel commerce

Highly customisable

+

Commerce as a Service

Agility via Microservice Extensions

Emerging-channel penetration

Continuously Evolving Features

=

World-leading commerce platform combining on premise, private and public cloud hosting with digital transformation extensions

Use Cases
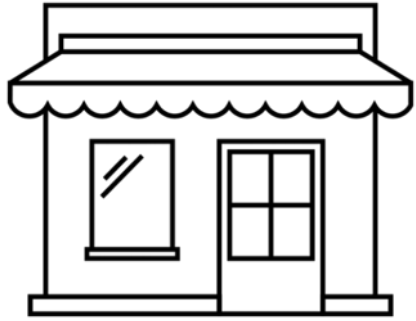
POP UP SHOPS

EMBEDED COMMERCE
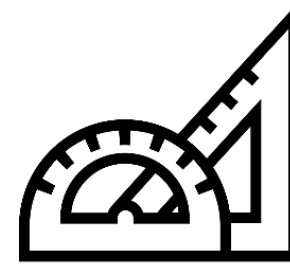
CUSTOM BUILD

Revenue Driving Innovations

EASILY PLUG IN NEW SALES AND MARKETING CHANNELS
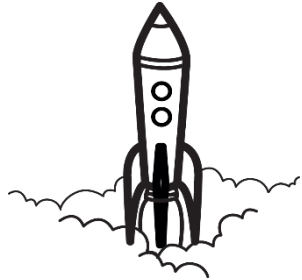
QUICKLY LAUNCH NEW CUSTOMER-FACING FUNCTIONALITY

SWIFTLY FIND NEW REVENUE STREAMS

Connecting SAP Hybris product to YaaS

SAP Hybris as a Service (YaaS) Microservices

SAP Hybris Cloud

SAP Hybris Commerce

SAP Hybris Product Content Management

SAP Hybris Billing

← YaaS Connect →

Commerce

Customer Engagement Center

Loyalty

Profile

Further Microservice

SAP Hybris as a Service (YaaS)

Cloud Foundry @ SAP HCP/AWS/AZURE
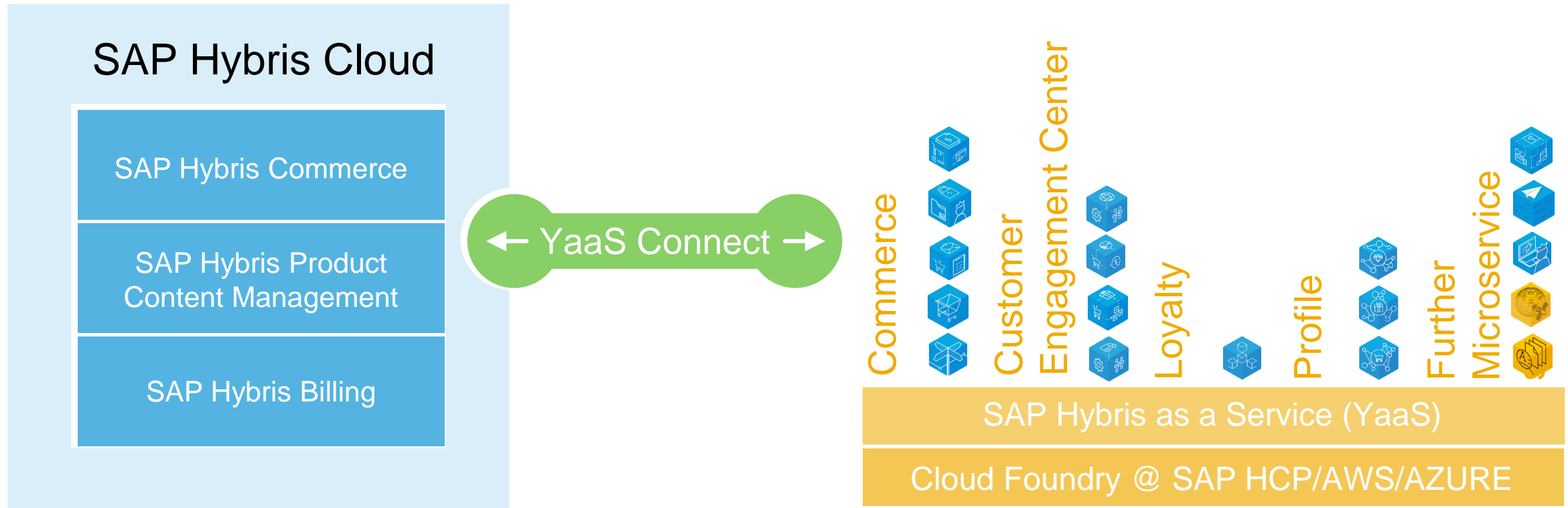
Tools & Techniques

"First 5 Deals"

The "First 5 Deals" are critical in establishing Cloud DNA

Emphasize:

- Climbing the sales and delivery learning curve

- Establishing a foundation for the offering and building a repeatable model

- The focus should not be on margin

Pre-Packaged Offering

Consistent Method

Reusable Content

Establish a Repeatable Offering Model
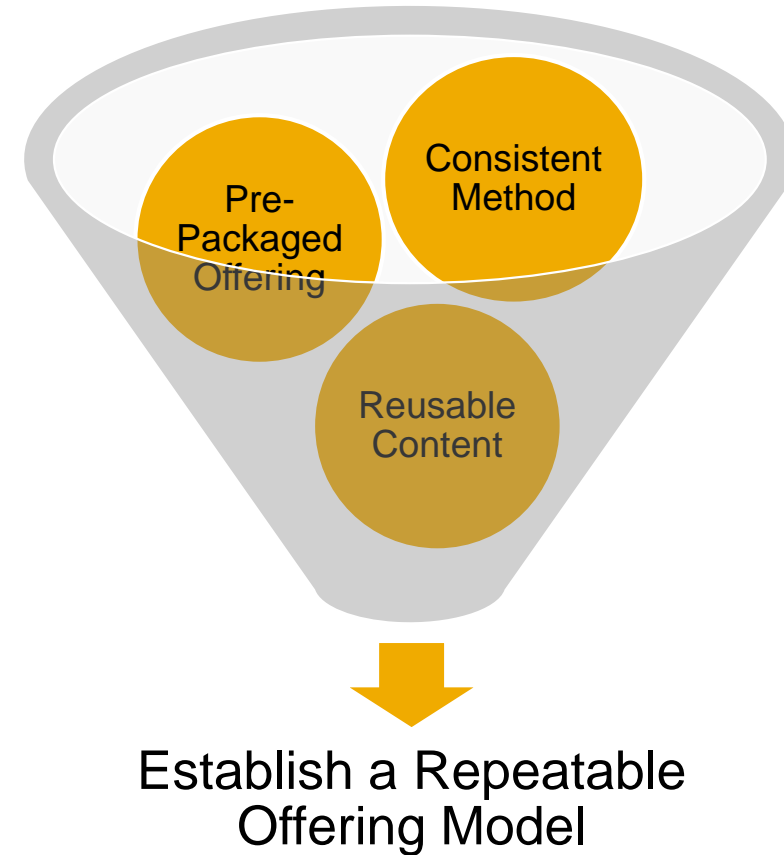
Establish repeatability
Pre-Packaged Offerings and Methodologies

