GLOSSARY OF SAP HYBRIS

A Quick Reference Guide to SAP Terminologies

SAP Hybris
Key Concepts

Concept/Term	Definition
SAP Hybris	SAP's platform for e-commerce, marketing, sales, and customer experience. Known today as SAP Customer Experience (CX).
Hybris Commerce	A comprehensive e-commerce platform supporting B2B and B2C sales. Offers product, order, and customer management.
SAP Commerce Cloud	Cloud-based version of Hybris Commerce. Runs on Microsoft Azure with scalability and microservices support.
Backoffice	Hybris administrative interface to manage products, users, and orders. Highly configurable and role-based.
HAC (Hybris Admin Console)	Web-based admin tool for system monitoring, logging, and scripting. Often used for troubleshooting.

Get any SAP Video course -https://zarantech.teachable.com/courses/category/sap
Linkedin Learner Community page -https://www.linkedin.com/showcase/sap-learner-community/

Concept/Term	Definition
hMC (Hybris Management Console)	Legacy interface for managing catalogs and user rights. Replaced by Backoffice in modern versions.
ImpEx	A scripting language to import and export data. Used to manage catalog, pricing, and product data.
Product Cockpit	Interface for managing complex product information. Now merged into Backoffice in newer releases.
SmartEdit	Tool to edit and preview content directly on storefronts. Used by marketers and content authors.
CMS Cockpit	Interface to manage content pages, banners, and components. Deprecated in favor of SmartEdit.

Get any SAP Video course -https://zarantech.teachable.com/courses/category/sap
Linkedin Learner Community page -https://www.linkedin.com/showcase/sap-learner-community/

Concept/Term	Definition
Accelerator	Pre-built storefront templates for B2C and B2B. Speeds up time-to-market with ready-to-use features.
Solr	Search engine integrated with Hybris for fast product searches. Used for indexing and faceted navigation.
Faceted Search	Allows users to filter search results based on attributes. Powered by Solr in Hybris.
Catalog Version	Supports staging and online versions for managing data lifecycle. Allows preview before publishing.
Base Store	Represents an online store tied to one or more websites. Manages currencies, languages, and warehouses.

Get any SAP Video course -https://zarantech.teachable.com/courses/category/sap
Linkedin Learner Community page -https://www.linkedin.com/showcase/sap-learner-community/

Concept/Term	Definition
Base Site	Frontend website tied to a base store. Includes URL, theme, and localization configurations.
Price Row	Object that defines pricing per product, user group, or currency. Allows flexible price rules.
Promotion Engine	Rule-based engine to manage discounts and offers. Applies logic to carts during checkout.
Vouchers	Codes used to apply discounts during checkout. Can be generated for campaigns or promotions.
Cart	Temporary container for selected products before checkout. Becomes an order once placed.

Get any SAP Video course -https://zarantech.teachable.com/courses/category/sap
Linkedin Learner Community page -https://www.linkedin.com/showcase/sap-learner-community/

SAP Hybris
Key Concepts

Concept/Term	Definition
Checkout Process	Workflow for finalizing a purchase. Includes shipping, payment, and order confirmation steps.
Order Management	Handles order lifecycle including placement, status, and returns. Integrates with ERP or fulfillment.
Warehouse	Logical or physical location storing products. Used in inventory and fulfillment calculations.
Fulfillment Process	Process of picking, packing, and shipping orders. Triggered after checkout.
B2B Commerce	Supports complex B2B sales scenarios including company accounts, approval flows, and pricing tiers.

Get any SAP Video course -https://zarantech.teachable.com/courses/category/sap
Linkedin Learner Community page -https://www.linkedin.com/showcase/sap-learner-community/

SAP Hybris
Key Concepts

Concept/Term	Definition
B2C Commerce	Consumer-focused storefront with simpler buying flow. Emphasizes personalized experiences.
Customer360	Unified view of customer behavior, purchases, and preferences. Helps in personalization and marketing.
Hybris Marketing	Tool for campaign automation, segmentation, and lead scoring. Integrated with other SAP CX solutions.
Hybris Profile	Captures real-time customer behavior for personalization. Works with web, mobile, and offline data.
Data Hub	Middleware used to integrate Hybris with SAP ERP or other systems. Handles data transformation and synchronization.

Get any SAP Video course -https://zarantech.teachable.com/courses/category/sap
Linkedin Learner Community page -https://www.linkedin.com/showcase/sap-learner-community/

Concept/Term	Definition
OCC (OmniCommerce Connect)	RESTful API layer used to expose Hybris services. Enables mobile and external integrations.
PunchOut	B2B integration where buyers access Hybris from their procurement systems. Enables seamless ordering.
Customer Support Cockpit	Interface for service agents to manage tickets, orders, and customer issues.
Consent Management	Stores and tracks customer data permissions. Required for GDPR and compliance.
Webroot	Directory where storefront files like HTML and CSS are stored. Defines UI structure and branding.

Get any SAP Video course -https://zarantech.teachable.com/courses/category/sap
Linkedin Learner Community page -https://www.linkedin.com/showcase/sap-learner-community/

Concept/Term	Definition
AddOn	Extension that enhances storefront functionality. Easily plugged into Accelerators.
CronJob	Scheduled background task like indexing, imports, or sync. Managed from HAC or Backoffice.
Sync Job	Transfers data from staging to online catalog. Allows controlled content publishing.
Enumeration	List of predefined values used in data modeling. Example: Payment Type, Gender, or Status.
Workflow	Approval process used in content, product, or user changes. Ensures governance in B2B flows.

Concept/Term	Definition
FlexibleSearch	Hybris-specific SQL-like query language. Used for debugging and custom data retrievals.
Extension	A self-contained module with business logic, UI, and data. Building block of Hybris architecture.
yCommerce	Reference name for the commerce extension packages. Forms the core of SAP Commerce functionality.
SAP CDC (Customer Data Cloud)	Identity and consent solution from SAP. Formerly Gigya, used for login, registration, and SSO.
Event Tracking	Captures actions like clicks, purchases, and logins. Enables behavioral marketing and analytics.

Get any SAP Video course -https://zarantech.teachable.com/courses/category/sap
Linkedin Learner Community page -https://www.linkedin.com/showcase/sap-learner-community/

Concept/Term	Definition
CPQ Integration	Integrates Configure-Price-Quote tools with Hybris. Supports complex product configuration in B2B.
Digital Asset Management	Stores media like images and videos for products. Managed via Backoffice or external systems.
Localization	Adapts storefronts for language, currency, and region. Supports multi-country rollouts.
Personalization Module	Tailors content based on user behavior, location, or purchase history. Improves conversion and engagement.
GDPR Compliance	Ensures user data rights such as consent, deletion, and export. Managed through SAP CX tools.

Get any SAP Video course -https://zarantech.teachable.com/courses/category/sap
Linkedin Learner Community page -https://www.linkedin.com/showcase/sap-learner-community/