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## Lessons Learned From Customer Experience Innovations across B2B & B2C

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# Abstract

- Join CGI Canada to learn how Datahub and SAP Gateway are leveraged to integrate Hybris and IS-Retail, SOLR performance tuning resulting in 2000% improvement, single Hybris instance supporting B2B /B2C landscapes, and Hybris powering customer experience across brands and channels

# About the Speakers

## **Mathi Natarajan**

- SAP Practice leader for Customer Experience (CX), RPA and IOT portfolios.
- CGI Delivery Leader for the largest Omnichannel transformation @ Canadian client.

## **Amit Kaul**

- SAP Practice Head, CGI Canada

# Key Outcomes/Objectives

1. Learn how Hybris DataHub can be leveraged in large scale data integration
2. Learn how E2E performance tuning can be achieved in CX implementations
3. Learn best practices in leveraging single instance of Hybris to support B2B & B2C

# Agenda

1. Best Practices in leveraging Hybris Datahub
2. Improving User Experience via E2E Performance Tuning
  - Case Study – 1 - Commerce
  - Case Study – 2 – Supply Chain
3. Hybrid Approach to run B2B & B2C on Single Instance

# About CGI SAP



## Credentials

- 3000 Certified professionals in 25+ countries
- Specialized in 25+ areas, from application management, HANA and Mobility to industry solutions in Manufacturing, Healthcare and Utilities
- CGI supports more than 750,000 SAP end users globally
- CGI is a Service Partner to SAP and is globally certified in SAP Hosting, SAP Application Management and we are RUN SAP certified

### Excellence Award SAP Enterprise Support Advisory Council 2016

SAP is proud to announce that **SaskTel** has won an Excellence Award for outstanding collaboration within the SAP Enterprise Support Advisory Council 2016.

We are very pleased that SaskTel successfully leveraged our program as an innovation channel to exclusively access and pilot the latest support deliverables on the one hand and on the other hand to influence the SAP support offering in a meaningful way by continuously providing extremely valuable feedback.

We highly appreciate your contribution and are looking forward to continue collaborating with you and other customers as part of the SAP Enterprise Support Advisory Council.

As a token of appreciation SaskTel will shortly receive the 2016 Excellence Award trophy.



CGI recognized for developing an **Industry BEST S/4HANA Implementation methodology**

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# Best Practices in leveraging Hybris Datahub **CGI**

## Context

- *Background*
- *Embedded Infographics*



## Problem Statement

- Hybris Datahub performance is slow
- Lack of Data Traceability
- Native Integration has bugs

# Best Practices in leveraging Hybris Datahub **CGI**

## Solution Strategy

- Architecture
- Approach
- Custom Enhancements
- Future Opportunities

*Embedded Infographics*





# Improving User Experience – CaseStudy 1



## Context

- *Background*
- *Embedded Infographics*



## Problem Statement

- Product Search is slower than Legacy
- Products doesn't appear in the catalog
- Images doesn't load
- Indexing times are longer

# Improving User Experience – CaseStudy 1

## Solution Strategy

- Architecture
- Potential Bottlenecks
- Mitigations
- Future Opportunities

*Embedded Infographics*



# Improving User Experience – CaseStudy 2



## Context

- *Background*
- *Embedded Infographics*



## Problem Statement

- Lack of Non Functional requirements
- Time Constraints
- Integration Bottlenecks
- Data Quality issues

# Improving User Experience – CaseStudy 2

## Solution Strategy

- Architecture
- Potential Bottlenecks
- Mitigations

*Embedded Infographics*



# Running B2B & B2C on Single Instance

## Context

- *Business Need*



## Solution Strategy

- Architecture
- Approaches
- Comparison



*Rating Sheet Demo*



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# Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

<http://info.asug.com/2019-ac-slides>

# Q&A

For questions after this session, contact us at

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