hybris launches new online marketplace

Melbourne 13thJune, 2012 hybris today announces hybrisExtend a new online marketplace giving retailers instant access tobest-of-breed and fully certified partner applications, value-add services andcomplementary business solutions all optimised to work on the hybris ecommerceplatform.
Thelaunch of this new portal-style application repository means customers can finetune and optimize their hybris solution to increase revenue, enhance thecustomer experience, or instigate innovative multichannel commerce andcommunication initiatives without unnecessary risk or complexity.
Currently,hybris Extend covers applications in areas such as analytics, channels,community and social, content, fulfillment, infrastructure, marketing andcommunications, payments and tax, personalisation, and search and navigation.
Usingthe hybris Extend app-style distribution portalAustralian retailerscanconfigure add on solutions that best suit their needs and instantly discoverall the additional features and functions hybris global partners can bring totheir business.
Commentingon the launch of hybris Extend, MrAriel Luedi, CEO of hybris, remarked; hybrisExtend is an important development for our customers and partners. It offersunique integration opportunities providing direct access to pre-integratedpartner solutions. hybris Extend adds value beyond our usual ISV partnerprogram because it provides direct access to these recommended partnersolutions.
Withall this information now available in one place, our customers can see the fullscope of options available to them and are able to select additionalapplications best suited to their needs, gaining even more value from ourhybris solutions. The new marketplace will also enable our partners to maximisethe benefits of their relationship with hybris, he said.
Usinghybris Extend, customers and system integrators can search from a list ofrecommended partners, all of whom are leading players in their markets.Selecting specific partners enables users to view details of integrations andapplications or common integration experience, all of which helps customers andsystem integrators to reduce project costs, cut implementation times and enhancetheir hybris commerce solution with all the additional functionality they need.
Wevelaunched hybris Extend to meet the growing customer demand for globallyaccessible turn-key solutions that accelerate time-to-value with their hybrisinvestment. Now customers can take the hybris platform and extend it, customisingit to their exact requirements, says Mr Patrick Ferdig, Director of Global ISVPartnerships at hybris.

Thehybris Extend marketplace gives Australian businesses and system integrators theconfidence of knowing they are accessing best-of-breed partner solutions thathave undergone a rigorous certification process. In the coming months, theapplications catalog available will be extended as hybris continues to expandits partnerships. Recent additions to the hybris ISV ecosystem includeBazaarvoice, dynaTrace and Jirafe.
hybrisExtend can be accessed online here:http://www.hybris.com/products/hybris-extend

About hybris
www.hybris.com
hybrisis a leading vendor of next generation end-to-end multichannel commercesoftware based on a single platform including managed and hosting services. Itsclear vision about the need for consistency, coordination and personalizationof information across all channels and throughout all phases of the customerlifecycle has resulted in the development of an integrated, agile solutionenabling businesses to communicate and sell across all channels online andoffline - in a consistent and effective way.
hybrishas 14 offices around the world located in the economic capitals of North/SouthAmerica, Europe and Asia and supports over 380 global customers. Customers arebrands from retail and manufacturing industries, including: Bobcat, Clarks,Coca Cola Beverages, Conrad, Grundfos, Hornbach, Iomega, Kaiser+Kraft, Levis,Lufthansa, Migros, Nespresso, Nikon, P&G, Rexel, Timberland and ToysRUs.

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