GLOSSARY OF SAP
COMMERCE CLOUD
(PART I & II)

A Quick Reference Guide to SAP Terminologies

Concept/Term	Definition
SAP Commerce Cloud	A cloud-based eCommerce platform that enables businesses to create, manage, and optimize their digital commerce experiences.
Hybris	The former name of SAP Commerce Cloud, a platform for digital commerce and customer engagement.
Product Information Management (PIM)	A tool within SAP Commerce Cloud for managing and centralizing product data, ensuring consistency across sales channels.
Customer Experience (CX)	A set of strategies and technologies that businesses use to deliver personalized, seamless, and engaging customer journeys.
Multi-Channel Commerce	The practice of selling products through multiple platforms (online, mobile, retail) while providing a consistent shopping experience.

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SAP Commerce Cloud (Part I & II) Key Concepts

Concept/Term	Definition
Omni-Channel	A seamless and integrated approach to customer interactions across multiple channels, such as online, in-store, and mobile.
Backoffice	The administrative interface of SAP Commerce Cloud used by business users to manage products, orders, content, and other business processes.
Customer Data Platform (CDP)	A system that collects and unifies customer data from various touchpoints, used for personalized marketing and customer service.
Order Management	The process of handling orders from customers, including order creation, inventory management, shipping, and payment processing.
B2C (Business to Consumer)	A business model in which a company sells products directly to individual consumers through digital or physical channels.

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Concept/Term	Definition
B2B (Business to Business)	A business model where transactions occur between businesses, typically involving bulk orders, negotiated pricing, and long-term contracts.
SAP Commerce Cloud Integration	The process of connecting SAP Commerce Cloud with other SAP solutions and third-party tools to create a unified commerce ecosystem.
Product Catalog	A collection of products and services organized by categories, managed within SAP Commerce Cloud to present to customers.
Content Management System (CMS)	A system used to manage and deliver content such as text, images, videos, and product information within SAP Commerce Cloud.
Responsive Design	A design approach that ensures digital content adjusts to different screen sizes, such as desktops, tablets, and smartphones.

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Concept/Term	Definition
Search and Navigation	Tools and features within SAP Commerce Cloud that enable customers to search for products and navigate through product categories easily.
Promotions and Discounts	Features in SAP Commerce Cloud that enable businesses to create, manage, and apply promotions, discounts, and coupon codes for customers.
Personalization	The process of tailoring a customer's online shopping experience based on their preferences, browsing history, and purchase behavior.
SAP Commerce Cloud Accelerator	Pre-packaged, customizable templates and configurations in SAP Commerce Cloud that help businesses quickly deploy eCommerce solutions.
Product Bundles	A grouping of related products offered for sale together, often at a discount, to encourage higher-value purchases.

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Concept/Term	Definition
Subscription Commerce	A business model that allows customers to subscribe to products or services for periodic delivery or access.
Search Engine Optimization (SEO)	The process of optimizing product listings and content within SAP Commerce Cloud to rank higher in search engine results.
Order Fulfillment	The process of picking, packing, and shipping products to customers after an order is placed on the SAP Commerce Cloud platform.
Inventory Management	The process of overseeing the stock levels of products in SAP Commerce Cloud, ensuring availability for customer orders.
SAP Customer Experience	A set of integrated tools and platforms, including SAP Commerce Cloud, designed to help businesses create and manage customer-centric experiences.

SAP Commerce Cloud (Part I & II)
Key Concepts

Concept/Term	Definition
Checkout Process	The steps customers go through to complete a purchase, including cart review, shipping, payment, and order confirmation.
SAP Cloud Platform	The platform that underpins SAP Commerce Cloud, providing cloud infrastructure, integration capabilities, and tools for scalability and performance.
Payment Integration	The process of integrating payment gateways into SAP Commerce Cloud to securely process customer payments during checkout.
Digital Marketing	The use of online channels and tools to promote products and engage with customers, integrated into SAP Commerce Cloud for personalized experiences.
SAP Commerce Cloud API	A set of interfaces that allow third-party systems to interact with SAP Commerce Cloud for data exchange, system integration, and automation.

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Concept/Term	Definition
Event Management	A system within SAP Commerce Cloud that tracks customer activities, such as order placement, to trigger personalized actions or communications.
Customer Segmentation	The process of dividing customers into groups based on specific characteristics, such as demographics or behavior, to target marketing efforts.
Order Processing	The complete cycle of handling an order, from creation through fulfillment, shipping, and final delivery, integrated within SAP Commerce Cloud.
Channel Management	Managing the various channels (e.g., web, mobile, physical stores) through which products are sold and customers are engaged in SAP Commerce Cloud.
ECommerce Reporting	The process of analyzing sales data, customer behavior, and other key performance indicators (KPIs) within SAP Commerce Cloud for business insights.

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SAP Commerce Cloud (Part I & II)
Key Concepts

Concept/Term	Definition
SAP Commerce Cloud Cockpit	The administrative interface for managing eCommerce operations in SAP Commerce Cloud, offering tools for content, orders, promotions, and more.
Custom Checkout Flows	The ability to design and customize the checkout process in SAP Commerce Cloud, optimizing for specific customer needs and business requirements.
Digital Experience Platform (DXP)	A comprehensive suite of tools and technologies designed to create, manage, and optimize personalized digital experiences across customer touchpoints.
Automated Order Processing	The automation of order management tasks such as order validation, inventory checks, and invoice generation in SAP Commerce Cloud.
Pricing and Catalog Management	The process of creating, managing, and updating pricing and product catalogs in SAP Commerce Cloud to ensure consistency across all sales channels.

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Concept/Term	Definition
Third-Party Integrations	The process of connecting SAP Commerce Cloud with external systems such as ERPs, CRMs, and shipping providers for enhanced functionality.
Customer Account Management	The process of creating and managing customer accounts within SAP Commerce Cloud, allowing for order tracking, preferences, and personalized experiences.
Product Recommendations	A personalization feature in SAP Commerce Cloud that suggests products to customers based on their browsing behavior and purchase history.
Mobile Commerce	The practice of optimizing eCommerce experiences for mobile devices, providing a responsive design and seamless transactions within SAP Commerce Cloud.
Marketing Automation	The use of SAP Commerce Cloud to automate marketing campaigns, promotions, and customer communications based on user behaviors.

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Concept/Term	Definition
Real-Time Analytics	The ability to track customer activity and sales performance in real-time, providing businesses with up-to-the-minute insights.
Multilingual Support	The capability within SAP Commerce Cloud to provide content, product information, and customer interactions in multiple languages to cater to global audiences.
Global Reach	The ability of SAP Commerce Cloud to handle cross-border eCommerce operations, including international pricing, shipping, and tax calculations.
Search Functionality	Advanced search features within SAP Commerce Cloud that allow customers to find products quickly and efficiently based on various criteria.
Customer Loyalty Programs	Programs within SAP Commerce Cloud that reward customers for repeat purchases or other behaviors, encouraging long-term loyalty.

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