




SAP Hybris 

Branding in a B2B environment a business challenge

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PUBLIC

One team.
One dream.
One brand.

–Bill McDermott



THE BEST RUN



SAP



Forbes The World's Most Valuable Brands

2018 RANKING



#23 SAP

\$26.2 B 10%

\$25.4 B -

Technology















A Best-Run supply chain

THE BEST RUN 

Working
for
tomorrow





PUBLIC

NESTLÉ RUNS SAP.



FENDER RUNS SAP

Baggage reclaim

LENOVO RUNS SAP



THE BEST-RUN BUSINESSES RUN SAP

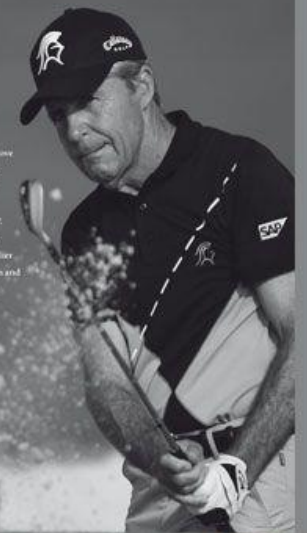
HASBRO RUNS SAP



THE BEST-RUN BUSINESSES RUN SAP

CALLAWAY GOLF RUNS SAP

Callaway Golf is dedicated to helping golfers improve their game. SAP is dedicated to helping businesses improve their efficiency. So, when Callaway Golf needed to consolidate their IT platform, they turned to the company they knew could help. SAP. Today, Callaway Golf has standardized their data, streamlined plant operations, and enhanced supplier communications. Increasing productivity, both on and off the course. Learn more about SAP at sap.com.

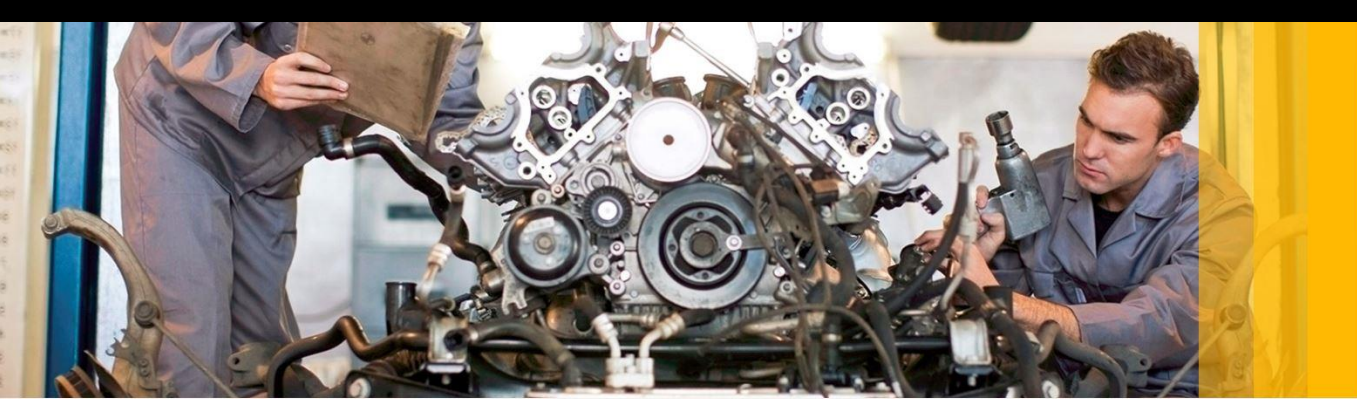


THE BEST-RUN BUSINESSES RUN SAP





PUE



Tenha seu próprio mercado automotivo

No setor automotivo, o veículo está se tornando apenas uma parte de um novo mercado para mobilidade – aquela que tem como foco o serviço, as experiências de compra personalizadas e a comunicação em tempo real.