Develop packaged offerings and delivery methodologies to facilitate efficient sales and delivery

Capture your unique best practices:

- Value Proposition

- Modular business requirements

- Target KPI's and metrics to facilitate rollout, renewal, and up-sell

Value proposition

Delivery Best Practices and pre-packaged IP

Your unique value aligned to offering and value prop

Repeatability

Behind the Value Proposition is Your Solution

Products, services, experience, intellectual property, …

Your proposition should be developed in a way that it:

- Addresses the customer needs to the best possible extent

- Maximizes your unique value proposition (by leveraging your advantages)

- Minimizes the competitors' unique value proposition (by circumventing their advantages)

This has to be done per customer segment (and competitor group, if necessary)

Customer Segment

Competitor Group

Me

Your Unique Value Proposition

Your Competitors' Unique Value Proposition

Common Value Proposition

Your Overall Value Proposition

■ **My Company** ■ **My Customers** ■ **My Partners** ■ **My Competition**
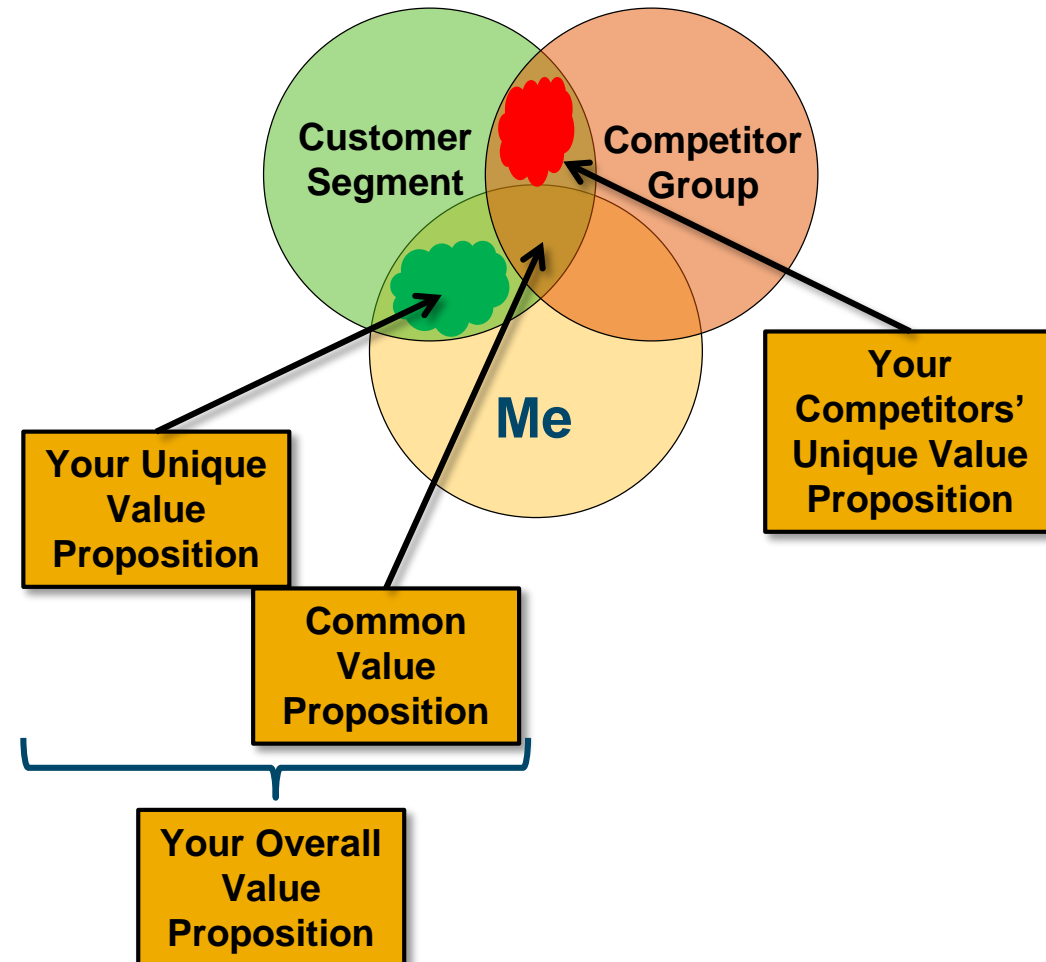
Develop a phased offering
"Stackable"

The offering should be structured in a "stackable" fashion to allow for a customer beach head

