

(x) hybris software

inform, communicate, sell

Reasons for Replatforming

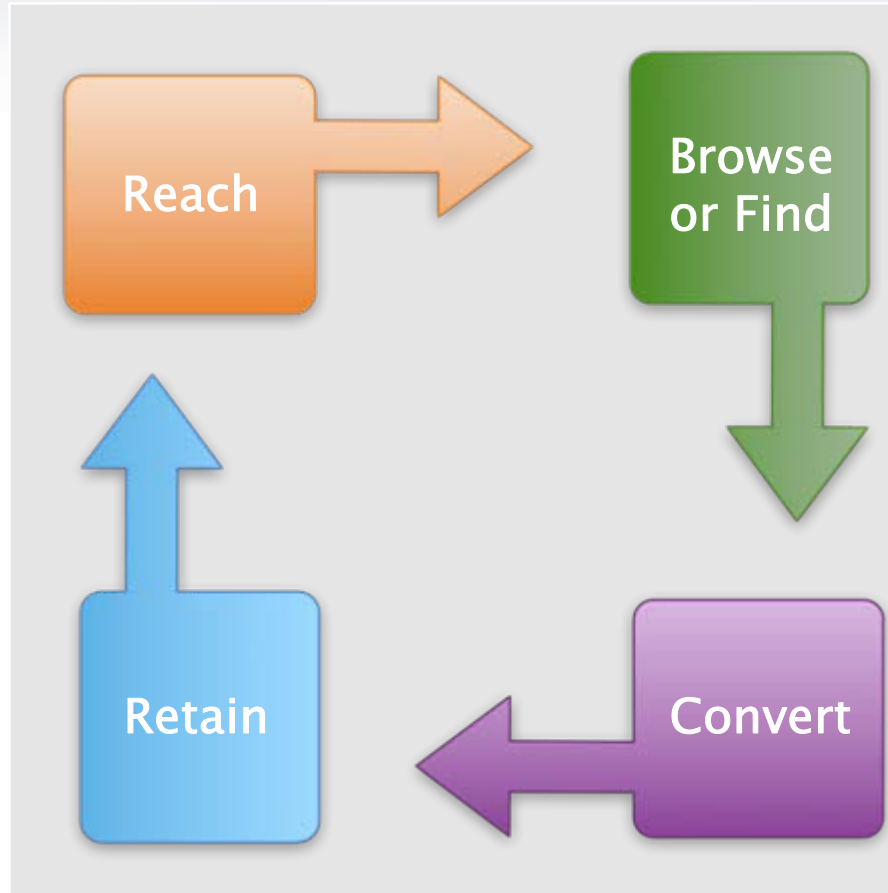
When to change platform?

If you can't implement latest best practices in customer experience and conversion methods quickly, at low cost and with minimal or no IT involvement then you should be considering a new platform.

Technology should not be the limiting factor of your marketing flexibility!

What we all now expect! Rich customer experience!

- Search engine friendly
- Affiliate marketing
- Forums
- Online marketing
- Tell a friend
- Wish-lists
- Gift Certificates
- Newsletter
- Vouchers/Promotions
- Loyalty Programs
- Account services
- Personalisation

