THE BEST OF BOTH IN-STORE AND eCOMMERCE TECHNOLOGIES

SAP HYBRIS RETAIL ACCELERATOR POWERS TECHNOLOGICAL ADVANTAGE

- Increase entry level functions, exposing existing SAP Hybris base functionality.
- Wide use of vertical templates with a retail focus.
- Re-use of best practice, documentation and methodologies.

STORE OF THE FUTURE IS HERE TODAY

The store of the future is a virtual place where customers browse and select the products to purchase, the payment method and the specific time of delivery to their home. The store of the future has no walls, no shelves and no physical carts loaded with merchandise.

THE STORE OF THE FUTURE EXISTS WHEREVER THERE IS AN INTERNET CONNECTION, A SIMPLE INTERFACE AND A SECURE CHECKOUT, WITHOUT QUEUES. IF, THEREFORE, THE PHYSICAL STORE IS 'DE-MATERIALISED', IT BECOMES ESSENTIAL TO UNDERSTAND THE SPECIFIC TASTES OF CUSTOMERS IN ORDER TO DIRECT THEIR CHOICES.

"'Omni-channel commerce' means developing parallel paths for customers, in terms of both digital and physical stores, using different channels of communication and interaction, such as the web, smartphones and, very soon, a watch.

Reply partners with companies in the world of virtual shopping with its omni-channel commerce platform, integrated with the management and movement of products, and with the support of behaviour analysis tools and customer engagement actions.

PORTALTECH REPLY AND SPAR ICS, WORKING CLOSELY TOGETHER

Portaltech Reply partnered closely with SPAR ICS in the technical design and implementation of key features such as *reservation, click & collect, pay in the market,* the *in-store module* and the many other services offered.
The collaboration between SPAR ICS and Portaltech Reply has also brought enormous benefits to the latter, enabling it to improve its knowledge and expertise of the various types of international payment methods available, such as Sofort, Klarna and Payunity.

Portaltech Reply closely supported SPAR ICS in the implementation and customisation of the functionality of the new eCommerce platform, based on SAP Hybris technology. Today, a truly flexible layout allows Hervis customers to enjoy a unique shopping experience, using different devices and finding similar and consistent experiences in the physical stores.

A MULTI-CHANNEL SHOPPING EXPERIENCE

The Portaltech Reply and SPAR ICS teams, very aware of improvements in the technology sector and to the opportunities offered by the evolution of smartphones and tablets, recommended that Hervis adopted a new omni-channel approach, based on retail's best practises.
The main objective was to render the shopping experience satisfying, engaging and, above all, as homogeneous as possible for the end user. In fact, this experience needed to be consistent and engaging, regardless of the type of device used or the physical store visited.

THE EVOLUTION OF MARKETS AND TECHNOLOGIES IS INCREASINGLY DRIVING COMPANIES TO MERGE PHYSICAL AND VIRTUAL REALITIES IN ORDER TO ENGAGE WITH CUSTOMERS AND TO GUARANTEE A UNIQUE SHOPPING EXPERIENCE.

Hervis, headquartered in Wals (Salzburg) in Austria, is one of the largest players in the European sports retail market. Hervis has a total of 190 branch locations and has, in recent years, invested significant resources in sustainable growth, establishing several sites in Slovenia, Hungary, the Czech Republic, Croatia, Romania and Germany.

Among the corporate strategies capable of merging the physical with the digital worlds, Hervis offers customers *click & collect* and *reservation* services.

The *click & collect* service enables users to carry out the main steps associated with their online purchase, such as product selection and payment, and then collect the purchase in the retail store of their choice.

The *reservation* service, on the other hand, enables customers to 'reserve' a product for 24 hours in a store where the merchandise is in stock, deciding later whether or not to purchase the product and collecting it physically at the retail outlet.

THE SOLUTION

As part of a new sales approach, both online and offline, SPAR ICS selected Portaltech Reply as its partner for the development of an eCommerce platform based on SAP Hybris Retail Accelerator, to power the entire 'Customer Journey'. This would be capable of ensuring a homogeneous shopping experience, regardless of the acquisition channel used.

The first thing Portaltech Reply did was to analyse the 'acquisition channels' associated with the data and geolocalise the user in order to optimise the overall buying process, to identify trends and to develop suitable high-level campaigns.

In line with Hervis's requirements and with an awareness both in terms of the end user and the retailer of how important it is today to expand boundaries, the project has implemented seven fully functional online stores for the markets in which Hervis operates.
These stores were implemented using SAP Hybris Retail Accelerator, integrated with a SAP CRM platform.
This integration enables Hervis to have a single, comprehensive view of all customer data.

The online stores provide an advanced search functionality that allows customers to locate the nearest physical store relative to their location, displaying all the general store-related data such as the phone number, email, store manager and other additional information, including the availability of free parking.

These seven online stores are fully flexible in terms of the various forms of payment and shipping methods available.

It is possible to select both international payment circuits such as Klarna and Sofort, very common in northern European countries, as well as the most common payment methods such as bank transfers, cash on delivery or the Pay in the Market method, an essential feature for Hervis.

