

# Head to Head !

Magento Vs Hybris



# Agenda

- Story so far - Magento
- Story so far – Hybris
- What others Say ? – Forrester & Gartner
- Face off ! – Magento Vs Hybris

# Story so far ...



## Some important facts!

- Journey Starts in 2007-8
- Global market share of almost 30% and growing at 11% Y-O-Y
- Latest Version released in Nov 2015 – Magento 2.0
- It has two options:
  - Magento Community - free
  - Magento enterprise licensed version.
- Industry specific solutions : Fashion

## Architecture....



## Cost...

- Enterprise edition would cost 20 K USD Annually
- In some cases you can have a revenue sharing model as well.
- Support cost is on a higher side

## Suitable for ...

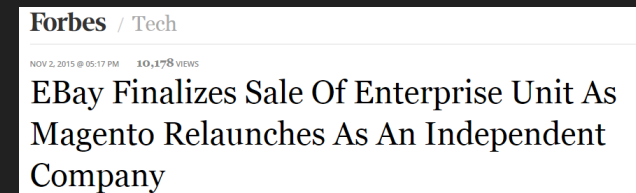
- Midsize to Large companies
- B2B & B2C

## Clientele...



Amazing !	Could have been better
<ul style="list-style-type: none"><li>• Scalability</li><li>• Technical Community</li><li>• Initial License cost</li></ul>	<ul style="list-style-type: none"><li>• Architecture</li><li>• Content &amp; Category Management</li><li>• Omni channel enablement</li></ul>

## Strategic News..



On Monday, the San Jose, Calif. e-commerce company finalized the \$925 million sale of eBay Enterprise, which helped retailers build and manage online storefronts, to a consortium of private equity investors including Permira Funds and Sterling Partners. In turn, London-based Permira announced that it was spinning out assets it attained in the acquisition into Magento Commerce, an independent company centered around Magento, an open source, e-commerce software platform.

# Story so far ...

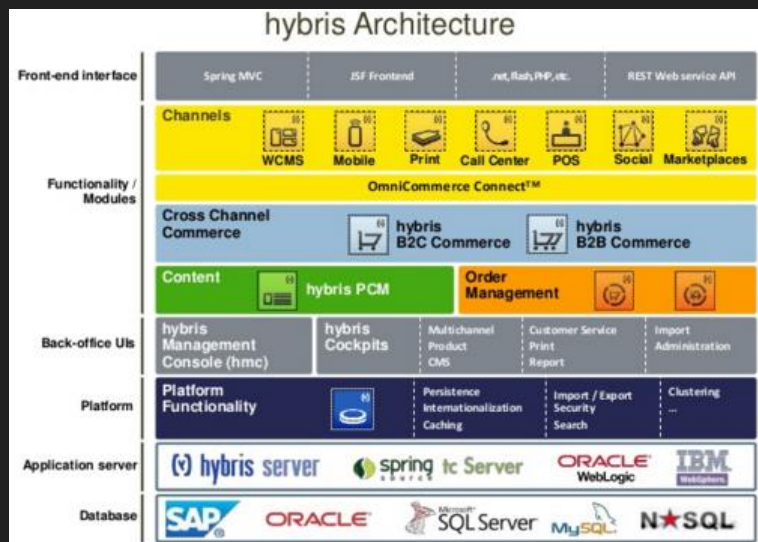
# SAP Hybris (v)

## Some important facts!

- Journey Starts in 2009 acquired by SAP in 2013
- Low global market share but growing at a fast pace of 50% Y-oY
- Industry specific solutions : Telco

## Architecture....

- Java & Spring framework based



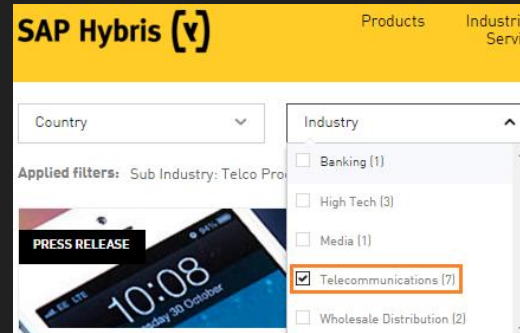
## Cost...