Com o auxílio das soluções SAP Hybris, as empresas automotivas podem:

- Interagir diretamente com os clientes e dominar a experiência

Registre-se para fazer o download do estudo da Forrester

Pais *

Brasil

Nome *



Tenha seu próprio mercado automotivo

Confira "Fabricantes Colhem os Benefícios da Venda Direta", um Estudo de Perfil de Adoção Tecnológica da Forrester Consulting (2017) encomendado pela Miraki e SAP Hybris

Faça o download do estudo



SAP Hybris 

 Run Simple

Uau! Primeiro GMC de 2018: *Tenha seu Próprio Mercado Automotivo.*

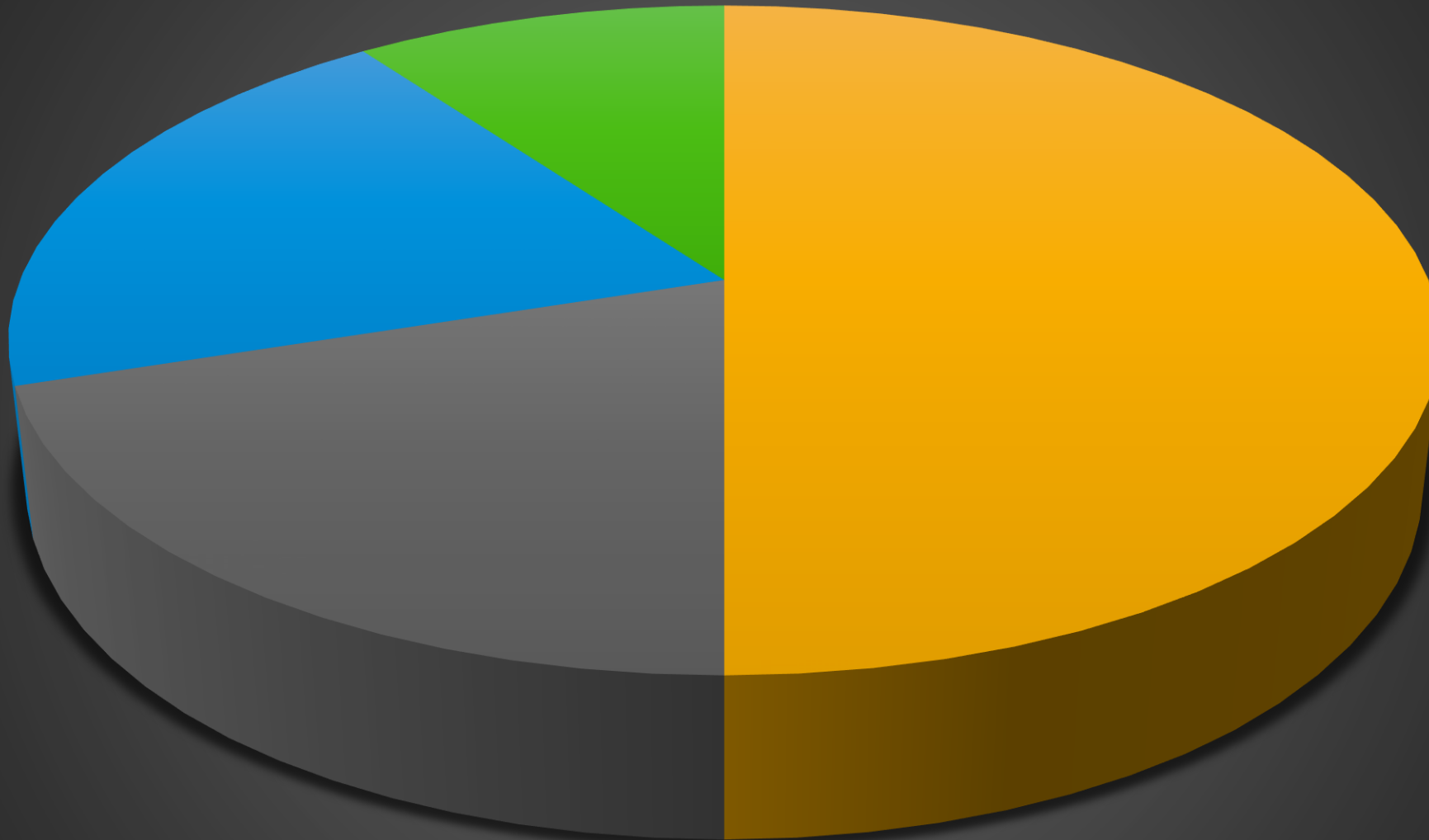
Use a campanha para geração de demanda; veja como pode trabalhar com ela
INTERNAL



PUBLIC

THE BEST RUN 

Budget



SAP

PUBI

■ Digital ■ SAP Events ■ External Events ■ Prints and others



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THE BEST RUN





Jorge Toledo

COO and VP of Business Development of SAP Hybris Latin America

SAP • Harvard Business School

São Paulo, São Paulo, Brazil • 500+ 

Proven 25+ years working in IT Brazilian industry. Consistent Business knowledge with international Business School such as Harvard Business School, IESE, etc. Proven 13+ years as Sales Support in leaders...