

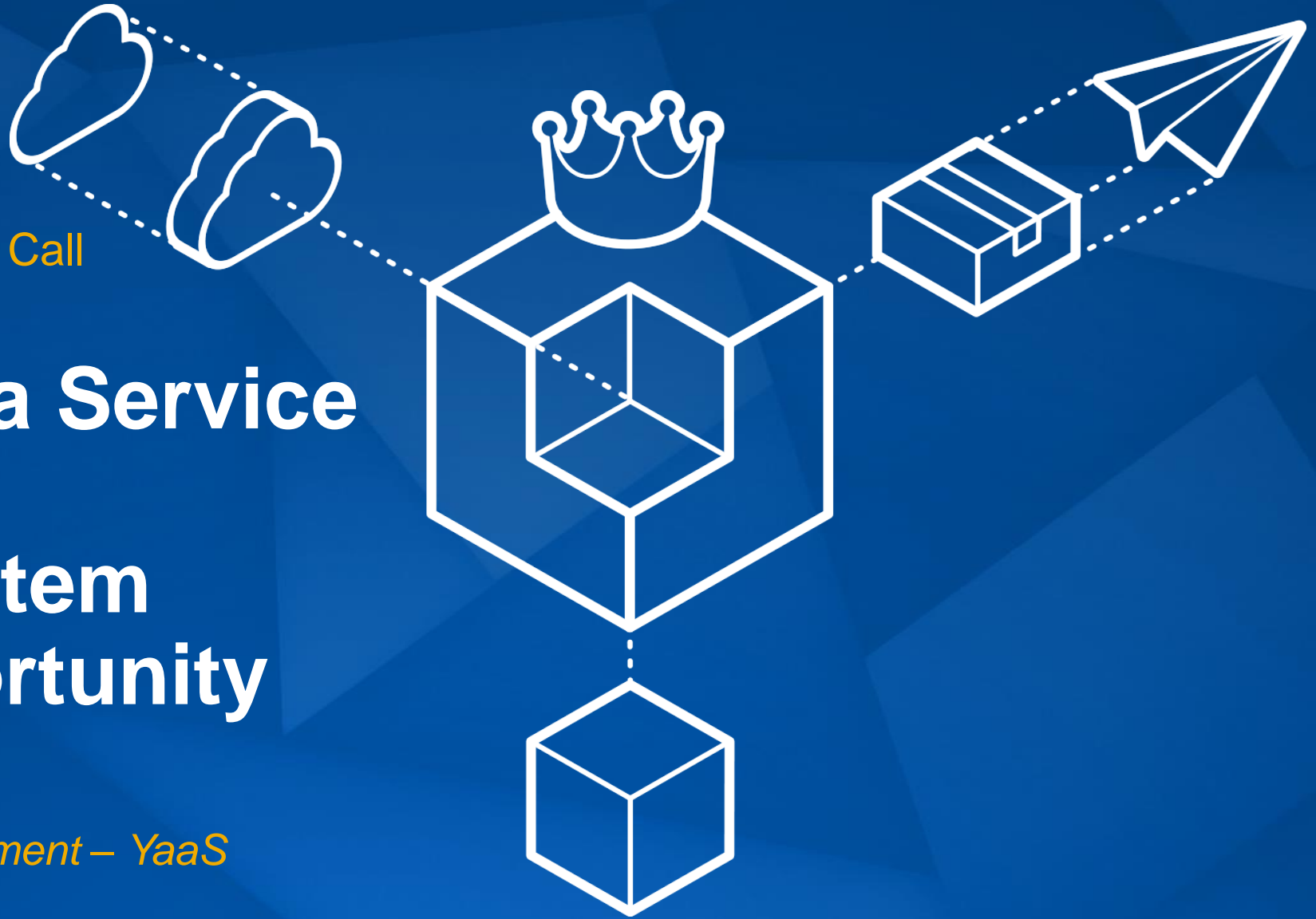
SAP Hybris Partner Know-How Call

SAP Hybris as a Service (YaaS) Partner Ecosystem Business Opportunity

Tom Zeuss

Global Head of Partner Development – YaaS

November 10, 2016



- **All participants are muted**
- **Session is recorded**
- **Recording will be available in hybris wiki**
- **Q&A part after the presentation**
 - Send your questions to the **host** in the chat all the time

NEXT PARTNER KNOW-HOW CALL



Thursday, November 24th, 5pm (CET)

What's New in SAP Hybris Marketing - Release 1611

Register here: <https://wiki.hybris.com>






THE FUTURE OF COMMERCE...

...is commerce **everywhere!**



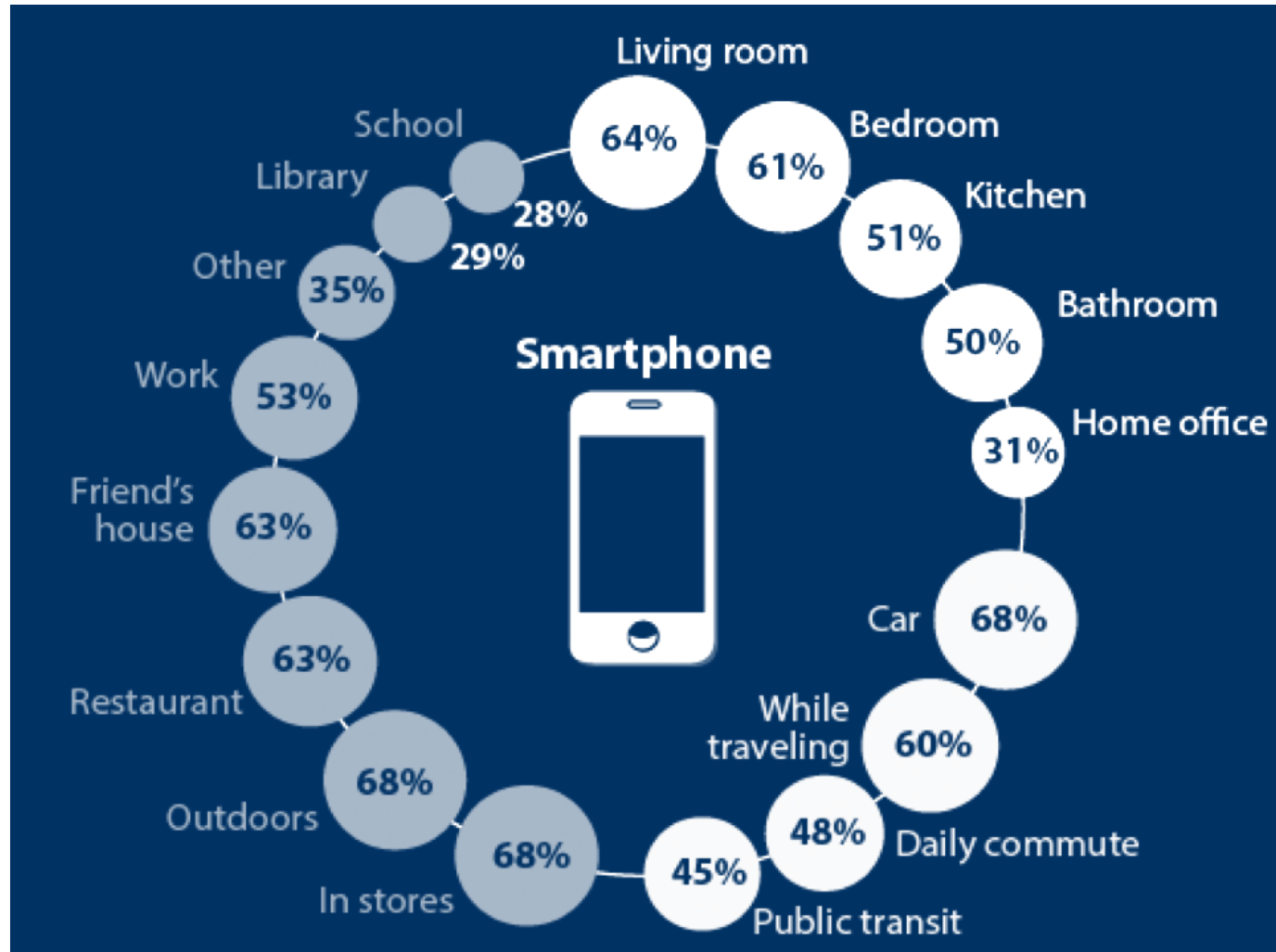


**SALES &
MARKETING
AUTOMATION
HAS ENABLED
US TO**

**SHOUT LOUDER,
AT MORE PEOPLE**



69%
**of customers are
disengaging**



Source: Forrester Research, "Build Seamless Experiences Now"
 Base: 28,686 US online adults (age 18+) who use a smartphone