- Enterprise edition would cost 60 K USD Annually
- Multiple options of pricing model as well.
- Support cost is high

## Suitable for ...

- Large companies
- B2B & B2C
- Telco

## Clientele...



Amazing !	Could have been better
<ul style="list-style-type: none"> <li>• Scalability</li> <li>• Robust Architecture</li> <li>• Content &amp; Category Management</li> <li>• Omni channel enablement</li> </ul>	<ul style="list-style-type: none"> <li>• Sparse Technical Community &amp; Knowledge base</li> <li>• Pricing</li> </ul>

## Strategic News..

Integration between Acquia Platform and hybris YaaS brings digital experience delivery to the cloud

**Munich & Boston - June 30, 2015:** Today hybris software, an SAP company, and Acquia, the digital experience company, announced a partnership to transform how companies improve the way they engage with today's digital consumer. In a move away from legacy 'software as a product' and inflexible delivery models, hybris -- in collaboration with Acquia -- will launch new cloud-based microservices that will allow businesses to deliver digital experiences as easily as a smartphone user might download apps to a personal device. Together, Acquia and hybris make it possible for brands to deliver contextually relevant digital experiences via the cloud.



# What's the perception ?

Continued...

## MAGENTO

### Highlights:

- Scalability – ability to manage 10 million SKUs and 2000+ orders per hour
- Leverage eBay assets

### Caution:

- Partner eco system – Quality of thin existing partner eco system which impacts the support & development
- Functional gaps in certain features WCM, PIM, Order mgmt. etc.

## SAP Hybris

### Highlights:

- Multiple deployment models
- Product Agility – Good WCM & PIM features. Good Omni channel enabling features

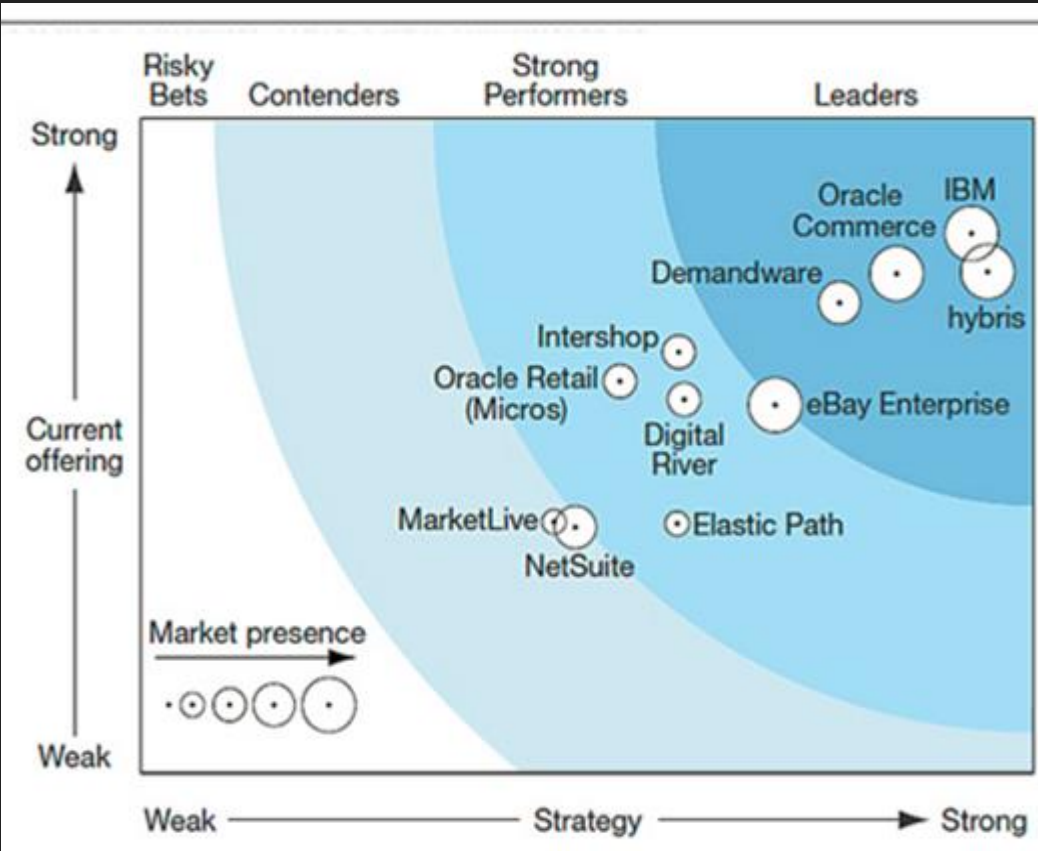
### Cautions:

