

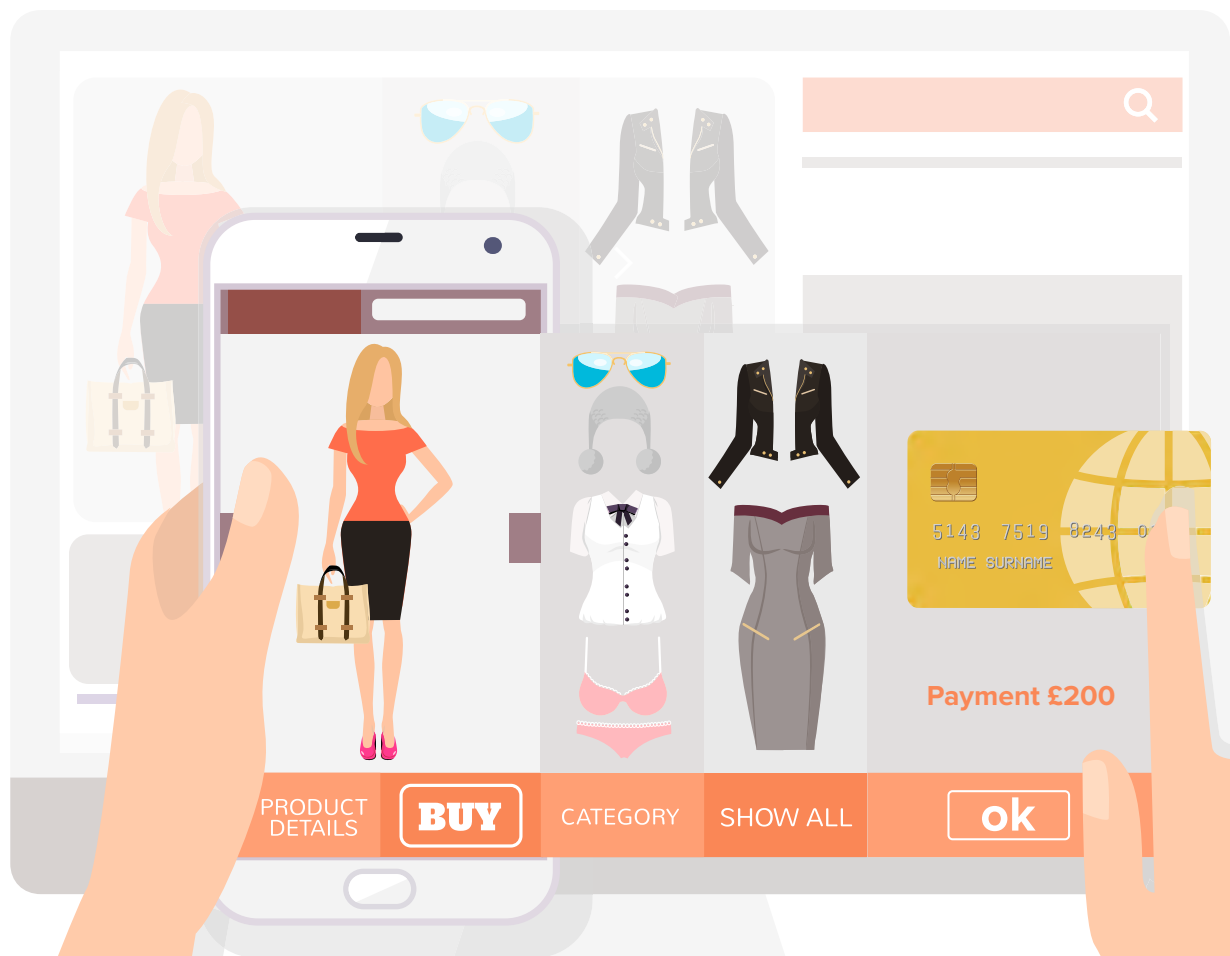
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# ECOMMERCE PLATFORM IMPLEMENTATIONS ON SAP HYBRIS

The top-rated SAP Hybris commerce platform helps businesses sell more goods, services and digital content globally through every touchpoint, channel and device.

