

A unified system to improve the customer experience across all channels

DXC Implementation Services for SAP Hybris

Benefits

- Unify customer experience management.
- Integrate business systems to improve customer service capabilities in weeks instead of months.
- Gain a single view of customers across all channels, while customers get a single view of the organization.
- Cover every touchpoint in a customer experience engagement to improve customer satisfaction.

Leverage SAP Hybris to unify customer experience management and enhance customer satisfaction.

Providing a satisfying, omnichannel customer experience is imperative in today's digital landscape. But many companies are trying to meet their e-commerce needs with aging platforms and find themselves struggling to both gain a unified view of the customer and provide the customer with a single view of the organization and its brands.

Enterprises need to implement a strategy that integrates IT applications with new digital platforms. At the same time, organizations need to provide a customer experience that is consistent and flexible across a variety of touchpoints. Many enterprises lack the skills, expertise and bandwidth to design and implement a cost-effective and agile customer engagement platform on their own.

Unify the customer engagement experience

With DXC Implementation Services for SAP Hybris, enterprises gain access to expertise and proprietary tools that enable improved customer engagement, resulting in increased sales and lower customer service costs.

Using our prepackaged solutions that have been developed and fine-tuned over thousands of SAP implementations, we can help you implement unified

customer engagement processes and data management.

DXC Technology has unmatched capabilities in delivering advanced, innovative solutions in the SAP and SAP Hybris stack. Our long-standing partnership with SAP, ability to leverage cloud capabilities, and flexible delivery model mean lower project costs, improved return on investment and access to proven solutions. In addition, our SAP Hybris solution can be implemented quickly and cost effectively.

Real-world examples

We will help you deploy a unified SAP Hybris-based solution to integrate digital and physical touchpoints for a consistent customer experience. Here are some examples of successful projects:

- DXC Technology helped a luxury automaker implement an e-commerce solution that brought together suppliers, customers and partners, enabling the company to extend its brand values, philosophy and customer experience to the online channel. The project came in on time and within budget.
- DXC helped a retail company redefine the user experience to focus on the passion people have for books while

making the transactional elements frictionless. The project resulted in a 22 percent increase in conversion rates and reduced time to market for innovations by 75 percent.

- DXC designed and implemented fully integrated SAP Hybris cloud and marketing capabilities for a consumer packaged goods company. The first order receipt via SAP Hybris occurred just 14 weeks after kickoff, and enabled online onboarding of new customers and the ability for sales teams to engage high-value customers.

Why DXC?

DXC is the optimal partner of choice for implementing SAP Hybris for many reasons, including:

- 1. SAP Hybris expertise:** As an SAP Platinum Partner, DXC has played a key role in co-building essential SAP Hybris content and accelerators, and actively participates in building the SAP Hybris product roadmap.
- 2. Unique approach:** Based on the experience and expertise of our 15,000 SAP consultants, we take a unique approach. We focus on helping organizations deliver an engaging omnichannel customer experience covering the entire life cycle, including identification, research, decision making, purchasing and customer service.
- 3. Speed to value:** Whether the goal is to establish enterprise-wide standards for cloud integration, or to enable the digital customer experience, our iterative approach allows for the quick

delivery of incremental value that is planned, deployed and proven before moving on to the next step.

4. Delivery model: DXC offers an integrated delivery model across the SAP stack that is performance-driven, secure and scalable. We tightly integrate our cloud offerings with our SAP solutions to ensure digital transformation across the full SAP landscape.

5. Experience: DXC's breadth of experience allows us to quickly identify and focus on the highest priority business and cost drivers facing our clients. DXC has experience managing mission-critical applications in all major industries.

Key features

DXC Implementation Services for SAP Hybris provide the expertise and tools you need to unify your customer engagement platform. Our services can be implemented on-premises or via the cloud to deliver tightly integrated customer-experience capabilities. We help you leverage the SAP Hybris portfolio of products to enable a unified front office that can deliver consistent customer omnichannel experiences. DXC's proprietary tools, prepackaged solutions, modules and accelerators can help boost customer acquisition and retention.

Key benefits

Our solution can be implemented to quickly deliver measurable benefits, including improved customer satisfaction. You gain the ability to have one source of truth with full visibility

into all customer channels for unified customer experience management. Also, the ability to seamlessly integrate with other business systems enables improved customer service capability, with self-service options delivering better service at a lower cost.

Strategic partnership with SAP

The DXC and SAP strategic partnership leverages complementary strengths to help you transform your business and technology. This partnership can guide and accelerate your transformation while revolutionizing the way you consume SAP. DXC has partnered with SAP to develop advisory services designed to make your digital transformation journey straightforward and easy. We work together to deliver industry-specific solutions that speed and simplify your path to becoming a true digital enterprise.

Next steps

If your enterprise needs a better solution for interacting, engaging and transacting with your customers and is considering implementing SAP Hybris, DXC can serve as a trusted and proven partner. Contact a DXC sales representative to learn how we can help your enterprise improve and unify customer engagement.

Learn more at
**[www.dxc.technology/
enterprise_and_cloud_apps](http://www.dxc.technology/enterprise_and_cloud_apps)**

About DXC Technology

DXC Technology (DXC: NYSE) is the world's leading independent, end-to-end IT services company, helping clients harness the power of innovation to thrive on change. Created by the merger of CSC and the Enterprise Services business of Hewlett Packard Enterprise, DXC Technology serves nearly 6,000 private and public sector clients across 70 countries. The company's technology independence, global talent and extensive partner network combine to deliver powerful next-generation IT services and solutions. DXC Technology is recognized among the best corporate citizens globally. For more information, visit www.dxc.technology.