

hybris to deliver multichannel eCommerce platform for Newey and Eyre

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eCommerce solution selected for the B2B environment employing B2C best practices and functionality

London – 20 April 2009. hybris, www.hybris.com, a leading multi-channel commerce and communication software vendor, announced today that Newey & Eyre, www.neweyandeyre.co.uk, the UK's leading distributor of quality electrical supplies, has selected hybris Commerce as part of its strategy to offer its customers a ground breaking multichannel eCommerce service via a new functionally rich website, Neweys Online. The 'one-stop shop' will allow professional contractors to buy the electrical, health & safety and construction consumables they need via a new web channel that will deliver best of breed search and navigation and Web capabilities currently offered to the general consumer in retail but missing in B2B electrical wholesale.

Part of Rexel UK Limited, a division of one of the world's largest business-to-business distributors of electrical materials and safety, and other Maintenance, Repair and Operations (MRO) products, Newey & Eyre provides off-the-shelf, in-store purchasing of over 20,000 products at over 160 branches located throughout the UK. It is renowned for its highly personalised branch counter service, its commitment to helping its customers select the best products for each project and supporting its customers in the planning and management of major projects.

Paul Parker, CIO at Rexel UK Limited said, "The prime objective behind our decision to invest in hybris Commerce for Neweys Online was to offer our customers greater flexibility in the way that they order and receive goods and services and to put in place a web strategy that would keep the branch at the heart of all customer interactions. We believe that in a tough economic climate, the ability to order in-branch or online with extended service capabilities, whilst maintaining the personal touch that Newey & Eyre is known for, will be critical for both our customers and ourselves. hybris' proven experience in delivering multichannel eCommerce solutions, combined with their ability to transfer their experience of working in a B2C environment to our business, was key to their selection."

The integration of hybris Commerce with key back end systems will enable Neweys Online to:

- Provide a fully integrated service
- Offer a best of breed online purchasing solution
- Deliver real-time customer specific pricing
- Incorporate the B2B functionality expected within the electrical sector
- Offer next generation merchandising of product and contents pages
- Continue the personalised service expected from Newey and Eyre via the internet

Andrew Piscina, UK Country Manager for hybris, said: "We are delighted to be working with such a visionary company in the B2B marketplace. Adopting and enhancing multi-channel and online best practices will deliver real business benefits and Newey & Eyre should achieve an extremely rapid return on investment following the launch of the new site."

About Newey and Eyre

Established for over 80 years Newey and Eyre is one of the UK's leading electrical wholesalers. A network of over 160 branches across the UK ensures, speed and consistency of service to all their customers, from local independent contractors to blue chip multinational companies. The branches are conveniently located to serve the local customers, supported by the global strength of one of the world's largest business-to-business distribution companies.

Newey and Eyre is one of Rexel's key trading brands within the UK. The Rexel group, with global 2008 pro forma sales of 13.7 billion Euros from 2,400 outlets in 34 countries is the market leader in electrical wholesale in the UK as well as holding number one or number 2 positions in 24 countries.

About hybris

hybris is a leading vendor of multi-channel commerce & communication 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 businesses to communicate and sell across all channels in a consistent and effective way.

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 Toys 'R' Us, Adidas, Pirelli, Conrad, Norgren, Lufthansa, Reebok, Grundfos, Demag, Sika, Bunzl UK & Ireland, Phonak and Rexel.

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