87%

**of millennials say their
smartphone never leaves
their side, day or night**





16,000,000,000 connected devices today

46,900,000,000 in less than 5 years



**THE GAME
JUST CHANGED.**

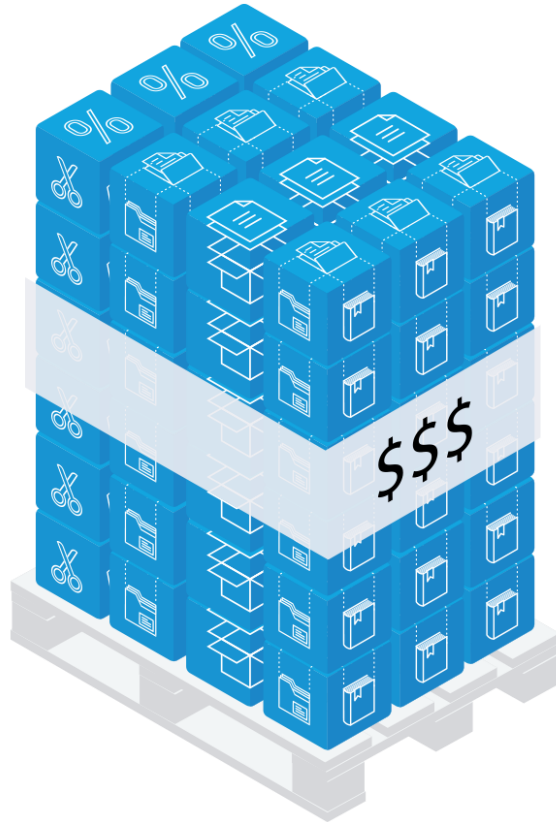


YOU NEED TO BE THE
EASIEST AND FASTEST
TO DO BUSINESS WITH. PERIOD.

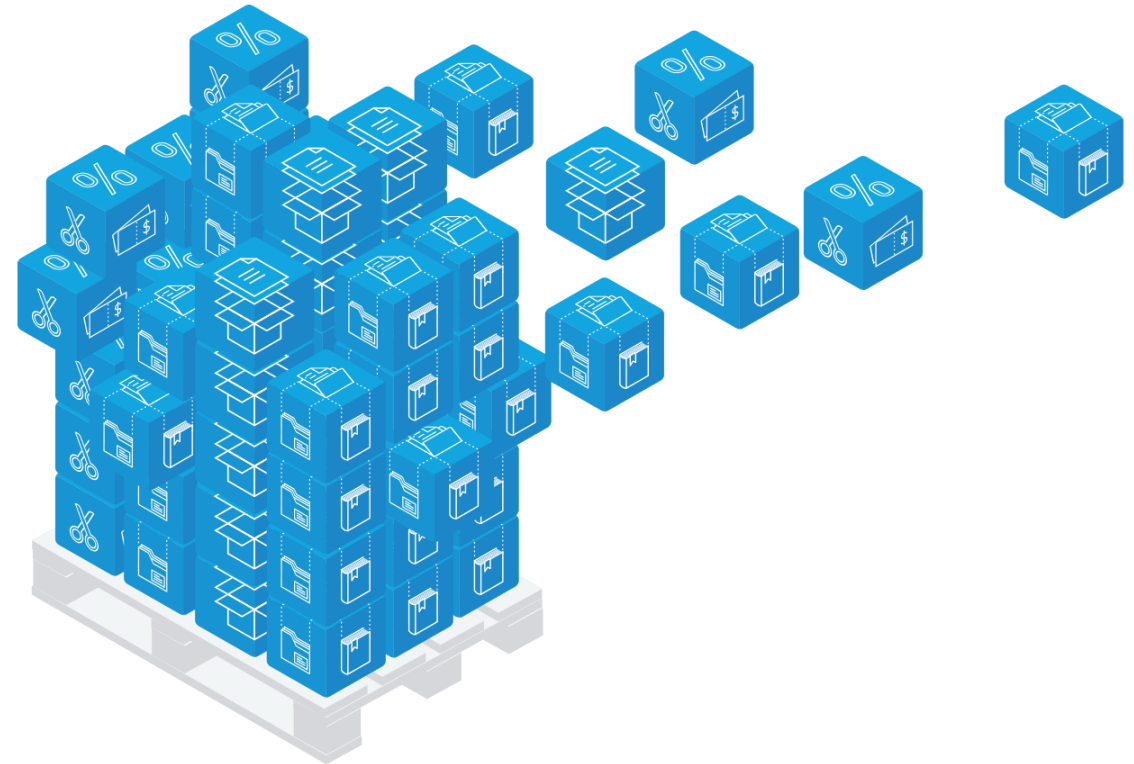


**WHEN AND WHEREVER YOUR
CUSTOMER CHOOSES TO
INTERACT WITH YOU.**

Microservices enable **embeddable commerce**

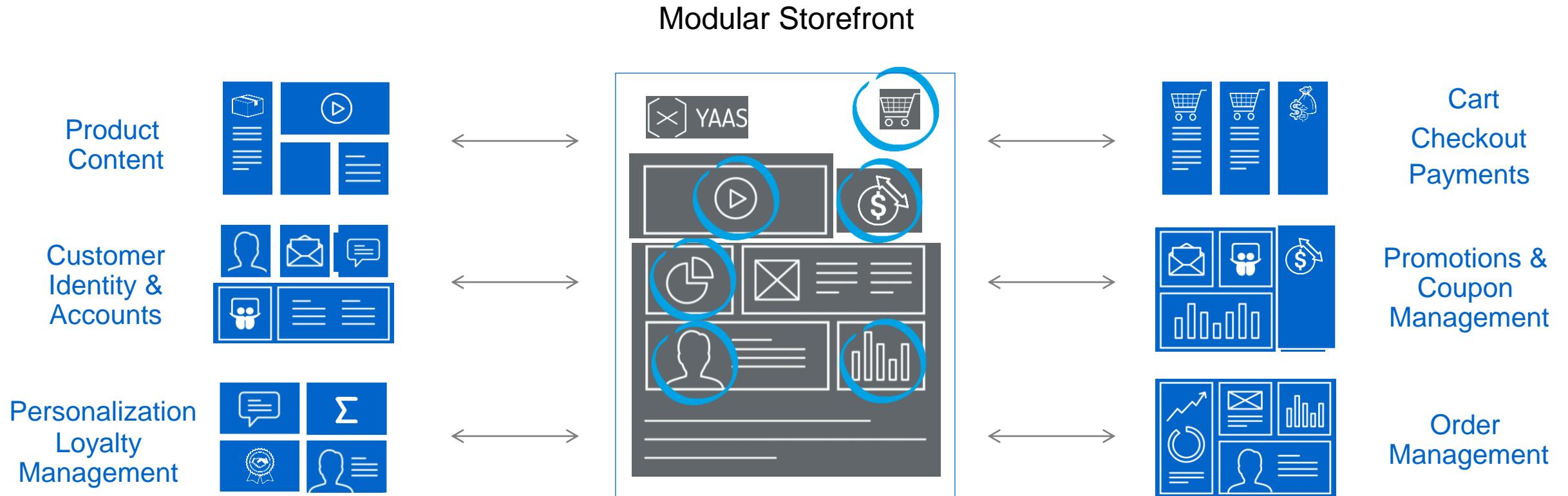


**Connected, monolithic,
hosted in 1 DC, application**



**Small, distributed into the cloud
self-contained digital (micro) services**

Microservices commerce storefront is very different



Flexible. Extensible. Embeddable.

Commerce embedded into media & apps...



