

Capgemini partners with hybris to focus on consumer products and retail market

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London – 10th July 2008. hybris (www.hybris.com), a leading vendor of multi-channel communication and e-commerce software, and Capgemini Nederland B.V. have signed a collaborative partnership which will offer customers in the consumer products and retail markets the best possible online shopping experience. Capgemini chose to partner with hybris because of its expertise in the field of e-commerce and Product Information Management (PIM) as well as its broad knowledge of the retail sector.

hybris has a proven track record in identifying new ideas, trends and developments at the cutting-edge of e-commerce and IT. It also focuses on managing and reusing product information which is a vital factor for the retail market.

“We like working with leaders in the technical solutions field”, Herbert Celen, Vice President Sales & Marketing at Capgemini says. “In our opinion, hybris is one of the strongest vendors in the e-commerce arena. We are pleased to have entered into a partnership with hybris and are convinced that the alliance will enable us to support our customers’ growing online needs now and in the future.

“Capgemini has the expertise both to manage a project as well as help our clients advance in the area of business application and user experience”, Carsten Thoma, Marketing Director and CFO of the hybris group explains. “We are therefore delighted to be able to work with Capgemini.”

About Capgemini

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working - the Collaborative Business Experience – and through a global delivery model called Rightshore®, which aims to offer the right resources in the right location at competitive cost. Present in 36 countries, Capgemini reported 2007 global revenues of EUR 8.7 billion (approximately US\$12 billion) and employs over 83,000 people worldwide.

Capgemini provides deep industry experience, enhanced service offerings and next generation global delivery to serve the financial services industry. With a network of 15,000 professionals serving over 900 clients worldwide, we move businesses forward with leading services and best practices in Banking, Insurance, Capital Markets and Investments. For more information, please visit www.capgemini.com/financialservices.

About hybris

hybris is a leading vendor of multi-channel communication & commerce software. Its clear vision about the need for consistency, co-ordination and personalization of information across all channels and throughout all phases of the customer lifecycle has resulted in the development of an integrated solution which supports the industrialization and automation of communication, sales and support processes. It is spearheading innovation in this field, enabling companies to master the complexities of implementing and managing single site, multi-site and multi-channel communication and commerce processes step-by-step

without any compromises.

Established in 1997, hybris has a proven track record of profitability and growth, with ambitious expansion plans for the future. Headquartered in Munich, it has offices in the UK, Netherlands, Switzerland and Sweden. Its international presence is extended via a dedicated network of business and technology partners across Europe and the USA. It has over 150 customers worldwide running more than 1,500 websites “powered by hybris”. Customers are global brands from retail and manufacturing industries, including zavvi, TUI, Lufthansa, Puma, Ulla Popken, Nokia, Reebok, Grundfos, Demag, Sika, Norgren, Phonak and Bechtle.

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