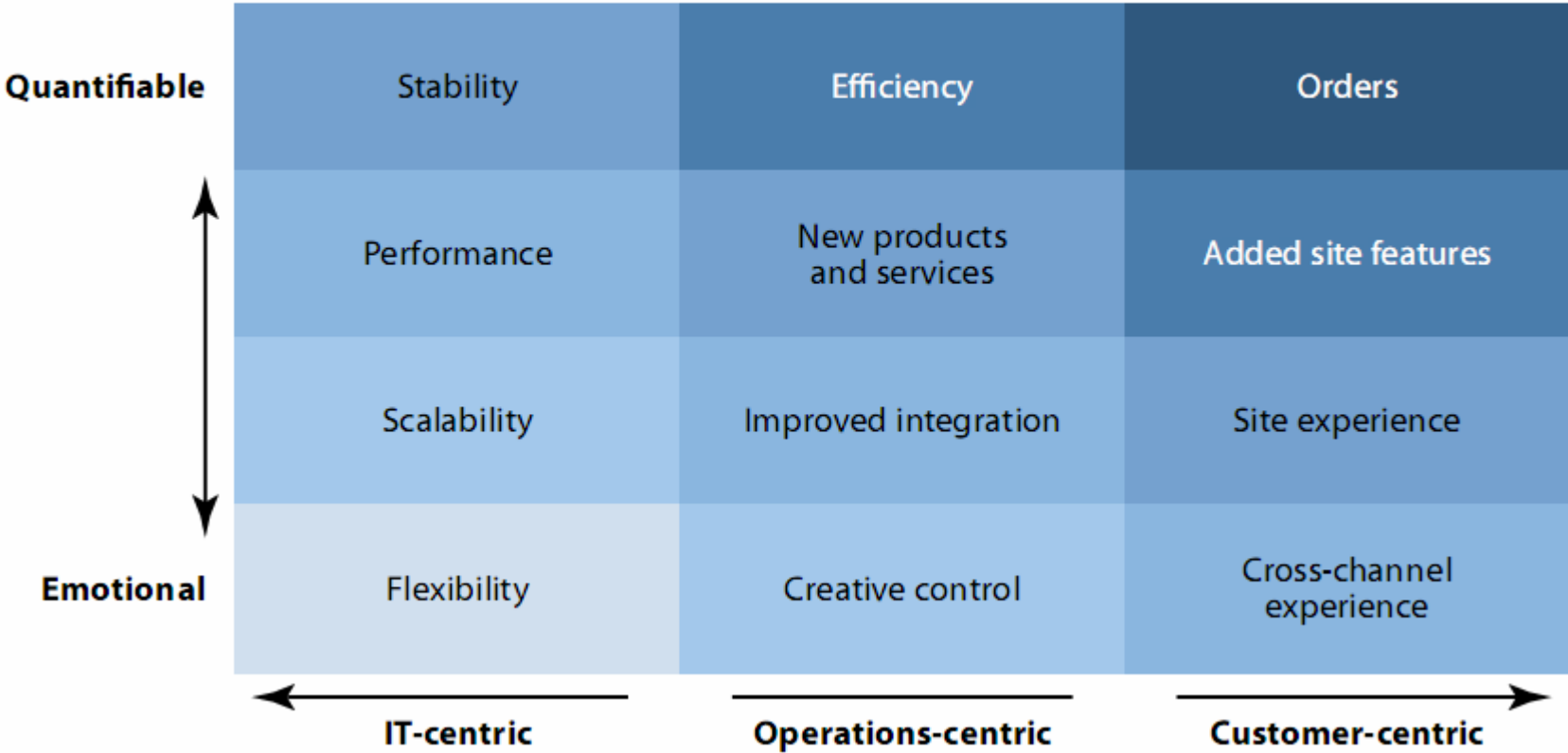


- Search/Navigation
- Guided Selling
- Reviews & Ratings
- Behavioural Targeting

