

hybris platform for MoneySupermarket.com

Submitted by: Ascendant Communications

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London – 10 August, 2012. hybris, a leading provider of multichannel commerce and communication software, has announced that it will be working together with MoneySupermarket.com, the UK's leading price comparison website, to develop a platform powered by hybris B2C Commerce.

The relationship will allow hybris to make its first move as a platform provider to a company focused entirely on the financial services sector, and it will work closely with partner, Sceneric, which specified the hybris platform for MoneySupermarket.

MoneySupermarket provides a free, easy to use online service that allows customers to save money on all of their household bills. They can compare a wide range of products in one place to find the one most suited to their needs. Revenue for the company comes predominantly from fees paid by product providers when a customer clicks through to their site and applies for, or purchases, a product.

Speaking about the new relationship, Ariel Lüdi, CEO of hybris, said: "We are delighted to be working together with the UK's leading price comparison website. We have already built a strong profile in the online retail market, but it is particularly rewarding that our first financial services sector customer in the UK should be a company of the calibre of MoneySupermarket."

About hybris

hybris delivers enterprise software for multi-channel commerce, product information management and order management that helps retailers, manufacturers, telcos and publishers of software, games and digital media to innovate, sell more and create perpetual digital relationships with their customers. Both principal industry analyst firms rank hybris as a "leader" and lists its commerce platform amongst the top three in the market. hybris software is based on open standards, is more extensible, more efficient for global deployments, and offers lower TCO. The same software is available on-premise, on-demand and managed hosted, giving merchants of all sizes maximum flexibility. Over 400 companies have chosen hybris, including global B2B brands CheckPoint Software, Grainger, TransUnion, Houghton-Mifflin, 3M, GE and Thomson-Reuters as well as consumer brands P&G, Coca-Cola, H&M, Toys R Us, Costco, Levi's, Starbucks and Gymboree. hybris has operations in 15 countries around the globe. hybris is the future of commerce™.

For more information, visit www.hybris.com

About Sceneric

Sceneric is an ecommerce solutions provider that works closely with its customers to help them achieve leadership positions in their markets. We bring a combination of in depth industry knowledge, technical excellence and delivery expertise to support the operational objectives of our customers.

Founded in 2006, Sceneric works with industry leaders such as Legal & General, B&Q, LOVEFiLM, Molton Brown, Stanley Gibbons, Simplyhealth, Friends Provident, HL-Hybris, Mouchel, mgmadvantage and many

others.

For further information please contact:

Julie Kirby or James Cooper

Ascendant Communications

Tel: +44 (0) 7956 955625

E-mail: jkirby@ascendcomms.net / jcooper@ascendcomms.net

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