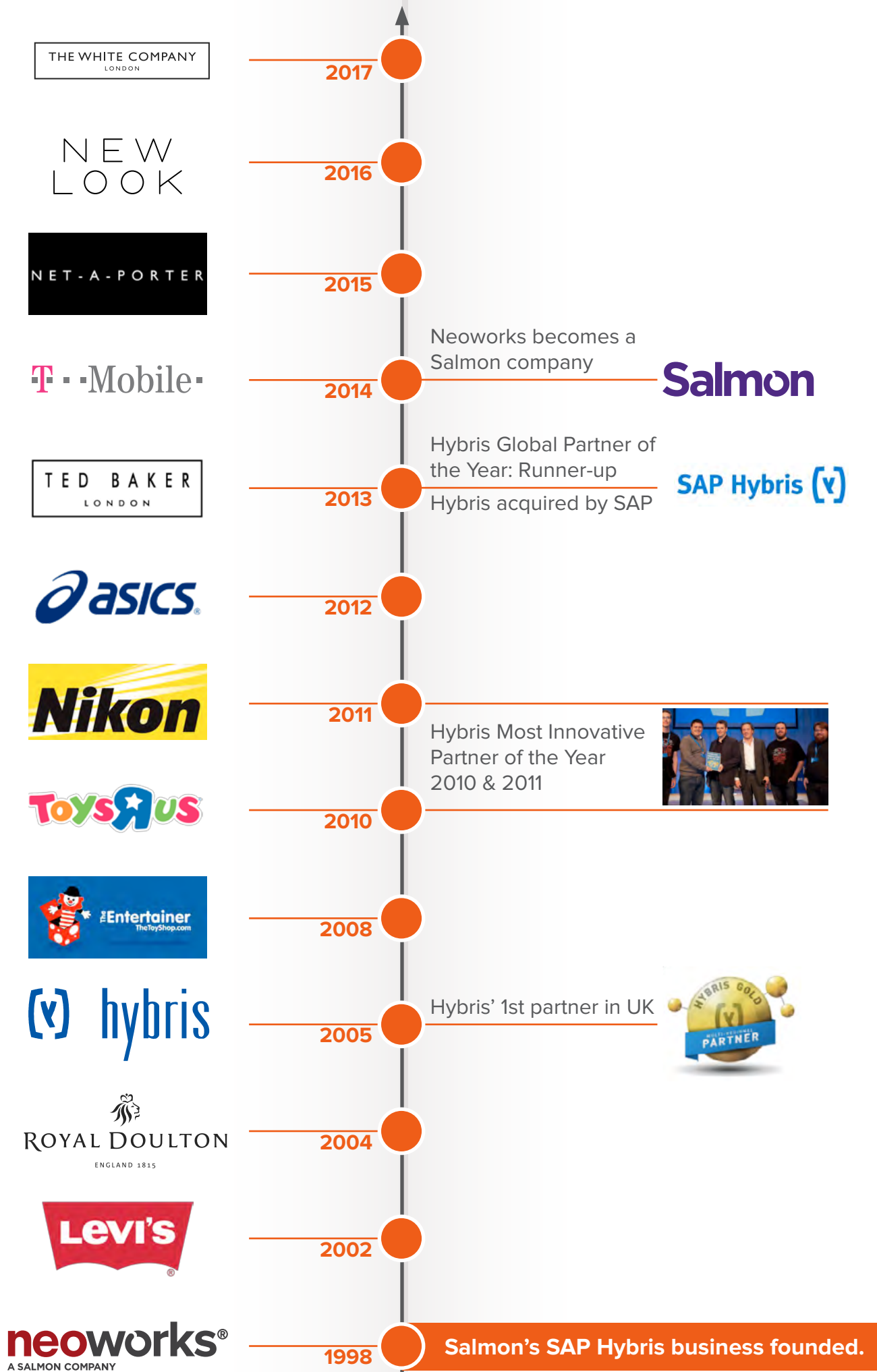
As a SAP Hybris Multi-Regional Gold Partner, Salmon was the first partner, and is still one of very few worldwide, to have been selected by Hybris since 2009 to work with its core engineering team to develop and enhance product features. These include the Hybris Multichannel Accelerator for both B2C and B2B.

We have over 70 successful Hybris project deliveries to our name. This brochure presents a small selection.



**Salmon**  
SHAPING FUTURE COMMERCE

# Selected highlights on our journey with SAP Hybris



**Salmon**

**SAP Hybris (v)**



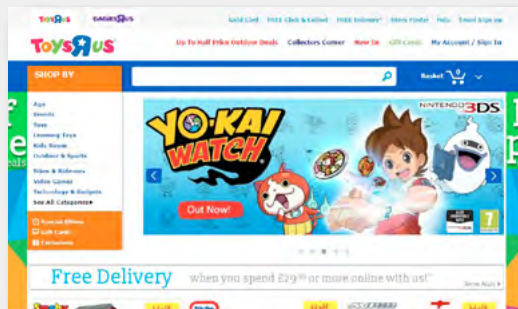


Ted Baker is a British luxury clothing retail company renowned for its distinctive design and beautiful quality. **Challenge:** To help enable a next-generation fashion retail site supporting current operations as well as future aspirations.