- Deliver a subscription service quickly

- Get users enchanted with the system

- Grow the relationship

Phased Delivery

	Year 1	Year 2	Year 3
Subscription + Upsell /Cross-sell	Initial	+User/Module	+User/ Module
Service	Initial Project	Phase2	Phase 3
		Additional Support	
Other (Add-on, 3rd Party, Reports)	Up1	Up2	Up3
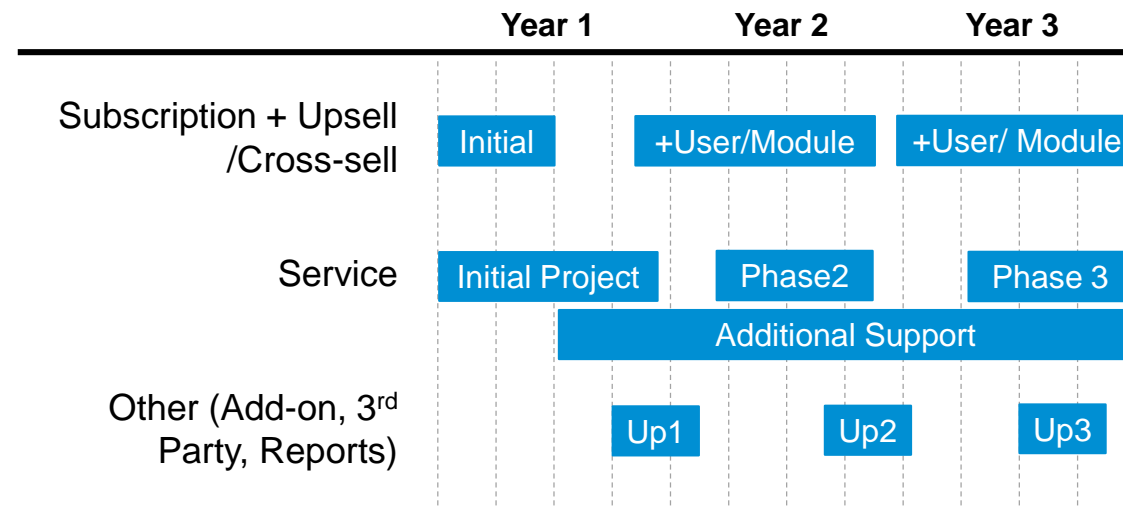
Today's buyers journey is different

60% of Cloud customers have already decided on a solution before they even contact you

Sales Led

- "Push"
- Demographic
- Capabilities
- "Solution" selling
- Linear

The old way

Awareness
20%

Interest
60%

Consideration
20%

The Cloud way

Awareness
70%

Interest
15%

Consideration
15%

Marketing Led

- "Pull"
- Behavior
- Value & best practices
- "Challenger" selling
- Iterative
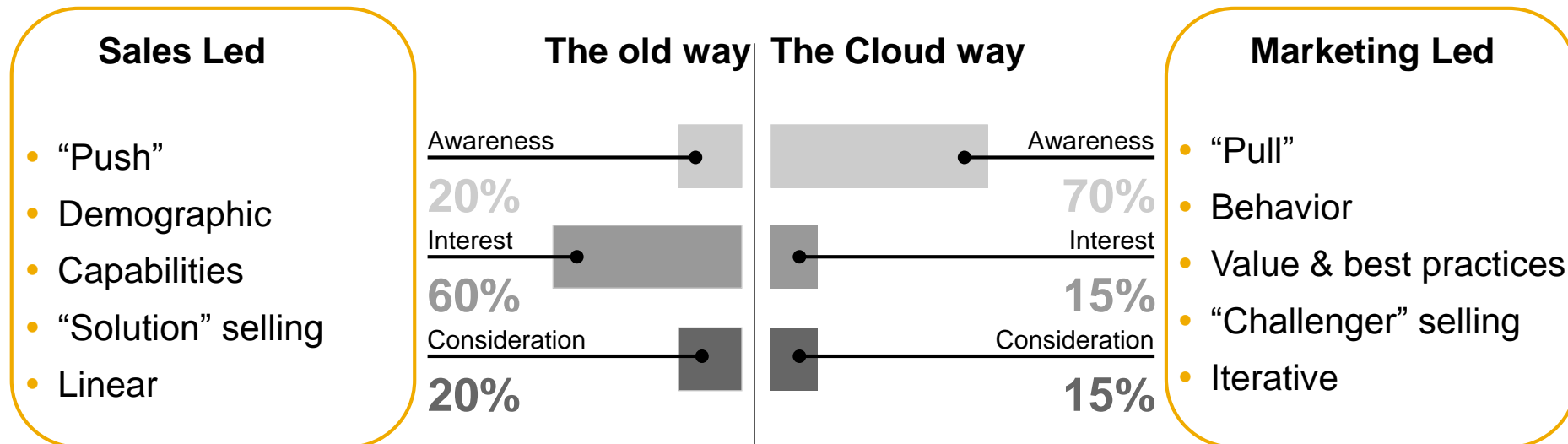
Message Target Maturity