Product
Content



Personalization
Loyalty
Management



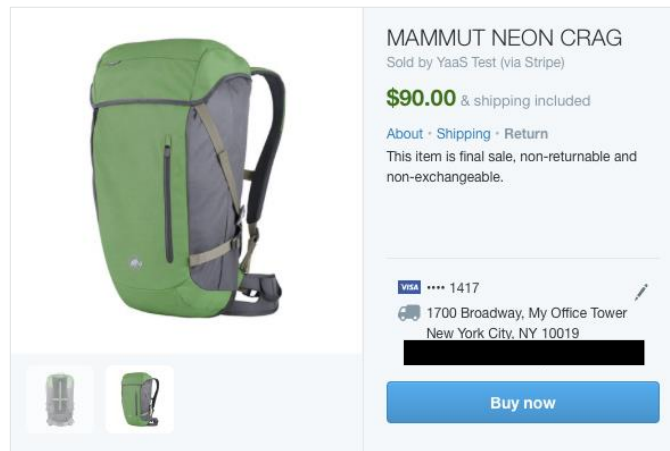
Promotions &
Coupon
Management



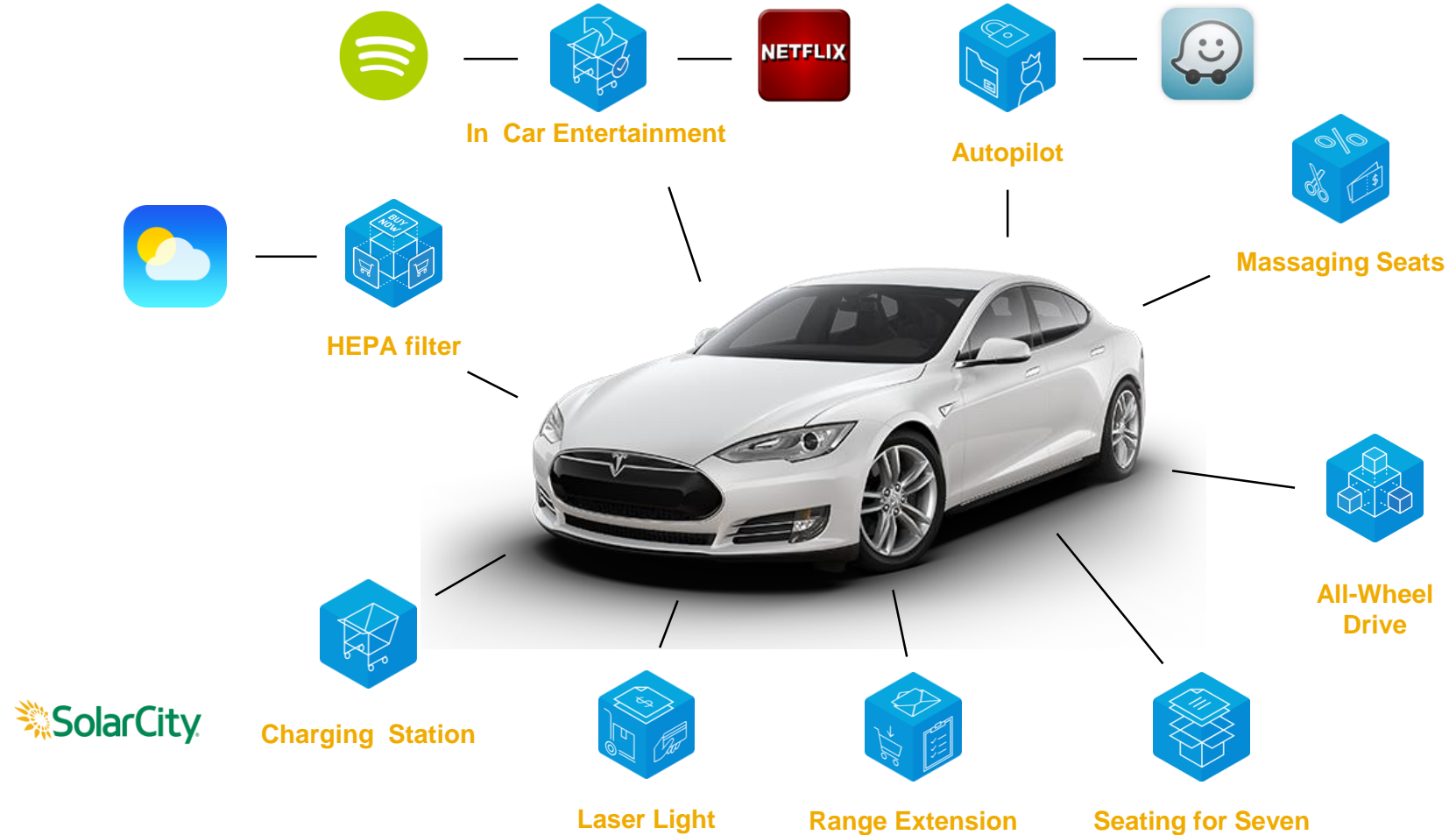
Cart
Checkout
Payments



Order
Management



...and into new compute platforms...



...and into in our **customers' daily lives**



Clothing



Footwear



Washing machines



Printers



Refrigerators



Pets



Medicines



Cosmetics

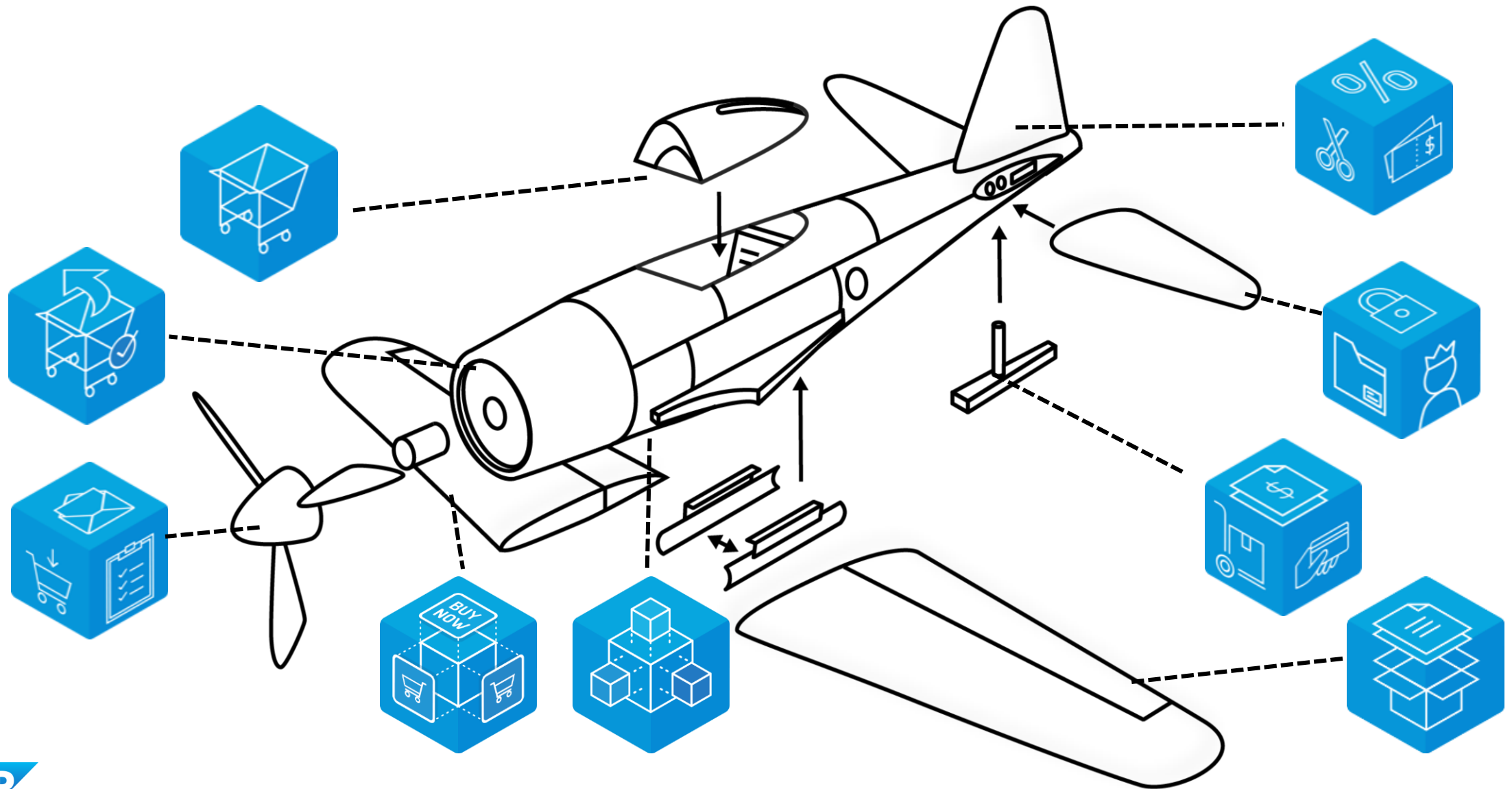


Alcohol & beverages



Travel

Ecommerce reinvented with **Microservices**





By 2018, more than 75% of all new multi-enterprise processes will be implemented as **distributed composite applications** rather than connected monolithic applications