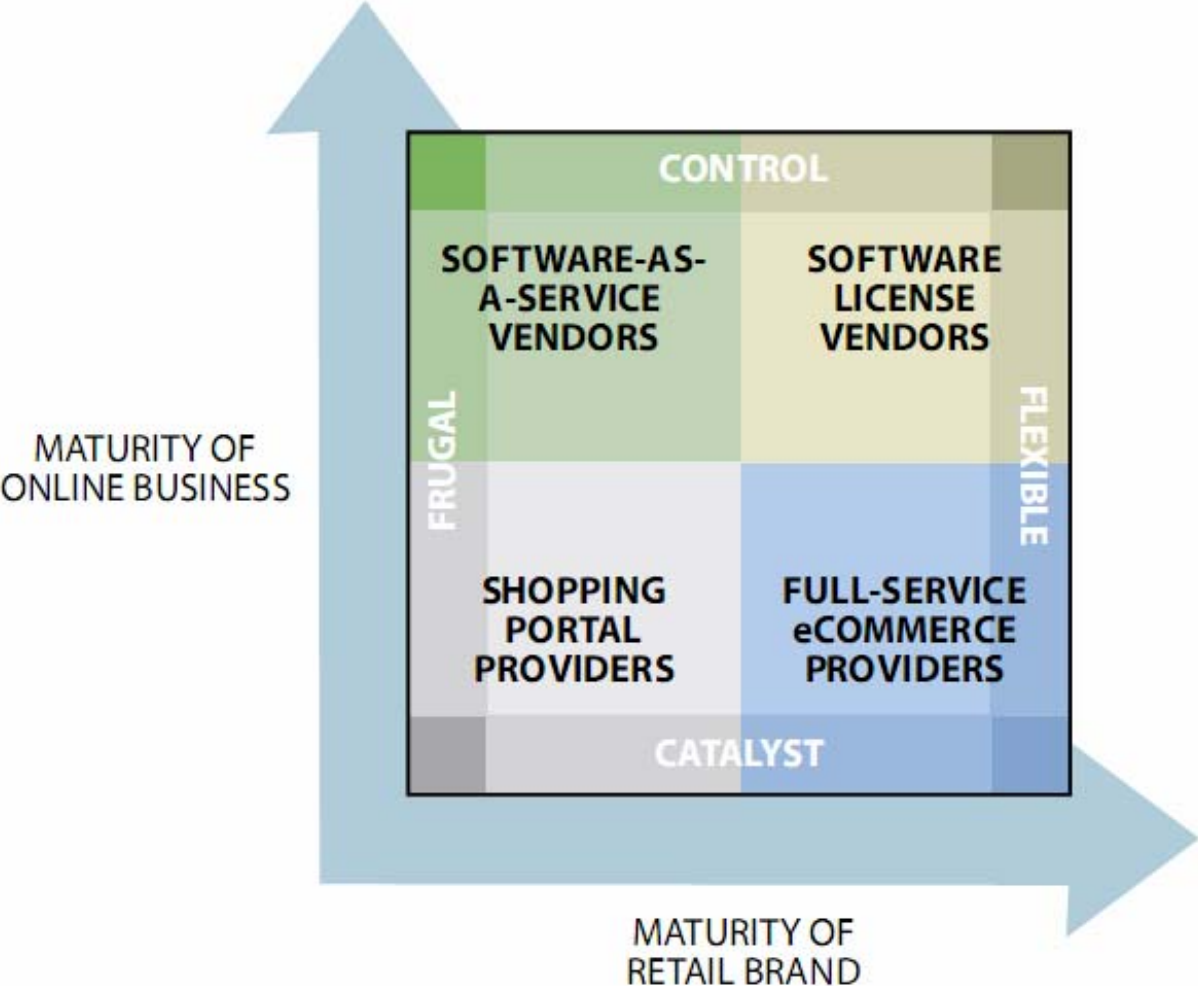
- Cross-selling
- Recommendations
- Easy payment/checkout
- Promotions

