

Conexus launches Keystone - Managed Service for e-Commerce Merchants and Retailers

Submitted by: Ascendant Communications

Tuesday, 13 November 2012

Conexus, a leading consulting systems integrator for multi-channel and e-commerce, has announced the launch of a new managed service programme, branded Keystone. Building on its extensive experience delivering e-commerce platforms, Conexus will now be offering additional services, including 24x7 technical support, peak trading provision, transactional and payment monitoring and reporting. Conexus will be rolling out the Keystone managed service programme to existing and new customers from today, November 12th.

Conexus partners with the three leading e-commerce platform providers; hybris, IBM and Oracle, and this range of expertise will be reflected in Keystone. The launch of this new service follows a growing demand from Conexus' customers for assured end-to-end solutions that support their growing dependency on online and multi-channel business strategies.

Paul Lynch, Sales Director, at Conexus, said: "We are the first line for third-party vendor integrations and our customers are increasingly relying on us for more than just implementation. There is nearly always a broad objective to achieve ambitious goals, not least a substantial and measurable return on their investment. They are now looking for us to manage this process, provide strategic advice, feedback meaningful analysis and grow not just sales but also customer retention. This has led us to focus on delivering a full-scale managed service programme, which goes beyond "break-fix", and ultimately we will be looking to incorporate a managed service element in every project that we deliver for customers in the future."

Conexus, which was founded in 1998, has built a strong team of experts who are working with wide ranging customers from multinational telecoms companies and global fashion brands through to banks and public sector organisations.

"These are the crucial bread and butter requirements for customers," says Paul Lynch. "They need to know which promotions are working, how to support special offers, develop pricing intelligence and devise means for avoiding online shopping basket abandonment. We help with all of that. It is also crucial that they can rely on a high level of skill and expertise in the evolution of their platforms. "

Chris Indge, European Development Manager at Epson Europe, agrees: "We have a European e-commerce platform in 30 countries and with 15 stores and this is fully supported 24x7. It would have been very difficult for us to source the specialised skills that a company like Conexus offers and this has meant that we have benefited from a faster roll-out and a reduction in both the time and costs associated with managing the resource."

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