

# Vindicia and SAP Hybris Joint Solution

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

## Business Challenge and 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 SAP 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.

SAP 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.

**SAP Hybris (v)**

## 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
- Publish your content on any type of device whether it's a smart phone, tablet, or PC
- A single interface to offer the wide range of global payment methods faster than ever before
- Recover lost revenue with built-in fraud screening and chargeback management
- Deep and insightful analytics as to the content your customers are consuming
- Maximize marketing opportunities with flexible pricing plans with bundling, usage, metering, one-time, subscription, free trials, and coupons and promotions
- Increase customer lifetime value by offering the right content and minimizing payment failures
- Make better business decisions and understand key trends with detailed dashboards, reporting, and analytic capabilities
- 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 Ooyala, who harnesses the power of big data to deliver TV quality digital video experiences globally.

## Solution Key Features

The SAP Hybris platform offers highly acclaimed commerce functionality, and is rated by Gartner and Forrester as a “leader,” ranking among the top three commerce platforms. The SAP Hybris solution has capabilities that others do not have — 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 the subscription and recurring billing of Vindicia CashBox, merchants benefit from:

- Flexible business models: subscriptions, promotions, service tiers, freemium, and microtransactions
- 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 and reports to track transactions data
- High availability: 99.99% over the past 12 months with failover
- 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 SAP 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 SAP Hybris

SAP Hybris helps businesses on every continent sell more goods, services and digital content through every touchpoint, channel and device. SAP Hybris delivers “OmniCommerce™”: state-of-the-art master data management 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. SAP 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.

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## ABOUT VINDICIA

Vindicia, an Amdocs company, offers comprehensive subscription management solutions that help businesses acquire and retain more customers. Providing much more than just a billing and payments system, the company’s SaaS-based subscription management platform combines big data analysis, strategic consulting and proprietary retention technology. Vindicia provides its clients with more recurring revenue, more customer data, better insights, and greater value throughout the entire subscriber lifecycle. That’s why they call us the Subscription People. To learn more visit [www.vindicia.com](http://www.vindicia.com).

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