Evaluators

Buyers

Successful Customers
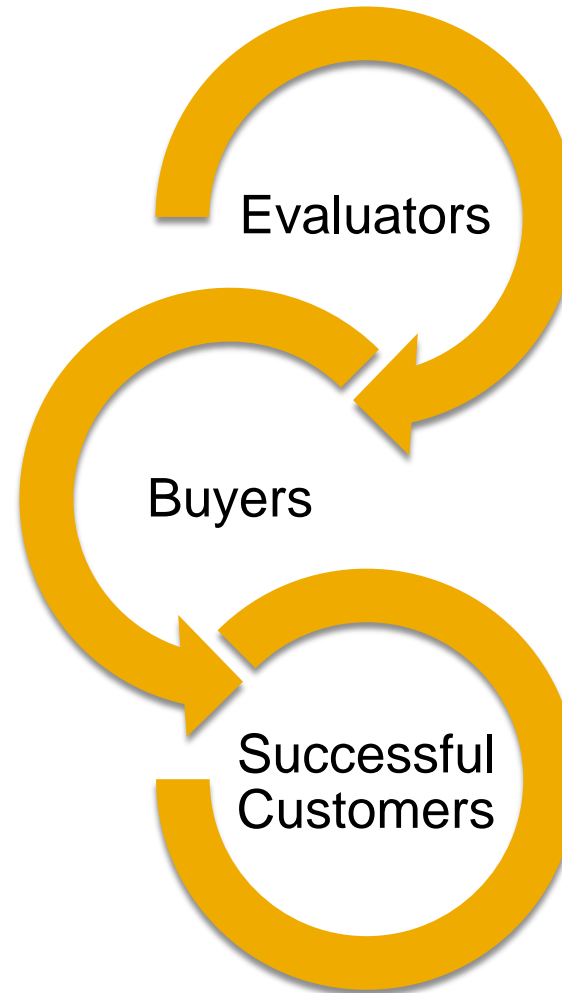
Jobs-to-be-done framework
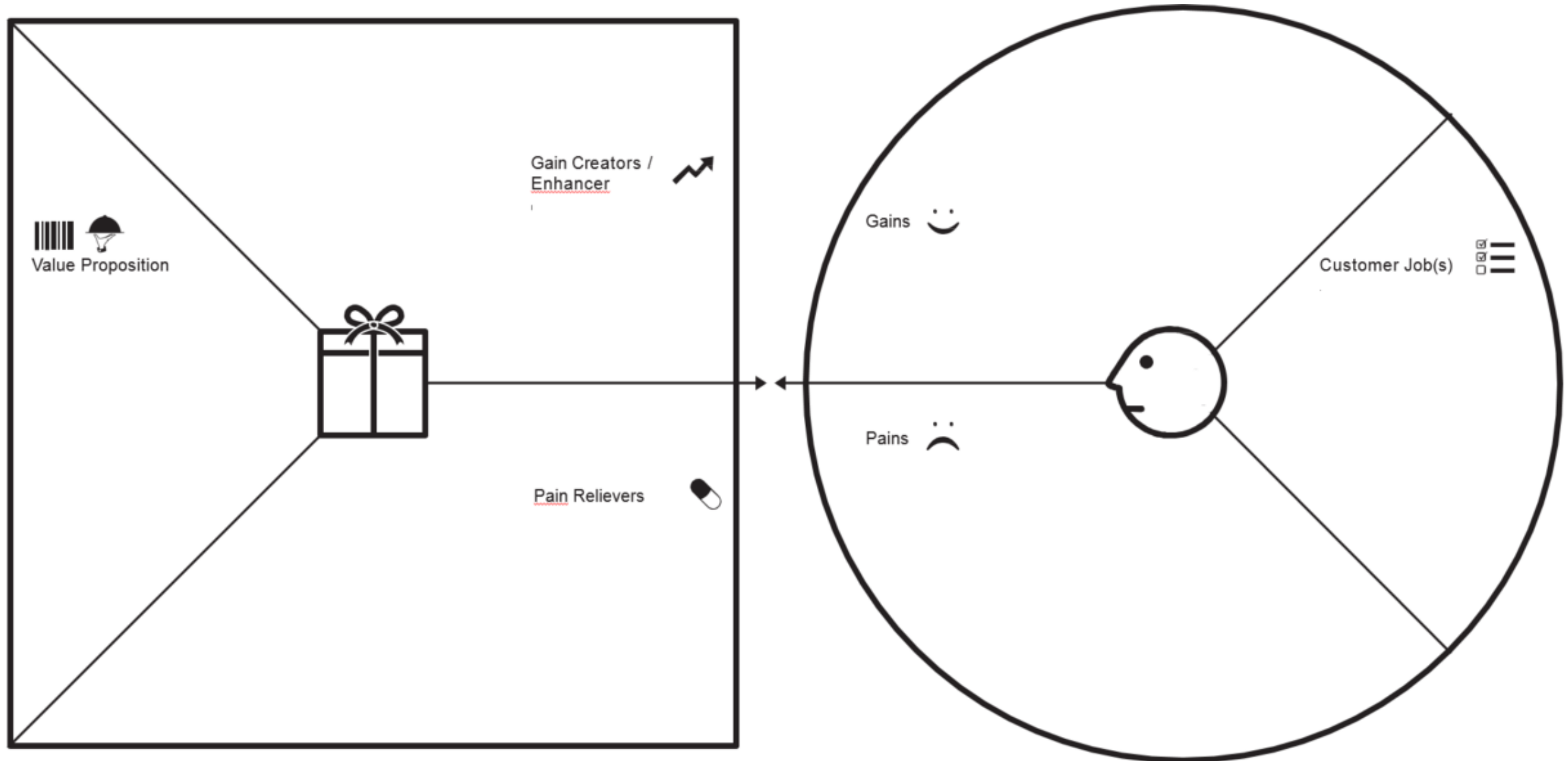
Clayton Christensen, Harvard Business School

eCommerce Manager

Value Proposition

- Cloud-based pay as you go usage pricing means can create short term projects
- Pluggable characteristic means you can add new 3rd party service functionality

Gain Creators / Enhancer

- Experiment with new channels

- Find new revenue streams in a low cost low risk way
- Get new services to market in days
- Be seen as innovator

Pain Relievers

- Add-ons to systems therefore no risk to existing business
- Functionality is easy to add and related to value it brings
- New consumer experiences can be created faster than the competition

Gains

- Test new markets and channels to see what works and what doesn't
- Increase repeat purchase
- Improve customer experience

Customer Job(s)

- Ensure customers keep coming back
- Sell products
- Hit sales targets
- Acquire customers
- Meet service expectations of customers

Pains

- Competition for customers
- Limited to scope to make changes due to risk to operational systems
- Functionality is expensive and time consuming to add

Analysis

Market Opportunity Customers jobs that need doing
Relative Strengths How do jobs better than competitors
Customer Profile Characteristics of Customer
Needs addressing Specific customer needs identified
Competition Who else could customers get to do this job

Strategy

Sales objective # customers
Qualified lead objective # sales ready leads
Customer types # characteristics of customers – e.g. industry, size, location
Value Propositions/Product Business Value of product
How to win Capabilities/Assets/Relationships to convince of value and beat competition

Execution

Expected results
New contacts, marketing leads, sales leads, meetings

Products
CaaS/CECenter/Loyalty/Profile

Demand Generation tactics
Breakfast talks, Email, Webinars, Blog, Telesales

Timings
When will tactics be carried out

Sequencing
In what order will be tactics be carried out

Messaging Framework

Headline			
Positioning Statement	Find new revenue streams quickly and efficiently by creating shopping experiences your customers crave		
Function	Marketing	Digital	Technology
Title	CMO	CDO	Chief Architect
Role in buying process	Decision maker	Influencer	Influencer
Value statement 1	Find revenue	New model	Reduce cost and risk
Bullet points			
Features			Cloud extensions
Proof points	Use case	Use case	Use case
Value statement 2			Reduced risk
Bullet points	…	…	…
Features	…	…	…
Proof points	…	…	…

Content

SAP Hybris (Y)

YaaS L1
Digital Transformation and Microservices extensions

Jonathan Pearson

February, 2017

UberRUSH is an on-demand delivery network powered by Uber. Once your order is picked up, you'll receive a text message with a link to track your delivery in real time on the map. So you always know exactly when it will arrive.

