Q: What is Hybris? = Enterprise multichannel e-commerce & product content management (PCM) software.

Q: What are the different eCommerce Solutions? =
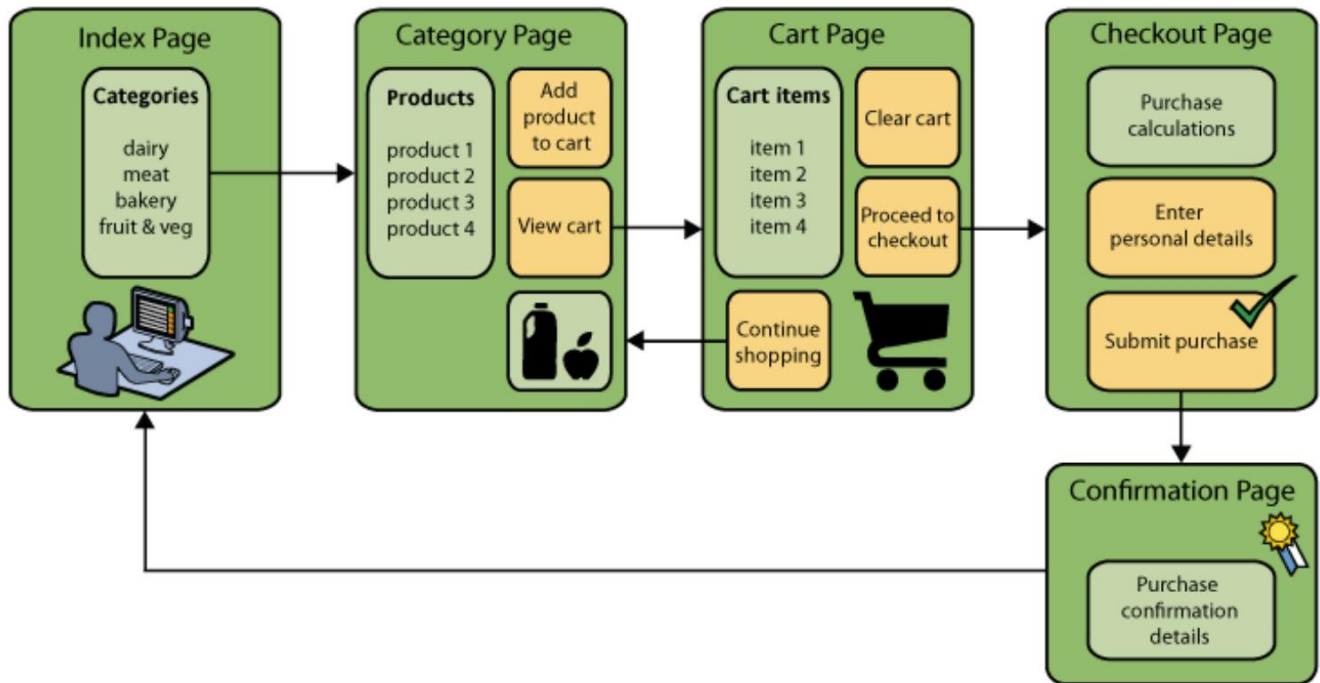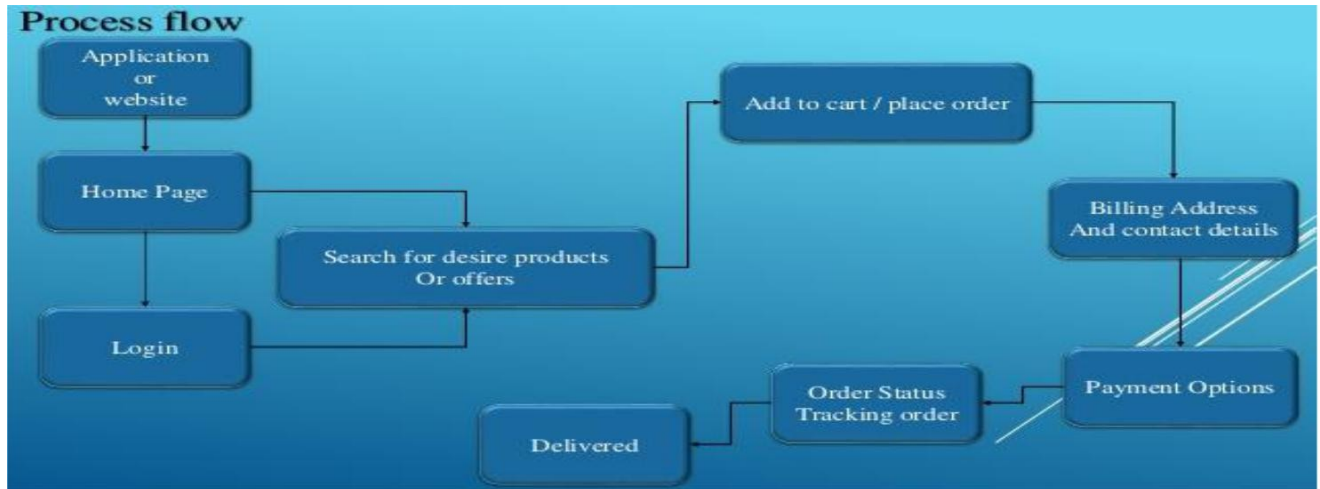
SAP – Hybris, Oracle – ATG, IBM -- WebS.Com, Open Source – Magento, and ….