- Thin Product knowledge base & support
- Pricing on a higher side

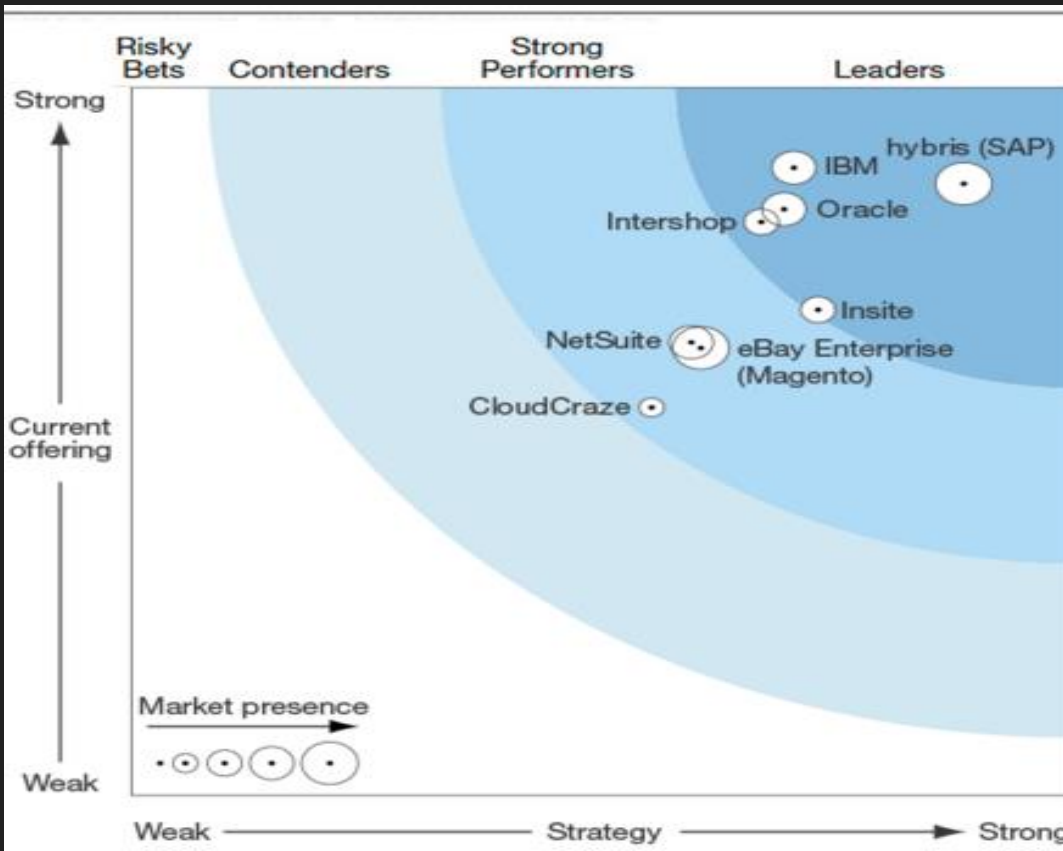




# What's the perception ?



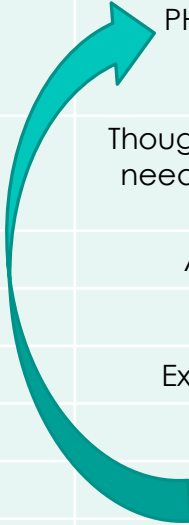
Forrester Wave – B2C Q1 2015



Forrester Wave – B2B Q1 2015

# Face off!

Categories	Magento	Hybris	Preferred
Cost			
License Cost (approx.) Annually	20 K USD	55K USD	Magento
TCO	Medium (compared to Hybris, low implementation time)	High	Magento
B2C	Good	Good	Both Equal
B2B	Ok	Good	Hybris
Telecom	Not Preferred	Highly Preferred (Telco accelerator)	Hybris
Scalability	Good	Good	Both Equal
Design & Architecture			
Architecture	PHP based , Tightly coupled , makes the processing slow – impacts the SEO Security ?	Java based, Multitier architecture gives lots of flexibility and also Java is more structured & defined language	Hybris
Customization	Though extensions are available for most o f the needs, But customizations are time taking and need for specific skills.	Easy	Hybris
Talent & Knowledge conditions			
Talent Base	Available but comes at a higher cost	Not Easily available, High cost	Both
Knowledge base	Good	Not Good	Magento
Omni channel Experience	Expected to be good with Magento 2,.0	Excellent	Both Equal
Product Information Mgmt.	Ok	Good	Hybris
Specifics			
SEO & Analytics Capabilities	OK (Impact of slow speeds on SEO)	Good	Hybris
User Experience Mgmt.	Ok	Good	Hybris
Order & Commerce Mgmt.	OK	OK (Integration with SAP make sit powerful for any SAP based company)	Both Equal



Hoping Magento 2.0 will be as good as Hybris

# My Take

If you are:

- A huge conglomerate
- Want to provide your customers an Omichannel Experience
- Have a fat budget

