



Vindicia | hybris

Joint Offering

Solution Key Benefits

- > Create opportunities for omni-channel commerce to have a perpetual relationship with customers
- > Provide an end-to-end customer engagement from merchandizing, offer management and selling, to subscription recurring billing.
- > A single interface to offer the wide range of global payment methods faster than ever before
- > No shopping carts or traditional check out required, leading to much higher conversion rates
- > Maximize marketing opportunities with flexible pricing plans, bundling...
- > Increase customer lifetime value by offering the right products and minimizing payment failures
- > Make better business decisions and understand key trends with detailed dashboards, reporting and analytic capabilities
- > Recover lost revenue with built-in fraud screening and chargeback management
- > Greatly ease or fully eliminate PCI DSS compliance burden by offloading storage and processing of payment information to CashBox
- > Additional payment methods include: MoneyBookers, Paysafecard, Ukash, various Direct Debits, PayPal, ideal, Sofort, Yandex, WebMoney, CashU, and Alipay
- > Enhance the customer experience with the combination of Vindicia, the leader in enterprise subscription billing solutions, and hybris, the world's fastest-growing commerce platform provider ranked "leader" by both principal analyst firms.

Vindicia and hybris open a new world of commerce opportunities with cross-selling content, products, and subscription billing services to increase revenue.

Business Challenge & Opportunity

Growing revenue sustainably and globally can be challenging. Extending customer lifetime value, acquiring new customers and expanding into new global markets are key to any digital business' growth strategy.

For all companies, the online world presents tremendous opportunity, and the organizations that will dominate this space are those primed to adopt a new approach to digital commerce. As businesses move to digital distribution, they are converting to structured content creation and management for multiple consumer device delivery. Yet, many may not realize that the transition to structured content also opens a whole new world of commerce opportunities: opportunities to cross-sell content, products, and services, and to do so in a way that increases revenue over time by leveraging an increased understanding of customers' consumption habits.

Solution: Vindicia CashBox with hybris Commerce Suite

Vindicia CashBox is a SaaS subscription-enabling and recurring billing solution with integrated best practices to optimize customer retention, enhance acquisition rates and minimize operational overhead. With CashBox, businesses selling digital content and services can take control of their business with detailed analytics and best practices to grow revenue.

hybris delivers enterprise software and on-demand solutions for omni-channel commerce, master data management and order management that helps retailers, manufacturers, distributors, telcos and publishers of software, games and digital media to innovate, sell more and create perpetual digital relationships with their customers.

Solution Key Features

The hybris platform offers highly acclaimed commerce functionality, and is rated by both Gartner and Forrester as a "leader", ranking among the top three commerce platforms. In addition, the hybris solution has capabilities that others simply do not have capabilities essential to optimizing content monetization, including:

- > REST and Java APIs engineered for "headless commerce" means that your content becomes both the user experience and the commerce experience
- > A highly-rated, high-capacity, high-velocity real-time master data management that can be the product information manager for all your editions, articles, supplemental material – anything you sell
- > Complex bundling and configuration management
- > All built on a single modern, flexible technology stack with extensive use of open standards, engineered to give you the flexibility and integrations you need

Partnered with subscription-enabling and recurring billing of Vindicia CashBox, merchants benefit from:

- > Flexible business models: subscriptions, promotions, service tiers, freemium, micro-transactions
- > Full control online user sign-up and renewal experience
- > Globalization: over 170 countries and 170 currencies
- > Integrated fraud management and advanced retry on card payment failure
- > Sophisticated retention management and chargebacks
- > Targeted promotional marketing and campaign management – promos, coupons, vouchers
- > Detailed dashboards & reports to track transactions data
- > High availability: 99.9946% over the past 12-months with fail-over
- > Security: Vindicia data hosting sites use military-grade security
- > Scalability: designed to support millions of transactions per day

Creating Value Together

As more companies move to digital distribution, they are transitioning to structured content creation and management in order to drive distribution to multiple consumer devices. There will be more commerce opportunities than ever before, with greater innovation in ways to monetize content.

Enabling the hybris commerce platform with Vindicia CashBox to bill consumers on a recurring basis will allow for a longer, richer experience with the customer, cementing relationships at a time when global commerce is more socially focused and subscription models have proved profitable for well-established companies and the savvy newcomers.

About Vindicia

Vindicia, the true leader in enterprise-class subscription billing, was recently ranked the Number One billing software solution on the market by Billing Software.com. Vindicia takes subscription billing to new levels. Vindicia CashBox* combines cutting edge customer acquisition methods with advanced customer retention technologies, while maintaining unmatched scalability and 99.99% up-time. Vindicia has processed more than \$6 billion globally and generates over \$90 million in annual incremental revenue for clients. Our clients include TransUnion Interactive, Intuit, Activision Blizzard, IAC, Bloomberg, Vimeo and Next Issue Media. For more information visit www.vindicia.com. Follow us on Twitter @Vindicia and like us on Facebook/Vindicia.

About hybris, an SAP Company

hybris helps businesses around the globe sell more goods, services and digital content through every touchpoint, channel and device. hybris delivers OmniCommerce™: state-of-the-art master data management for commerce and unified commerce processes that give a business a single view of its customers, products and orders, and its customers a single view of the business. hybris' omni-channel software is built on a single platform, based on open standards, that is agile to support limitless innovation, efficient to drive the best TCO, and scalable and extensible to be the last commerce platform companies will ever need. Both principal industry analyst firms rank hybris as a "leader" and list its commerce platform among the top two or three in the market. The same software is available on-premise, on-demand and managed hosted, giving merchants of all sizes maximum flexibility. Over 500 companies have chosen hybris, including global B2B brands Avid, Checkpoint Software, W.W.Grainger, Thomson Reuters, 3M and Houghton-Mifflin Harcourt as well as consumer brands Waterstones, Starbucks, Bridgestone, P&G, Toys"R"Us, Levi's, Nikon, Galeries Lafayette, Nespresso and Lufthansa. hybris is the future of commerce™.

Vindicia, Inc.
<http://www.vindicia.com>
US: +1 650 264 4700
Europe: +44 (0)208 834 1050
Twitter @Vindicia
Facebook/Vindicia

hybris, an SAP Company
<http://www.hybris.com>
US: +1 888 342 9457
Europe: +49 89 890 605
Twitter @hybris_software
Facebook/hybrissoftware