

hybris expands into new London office to accommodate growing team

Submitted by: Ascendant Communications

Thursday, 24 November 2011

London – 24 November, 2011. hybris, a global leader in multichannel commerce solutions, has moved into new custom-built London premises providing it with extra space and the facility to hold interactive training sessions for partners and customers.

In the UK hybris has grown ten-fold since launching in 2005, and was keen to find a location that would make it accessible to the City, the West End of London, major airports and the Old Street 'Silicon Round' where many of its customers and partners are based. The new office, in Copthall Street, EC2, meets these requirements and has the facility to manage training programmes and will also house hybris's growing product strategy team that is based in the UK.

Stefan Schmidt, VP of Product Strategy, said: "We now have an environment in which our team has the space to work creatively together to share ideas. The new office also provides a practical function because it is easy to reach for our employees based at the Munich head office and for those at our North American headquarters in Montreal, Canada."

In the UK hybris has this year signed with four new partners including iGate Patni, WiPro, Tacit Knowledge and Detica, and is working with them to develop its customer portfolio, which in the past 12 months has grown to include well-known brands such as Mulberry, ghd, Hutchison 3G and Lebara Mobile.

Notes to Editors:

About hybris
(www.hybris.com)

hybris is a leading vendor of next generation end-to-end multichannel commerce software based on a single platform including managed and hosting services. Its clear vision about the need for consistency, coordination and personalization of information across all channels and throughout all phases of the customer lifecycle has resulted in the development of an integrated, agile solution enabling businesses to communicate and sell across all channels – online and offline - in a consistent and effective way. hybris has 14 offices around the world located in the economical capitals of North/South America, Europe and Asia and supports over 380 global customers. Customers are brands from retail and manufacturing industries, including: Adidas, Levi's, Lufthansa, Clarks, Timberland, Nespresso, Toys'R'Us, Coca Cola Beverages, Ericsson, Rexel, Bobcat, Kaiser+Kraft, Hornbach, Nikon, Migros, Conrad, Iomega and Grundfos.

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