By 2017, **more than 20%** of large organizations will **deploy** self-contained **microservices** to increase agility and scalability

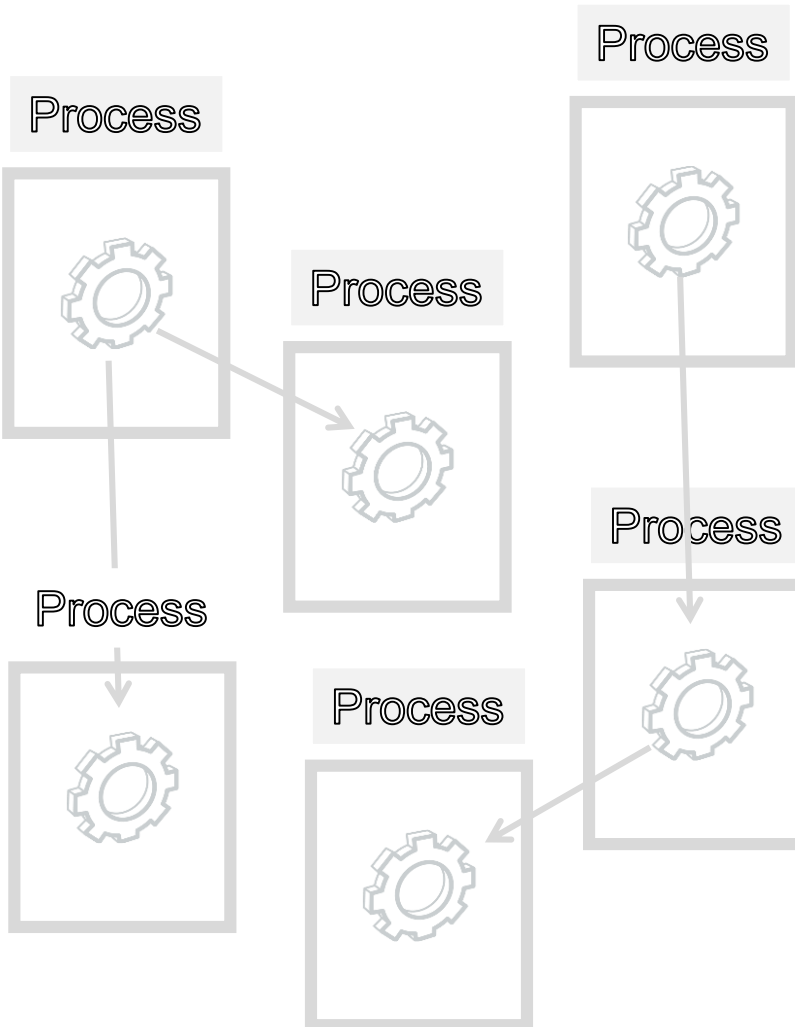
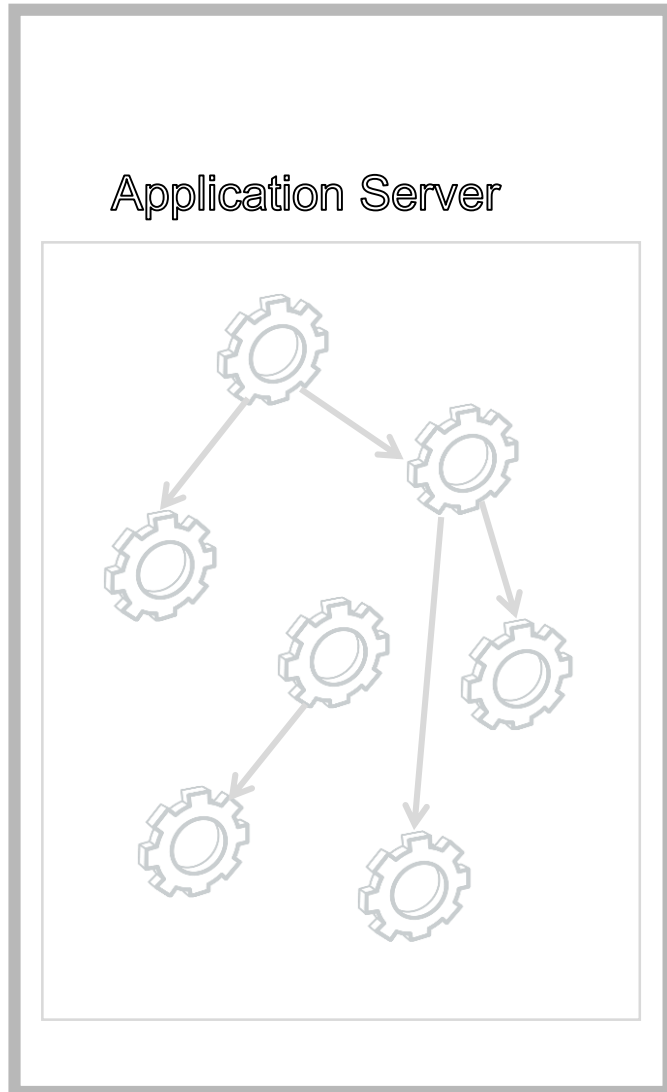
Gartner 2015



Monolithic Architecture vs. Microservices



Process

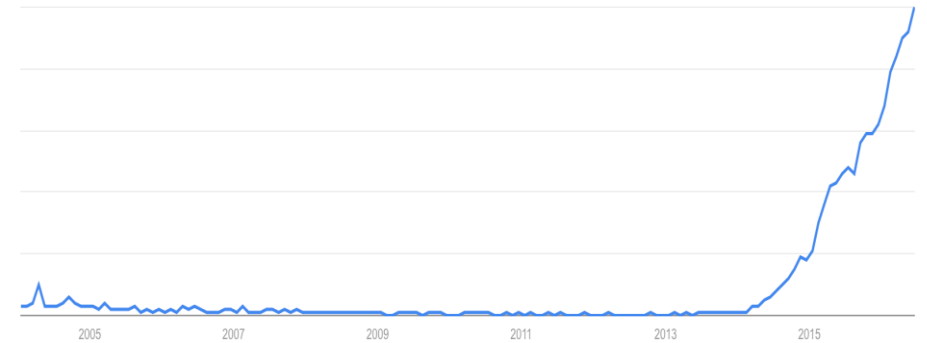


Customers' **Motivation** to investigate into Microservices



- Gain speed to market
- Support iterative/agile business approach
- Scale flexibly
- Infrastructure & project savings
- Transform IT landscape into manageable building blocks
- Increase productivity
- Cooperate efficiently with third party service & software providers

