



e-Spirit and SAP Hybris

Content-Driven Commerce for a Digital Experience Edge

Compel customers to action with content-driven commerce experiences.

The FirstSpirit Digital Experience Platform extends SAP Hybris' online store functionality by providing content-rich, personalized digital experiences anytime, anywhere to support your global content strategies and delight consumers.

Create exceptional content-driven commerce experiences.

- Enrich product content with shoppable videos, images, text, illustrations, and more to tell stories that make your product catalog come alive.
- Create great content-driven commerce experiences at every touchpoint regardless of channel or device being used for true engagement.
- Deliver omnichannel content to the right visitor at the right time with AI-powered personalization and real-time targeting.
- Easily maintain a consistent brand globally while translating and localizing content for consumers wherever they may be.
- Gain insights into visitor behavior using real-time, AI-powered analytics and enable better experiences.

Make managing commerce content radically simple.

- Create and manage all of your commerce content with easy drag and drop from one simple and intuitive user interface—no coding required!
- Achieve productivity gains using FirstSpirit's advanced workflow, permissions and versioning capabilities.
- Use SAP Hybris for e-commerce and product information management, and use FirstSpirit to manage product content and digital experiences for increased revenues.
- House content in a central repository where it can be located and re-used across multiple channels with ease.
- Master the challenges associated with multi-brand and multi-channel content distribution and greatly reduce time to market.

CASE STUDY

Grohe—the world's leading supplier of sanitary fittings—uses the FirstSpirit Digital Experience Platform and SAP Hybris to deliver exceptional content-driven commerce experiences for more than 60 B2C and B2B websites and their respective channels—mobile apps, social media and display ads—in 80 countries and languages globally.

"We wanted to build a digital experience platform to suit our company's global business needs, and FirstSpirit helped us accomplish that. The modular nature of the platform gave us the flexibility we needed to build a DX platform that greatly reduces development time while accelerating time to value. Content managers love it for its usability. More importantly, it helped us deliver the exceptional experiences that Grohe products are known for—now in the digital world as well."

Carlos Carvalho, Global Head of Websites for Grohe



Act now for a true competitive advantage.

Certified SAP Hybris Integration. It's a proven partnership that the world's largest B2C, B2B and B2B2C brands use to solve their biggest digital marketing challenges.

Choose your delivery option. Choose FirstSpirit Cloud, or opt for our On-Premises solution.

Dramatically reduce costs. FirstSpirit is headless optional. That means SAP Hybris' proven delivery infrastructure is used for delivering FirstSpirit content so there's no need for extra servers.

Accelerate time to market. Integrate FirstSpirit with your SAP Hybris and PIM instances in a matter of days not months saving valuable time.

Future-proof your digital experience ecosystem. FirstSpirit serves as the foundation of your digital experience ecosystem allowing you to easily add new 3rd party marketing tools to your technology mix with greater ease and in a fraction of the time due to its inherent interoperability.

Experience the content-driven commerce digital experience edge.

Easy to Use. Marketers, meet your new favorite tool. Our legendary usability empowers non-technical SAP Hybris users to easily and intuitively manage e-commerce content—*without using HTML*.

Personalized. Differentiate your company and compel your users to action with personalized, content-driven commerce experiences.

Enterprise Class. The FirstSpirit Digital Experience Platform was built for global businesses needing to simplify complex, distributed environments, in the cloud or on-premises.

Omnichannel. Deliver content-rich, synchronized e-commerce experiences on any channel, wherever customers may be.

Interoperable. We play nice with everyone. FirstSpirit is highly interoperable with any system or app—DAM, PIM, CMS, mobile, etc.



ABOUT FIRSTSPIRIT

e-Spirit™—maker of the FirstSpirit Digital Experience Platform—helps businesses engage customers and drive revenue with content-rich digital experiences anytime, anywhere. Savvy digital marketers across all industry sectors rely on the unique FirstSpirit platform for personalized content creation and delivery across all channels that differentiates their companies and compels customers to action.

Founded in 1999, e-Spirit operates in 16 locations in the United States, Europe and Asia Pacific. Clients include L'Oréal, Lancôme, Carter's, Commerzbank, BASF, Bosch, Belk, Urban Decay, Olympus, Santander Bank, Geberit, Nintendo and many more.

Visit us at www.e-Spirit.com