ALOHA, MAUI JIM SAME DAY DELIVERY SERVICE IS AVAILABLE IN YOUR AREA MONDAY - FRIDAY FROM 9:00 AM UNTIL 4:00 PM.   X

Maui Jim   UBER RUSH   SUNGLASSES   TECHNOLOGY

IT'S A PERFECT MATCH FOR VALENTINE'S DAY

Free Same Day Shipping

SHOP NOW
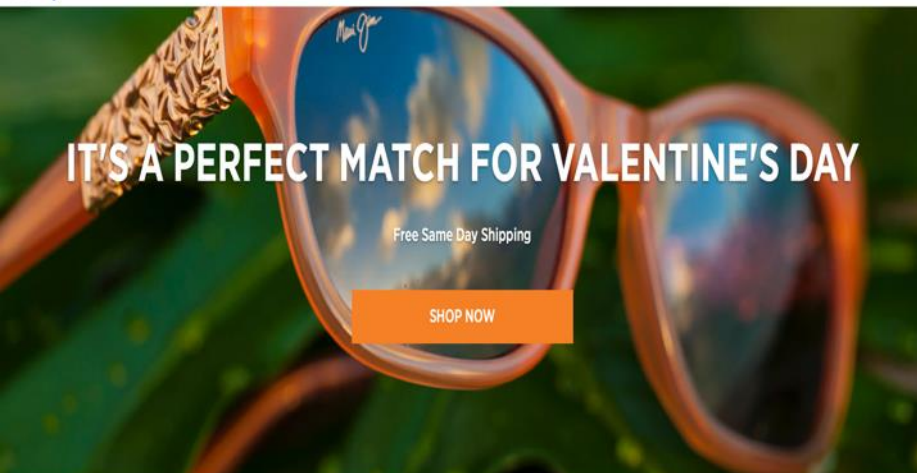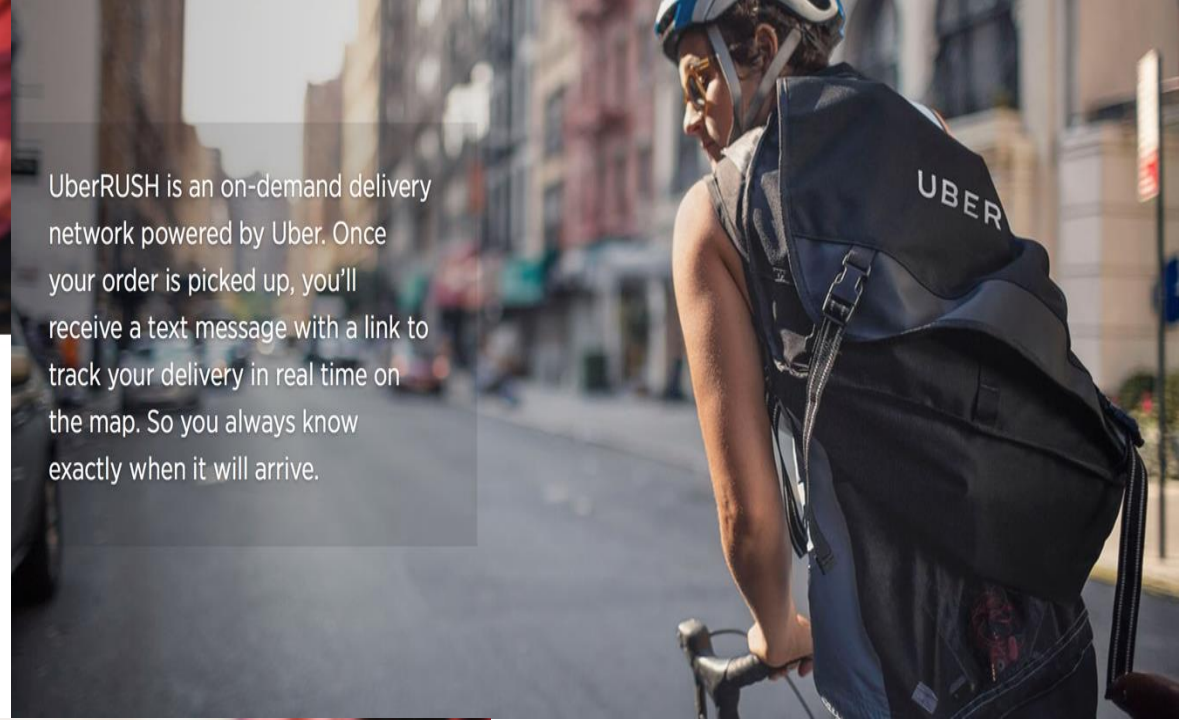
SAP Hybris (Y)

L1 - The Commerce Innovator's Solution
SAP Hybris Commerce as a Service built on YaaS

YaaS GTM, SAP

January, 2017

Feel the Music

SECURE CHECKOUT

Free Gift

APPAREL

① ② ③ ④ ⑤ ⑥ ⑦

① CUSTOMER ACCOUNTS	② SITE MANAGEMENT	③ CART	④ CHECKOUT
Allow customers to create personal detiald accounts	Apply language, currency, shipment and tax configuration	Add a customer cart and items within the cart	Calculate the customer's cart, capture payment and create order for the seller

⑤ ⑥ ⑦

This Group ▾   Search this group...

Home   Groups ▾   Bookmarks   Calendar
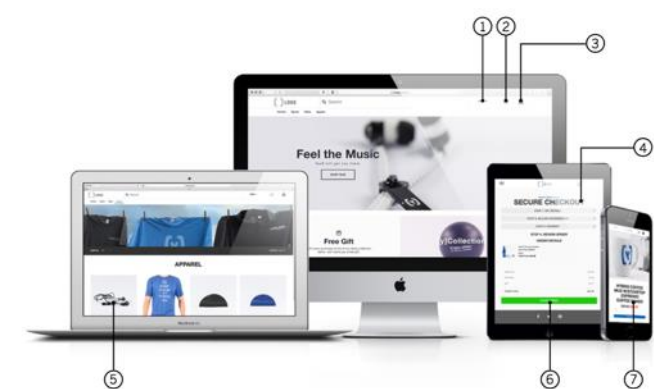
Partner GTM team at SAP Hybris as a service (YaaS) invites you to this group where we will be sharing enablement assets with YaaS focus partners on regular basis.