Microservice Searches – Trend Analysis



Google Trends



**A commercial, legal,
billing & development
network for
microservices**

Innovation

Agile & Elastic & Flexible

Productivity

Simple

Scale



MARKET



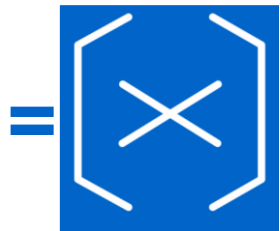
BUILDER



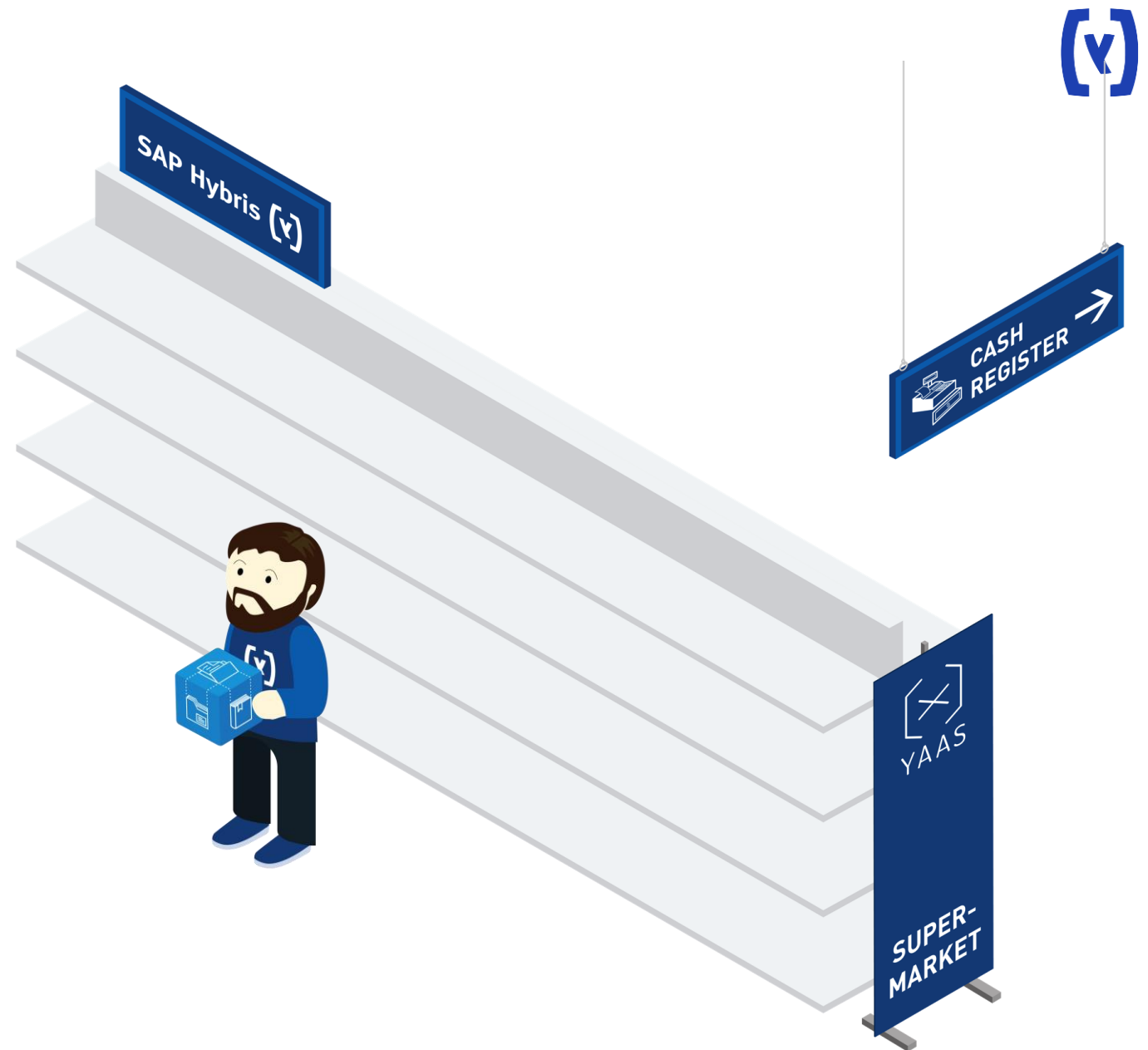
DEVPORTAL



COMMUNITY



YAAS.IO



What does YaaS offer?



YaaS simplifies the commercial and contractual process for partners!



SUBSCRIPTION



PAY PER USE



METERING



**AUTOMATED
BILLING**



**STANDARDISED
RATE PLANS**



**PARTNER ECO
SYSTEM**



**SAP STANDARDISED
T&Cs**



**MARKET
AWARENESS**

What is available on YaaS today?



- 34 Commercial SAP Packages available in the US, DE launched 11/2016 (Beta Packages available for testing world wide)
- Primarily out of CEC spectrum (Commerce, Marketing, Sales & Services)

Keep in mind:

- All available through an easy subscription process in minutes
- All using a usage based pricing model
- All offering access to REST APIs and UI Management Interfaces

Augmenting & Enhancing the SAP Hybris Portfolio



A/b testing

Cloudsites

Profile

Loyalty

**SAP Hybris
Commerce**

A/b testing

Profile

Loyalty

**SAP Hybris
Marketing**

Cloudsites

Commerce

**SAP Hybris
c4c**

Cloudsites

Profile

Commerce

...



CaaS aims to help businesses present purchase opportunities to customers – **where ever** and **whenever** they are most **likely to buy.**



It's not
SAP Hybris Commerce, hosted.

It's not
replacing SAP Hybris Commerce.

It's new. It's **different**.

What do you always need for transactional commerce?



Products

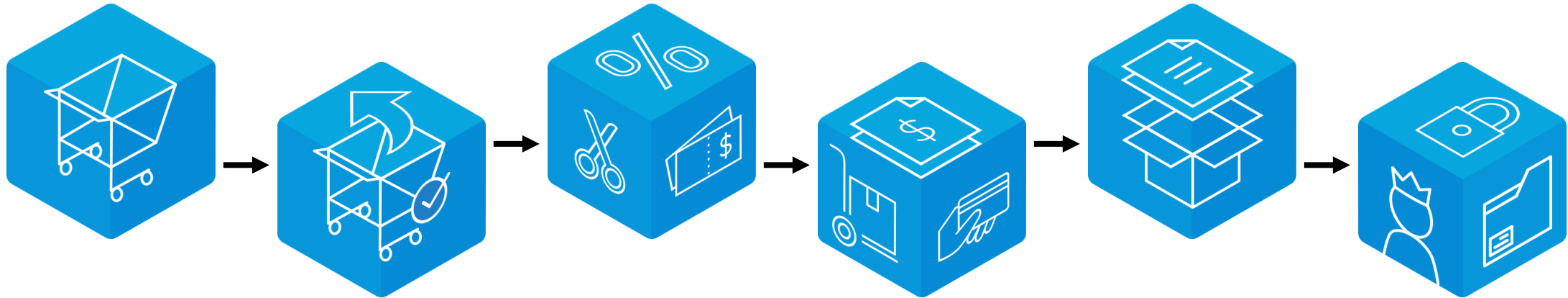
Products on offer,
inventory, etc.;
categorized, probably

Tax calculation

Because you have to

Order history

To let users see their
past purchases



Shopping cart

To group items
for a transaction

Checkout and payment

Because you want to
sell something

Customer records

To represent your
users as they purchase
something



Customer Accounts

- Account creation & login
- Details & Address Book
- Order History

Site Mgmt.