Other reasons to re-platform

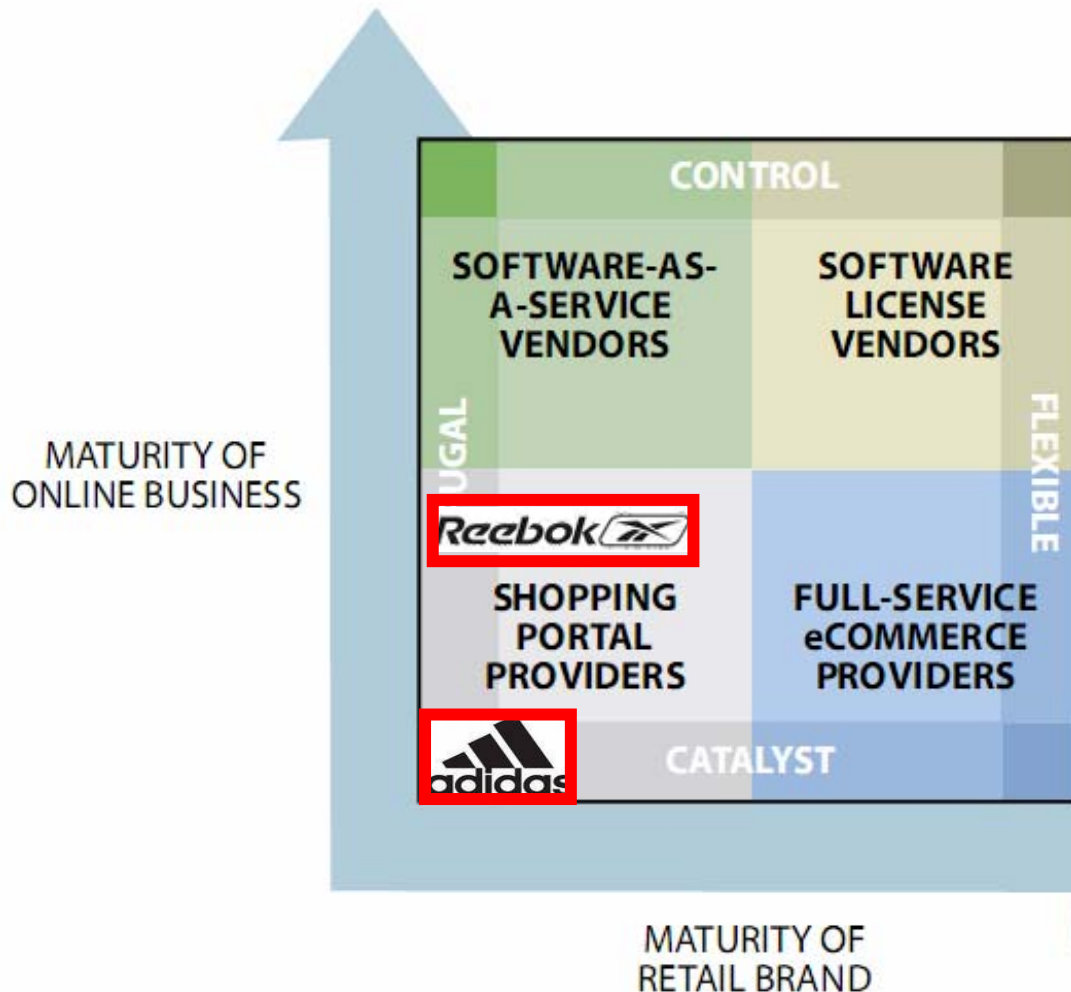
Figure 1 Examples Of The Metrics And Their Dimensions Of Value



Maturity is a Key Driver for Change!



Consumer brands going online



Why:

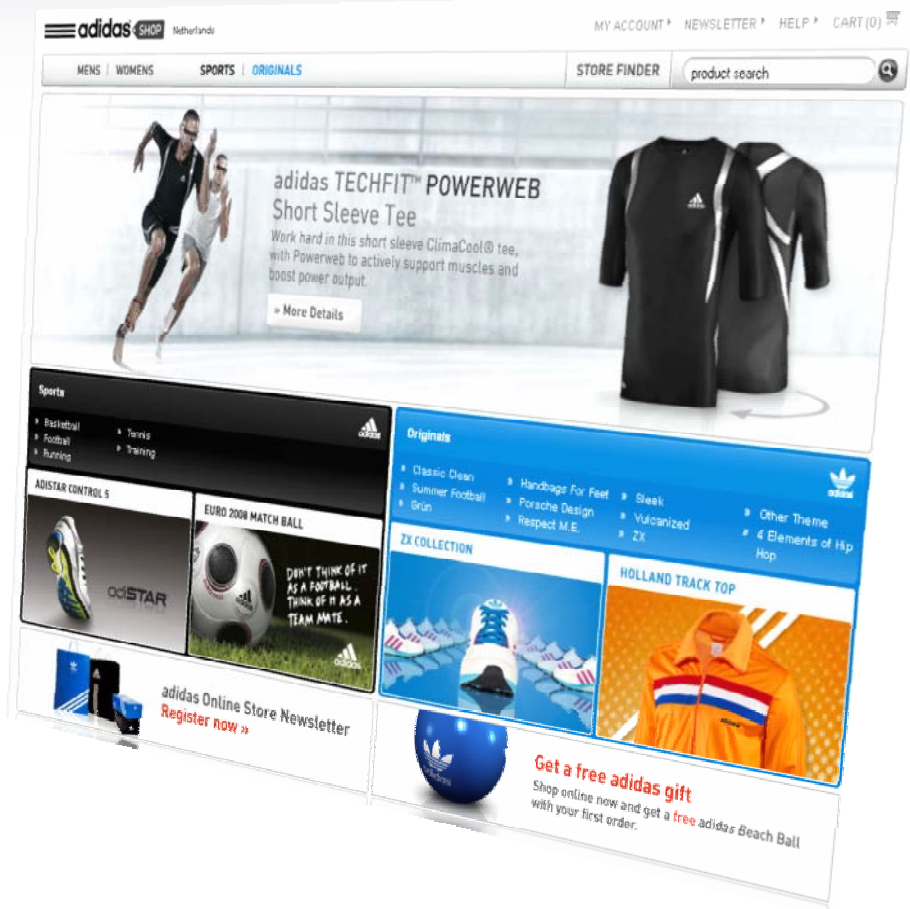
- Amazon shops in the UK and US were just a local tactical trials
- Strategic B2C initiative launched – best of breed approach
- No in-house skills for global roll-out
- No B2C fulfillment / logistics experience / in-house capability
- Less capital investment
- We see this often with consumer brands entering e-commerce