6 Members

🔒 Private

YaaS Partners

YaaS Partners: Overview

YaaS Partner FAQs: https://www.yaas.io/partner_faq.html

Featured Content	Forum Topics	Key Members

🏠 Overview

Home

Marketing Planner

Campaigns

Campaign Blueprint

Resources

Events

Web Syndication

Full Service

Knowledge Center

Manage

Marketing Planner

Use this tool to plan and track your marketing tactics. Each plan is comprised of various marketing tactics that you manage, with the goal to generate leads for your pipeline.

Create Marketing Plan

Export Marketing Plan

PLANS   CALENDAR   RESULTS   Active

There are no Plans yet.

iTunes

Questions?

Success Stories

From Posts to Profits Products go viral
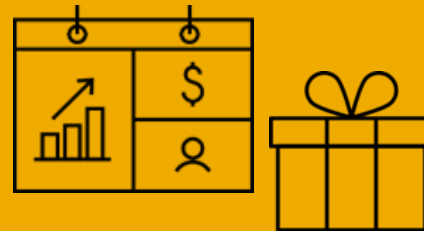
•Objectives

•**Use social media to drive sales**

•**Test and reach new markets with an innovative, low-cost approach**

•Solution

•**Omni-channel shopping experience built with Stripe Relay, CaaS, and SAP Hybris Commerce Suite**

•**Versatile embedded commerce with native content across multiple social and mobile channels**

•**Real-time, contextual market analytics driven by customer engagement**

UBER RUSH + SAP

Achieving seamless integration of sales and digital communication channels

On-demand delivery promotions equal added customer value and industry buzz

Initiating additional sales growth in related sites and regions

In-the-moment marketing: Helping last minute gift givers

Driving foot traffic to retail locations from online activity

Winning loyalty and brand advocacy through efficient, personalized service

Wine Wizard

1/4
What kind of wine are you looking for?

sparkling   white wine   red wine

Personalized Pairings.
Perfect wine everytime.


BASF
We create chemistry

•Objectives

•To create a unique competitive resource through combining the physical and digital customer experience

•To adapt business processes and product/service offerings to evolving consumer needs and behaviors
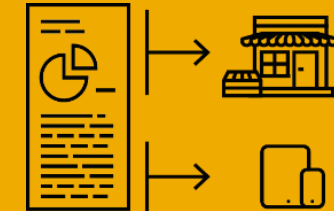
•Solution

•Interactive, digital wine showcase and customer-facing personalization app developed with SAP Hybris Labs using YaaS microservices and framework

•Real-time user data collection and analysis transmitted through the cloud
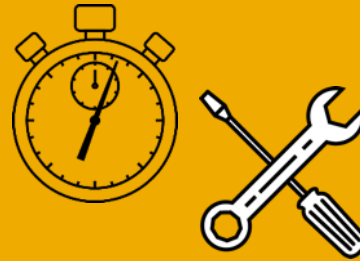
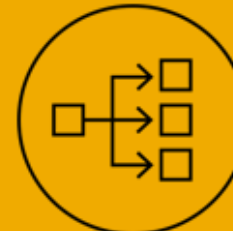**Fast, agile prototyping of both the showcase and mobile app**
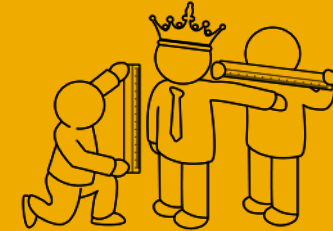
Tailored product offerings for immediate and future purchases

Valuable user data is readily collected, transmitted, and analyzed

Interactive display is easily adapted and reproduced

Solved common consumer problem of choosing the best product with limited information

Novel, informative design promoted products while entertaining users

Giving made simple. Touchdown!

Objectives

- Activate temporary charity portal for Super Bowl Host Committee's 50 Fund organization
- Enable fans to donate quickly and easily

Solution

- Customized, end-to-end donation microsite utilizing Stripe payment integration and Live Commerce components
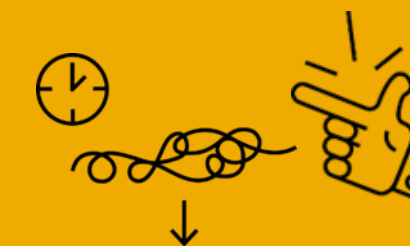
Instant and effortless donation system for users

Enabled fan involvement and charity advocacy

Efficient short-term collection program constructed within two weeks

Smooth disassembly and disengagement at end of promotion

Fresh Food.
Always Accessible.

SAAS
Software as a Service AG

•Objectives

•**Enable retail grocers to sell online and deliver regionally using inventory from their stores**

•**Manage all aspects of client e-commerce and logistics**
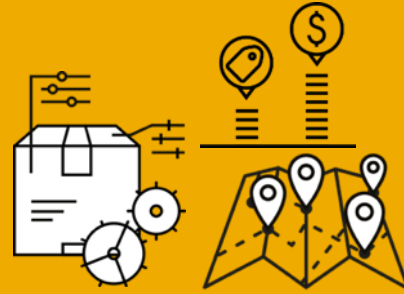
•Solution

•**Easy-to-implement online shops built by incorporating own software with Commerce microservices and Yaas platform**

•**Flexible, scalable, end-to-end service packages to offer clients**

•**Specialized product handling driven by customer profiles & recurring purchases**

Activation of new markets and fulfillment channels with low risk, low-cost approach

Responsive integration of sales, marketing, and communication channels

Lieferladen.de
BIO NATURGUT

Enabling SME's to create a new channel to market using existing inventory.

