

Leading Global Service Providers Identified by Independent Research Firm are hybris Partners

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Munich 15 March, 2012. hybris, a leading provider of multichannel commerce and communication software, today announced that it is partnering with 11 of the 12 leading commerce service providers named in Forrester Research, Inc.'s latest Wave report on this market. Entitled "The Forrester Wave™: Global Commerce Service Providers, Q1 2012", dated 24 February, 2012, the report follows the Company being named as a leader in "The Forrester Wave™: B2C eCommerce Platforms, Q4 2010", dated 21 October 2010.

According to Forrester; "Today's commerce technology projects are complex, and growing eCommerce revenues mean the bets are getting bigger ...eCommerce will affect the entire business, whether that impact can be easily measured or not Not only does the implementation of a commerce platform and related technologies require a host of technical integrations, but these projects involve rethinking and designing a cross-touchpoint customer experience. ...When multiple firms are involved to address all of these issues, companies risk missing requirements, having questions go unasked, seeing their vision and recommendations get lost in translation, and witnessing accountability go out of the window. As a result, eBusiness and technology leaders must seek services firms that can provide a wide range of capabilities..."

Frank Schoutissen, Vice President Channel at hybris, said; "Of the 12 companies identified by Forrester in its report, we are actively working with 11 of these. The purpose of this report was to evaluate these companies to help eBusiness, channel strategy and technology leaders determine the best service providers for their company to work with as they embark on programs to transform their company in the era of agile commerce. We believe this shows that hybris is working with the right companies across the globe to support its customers and ensure they get the best results from our multichannel commerce solutions."

A copy of the report can be downloaded here: www.hybris.com/forrester-wave-2012-service-providers

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 economic capitals of North & South America, Europe and Asia and supports over 380 global customers. Customers are brands from retail and manufacturing industries, including: Bobcat, Clarks, Coca Cola Beverages, Conrad, Grundfos, Hornbach, Iomega, Kaiser+Kraft, Levi's, Lufthansa, Migros, Nespresso, Nikon, P&G, Rexel, Timberland and Toys'R'Us.

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