Adidas runs its global B2C e-commerce initiative on hybris

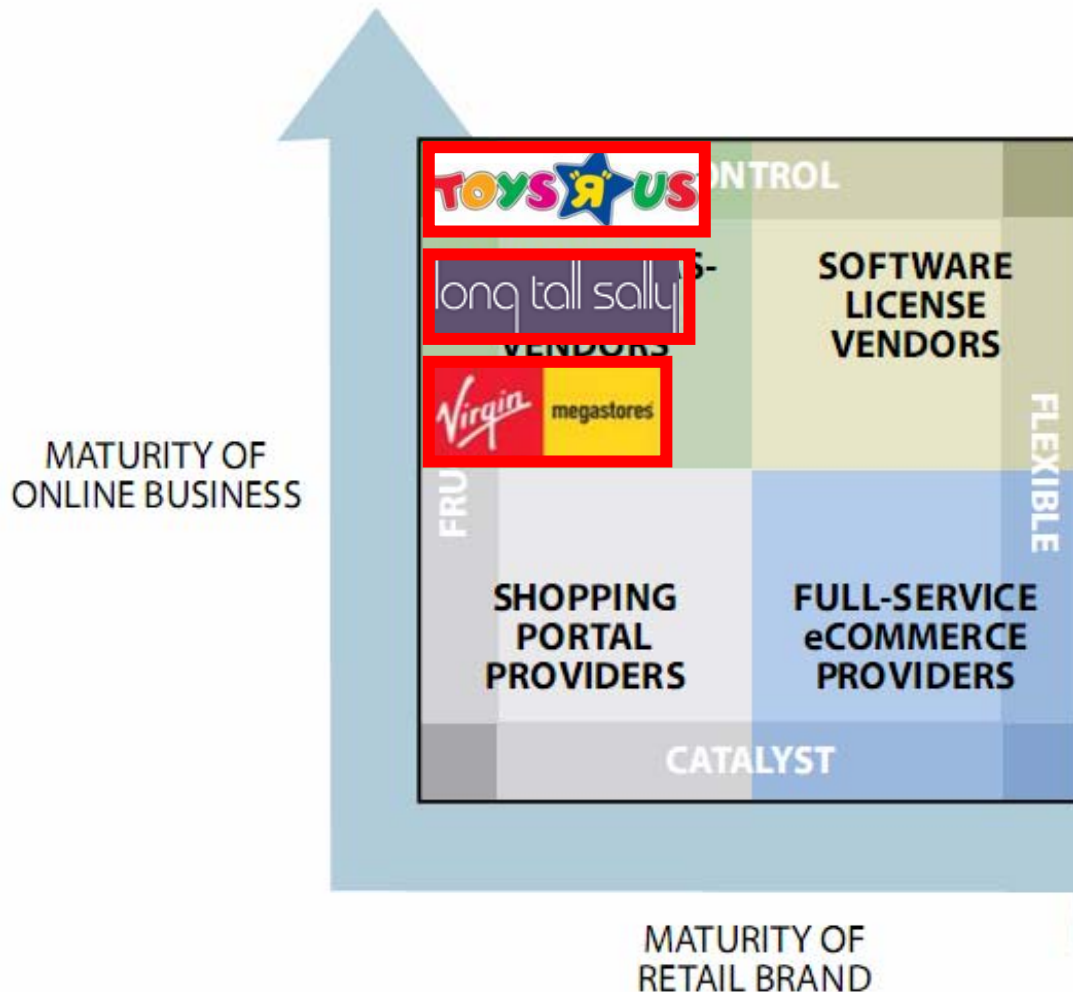
www.shop.adidas.co.uk

Top international sport & lifestyle brand

- Global e-commerce solution for multi-country rollout
- PIM for powerful product management
- Integration and synchronisation with catalogue and print channels
- End-to-end solution incl. fulfilment and customer service



Retailers wanting to regain control and flexibility to innovate



Why:

- SaaS was a quick starting point and proved the model
- Cost too high (e.g. revenue share)
- Limited ability to differentiate or time/cost to achieve this being prohibitive!
- No control regarding product roadmap
- Scalability issues during peak times
- We see this situation often with retailers wanting to regain control of their online destiny

hybris Commerce facilitates international expansion

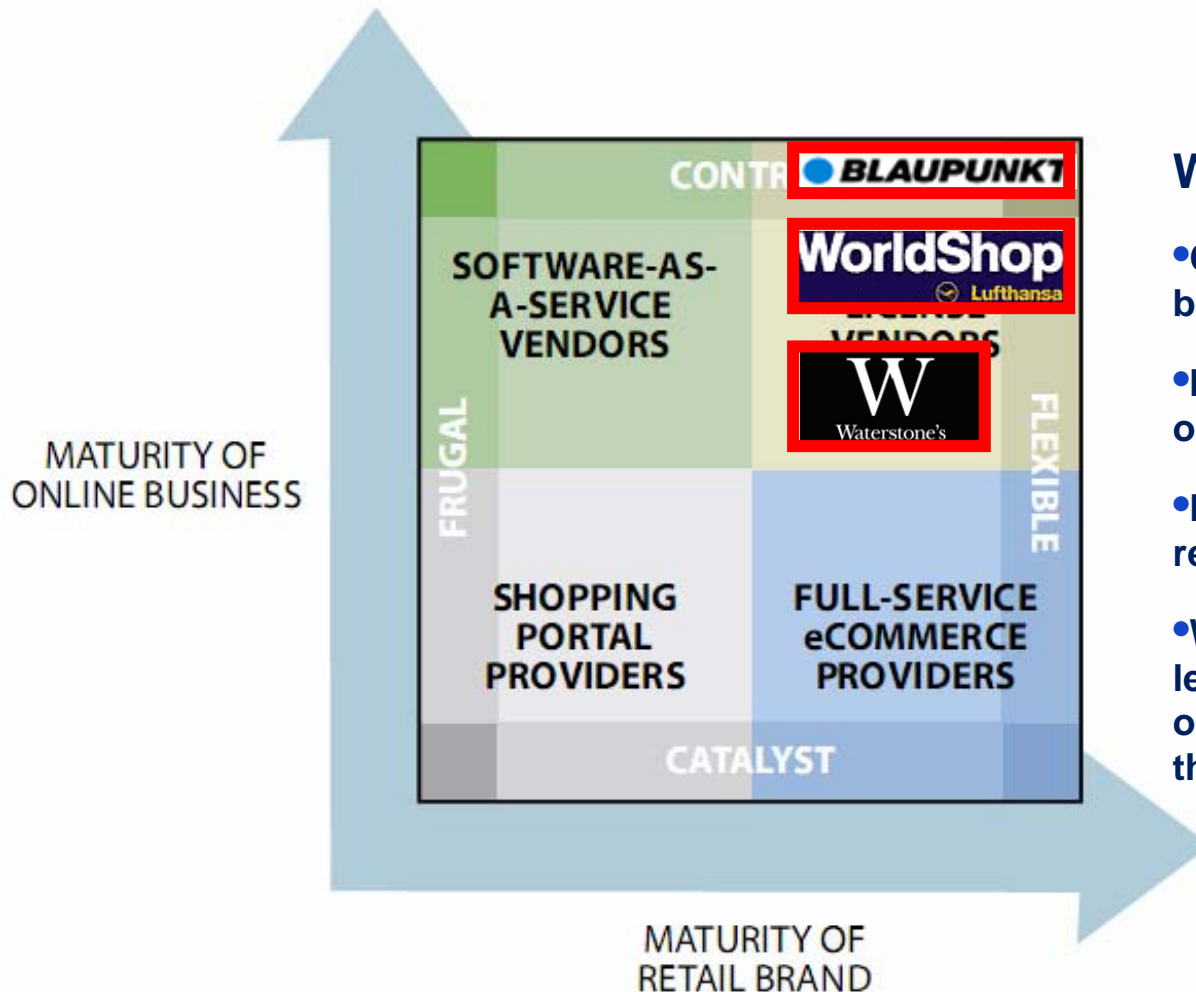
First choice in fashion for tall women all over the world