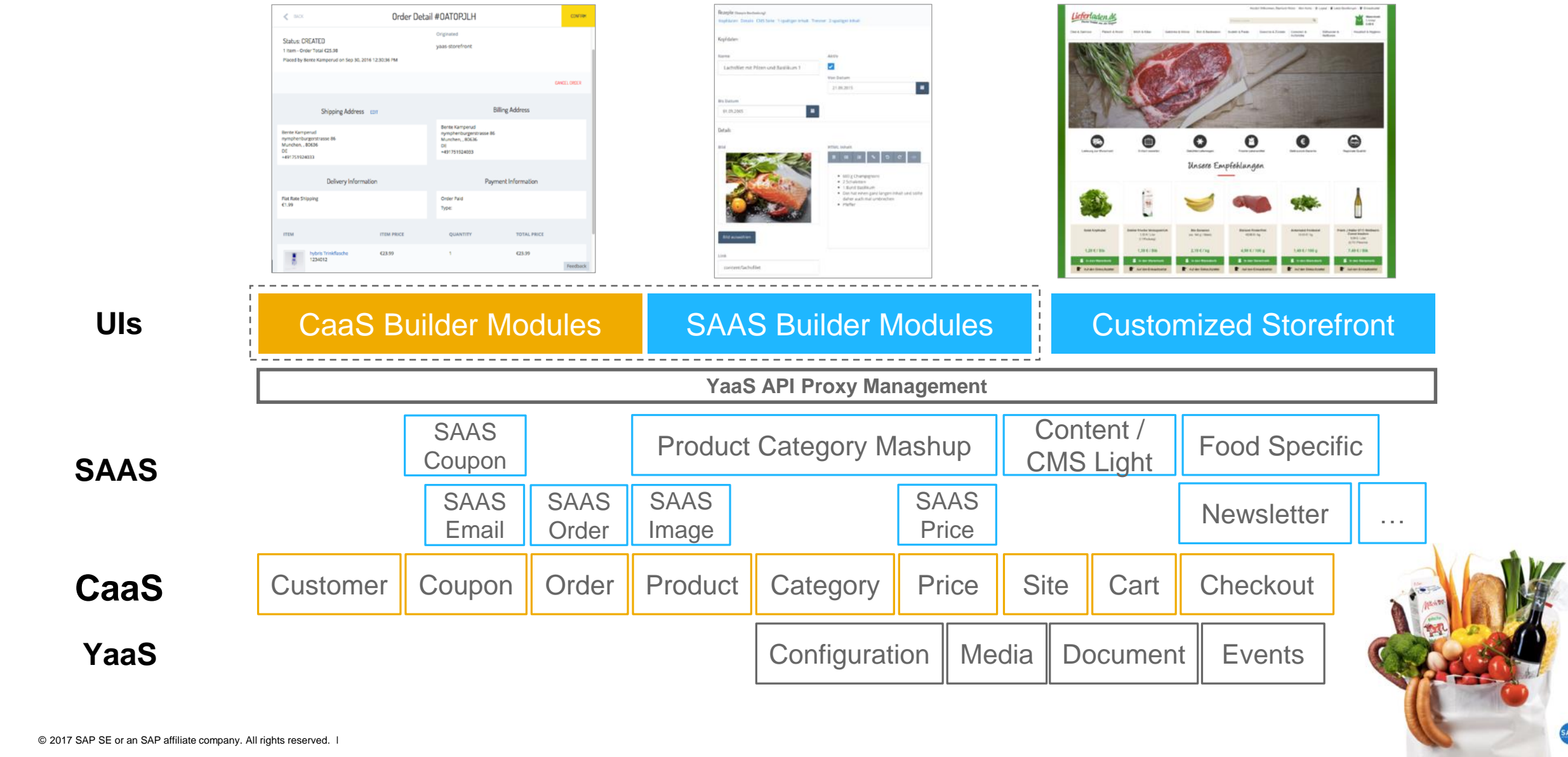**Operational efficiency through digitization**

