

Reckitt Benckiser implements hybris Product Content Management and prepares for global roll-out

Submitted by: Ascendant Communications

Thursday, 13 September 2012

London – 13 September, 2012. hybris, a leading provider of multichannel commerce and communication software, has announced that Reckitt Benckiser, a major brand in the global health, hygiene and home care sectors, has implemented hybris Product Content Manager (PCM) to manage and support its product catalogue and intends to leverage other hybris components across the business.

Reckitt Benckiser is a FTSE Top 25 company and its success is led by powerful brands such as Finish, Vanish, Durex, Dettol, Harpic, Scholl and Veet. It operates in over 60 countries and sells in almost 200. In 2010 the company sold 20 million products a day. The hybris platform was originally selected by SSL International to support its eCommerce initiatives, which became part of Reckitt Benckiser in 2010. However, in Q4 2011, the company upgraded to a Group Licence and at the same time also purchased both the PCM and Customer Service modules from hybris.

“Our first priority was to use hybris’ core strength to support our product catalogue,” said Andrew Wootton, Head of Digital Solutions at Reckitt Benckiser. “We had experience of the hybris platform and we were looking for it to help us successfully transfer our product data online and improve efficiency. This integration is ongoing and growing in usage all the time, and ultimately we will publish this to our global retail customers.”

The Reckitt Benckiser team, based in Manchester, UK, has worked directly with hybris to implement and roll-out the PCM module. The next stage will be a much broader implementation, using hybris B2C Commerce to support transactional brand sites, from one platform, representing a major cost saving for the organization.

“We expect to improve our customer journey, so we are currently looking at the eCommerce options open to us,” said Andrew Wootton. “The adoption of the hybris platform has been very positive so far and we hope that it will continue to show all its strength as we move forward with our plans.”

Speaking about the contract, Ariel Lüdi, CEO of hybris, said: “Reckitt Benckiser is one of the world’s most successful organisations and we are delighted that our platform is helping them to achieve their commerce ambitions. Ensuring that the correct product information is in place and can be seamlessly updated will have a very positive effect on brand affinity and downstream selling opportunities once the company goes live with its various websites. With firm foundations in place, Reckitt Benckiser will be well positioned to deliver a first-class online service to its customers worldwide.”

About hybris

www.hybris.com

hybris delivers enterprise software for multi-channel commerce, master data 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 a “leader” & among the top three commerce platforms.

hybris software is based on open standards, 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, LK Bennett, Monsoon/Accessorize, Mulberry and Gymboree. hybris has operations in 15 countries around the globe. hybris is the future of commerce™. For more information, visit www.hybris.com

For further information please contact:

Julie Kirby
Ascendant Communications
Tel: +44 (0) 7956 955625
E-mail: jkirby@ascendcomms.net