Q:What is eCommence? = Buying & selling of products and services by businesses or consumers over the WWW.

E-Commerce Classifications =
(1)   B2B (Mcmaster, Fastena, **Delll**) = Companies doing business with each other
(2)   B2C (Flipkart/Amazon/**Dell**) = **Businesses** selling to public without human interaction (through s/w)

(3) C2B (Elance.com) = **Consumers** post a project online, companies bid the project. Consumer reviews & selects the company.
(4)   C2C (Olx.com, eBay) = Place ADS online where individuals can buy and sell their goods

(5) Business-to-Administration (B2A) (Social Security) = All transactions conducted online between companies and public administration.

(6)   Consumer-to-Administration (C2A) (Education, Taxes, Health) = All electronic transactions between individuals and public administration.

eCommerce Flow: -

Benefits with E-Commerce?
- Reduced Cost/Labor/Paper work/Errors in keying/Time
- Improved market analysis

- Lock in Customers.

- Instant worldwide availability
- Flexibility with efficiency
- New Markets.

Drawbacks of e-Commerce?

- Confidentiality issues
- Security issues
- Taxation issues
- Trust issues
- Credit card fraud
- Round-the-clock availability

What are the "Features on an E-Commerce Site"?

- Search Box
- Newsletter Subscription
- Good Navigation
- Good Return Policy
- Delivery Information
- Live Chat
- Shopping Cart
- Contact Information
- Catalogs & Products
- Customers & Orders

- Quality Images
- Product Zoom
- Good Payment Gateway
- Customer login & Registration
- News & Events
- Product Demos
- Business Logo
- Responsible Design
- Storefront
- Reporting

- Related Product
- Categories
- Privacy Policy
- Good Graphics
- Reviews
- Email a Friend Button
- Deals, Offers, Free
  - Loyalty Program
  - Pages & Blogs
- Taxes & Locations

Q: What are the Hybris Product Family?

Product for Commerce	Product for Billing	Product for Sales	Product for Service	Product for Marketing
Hybris Commerce	Hybris Billing	Hybris Cloud for Customer or C4C	Hybris Cloud for Customer or C4C	Hybris Marketing

Why only Hybris?
(1) **Leader** -- Hybris is rated a Leader in digital commerce software
(2) Speed of the Front Office (Customer web page rendering) / Back Office Work (**Cockpits**)
(3) **Scale Up** -- Hybris is built on robust, agile and open Architecture and Technology
(4) **Go Live Fast --** Kick-start project in few months with Hybris Commerce Accelerator. Omni-Channel solutions are pre-configured for B2C and B2B, and for specific regions and industry
(5) Advanced catalog management (**PIM**, **multi catalog**, attributes, bundles, etc.)
(6) **Go Where Your Customers Are --** Engage customers contextually & consistently across every touchpoint through our Omni-Channel offering
(7) Multi / cross / **Omni channel** capabilities
(8) **Take On the World --** Go multi-site, multi-region and multi-currency with internationalization options embedded in our commerce software
(9) **Be Flexible --** Deploy our commerce software on premise, on demand, or as a managed service