- Language & Currency
- Tax, Shipping & Payment

Product Content

- Product details
- Search & Navigation

Cart & Checkout

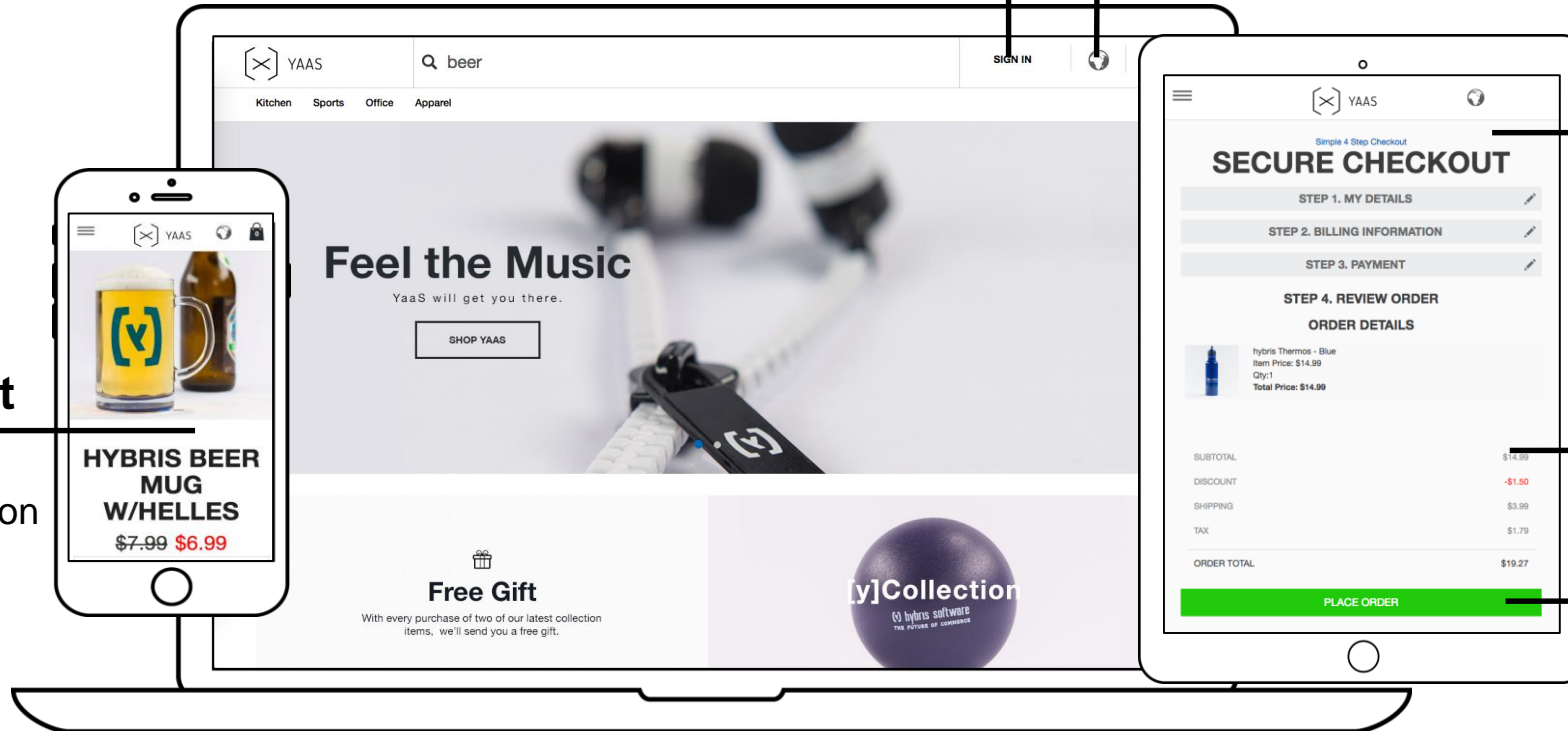
- Cart calculation
- Validations

Coupons

- Rules

Order Management

- Simple Order Workflow
- Order notifications



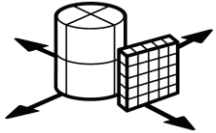
INTEGRATED. RESPONSIVE. OPEN SOURCE.

- **8 packages**

- 20 micro services
- 7 Builder modules

- **Storefront Template**

- Open Source
- <https://github.com/sap/yaas-storefront/>



DATA MIXINS

Extend commerce entities with your own data based on JSON Schemas.

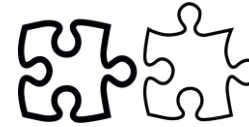
```
"metadata": {
  "mixins":
    [ "player": .../schema.json" ]
},
"mixins": [
  "player": {
    "awesome": true,
    "level", 4,
    "highscore": 31337 }
]
```



EVENTS

Publish and subscribe messages for business events to execute custom business logic asynchronously.

```
POST /topics/mygame/levelup/publish
{
  "player": 42,
  "levelScore": 31337,
  "level": 4,
  "timestamp": 2016-02-17 10:42:22
}
```



PLUG-IN INTERFACES

Seamlessly connect your custom services for shipping, tax and payment.

```
POST /shipping/quote/full
{
  "shipToAddress": /* ... */ ,
  "items": [{
    "product": {
      "name": "Fun with YaaS",
      "code": "860-1300201986"
    }
  ]}.
  /* ... */
}
```