- Flexibility is the key for customisation and multi-channel management
- Need for scalability and multi-national capabilities for US and European expansion
- Results speak for themselves:
 - 28% increase in conversion rates
 - 163% increase in traffic generated through SEO
 - Average order value increased by 42%
 - Web business up 60% for the quarter over last year

www.longtallsally.com



Retailers taking their online platform to the next level



Why:

- Cost of supporting and extending bespoke solution is too high
- Incumbent platform provider is outdated and no longer innovative
- Need for an integrated multi-channel retail solution
- We see this situation often with leading retailers with a successful online business wanting to move to the next level of sophistication

Selling books effectively cross-channel

www.waterstones.com

Leading bookseller in the UK

- State-of-the-art multi-channel solution
- PIM-based commerce supporting online store, in-store communication and print
- Managing 3m SKUs single source
- Increasing online sales with promotions
- Integration with Endeca searchandising



If re-platform = yes - what should you consider now?

- What type of solution – ownership, outsource, pricing model....?
- Budget secured for all costs – license, services, hosting, internal....
- Full management and department buy-in.
- Detailed scope of requirements – maximise ability to succeed (i.e. Mandatory vs wish list) and business justify functional improvements

So why hybris?



“Enabling business to communicate and sell across all channels”

- Largest European eCommerce & PIM Platform software company
- > 100% increase in license sales in 2008 and profitable
- Global operations, 60+ implementation partners around the globe
- 200+ customers, 1500 “hybris powered” sites and publications
- R&D Focus with over \$50MM in cumulative investment

