

# hybris to target international SME eCommerce market with hybris QuickLive

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...Distribution agreement with Portaltech extends hybris portfolio...

London – 11 May 2009. Hybris ([www.hybris.com](http://www.hybris.com)), a leading multi-channel commerce and communication software vendor, announced today that retailers in Europe and worldwide will now be able to benefit from hybris QuickLive, the eCommerce platform developed in the UK for small-to-medium sized retailers with its Gold Partner, Portaltech ([www.portaltech.co.uk](http://www.portaltech.co.uk)), a leading UK eCommerce Systems Integrator and Consultancy.

The distribution agreement with Portaltech will allow other hybris partners to sell hybris QuickLive around the world and to deliver a hybris eCommerce-based solution more quickly and at a lower total cost of ownership.

The extension of the hybris product portfolio to address the specific needs of the SME market will enable new and growing retailers to invest in a functionally rich, highly customisable eCommerce platform at the heart of their business. Pre-integrated with best of breed supporting technologies, it can be deployed in as little as eight weeks and offers complete flexibility to extend and integrate with existing platforms and applications.

Andy Piscina, UK Country Manager for hybris, said: "There has been a great deal of interest in hybris QuickLive following its launch in the UK last year at Internet World 2008. Based on hybris Commerce Enterprise, SMEs have welcomed the opportunity to benefit from the breadth of standard functionality normally only available to larger organisations, but at an affordable price, coupled with a SaaS delivery. With a fixed timescale and cost for delivery, we are confident that it will be highly attractive to retailers across Europe and internationally with tight budgets and who need to minimise risk."

Mark Adams, Sales Director for Portaltech, commented: "Working as a strategic partner that acts as an extension to the hybris development and sales teams, the distribution agreement will allow us to extend the reach of hybris QuickLive and enable retailers to benefit from ongoing hybris and QuickLive developments.

"We are confident that hybris QuickLive will enable SME retailers around the world to take advantage of next generation customer experience technologies and benefit from the scalability and flexibility they are looking for in a long term eBusiness strategy," he added.

## About hybris

hybris is a leading vendor of multi-channel commerce and communication software. Its clear vision about the need for consistency, co-ordination and personalisation 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 industrialisation 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, Conrad, Norgren, Lufthansa, Reebok, Grundfos, Demag, Sika, Bunzl UK & Ireland, Phonak and Rexel.

#### About Portaltech

Portaltech is a specialist technology consultancy that focuses on designing, developing, integrating, and supporting market leading e-Commerce solutions. Our reputation is founded on technical excellence and the ability to successfully deliver complex projects for a range of brands and companies in the Retail, Telco, Consumer Products, Logistics and Media Entertainment industries. By utilising this cross-sector experience with expertise in technology evaluation and selection, project implementation and Web 2.0 consulting services, we are able to advise and support our customers to transact in both online and multi-channel sales environments.

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