SAP Hybris

BUSINESS TRANSFORMATION STUDY

MAUI JIM: PERSONALIZING CUSTOMER EXPERIENCE & EXPANDING GLOBALLY WITH SAP HYBRIS

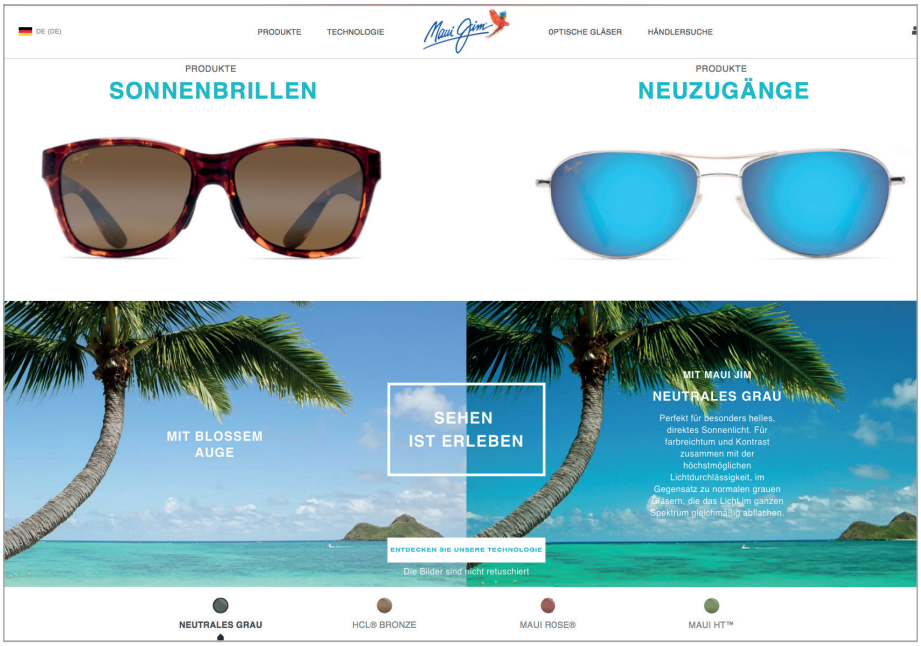
TOP BENEFITS ACHIEVED

6 MONTHS
Time to initial Go-Live

QUICKER
New product releases

INCREASED
Customer traffic & conversion rates on certain platforms

HIGHER
Customer satisfaction



"The extensibility of the platform makes it relatively fast and easy for us to enter any new markets. The data structure allows us to use the same product catalog and the same attribute information with just adding in new translations."

Jim Ferolo, Vice President, Digital & Marketing Tech

COMPANY
Maui Jim, Inc.

HEADQUARTERS
Peoria, Illinois

INDUSTRY
Retail

PRODUCTS & SERVICES
Sunglasses and accessories

EMPLOYEES
500

WEBSITE
www.mauijim.com

ABOUT MAUI-JIM:

Customers choose Maui Jim sunglasses for both their high quality in protection from harmful rays as well as the style and feel consistent with the vivid colors of Maui. As Maui Jim's customers have continued to evolve, the retailer was looking to offer personalized products online and expand rapidly in new markets, but was limited by its existing technology.

When evaluating digital commerce platforms, Maui Jim chose SAP Hybris to help provide a more flexible platform to better serve end customers and allow the company to quickly scale its presence in national and global markets, as well as the B2B channel, all while staying true to and consistent with the Maui Jim brand. After achieving quick time to value closely in close partnership with the SAP Hybris team, positive results with their customers have already been achieved, enabling Maui Jim to aggressively execute on its expansion strategy.

OBJECTIVES

- To increase overall B2C e-commerce revenue and extend the platform globally into all Maui Jim markets
- To develop a best of breed B2B, web experience that would extend the custom MyMaui/RXprogram that allows customers to create their own versions of Maui Jim sunglasses
- To create a PIM that would allow the extension of product data to all digital channels
- To provide the backbone of mobile applications supporting account executives in the field as well as consumers interested to learn more about Maui Jim products

WHY SAP HYBRIS?

- Ability to go global and scale growth in B2C & B2B channels, as well as key geographic markets and 5 languages through one platform
- Unified and integrated ecosystem for all product content and ordering processes
- Quick time to value and integration
- Personalized products through configured price quote and customized build to order functionality
- Superior mobile experience for customers and business users that utilizes hybris PIM capabilities
- Supports new product launches across channels

RESULTS & BENEFITS

- Built and went live in just 6 months, with close Hybris experts deeply embedded in this process to support partner & Maui Jim
- Online inventory now updated on more regular basis
- Repair service process significantly easier
- Standardization and increased efficiencies of business processes – especially marketing and development
- Improved order velocity through bespoke mobile application for account executives
- Steadily growing revenues via e-commerce channels
- Significant increase in social awareness

About SAP Hybris

SAP Hybris enables businesses to transform how they engage with customers, innovate how they do business, and simplify their technology landscape. With a comprehensive approach to customer engagement and commerce, our solutions unlock opportunities to optimize your customers' experience and transform your business. We help you drive relevant, contextual experiences across all of your customer touch-points in real-time, so that you can create strong differentiation and build competitive advantage in the Digital Economy.

SAP Hybris has helped some of the world's leading organizations transform themselves in response to changing market conditions and customer expectations – delivering exceptional experiences, adding new channels, evolving their business models, and entering new markets. How can we help you?

Explore SAP Hybris solutions today. For more information, visit **www.hybris.com**.

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