

SAP to Acquire hybris to Deliver Next-Generation Customer Experience



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WALLDORF and ZUG, Switzerland — [SAP AG](#) and [hybris](#) today announced that

SAP plans to acquire hybris, a rapidly growing and widely recognized leader in e-commerce technology. The acquisition positions SAP to deliver the next-generation e-commerce platform, with the choice of on-premise or cloud deployment, as enterprises around the world seek to optimize the customer experience for businesses and consumers across an ever-growing number of delivery channels, devices and touch points. The combination of industry-leading enterprise solutions from SAP with the agile omni-channel commerce solutions of hybris will provide enterprises with the enhanced data and tools necessary to optimize margins and customer loyalty. With a holistic view of the customer relationship, [SAP solutions](#) help enterprises manage the full spectrum of customer engagement — across sales, service, marketing and commerce — while maintaining understanding and intimacy through social channels.

Today's consumers and businesses demand a seamless brand and shopping experience across all channels. Estimated at a total value of US\$37 billion by industry analysts, the e-commerce technology market is experiencing rapid growth as businesses adapt to changing customer behaviors that seamlessly cross Web, mobile, store, contact center and other points of engagement. Big data, cloud and social technologies only heighten demand for innovative commerce solutions needed for managing consistent customer engagement. Growing at more than twice the rate of the retail industry, e-commerce is increasingly recognized as a critical capability in identifying, winning and growing profitable customer relationships.

"hybris puts SAP on the leading edge of the consumer economy," said [Bill McDermott](#) and [Jim Hagemann Snabe](#), co-CEOs, SAP AG. "With hybris, SAP has made a decisive move to raise the stakes in customer relationship management and define the next generation customer experience."

Founded in 1997 with headquarters in Zug, Switzerland, hybris is the world's fastest growing e-commerce software company. Offering a complete omni-channel commerce platform that incorporates Web, mobile, call center and store solutions, hybris helps businesses of all sizes on every continent sell more goods, services and digital content through every touch point, channel and device. hybris' solutions provide a single view of customers, products and orders across multiple demand and delivery channels, made possible by state-of-the-art master data management and unified commerce processes for all channels. The company's majority investor is HGGC, a private investment firm based in Palo Alto, California.

The combination of hybris' commerce platform with the flagship in-memory platform [SAP HANA](#), analytical and cloud applications, and the [SAP Jam](#) social software platform will give SAP a significant edge in delivering new levels of customer insight and engagement across all channels. Following the launch of the [SAP 360 Customer](#) solution, which introduced the [SAP CRM](#) application powered by SAP HANA, the acquisition will further SAP's ability to help companies fully engage customers to improve loyalty and create stronger, more valuable relationships.

"hybris is a recognized leader in commerce platform technology, and the combination with SAP will enable us to deliver complete omni-channel business solutions and continue our strong growth trajectory," said Ariel Lüdi, CEO, hybris and Carsten Thoma, president and co-founder, hybris. "Joining with SAP will significantly expand the scope, scale and power of hybris' commerce platform, and allow us to deliver the next generation of customer engagement innovation across all channels."

Upon completion of the transaction, expected in the third quarter of 2013 and subject to regulatory approval and other closing conditions, hybris will operate as an independent business unit and will retain its existing management team led by Lüdi and Thoma.

Conference Call

SAP senior management will host a conference call for media and analysts today, Wednesday, June 5, at 6:00 p.m. CET / 12:00 p.m. EDT / 9:00 a.m. PDT. The call will be webcast at www.sap.com/investor.

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Participants may dial in five to 10 minutes prior to the start time using the respective numbers and confirmation code.

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To learn more, visit the [SAP Newsroom](#).

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 500 companies have chosen hybris, including global B2B sites W.W.Grainger, Rexel, General Electric, Thomson Reuters and 3M as well as consumer brands Toys"R"Us, Metro, Bridgestone, P&G, Levi's, Nikon, Galeries Lafayette, Migros, Nespresso and Lufthansa. 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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Tags: [CRM](#), [customer relationship management](#), [e-commerce](#), [hybris](#), [press release](#), [SAP CRM](#)

- See more at: <http://www.news-sap.com/sap-to-acquire-hybris-to-deliver-next-generation-customer-experience/#sthash.LcHgrhIZ.dpuf>