hybris Partners with Adobe to Personalize Global Shopping Experiences Across All Channels

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hybris, a leading provider of multichannel commerce and communication software, today announced that Adobe® CQ eCommerce has been integrated with hybris Multichannel Suite to provide a single solution for personalizing consumers' shopping experience across all channels including online, mobile and social. As market leaders in multichannel commerce and web content management, the integration of hybris and Adobe solutions will provide organizations with a unified platform upon which to manage the entire shopping experience - from top-of-the-funnel brand engagement, to immersive shopping experiences and finally the check-out. By providing streamlined content authoring, management, content delivery, and optimization capabilities, businesses will be able to achieve a rapid time to market by quickly adapting web and mobile merchandising to the demands of the global marketplace. Out-of-the-box multichannel commerce components and integration will further speed "time to live" for new and updated online commerce properties.

"Through partnership with Adobe and leveraging the strengths of our respective technologies, we are now delivering to market a platform to create consistent brand experiences across channels," explained Ariel Lüdi, CEO of hybris. "Our joint customers will benefit from Adobe's broad leadership in Web Experience Management and ours in multichannel commerce. The result will be clients who can rapidly deploy compelling commerce sites with rich, personalized content."

"It is well established that the ability of online retailers to differentiate from competition is a must, and a consistent, personalized customer experience is the means for doing so," said Kevin Cochrane, vice president of Product Strategy and Solution Marketing, Adobe. "Whether delivered on-premise or in the Cloud, on a desktop, tablet or smartphone, the online buying process has to be delivered flawlessly the first time. Digital marketers can count on our Web Experience Management solution and integrated CQ eCommerce capabilities married with hybris' multichannel expertise to meet the heightened expectations of consumers."

Key integrations of the solution include:

• Agile merchandizing and marketing - Rapid and flexible customization of product pages, shopping cart and checkout components by the business user based on target visitor segmentation and merchandising strategies. Real-time product information synchronization between Adobe WEM and hybris PCM (Product Content Management).
• Easily Optimize against key multichannel commerce goals - Advanced shopping experience optimization tools including: behavior tracking, web, mobile and offline customer analytics, user experience testing and optimization, dynamically targeted search results, promotions and rich media delivery.
• Search Integration - Unified search for all product and content data of the entire brand appearance gives merchandisers the option of displaying product data search results with its corresponding web content such as brochures, blog posts, videos and other supporting rich media across all channels.
• Rapid IT Development and Deployment - Out-of-the-box automated product information synchronization between hybris and Adobe WEM to jump-start organizations' initiatives. A modern, unified solution that leverages hybris' best-in-class multichannel commerce capabilities through hybris Commerce API's and

was architected for delivering consistent and engaging shopping experiences across all channels.

"Phonak benefits from a perfect alliance of both Adobe and hybris applications, simply efficient and orientated towards the future," said Ole Vogt, senior product manager, Interactive Marketing, Phonak AG. "We have been successful in using the hybris multichannel platform in combination with CQ5 in various interactive environments for our eServices and Online Shop."

As part of the partnership, the companies are jointly selling and promoting the Adobe solution to customers worldwide, with implementation services provided by global agency and system integrator partners.

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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