Communication is getting more and more complex

Complexity is quickly increasing with each –

Language

Market

Segment

Channel



brands



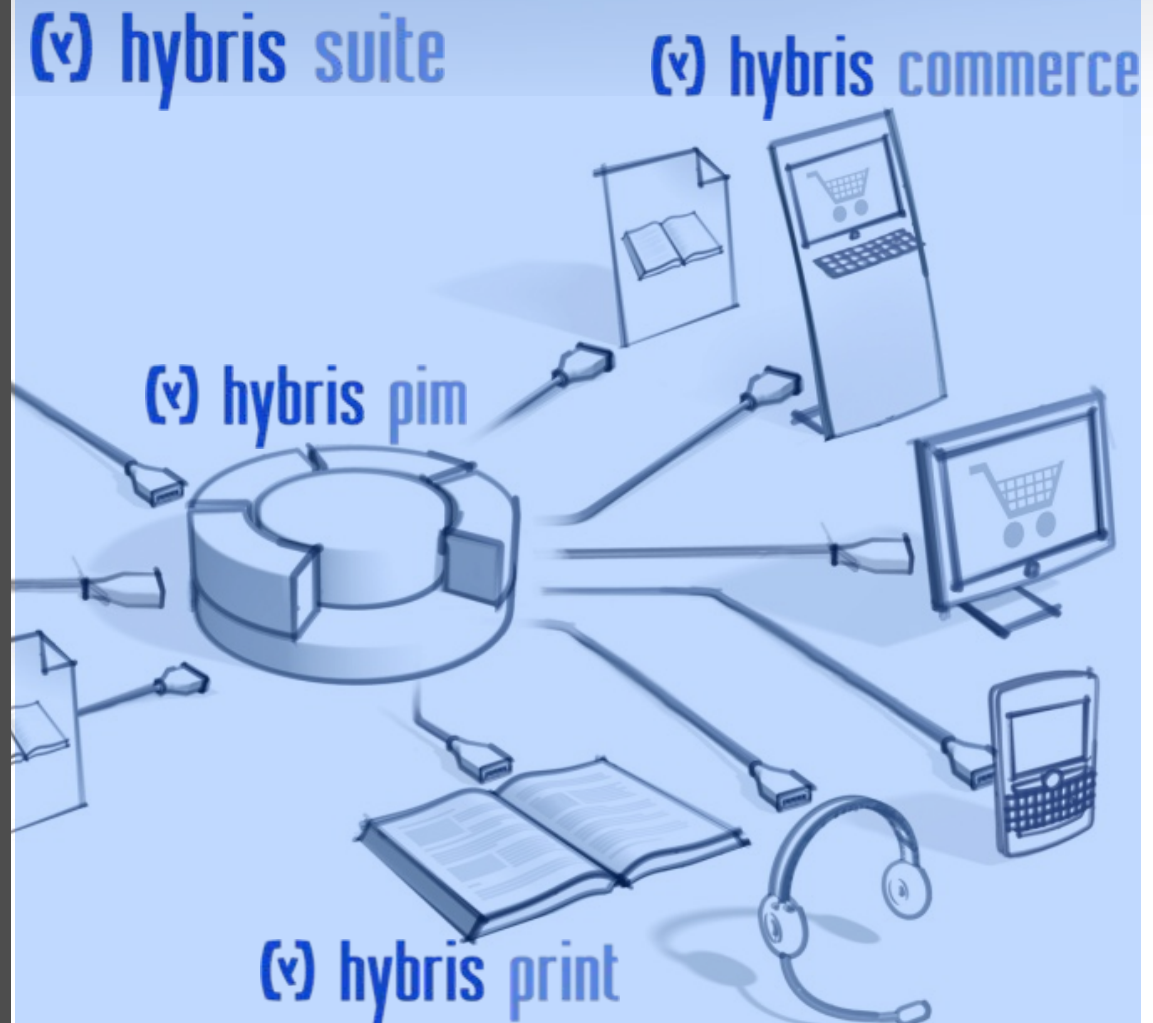
internationalisation



stores

hybris Solution: Integrated suite AND best-of-breed

- One user interface
- Simple processes
- Fewer interfaces
- Lower training effort
- Lower project risk



Analysts rate hybris best-of-breed for PIM & E-Commerce



(v) hybris pim



(v) hybris commerce

Gartner

- in global top 5 PIM specialists 2008
- in global top 10 E-Commerce specialists 2008

FORRESTER

- Leader Position in Forrester Wave for E-Commerce in Q1 2009

Why hybris – Flexibility and Choice – the 3 P's

- **Pricing flexibility/choice:**
 - CPU based or server performance related
 - Revenue Share
 - Subscription
 - Hire Purchase
 - Or other...
- **Partner flexibility/choice:**
 - One size does not fit all
 - Tie-in to vendor/supplier can be restrictive
 - Best-of-breed software + best-of-breed partner
- **Product flexibility/choice:**
 - hybris Commerce – enterprise class moulded to your requirements
 - hybris QuickLive
 - Speed to market
 - Affordable
 - No functional restrictions
 - No need to re-platform again

Selecion of customers signed during the last 12 months



LEDERUNDSCHUH®



Thank You



andrew.piscina@hybris.com