Then Hybris is the way *(For telecom Organisations there's no second thought)*

*ON THE OTHER HAND*

*If you are :*

- *A small / medium organization*
- *Want to manage the TCO at a healthy level*

Then Magento is the way *(For Fashion Organisations this is a very good option)*

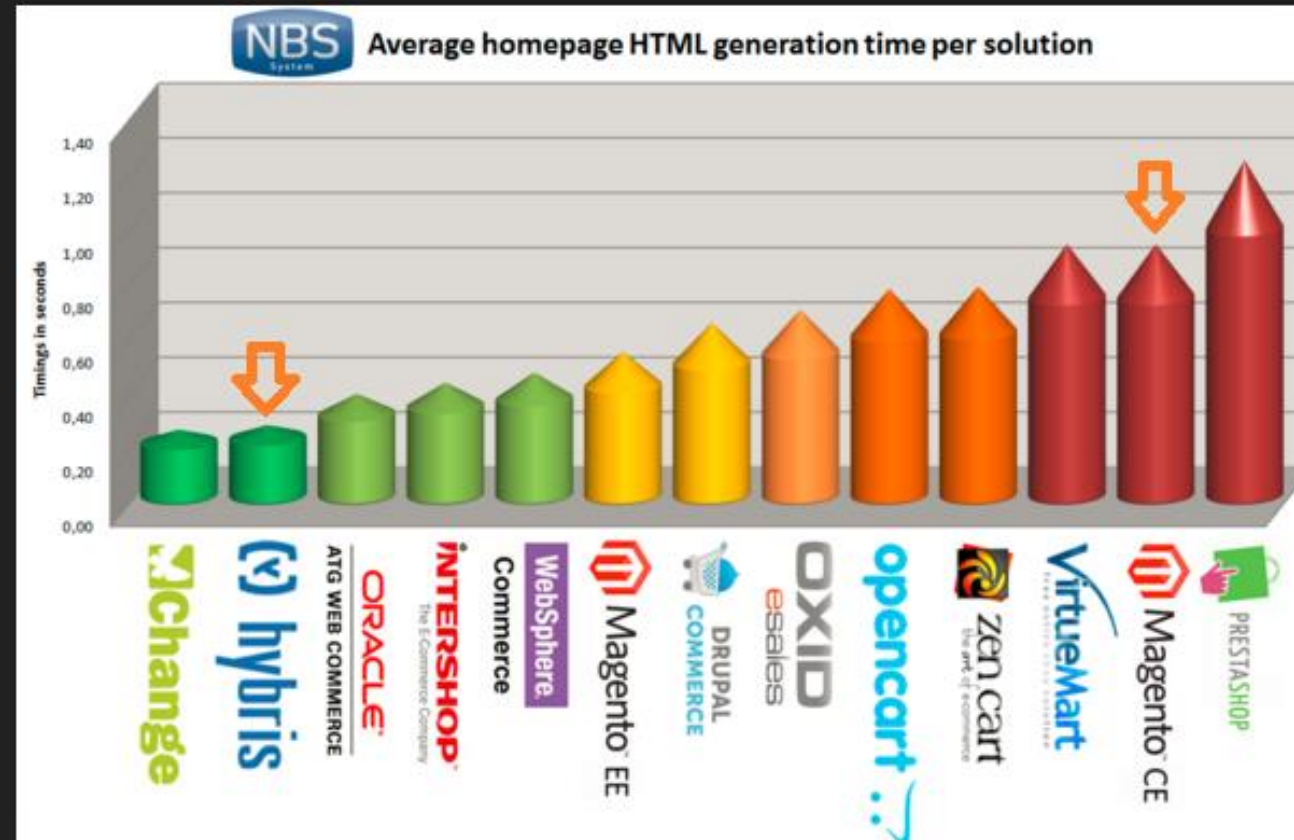


## BACK UP SLIDES

- Speeds
- World market share

