

Application Connector links hybris e-commerce solutions to merchandise management systems

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Smooth flow of data between e-commerce application and enterprise software

London, 31 January 2001 - Munich-based hybris GmbH has taken the wraps off hybris Application Connector, a tool which gives e-commerce providers a fast and easy way to feed data from databases and merchandise management systems into their shop applications. The hybris Application Connector can be used in conjunction with the out of the box hybris shop.

One of the challenges facing companies that want to launch into electronic commerce is how to get existing data out of legacy databases and merchandise management systems and into the e-commerce software. All too often, the process wastes a huge amount of time and money - or is not possible at all. The software specialists at hybris in Munich have responded to e-commerce providers' calls for problem-free data exchange between shop and enterprise software. The result: the hybris Application Connector.

The hybris Application Connector lets data stored in databases or merchandise management systems be imported - in part or in full, depending on requirements - into any hybris-based e-commerce application. Users specify mapping rules on a graphical user interface to determine what exactly is to be done with the data from different databases. On this basis, the hybris Application Connector can link together two databases that have any relational data structures and then synchronize their contents. The hybris tool supports both one-off data imports from enterprise software systems and bi-directional data exchange between the database and the shop software. Users can also choose to synchronize only those data records that have been added or modified since the last matching run. The hybris Application Connector can access data in the standard ODBC, JDBC and CSV formats.

Availability and price

A variety of versions of the hybris Application Connector will be available for hybris shop (version 2.0 or higher) in early February. A developer version with a price tag of around £990 will be available in addition to the runtime version. hybris will also be offering special partner training courses to help software engineers integrate the hybris Application Connector in their projects and source mapping structures.

About hybris:

The hybris Group consists of hybris AG in Switzerland, hybris GmbH in Munich, which is responsible for sales, marketing and software core development, hybris UK Ltd. in London, hybris Ltd. in Houston (Texas, USA) and offices in Dresden, Vienna and Zurich. hybris develops standard software enabling professional Internet applications for sales to end customers (B2C), for business-to-business transactions (B2B) and for application service providing business models. hybris shop, the out-of-the-box software for small and medium-sized enterprises, is supplemented by hybris Jakarta, the component-based software for sophisticated sell-side E-Commerce solutions. hybris Jakarta stands for fast time-to-market, unlimited

flexibility, seamless integration and future-proof investment thanks to an open architecture based on state-of-the-art J2EE and XML technology. The hybris Group currently employs around 80 people. Distribution is handled by hybris cooperation partners worldwide.

PR Contact

The Edge Partnership

Michèle Collier

Phone 01625 511966

Fax 01625 511967

E-mail: michele@edge-pr.co.uk

Hybris Group, Eberhardt Weber

Phone 49 (0)89 306697-0

E- mail: presse@hybris.de

hybris UK Ltd

411 Coppergate House

16 Brune Street

London, E1 7NJ

Phone 0207 721 7861

Fax 0207 721 7709

Mobile 07880 624537

<http://www.hybris.co.uk>

info@hybris.co.uk

Press Releases and press materials are also available on the Internet at:
<http://www.hybris.co.uk>

and <http://www.myhybris.com>