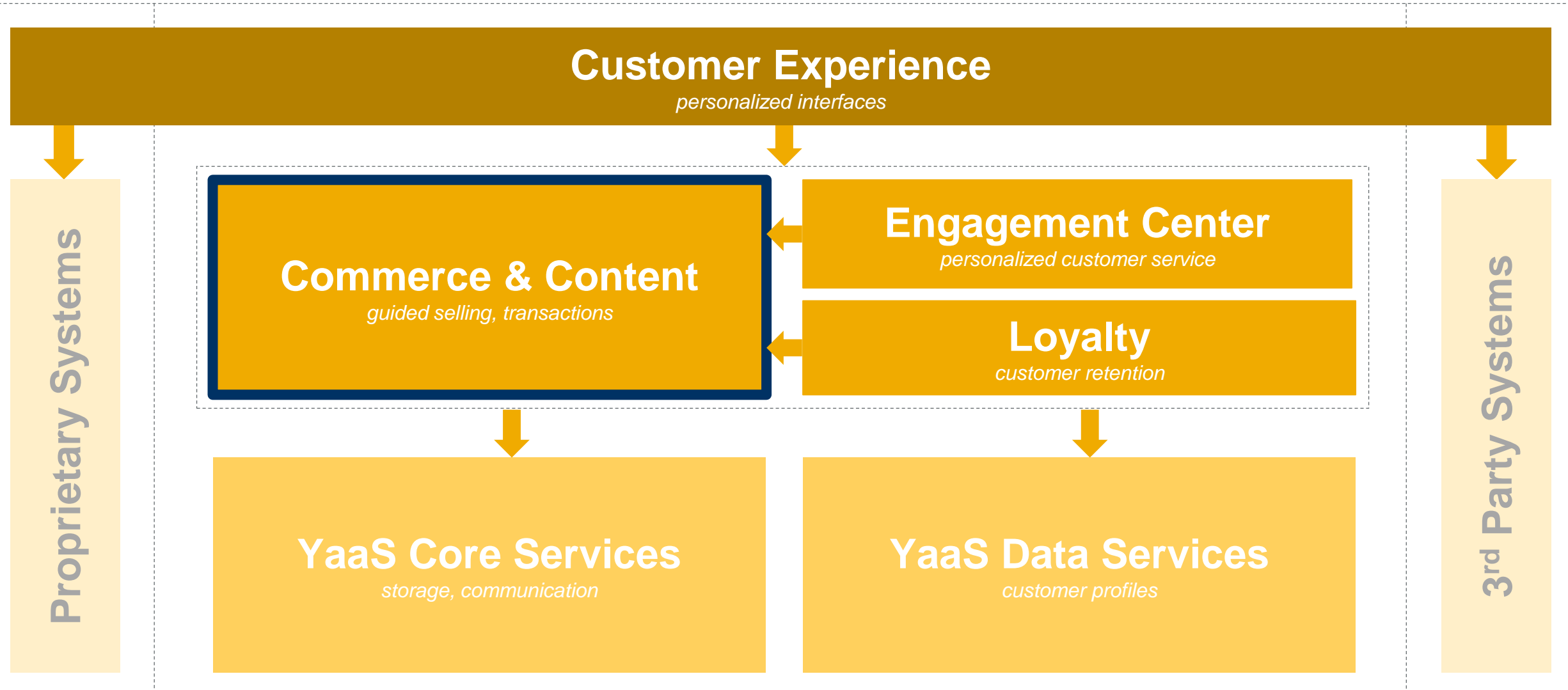


MASHUPS

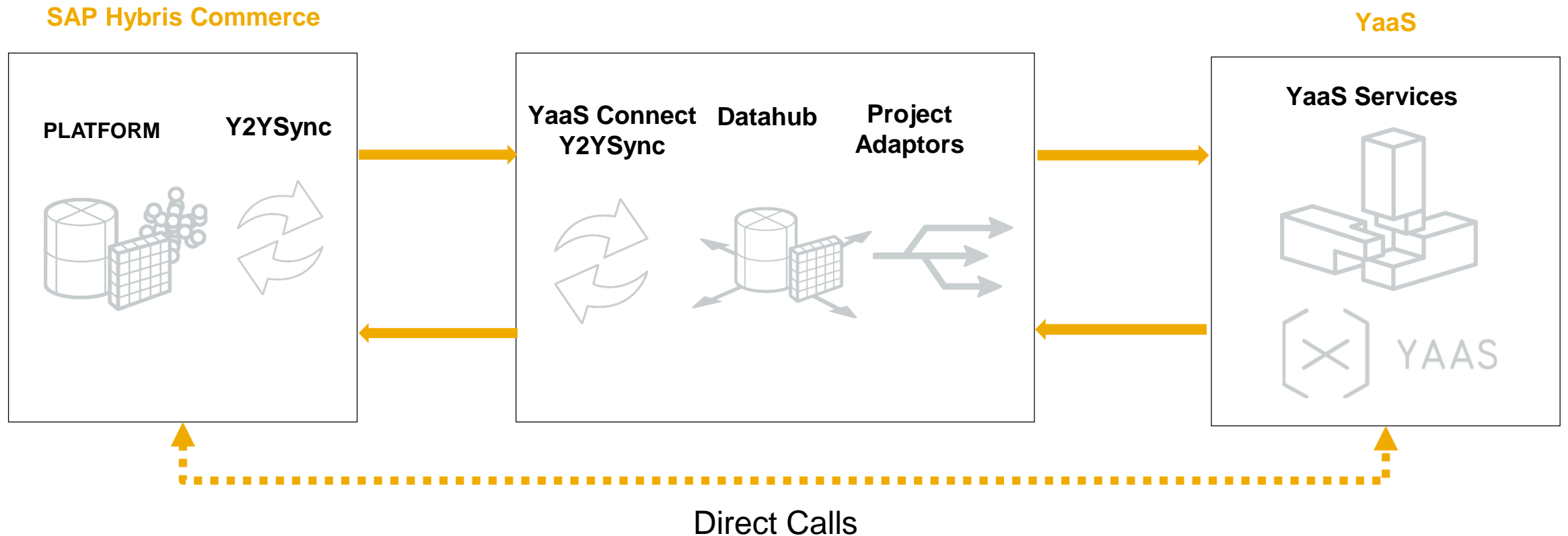
Combine calls to multiple APIs in a simple services to reduce traffic and avoid client side logic.

```
GET /productdetails/860-1300201986
{
  "product": {
    "name": "Fun with YaaS",
    "code": "860-1300201986"
  }.
  "prices": [ /* ... */ ].
  "categories": [ /* ... */ ]
}
```

Building Block in Decoupled, Composite Applications



YaaS Connect for SAP Hybris Commerce



Sap Hybris Commerce

Your enterprise platform has rich assets from PCM and orchestrates order fulfillment.

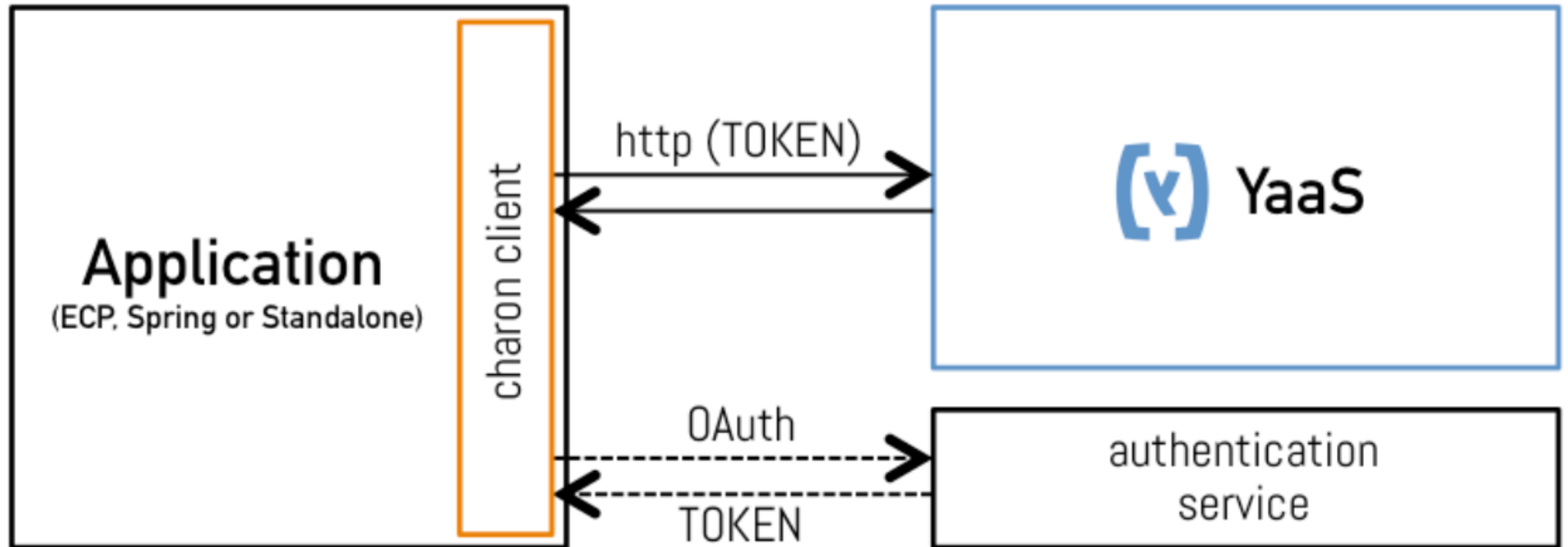


Data Hub

Transforms and pushes data between your deployment and the cloud.

YaaS

Enables innovative commerce experiences in the cloud and handles consumer facing traffic.



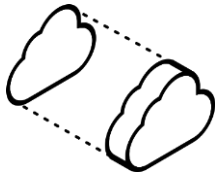
Your imagination is the limit!

Some typical use cases of the Commerce APIs on YaaS.io



In App- and Social Selling

enable new sales channels by embedding “buy now buttons” in apps or social media



Cloud Sites

enter and test new markets, geographies or promotions with quickly set up web-shops



B2b - Direct to Consumer

for B2B companies exploring B2C business



Embed Into Other Services

Open API framework that can be easily embedded into or added to micro-services and solutions

Exceptional Customer Experience

be fast in creating a new commerce experience for your customers

Consuming YaaS Packages – How to get started



The screenshot shows the YaaS Market homepage with a navigation bar at the top containing links for YAA, Home, YaaS Market, Builder, Dev Portal, Community, and My Account. The main content area displays a grid of service packages, each represented by a blue icon and a title. The packages shown are:

- CECenter Search** (SAP Hybris): The CECenter Search package provides indexing and search functionality for common customer engagement use cases. Included Services: recent-order, cecentersearch, cecenterindexing. [All Details](#)
- Checkout** (SAP Hybris)
- Coupon Management** (SAP Hybris)
- Customer Accounts** (SAP Hybris)
- Customer Engagement Center** (SAP Hybris)
- ERP SD Integration** (SAP Hybris)

URL: YaaS.IO

The screenshot shows the details page for the CECenter Search package. The page includes a navigation bar with links for YAA, Home, YaaS Market, Builder, Dev Portal, Community, and My Account. The main content area features the package icon, title, publisher (SAP Hybris), and publication date (June 02, 2016). A description states: "The CECenter Search package provides indexing and search functionality for common customer engagement use cases." On the right side, there is a pricing section for the "Standard" plan, which is "US only". The pricing details are:

- Included for free per month:** Max. 10,000 API Calls
- Additional usage per month:** \$0.25 per 5,000 API Calls
- Commercial use**
- [SUBSCRIBE NOW](#)
- No tax included in the shown prices.
- [See Rate Plan Details](#)