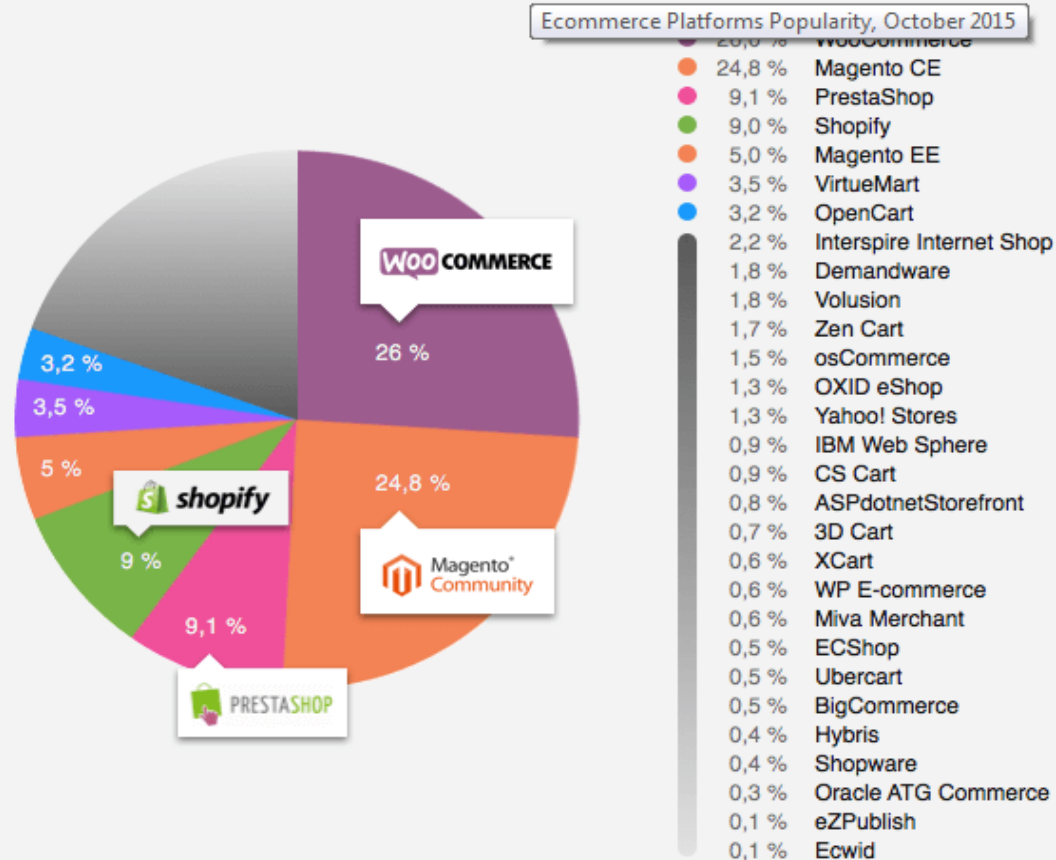
# Speed Comparison

Difference in Speeds

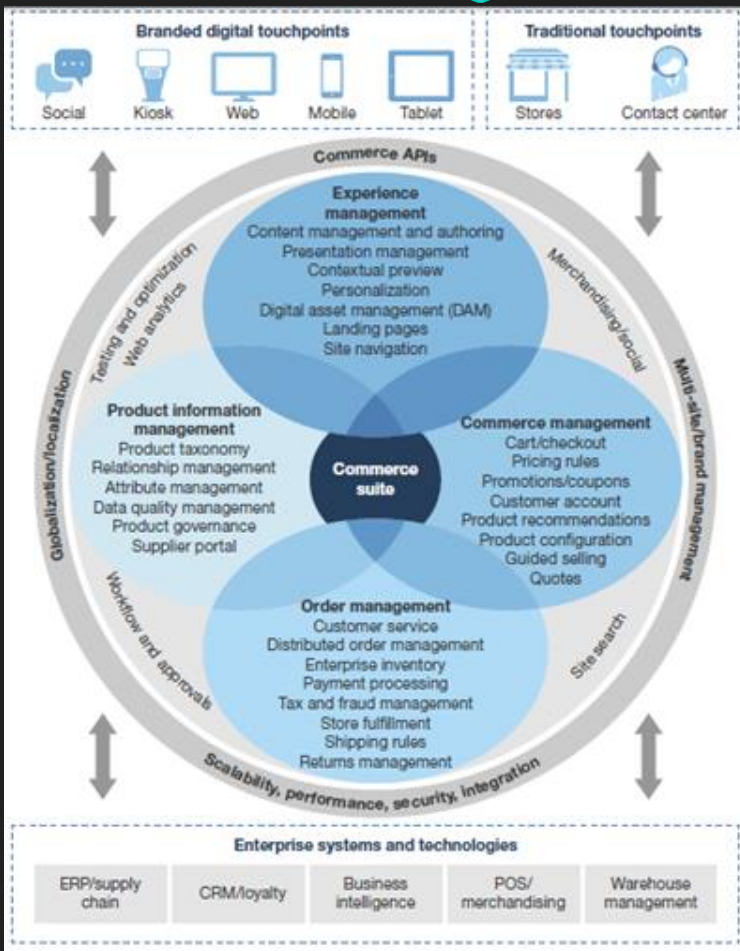


# Market share

Ecommerce Platforms Popularity, October 2015



# The eCosystem



Execution Of The "Commerce Suite" Strategy Varies By Vendor

	Native commerce feature*			Supported via separate product or acquisition	Supported by strategic partnership(s)
	Robust	Strong	Effective		
<b>Demandware</b>					
OMS				•	•
PIM					•
EXM		•			•
<b>Digital River</b>					
OMS			•	•	
PIM			•		
EXM			•		•
<b>eBay Enterprise</b>					
OMS				•	
PIM				•	
EXM			•		
<b>Elastic Path</b>					
OMS					•
PIM					•
EXM					•
<b>hybris Software</b>					
OMS		•			
PIM	•				
EXM	•				•
<b>IBM</b>					
OMS				•	
PIM				•	
EXM	•				•

Forrester Wave™: B2C Commerce Suites, Q1 2015 (Cont.)

