

Single Commerce Platform

hybris

hybris (Chicago, IL) has announced a major update to its Commerce Suite, completing hybris' omni-channel offerings with in-store capabilities. The update makes hybris the first commerce platform to offer true B2B and B2C omni-channel capabilities on every channel, says the company. The updated suite includes:

- OMS for OmniCommerce – Updated Order Management Services (OMS) provide a single view of inventory to optimize fulfillment processes, including pick, pack and ship capability.
- Mobile Commerce – Native Mobile App SDKs for iOS and Android enable brands to build out a fully integrated mobile shopping experience that include QR code scanning, NFC tag recognition, customer management, mobile search, and check-out.
- Social Media Plug-ins – hybris customers can now drive sales through Facebook, Twitter, and Pinterest content syndication.
- Reduce Time to Innovation – The hybris Commerce Accelerator allows B2C and B2B businesses to quickly deploy commerce capabilities and updates across all channels.

Go to www.hybris.com [1] for more information.

Source URL (retrieved on 01/30/2015 - 8:54pm):

<http://www.impomag.com/products/2013/03/single-commerce-platform>

Links:

[1] <http://www.hybris.com/>