

# hybris to raise the bar for e-Commerce and Master Data Management applications with launch of hybris Suite 4.0

Submitted by: Ascendant Communications

Tuesday, 28 July 2009

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- New version of hybris' e-Commerce and Product Information Management solution confirms its technology leadership in these markets
- New platform architecture makes service-oriented product ranges possible

London – 28 July 2009. hybris, ([www.hybris.com](http://www.hybris.com)), a leading multi-channel communication and commerce software vendor, has announced the availability of hybris Suite 4.0, the latest version of its multi-channel commerce, PIM and database publishing solution. This updated version of hybris' main platform is aimed at companies that need to support their communication and sales processes via multiple online and offline channels which simultaneously address four key requirements – user-friendliness for high user acceptance, rapid implementation for short project duration, efficient handling of mass data and comprehensive data security – in one solution. hybris has also incorporated advanced functions for integrated modules such as content management.

To enhance the user friendliness of the web client featured in hybris 4.0, hybris has used state-of-the-art desktop client solutions as a model. All user controls are based on drag & drop and context menus. Users can tailor their desktop (or user interface (UI)), 'the hybris cockpit', to suit their specific tasks and personal preferences. For example, the UI of a text editor may initially display the work list for the pending catalogue production, whilst the product manager has the data management of products and the variant offerings directly in view. As well as offering optimum support for typical processes in multi-channel marketing, the new release also provides the key requirement for efficient mass data management. Parallel imports plus optimised synchronisation of mass data can support daily product updates in the millions. As a result, hybris 4.0 is one of the few solutions for efficient master data management to allow several thousand users to work effectively in parallel and to manage product databases in their hundreds of millions at the same time. The performance of the hybris system will be particularly beneficial to online retailers who maintain extensive 'long tail' catalogues and constantly expand their range.

To facilitate the changeover to hybris 4.0 for new and existing customers through short implementation phases and thus reduced total operating costs, the new hybris solution is based on a wholly service-oriented architecture (SOA). Thanks to numerous changes to the architecture, hybris 4.0 is significantly more consistent and quicker to access and extend. This makes customer-specific adjustments even simpler, and ensures problem-free integration with third-party systems via web services.

With hybris 4.0 companies will have increased future security and migration compatibility as well as faster implementation of roll-outs because it is an SOA-based solution. hybris has also included an eclipse plug-in that will help developers with little experience to quickly orient themselves and work productively with the solution. This, in conjunction with hybris' standard product configuration, can reduce development time by 30% or more. The hybris server, which is included in hybris 4.0, is also new. This 'out-of-the-box' server for development and live systems dispenses with any need for further settings and simplifies the hosting of the solution, for example, by supporting virtual machines. Existing customers also benefit from the 100% API compatibility of the new solution, which in turn

simplifies any upgrade.

To meet the need for retailers to optimise the performance of their e-commerce solutions, hybris 4.0 now supports an application acceleration function with Akamai edge caching. hybris customers such as Reebok are already employing this facility successfully. It facilitates short loading times worldwide for 'rich Internet applications', which allows products to be presented to optimum effect from a promotional aspect, e.g. supported by videos or 3D views.

For enhanced data security, the new release enables data encryption down to attribute level. This enables users to consistently protect sensitive data saved with hybris against attacks and theft. A typical example of this is credit card data, which can be safely encrypted to ensure compliance with PCI standards.

hybris has also advanced its new version from a functional standpoint. For operators of online shops and for brand websites, an enhanced content management system incorporates all the facilities required for sophisticated international web presences featuring search-engine-optimised content.

Thanks to the new slot concept, all types of content can be positioned flexibly and dynamically in line with a particular user's behaviour and profile, and individual elements optimally arranged with the aid of A/B testing. Compared with the previous version, the integrated digital asset management function offers enhanced video management in addition to a facility that allows all media objects to be checked in and out.

"Our product strategy differs significantly from that of the competition. Instead of encumbering solutions with additional modules, we are committed to genuine new developments that implement current requirements in the market – namely, usability, reducing project durations, mass data management and security", says Ariel Lüdi, CEO of the hybris Group.

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#### 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, Waterstone's, Conrad, Norgren, Lufthansa, Reebok,

Grundfos, Demag, Sika, Bunzl UK & Ireland, Phonak and Rexel.

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