**Solution:** The project involved major integration, a complex order process, and a fully bespoke customer service/POS interface. Using full Agile methodology and collaborating on visual design, Salmon delivered the project to a hard deadline.

**Outcome:** Delivering a rich AJAX based front-end and fully responsive web design, Salmon solved every one of the challenges they'd been set.

[read more](#)



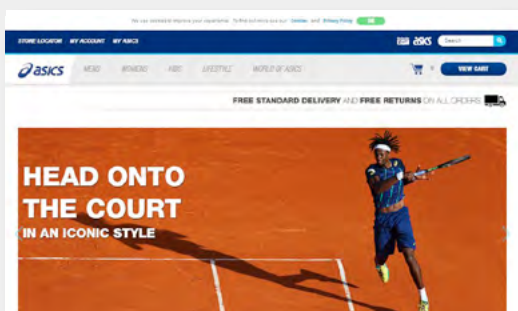
Toys “R” Us is the world’s leading family leisure, baby care and toy megastore with over 1500 stores worldwide.

**Challenge:** To make the site more intuitive, easier to navigate and fully supportive of customer requirements.

**Solution:** Leveraging the Hybris platform, we enhanced key functionality such as click-and-collect (taking inventory data from stores, pushing it out to the website front-end), the loyalty scheme and registration process.

**Outcome:** Using the existing Hybris platform we significantly improved customer experience – and delivered tangible benefits (with conversion doubled via click-and-collect).

[read more](#)

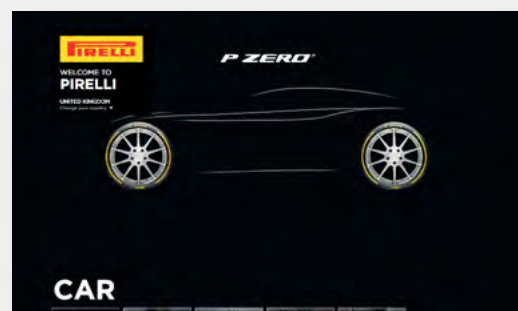


ASICS is at the forefront of the performance sports market and the leading running shoe brand for enthusiasts and professional athletes.

**Challenge:** ASICS selected Salmon to help support its business strategy via the infrastructure of a global D2C (Direct-to-Consumer) platform.

**Solution:** Salmon provided the infrastructure of ASICS’ new global consumer websites, featuring corporate, branding and ecommerce functions.

**Outcome:** Collaborating as part of a consortium, Salmon helped deliver a major end-to-end ecommerce solution, deployable globally, enabling ASICS to take its digital strategy to the next level.

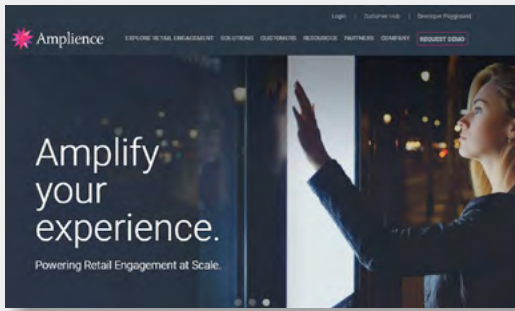


Involved in motor racing since 1907, Pirelli is one of the world’s leading manufacturers of high-end and performance tyres.

**Challenge:** Pirelli selected Salmon to support a global programme to create a flexible ecommerce marketplace for B2B customers.

**Solution:** Salmon delivered Hybris software architecture as well as consultancy on architecture for the ecommerce solution and Hybris software, as well as Agile methodology coaching.

**Outcome:** Collaborating with TechEdge, a global SI, and Pirelli technical personnel, the programme yielded outstanding results in support of Pirelli’s flexible ecommerce marketplace.

