

kalahari.net Uses hybris for International eCommerce Expansion

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South Africa's leading online retailer uses hybris to expand its eCommerce and multichannel services into Africa and beyond...

London – 16 February, 2011. hybris, a leading multichannel commerce software vendor, today announced that it has won the contract to provide kalahari.net (www.kalahari.net), South Africa's leader in eCommerce, with the hybris B2C Commerce solution, including PIM and mobile commerce functionality, to underpin its new eCommerce and multichannel strategy.

As Africa's leading online retailer of books, music, DVDs, games, and consumer electronics, kalahari.net, part of the Naspers Group, a leading multinational media group, has built-up an impressive reputation since it was founded in 1999. With its business rapidly expanding, the company realized that its existing eCommerce system, which it had built-up over the last few years, would not be able to scale to support its expanding business strategy.

As a result, kalahari.net started to look for a new system and considered a number of solutions available in the market and chose hybris as its main eCommerce and multichannel solution, with Endeca providing the search capability. The system is being implemented by a combination of hybris, its South African partner, EMC consulting, and kalahari.net's own in-house team. hybris' Professional Services team is also providing support from its teams in the UK and Germany.

According to Michael Needham, CTO of kalahari.net; "We wanted to go for best of breed solutions for our new eCommerce system and so took a very open approach to the vendors we evaluated. In the end, we chose hybris because of its agile architecture and comprehensive functionality. They also had a great way of doing business by being very customer centric and pulling out all the stops when necessary to make things happen. That combined with the Endeca integration on search, made hybris the winning ticket.

"The new kalahari.net eCommerce system goes live in 2011, and we look forward to seeing the benefits it will bring as we expand our offering to other parts of Africa," he concluded.

Ariel Luedi, CEO of hybris, said: "We are seeing increasing demand from regional online retailers, like kalahari.net, for a robust and scalable eCommerce platform to help them increase market share as they seek to expand in their near markets and international opportunities. Our eCommerce solutions help retailers provide true multi-channel shopping and customer service, helping to underpin the success these businesses hope to achieve."

Ends.

About kalahari.net

A pioneer in the South African e-commerce industry, kalahari.net is the market leader in South African e-commerce. Established in 1999, kalahari.net is SA's largest online retailer of millions of books, eBooks, music, DVDs, games, cameras, and electronics.

About hybris

(www.hybris.com),

hybris is a leading vendor of next generation agile multichannel commerce 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, agile solution which supports the industrialisation and automation of operational marketing and sales 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 U.S., UK, Netherlands, Switzerland, Austria, France, Italy and Sweden. Its international presence is extended via a dedicated network of business and technology partners across Europe and the USA. It has over 240 customers worldwide running more than 2,000 websites "powered by hybris". Customers are global brands from retail and manufacturing industries, including: Adidas, Levi's, Lufthansa, Nespresso, Toys 'R 'Us, Coca Cola Beverages, Ericsson, Rexel, Bobcat and Kaiser+Kraft.

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