



SAP HYBRIS CLOUD FOR CUSTOMER – more than just a CRM solution

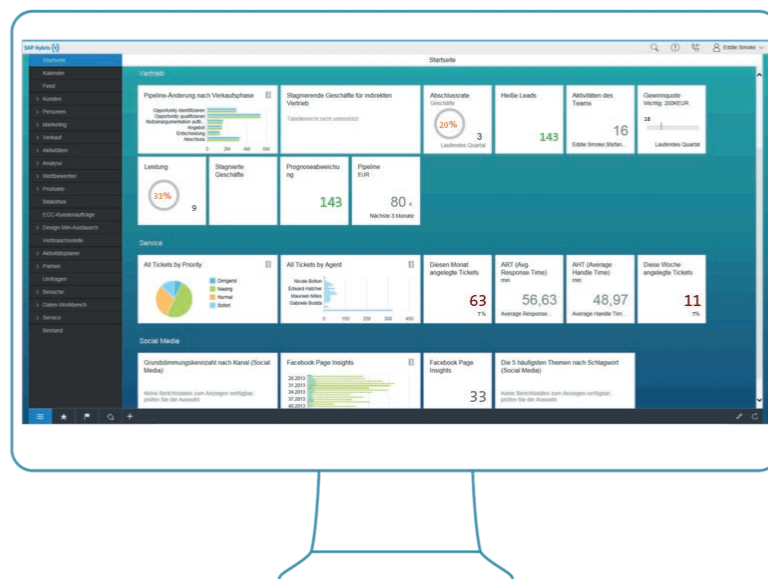
SAP Hybris Cloud for Customer makes your customers the focus of interaction. The integral networking and bundling of SD, marketing and service information makes you benefit from high customer satisfaction, optimized use of sales opportunities and increase in efficiency of your customer-oriented departments. SAP Hybris Cloud for Customer consists of the SAP Hybris Cloud for Sales and SAP Hybris Cloud for Service components.

Optimized identification and use of sales opportunities for your sales team

SAP Hybris Cloud for Sales provides customer information in real time and enables your sales team to prepare optimally for constructive discussions with customers. Convenient integration options in SAP ERP, SAP S/4HANA, MS Outlook or IBM Notes help your sales team fully concentrate on your customers without time-consuming administrative activities. The solution also offers many benefits for management functions: With efficient area management, exact forecasts and proportional planning, SAP Hybris Cloud for Sales ensures the stringent implementation of your sales strategy and increased sales.

Marketing and Sales work hand in hand – address your customers proactively and across all channels

Nowadays, your customers and prospective customers are better informed than in the past. Moreover, they use more and more different channels and, consequently, compare products and prices. This diversification of channels often troubles the operative business of marketing and sales departments. Too many individual solutions and different contact channels often avoid the full recognition, evaluation and use of potentials. With SAP Hybris Cloud for Sales, you choose a different way: You address your customers directly from a solution, e.g. via mailing or social media, and at the same time measure the success of your activity. SAP Hybris Cloud for Sales integratively provides you with information on who clicked a link in the course of a mailing or who gave an assessment about you. This information enables your sales team to identify sales opportunities and proactively contact customers and prospective customers.

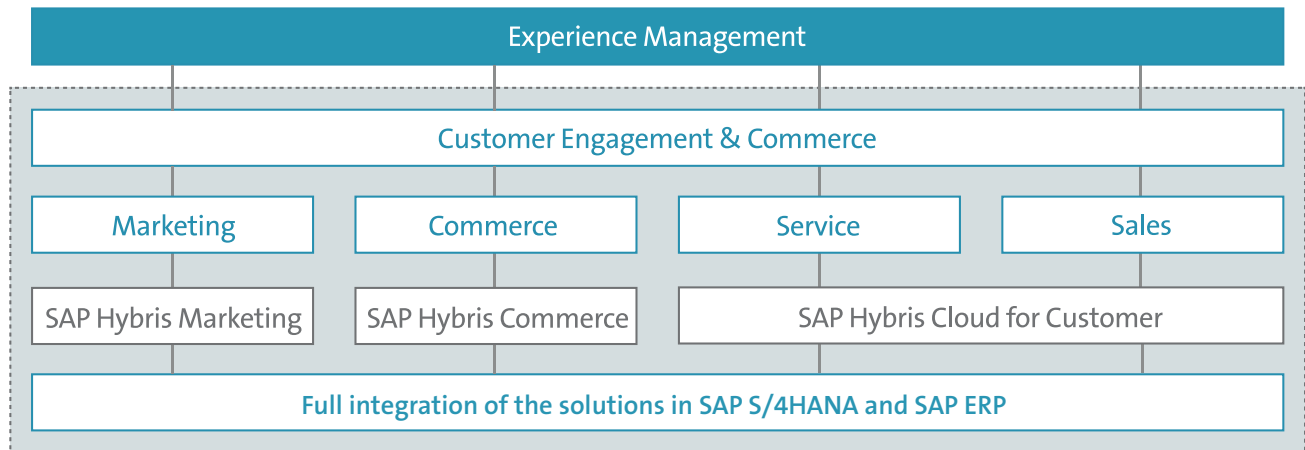


Intensify customer retention using a top service experience

Customers appreciate first-class customer service. SAP Hybris Cloud for Service always finds the right professional for the service requests of your customers. You efficiently control your service using a planning board that can be integrated and provide your field sales force with mobile tools for more productivity. An efficient ticket management across all interaction channels (including social media) ensures efficient customer support and high service quality.

The FIS Group – your expert for Customer Engagement & Commerce

The FIS Group combines brands and SAP. We place the focus on your customers and ensure a top business card of your company across all channels. SAP Customer Engagement and Commerce does not only include SAP Hybris Commerce and SAP Hybris Marketing but also SAP Hybris Cloud for Customer.



HIGHLIGHTS

- Dispatch and personalized evaluation of mailings integrated in one solution
- Integration of social media, telephony and e-mail
- Working irrespective of place and equipment
- Comprehensive reporting and customer-focused analysis of real-time data
- Full ERP integration

BENEFITS

- Higher sales volumes due to a 360 degree overview of sales processes and customer information in real time
- More time for customer support due to a considerable reduction in administrative activities
- Improved networking of indoor and field service
- Higher efficiency in the sales and service departments due to mobile access to customer data from any terminal
- High acceptance of the solution due to convenient working

FIS Informationssysteme und Consulting GmbH

FIS Informationssysteme und Consulting GmbH is an expanding and independent enterprise and the parent company of the FIS Group, which employs more than 650 employees making companies more modern, economic and competitive every day. FIS focuses on SAP projects and the development of efficient solutions promoting digitization within companies. As one of the leading value-added SAP resellers in Germany, Austria and Switzerland, FIS is the market leader in technical wholesale with the all-in-one FIS/www solution. Together with its Medienwerft subsidiary, FIS covers the complete range of SAP topics in the field of Customer Engagement and Commerce (CEC).

More than 100 specialists operate and administer the customers' SAP systems in the FIS-ASP subsidiary data centers in Southern Germany. The FIS-SST subsidiary is the competent partner for nearshoring projects. The FIS-iLog subsidiary develops collaborative solutions for the convenient and secure process management of different companies on shared platforms.



Röthleiner Weg 1
D-97506 Grafenrheinfeld

Tel.: +49 97 23 / 91 88-0
Fax: +49 97 23 / 91 88-100

info@fis-gmbh.de
www.fis-gmbh.de