Pre-configured storefronts ready to go live almost instantly

Enhanced customer satisfaction through personalized service

Software as a Service AG
High-level Architecture

UIs

CaaS Builder Modules	SAAS Builder Modules	Customized Storefront

YaaS API Proxy Management

SAAS

SAAS Coupon	Product Category Mashup	Content / CMS Light	Food Specific

SAAS Email	SAAS Order	SAAS Image	SAAS Price	Newsletter	…

CaaS

Customer	Coupon	Order	Product	Category	Price	Site	Cart	Checkout

YaaS

Configuration	Media	Document	Events

Top Tips

Top Ten Tips

1. Re-evaluate sales and marketing approach

2. Target customer – Innovators & Early adopters

3. Customer Jobs - How are you helping the customer do their job better

4. Pricing – SaaS world expects lower

5. Projects – smaller more frequent deliverables

6. Focus on use cases – with disruptive innovations we need to show what the future looks like

7. Conversation Starters - Develop a Point of View on Digital Transformation

8. Change business model – Impact of subscription pricing

9. Change value creation process – Opportunities to add more value

10. Read the following article: https://velocitypartners.com/blog/marketing-innovators-dilemma/

UberRUSH is an on-demand delivery network powered by Uber. Once your order is picked up, you'll receive a text message with a link to track your delivery in real time on the map. So you always know exactly when it will arrive.
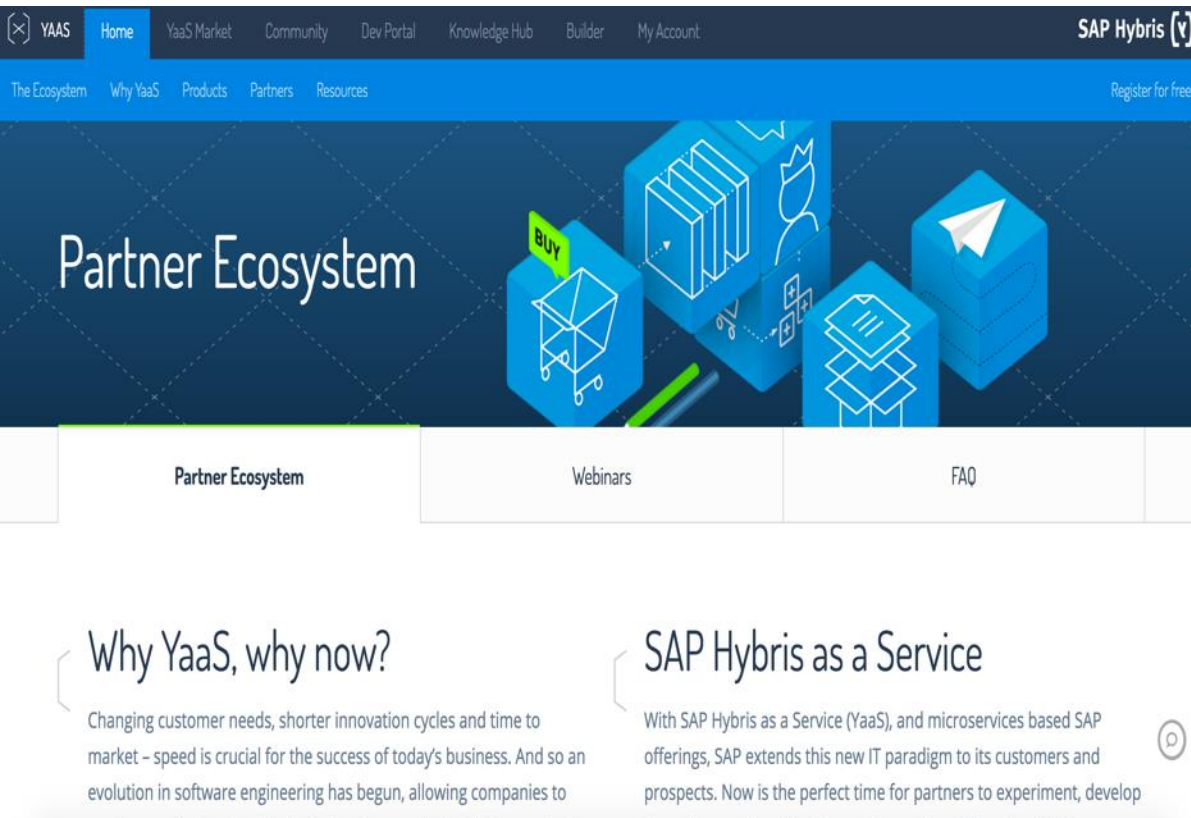
Key Activities

Value Proposition

Customer Relationships

Key Partners

Customers

Costs

Key Resources

Channels

Revenue

drawings by JAM

Home   Who we are   What we do   Our work   The B2B Blog   Content for marketers   Careers   Contact us

Marketing an innovator's dilemma

f   🐦   in ⟨63⟩   𝒫   g+ ⟨3⟩

by Harendra Kapur | December 5th, 2016

Where to get support (in addition to your partner manager)

yaas.partners@sap.com
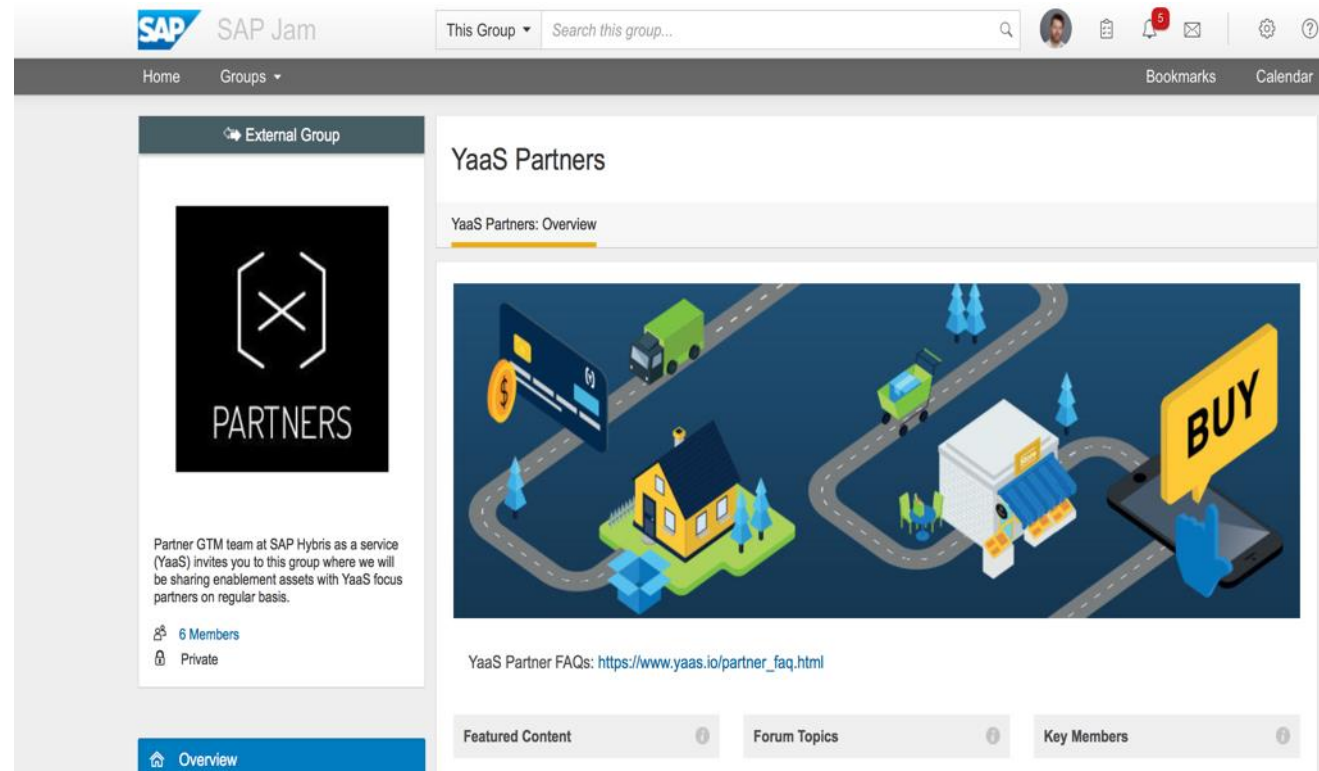
Thank you.

Contact information:

Jonathan Pearson
jonathan.pearson@sap.com

Partners
Yaas.partners@sap.com

SAP **Run Simple**