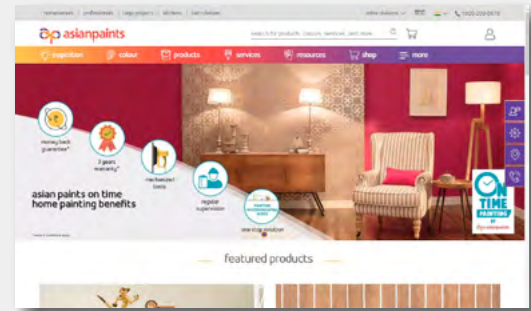


Ampliance creates and manages digital content on ecommerce websites, delivering engaging shopping experiences to online retailers.

**Challenge:** Whilst Ampliance integrated Rich Media and User-Generated Content, transferring the data was costly and complex. A challenging integration was called for.

**Solution:** Salmon methodology transformed a complex, custom procedure into a straightforward installation and configuration process.

**Outcome:** Improved usability, reduced cost, and less exposure to risk. Efficient integration improved ease of use for both ecommerce and marketing teams, enriching the CX with images and videos that work responsively in any channel and device combination.

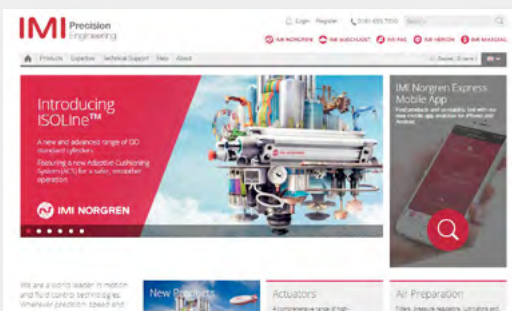


Asian Paints is India's leading paint company, operating in 19 countries with 26 paint manufacturing facilities.

**Challenge:** To implement an ecommerce platform with personalisation to transform their call centre team into Virtual Sales Agents.

**Solution:** Delivering consultancy, project management, analysis, solution architecture, UX, development, quality assurance, load testing, security testing, infrastructure, PIM, ERP interfacing, training and warranty.

**Outcome:** The new platform gives agents a 360 personalised view of the dealer during an order, arming them with information that can help them increase sales and improve brand awareness.

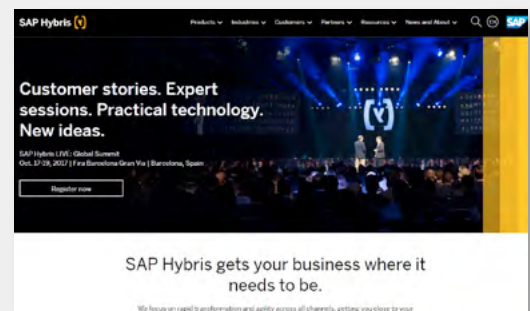


Norgren is a world leader in motion and fluid control technologies.

**Challenge:** Norgren selected Salmon as its PCM (Product Catalogue Management) platform partner for its complex product catalogue, comprising over 30,000 products and tens of millions of product configurations.

**Solution:** Salmon created the entire technical architecture of the solution, and implemented the PCM as part of a phased project.

**Outcome:** Following successful implementation, the solution manages all product information across sales channels throughout the business.



SAP Hybris, founded in Munich in 1997, is a leading platform provider that Salmon has worked with in close collaboration. It focuses on enterprise multichannel ecommerce and product content management software.

**Challenge:** Salmon was selected as one of an exclusive group of key technical partners to support SAP Hybris in developing the core Hybris platform

**Solution:** Salmon led the team that architected and developed the Hybris B2B accelerator. Salmon's role was ownership of the technical architecture, working closely with the Hybris product and engineering teams.

**Outcome:** A significant contribution was made regarding the architecture and the development of several components, including the B2B Accelerator.

## ABOUT SALMON

Salmon is a global digital commerce consultancy – the largest in WPP’s network of companies. We define and deliver market-changing solutions and customer journeys for the world’s leading brands.

Established in 1989, with operations in London, Amsterdam, Sofia, New Delhi, Seattle, Melbourne and Beijing, Salmon clients include AkzoNobel, Argos, Audi UK, DFS, Halfords, Premier Farnell, Sainsbury’s, Selfridges and Ted Baker.

It is one of the world’s most respected SAP Hybris implementation partners and annually drives more than \$1 billion revenue for a portfolio of international Hybris clients.

TED BAKER  
LONDON

*“Ted’s digital presence aims to inspire, engage and service our fast-growing international customer base. Our ambition is to support our business growth internationally online in an efficient way allowing us to tailor the experience to local market needs which our ecommerce platform allows us to do. And that platform is Hybris.”*

**Eve Henrikson**

Former Head of Ecommerce at Ted Baker

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