

Creating Compelling, Engaging Customer Experiences

SAP® Hybris® Solutions for enriching the customer journey from OpenText™

Customer experience impacts financial results significantly.

35% 

Businesses that are good at customer experience outperform the S&P baseline by 35%¹

79% 

Businesses that are good at customer experience outperform laggards by 79%¹

Video improves engagement and conversion.

60% 

Of all display advertising spend will be on online video advertising by 2020²

4.8% 

Is the average conversion rate for websites using video, compared to 2.9% for those that don't³

40x 

Visual content is 40x more likely to be shared on social media than any other type of content⁴

Managing content is complex and colossal.

90,000

A retailer with 12,000 SKUs could easily have 90,000 digital assets associated with them, with over 1,000 new ones per day being received from agencies and partners. This results in terabytes of information to tag, store, manage, and transform

Doing it right is incredibly valuable to your organisation.

49%

Faster year-over-year growth for businesses using video over organisations without video⁵.

OpenText can help you.



The SAP Hybris Digital Asset Management by OpenText solution enables marketing and commerce teams to correctly manage tens of thousands of digital assets proactively across omnichannels, as well as the most valuable asset of all - the brand.

Reduce costs by centrally managing and reusing digital media and avoiding expensive re-shoots.

Increase profit and respond faster by eliminating duplicate effort and simplifying complex workflows.

Maintain legal compliance and adherence to asset usage rights.

Solutions from OpenText are trusted around the world.

>100,000

Customers are served by OpenText worldwide

90%

Of Fortune 1000 companies are OpenText customers

100

Largest companies worldwide are OpenText customers

Get in touch

To learn more about SAP Hybris and solutions from OpenText, please get in touch today with

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1. Watermark Consulting 2. Forrester Research
3. Aberdeen Group 4. Buffer 5. Aberdeen



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