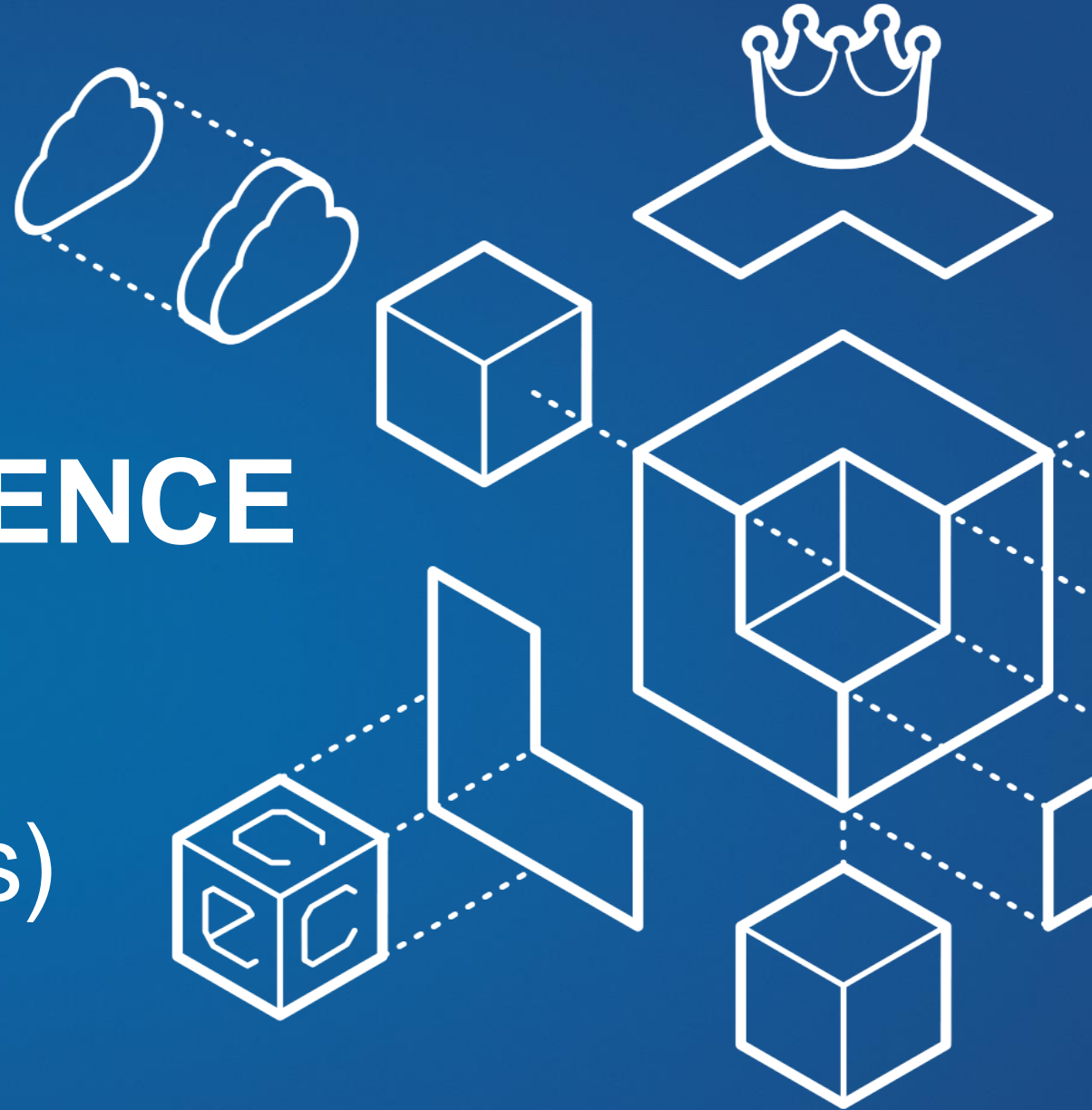


SAP HYBRIS EXPERIENCE WORKSHOP FOR CONSUMER INDUSTRIES (and others)





CUSTOMER JOURNEY & SOLUTION REQUIREMENTS

1 Customer Engagement & Commerce

Strategy, Solution Overview and Key Differentiators



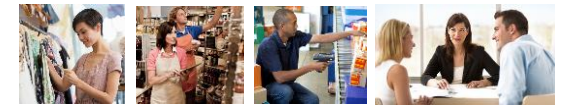
2 Functional Areas

Commerce, Marketing, Service, Sales incl. Mobile, Collaboration, Analytics



3 Industry Scenarios

Tailored Industry Solutions



4 Hands-On Experience

Explore the new age of CEC solutions with hands-on exercises



5 Integration Scenarios and Technology

Process Execution in an E2E System Landscape



6 Flexibility and Platform

Adaptation and Development, HANA Cloud Platform and Microservices Architecture

ENGAGE CUSTOMERS LIKE NEVER BEFORE

SAP Hybris Experience Workshop for Consumer Industries

Day 1 Agenda



Time	Topics	Who
09:00 – 09:15	Welcome and Introduction	SAP Hybris / All
09:15 – 09:45	Trends in Consumer Industries	SAP Hybris / All
09:45 – 11:00	SAP Customer Engagement & Commerce (CEC) Strategy and Overview for Consumer Industries	SAP Hybris
11:00 – 11:15	<i>BREAK</i>	All
11:15 – 11:45	Integrated CEC Demo Scenario for Consumer Industries	SAP Hybris
11:45 – 12:30	Exercise: Challenging Customer Situation + Group Pitch	All
12:00 – 01:00	<i>LUNCH BREAK</i>	All
01:00 – 02:00	SAP Cloud for Sales	SAP Hybris
02:00 – 02:30	Hands-On Experience – SAP Cloud for Sales	All
02:30 – 03:00	<i>BREAK</i>	All
03:00 – 04:00	SAP Hybris Commerce	SAP Hybris
04:00 – 04:30	Hands-On Experience – SAP Hybris Commerce	All
04:30 – 05:00	Wrap-up and Q&A	SAP Hybris / All

SAP Hybris Experience Workshop for Consumer Industries

Day 2 Agenda



Time	Topics	Who
09:00 – 09:15	Recap of Last Day	SAP Hybris / All
09:15 – 10:00	SAP Cloud for Service	SAP Hybris
10:00 – 10:30	Hands-On Experience – SAP Cloud for Service	All
10:30 – 10:45	<i>BREAK</i>	All
10:45 – 11:15	Solution Architecture for Wholesale / Consumer Products	SAP Hybris
11:15 – 12:00	Integration Scenarios & Technology in a CEC Landscape	SAP Hybris
12:00 – 01:00	<i>LUNCH BREAK</i>	All
01:00 – 01:45	SAP Hybris Marketing	SAP Hybris
01:45 – 02:15	Hands-On Experience – SAP Hybris Marketing	All
02:15 – 02:30	<i>BREAK</i>	All
02:30 – 03:00	SAP Hybris as a Service (YaaS) and Microservices Architecture	SAP Hybris
03:00 – 03:30	SAP Hybris Profile	SAP Hybris
03:30 – 04:00	Wrap-up and Q&A	SAP Hybris / All