SAP Hybris Partner Know-How Call

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

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HOUSEKEEPING

- 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
LET’S GO.
THE FUTURE OF COMMERCE...
...is commerce everywhere!
SALES & MARKETING AUTOMATION HAS ENABLED US TO SHOUT LOUDER, AT MORE PEOPLE
69% of customers are disengaging

Data: Aima Institute
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

Source: Zogby Analytics: US Millennials (aged 18-34). Checking a smartphone is the first thing 80% do on waking in the morning.
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

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
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
What is YaaS?

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
- Profile
- Loyalty
  
  SAP Hybris c4c

- Cloudsites

...
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

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**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
INTEGRATED. RESPONSIVE. OPEN SOURCE.

- 8 packages
  - 20 micro services
  - 7 Builder modules

- Storefront Template
  - Open Source
  - https://github.com/sap/yaas-storefront/
Built-in Extensibility

**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 Core Services**
- Storage, communication

**YaaS Data Services**
- Customer profiles

**Commerce & Content**
- Guided selling, transactions

**Engagement Center**
- Personalized customer service

**Loyalty**
- Customer retention

**Customer Experience**
- Personalized interfaces

Proprietary Systems

3rd Party Systems
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.
YaaS Connector
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

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**Exceptional Customer Experience**
be fast in creating a new commerce experience for your customers
Consuming YaaS Packages – How to get started

URL: YaaS.IO
Building and Consuming Packaged Services
Partner Opportunity & Cloud Transformation

Your Packaged Services @ YAAS.URL

Vision

Your Micro Services

Your Packaged Services

SAP & Hybris
On Premise, Hosted

Extensions / Microservices

HANA Cloud Platform

Cloud Foundry

PaaS
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

* Ideal Cloud PaaS & development environment: Hana Cloud Platform, separate contract
Experience Micro-Services

- Experiment with what’s on the Market
- Set-up an account on YasS.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

- YasS.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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