In actual terms, it is possible for a consumer who is physically present in a Hervis store to purchase a product that is not available in the store at that time, due to size or colour limitations, to pay for the purchase in store and then have the product delivered at home.

These payment methods integrate perfectly with the various types of delivery and collection of the product available thereby offering the customer an exceptionally wide range of opportunities for receiving their items at home or for collecting them at one of the many Hervis store locations.

During the various stages associated with the purchase, the user is always presented with the same steps, whether using a computer or making the purchase from a mobile device, thus facilitating a recognisable purchasing experience and ensuring the customer's understanding of the services. This highlights Portaltech Reply and SPAR ICS **multi-channel approach.**

Portaltech Reply and SPAR ICS even thought of a strategy for increasing the number of online store users. To address this need, the support of 'anonymous' users or users who are not registered to make purchases on the site, was also introduced.

SPAR
Business Services
ICS INFORMATION & COMMUNICATION SERVICES

TODAY TECHNOLOGY IS ESSENTIAL FOR INNOVATION. TECHNOLOGY IS INCREASINGLY BECOMING THE UNCONDITIONAL AND DECIDING KEY FOR FAST DRIVING BUSINESS INNOVATION.

SPAR ICS HAS TO DELIVER ALL THE REQUIRED TECHNOLOGY ENCLOSED IN PROJECTS, SOLUTIONS AND SERVICES TO GUARANTEE BUSINESS INNOVATION, BUSINESS DEVELOPMENT AND BUSINESS SUCCESS.

PORTALTECH REPLY

"Thanks to the excellent work carried out with Portaltech Reply, we have been able to meet and address the needs of our client Hervis whose goal is to provide a consistent shopping experience across all channels to the customers."
Peter Fuchs - SPAR ICS IT Project Manager

"Portaltech Reply understands the language of IT people as well as the business perspective in our dynamic retail industry."
Oliver Simmerstatter - SPAR ICS Enterprise Architect

PROJECT CHARACTERISTICS

- **OMNI-COMMERCE EXPERIENCE**

- **SAP HYBRIS PLATFORM**

- **INTEGRATION WITH SAP CRM**

- **INTEGRATION WITH ADOBE ANALYTICS**

- **RESERVATION SERVICE**

- **CLICK & COLLECT SERVICE**

- **PAY IN THE MARKET FEATURE**

- **ADVANCED STORE SEARCH**

- **IN-STORE MODULE**
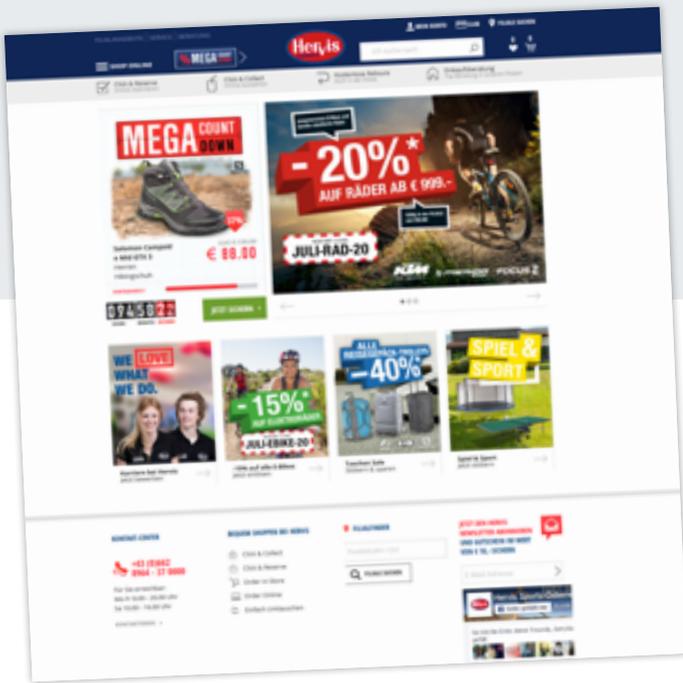
The Hervis Online Store

Portaltech Reply the Reply Group company specialising in consulting services for multi-channel eCommerce strategies and solutions, is a leading SAP Hybris partner, with offices in London, Chicago, Milan and Bremen. The company has acquired considerable experience in the eCommerce sector since the early 2000s, working on some of the most important multi-channel retail and eCommerce projects in Europe. Portaltech Reply is highly committed to the SAP Hybris technology. In addition to having been recognised as Global Partner of the Year on three different occasions, the company is the most respected and experienced SAP Hybris Platinum Elite implementation partner worldwide.

www.portaltechreply.com

SPAR ICS is a group-wide assessed shared service center of SPAR Austria Group and is rated as a lighthouse project for strategic international collaboration, development and responsibility. The company has to deliver all the required technology enclosed in projects, solutions and services to guarantee business innovation, business development and business success. For this mission SPAR ICS understands business strategies and business needs within the SPAR Austria Group and has in hand top technology, top people and top processes.

www.spar-ics.com