	Forrester's Weighting	Demandware	Digital River	eBay Enterprise	Elastic Path	hybris	IBM	Intershop	MarketLive	Oracle Retail (Micros)	NetSuite	Oracle Commerce
<b>CURRENT OFFERING</b>												
Consumer-facing digital touchpoints	7%	4.10	4.00	4.25	2.55	2.60	3.80	3.50	2.45	3.10	2.35	2.35
Solution architecture	25%	4.44	4.00	3.52	3.26	4.50	4.28	4.04	3.00	3.46	3.18	4.10
Experience management	18%	3.70	2.60	2.30	2.15	4.40	4.20	3.70	2.80	3.45	1.75	4.40
Product information management	8%	3.34	2.84	3.07	2.62	4.20	4.27	3.27	2.55	2.92	2.80	3.66
Commerce management	20%	4.20	3.70	3.55	3.30	4.75	4.70	4.20	3.00	3.90	3.20	4.80
Order management	15%	3.54	2.93	4.22	2.27	3.23	4.41	2.89	2.27	3.85	2.95	3.91
Marketing tools	7%	4.20	4.40	3.50	2.65	4.20	4.85	3.75	3.10	3.80	2.60	4.65
<b>STRATEGY</b>												
Product strategy & roadmap	30%	4.00	3.00	3.00	4.00	5.00	5.00	3.00	2.00	3.00	2.00	5.00
Planned B2C enhancements	15%	4.00	3.00	3.00	3.00	5.00	5.00	3.00	3.00	3.00	3.00	4.00
Target market and B2C focus	15%	4.00	4.00	4.00	2.00	5.00	5.00	3.00	3.00	3.00	3.00	5.00
Key technology partners	10%	5.00	3.00	4.00	3.00	5.00	4.00	3.00	3.00	3.00	3.00	4.00
Commerce service providers	15%	3.00	1.00	4.00	2.00	5.00	5.00	2.00	0.00	0.00	1.00	3.00
Professional services	10%	4.10	4.35	4.00	3.00	3.35	4.00	4.10	3.10	4.25	2.75	3.75
Typical implementation time frame	5%	3.00	4.00	4.00	3.00	3.00	2.00	4.00	4.00	3.00	4.00	3.00
Cost of ownership	0%	3.00	4.00	5.00	4.00	2.00	3.00	4.00	4.00	2.00	5.00	2.00
<b>MARKET PRESENCE</b>												
Install base (live customers)	30%	3.00	3.00	5.00	2.00	4.00	5.00	3.00	1.00	2.00	4.00	5.00
New customers	20%	4.00	2.00	5.00	2.00	5.00	4.00	2.00	2.00	4.00	5.00	4.00
Revenue	25%	4.00	5.00	5.00	1.00	5.00	4.00	3.00	2.00	3.00	3.00	4.00
Revenue growth	15%	5.00	0.00	1.00	0.00	5.00	3.00	3.00	4.00	3.00	4.00	3.00
Financial resources	10%	2.00	3.00	4.00	2.00	5.00	5.00	2.00	2.00	4.00	3.00	5.00

All scores are based on a scale of 0 (weak) to 5 (strong).

# References

The images and content have been taken from following reference sites:

- <http://www.forbes.com/>
- <https://www.hybris.com/en/>
- <http://www.gartner.com/>
- <https://magento.com/>
- [https://www.demandware.fr/uploads/resources/RR\\_ForresterWave\\_ENG.pdf](https://www.demandware.fr/uploads/resources/RR_ForresterWave_ENG.pdf)
- <http://blog.aheadworks.com/tag/survey/>
- <https://www.nbs-system.co.uk/blog-2/hybris-hosting.html>