

hybris bolsters UK Channel following new partnership with Red Ant

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London – 18 October 2012 hybris, a global leader in multichannel commerce solutions, has announced that it has formed a new implementation partnership with the digital experience and technology specialist integrator, Red Ant. Originally founded as a technology company, Red Ant has become one of the UK's fastest growing digital agencies, and has partnered with hybris on a variety of high profile commerce projects.

The new agreement enables Red Ant to further expand into the commerce sector, allowing it to bring together its own creative and design skills with hybris' proven, agile B2B and B2C multichannel platforms, in particular the OnDemand and Multichannel Accelerator solutions.

Red Ant creates effective ways to help clients win in the race to digitally connect with their customers. It has offices in London, Geneva, Rio de Janeiro and Shanghai. Although the company has worked together with hybris for over four years, an additional implementation partner has also been involved. Under the new agreement, Red Ant will be able to manage sole implementations, and hybris is keen to maximise its experience in high volume, fast-turnaround projects.

Frank Schoutissen, Vice President Channel at hybris, said: "Red Ant's ambitions are to take its existing creative and digital expertise and apply this broadly into the commerce market. We have already worked together on highly successful platforms for organisations including The Entertainer, and we have been impressed by Red Ant's commitment to delivering results, its willingness to adapt to new technology and the depth of its understanding of what customers need. We are very excited about the opportunities that we can work on together with Red Ant."

Red Ant has been appointed as a hybris Implementation Partner and will focus on UK-based customers. However, the company's experience internationally will also be an advantage, as hybris expands its channel partnerships in South America and the APAC regions.

Paul Bidder, Commercial Director at Red Ant, said: "We have spent some time familiarising ourselves with the hybris solutions and we know how they work in practice. As a result we are delighted to formalise our relationship and move into full-scale implementations of the hybris platform for our increasing roster of customers. As well as implementing the multichannel platform, we will also be providing training and support and we are looking forward to a successful partnership."

About hybris

hybris helps businesses on every continent sell more goods, services and digital content through every touchpoint, channel and device. hybris delivers "OmniCommerce™": state-of-the-art master data management and unified commerce processes that give a business a single view of its customers, products and orders, and its customers a single view of the business. hybris' omni-channel software is built on a single platform, based on open standards, that is agile to support limitless innovation, efficient to drive the best TCO, and scalable and extensible to be the last commerce platform companies will ever need. Both principal industry analyst firms rank hybris as a "leader" and list its commerce platform among the top two or three in the market. 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 Nespresso, P&G, Pirelli, Rexel, 3M and Thomson-Reuters, as well as consumer brands Galeries Lafayette, Levi's, Lufthansa, Migros, Nespresso, Nikon, Clarks and CostCo. hybris has operations in 15 countries around the globe. hybris is the future of commerce™. For more information, visit www.hybris.com

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