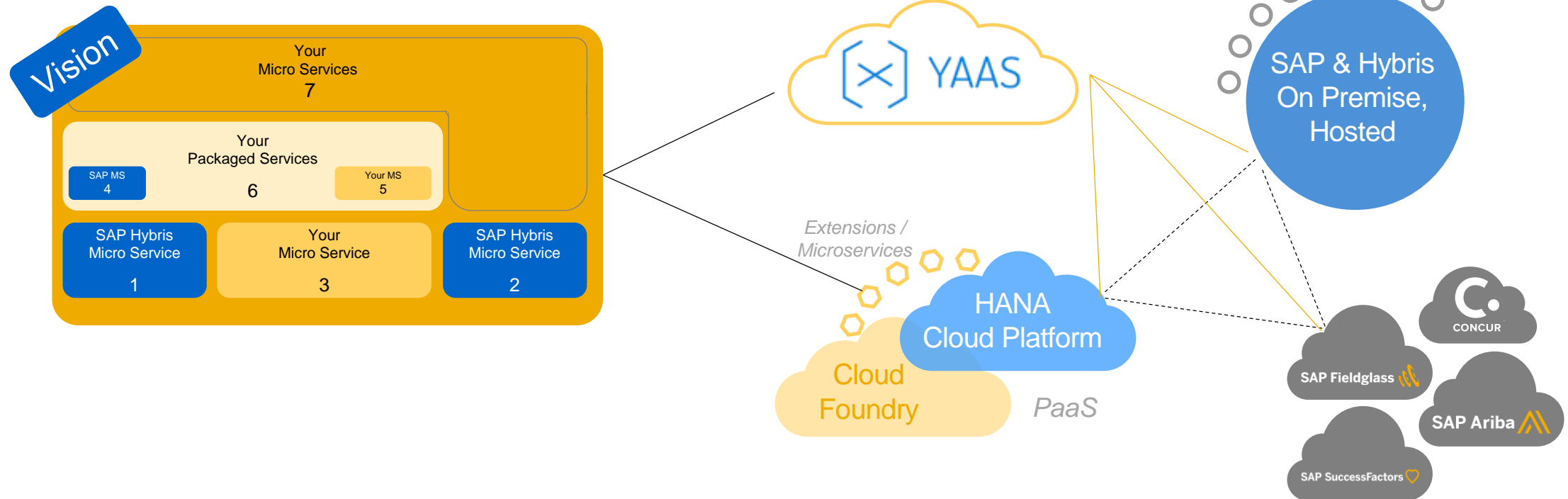
The screenshot shows the API reference page for the "Recent Sales Orders" service. The page includes a navigation bar with links for YAA, Home, YaaS Market, Builder, Dev Portal, Community, and My Account. The main content area features the service title, a list of scopes, and an API reference section. The API reference section includes the endpoint `/tenant/customers/{customerNumber}/recentItems` and a description of the service. The API reference section also includes a "GET" method to retrieve a list of recent sales orders for the given customer. The statuses that are treated to be closed are declined and completed. The statuses that are treated to be open are created, shipped and confirmed. The required scope is hybris.order_read.

Building and Consuming Packaged Services

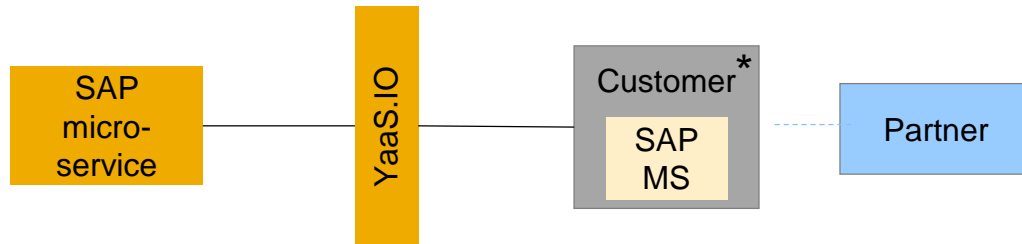
Partner Opportunity & Cloud Transformation



Your Packaged Services @ YAAS.URL

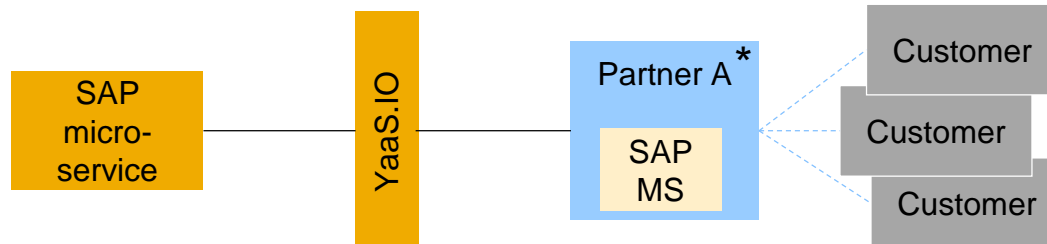


YaaS Partner Business Opportunities



- Customer subscribes
- Partner can work on Customer subscription once Customer creates Authorized User for Partner
- **Implementation, Integration & Migration Services**

Transformation & Advisory Services



- Partner builds own Cloud offering including SAP packaged services and microservices subscriptions
- Partner contracts with Customer for their Cloud offering
- Customer can work on Partner subscription (no contractual relationship with SAP)
- **IP monetization through Cloud offering**
- **Reselling**

Experience Micro-Services

- Experiment with what's on the Market
- Set-up an account on YaaS.IO
- It's self-service!

Position Yourself

- Deliver direct business value
- Enrich your product/solution
- Be transformation enabler
- Build your own micro-services

Make YaaS an agenda item

- Start NOW talking about benefits and potential use-cases with your customer

Get help from us

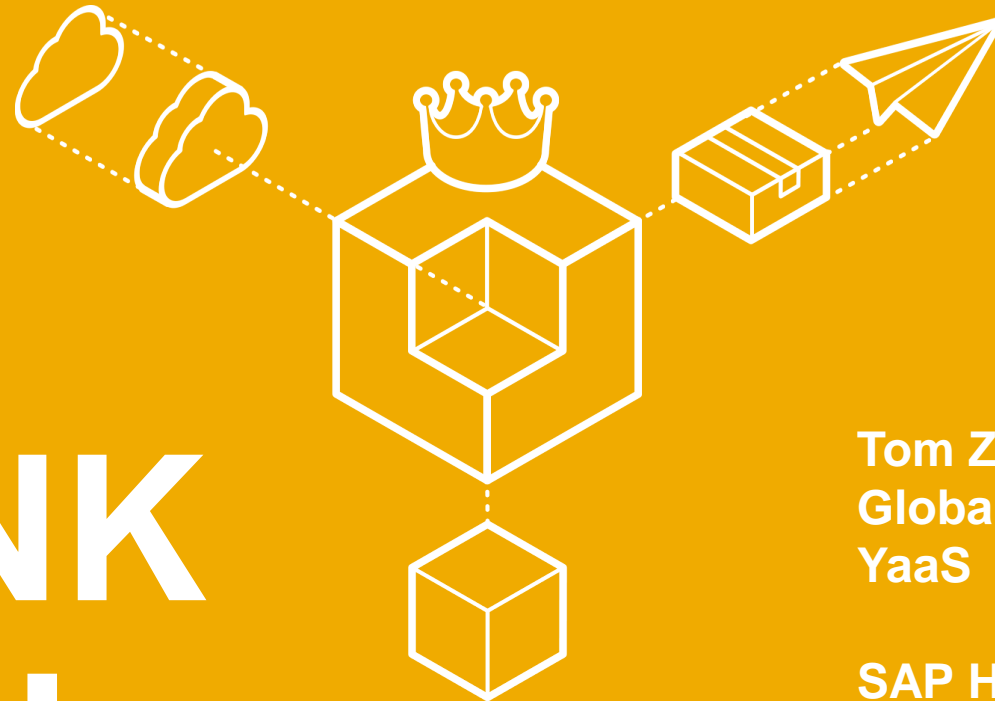
- [YaaS.IO](#)
- Enabling measures like webinars and boot camps (planned)
- Contact your local SAP Hybris Partner Manager

Key Takeaways

- SAP Hybris as a Service: SAP's entry into microservices empowered Cloud offerings and supporting platform business
- A core component of the digital transformation
- Many partner opportunities
- Getting started is easy
- Be part of it now



THANK YOU



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YaaS

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